



MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

2017 Project Grant

Final Report

Organization:	Habitat for Humanity – North Collin County
Funding Amount:	\$3,500
Community Event:	Habitat ReStore Birthday Bash
Start Date:	October 28, 2017
Completion Date:	October 28, 2017
Location:	The ReStore 2060 Couch Drive McKinney TX 75069



Narrative Report

This year's event was our 7th Annual and it turned out to be a great success! The ReStore Monster Mash Birthday Bash was a free community event, open to the public, celebrating 7 years of operations for our ReStore. The event was held at our store from 10 am to 2 pm. An attendance of 734 was received and the biggest gain was of new customers and a tremendous boost in sales.



Our entertainment for the day included a face painter, balloon artist, truck with a large LED screen with a giant Pac-Man game from Gorilla Adz and advertising, special photo booth with picture postcard for participants, a haunted cave, music by WAY FM 89.7, and Home Depot Kids Workshop. We held a costume contest sponsored by Junior League of Collin County with prizes for children, and youth. Free food for 400 was provided for all by Texas Bank. We recorded 734 attendees between the hours of 10:00 am and 2:00 pm, most of which had a member of their party dressed in costume. Of the recorded visitors 47% indicated they had heard about the event through a printed ad. The next highest section of participants indicated they had heard of the event through word of mouth, which is typical for our customers. Our

ReStore emails went out to 7,227 email addresses this year, and they have an average of 20% open rate. We had a gain of 1,627 more emails sent through Restore email than last year. The billboard was

not a factor this year, but print, word of mouth, and social media reached significant amounts of new attendees with 54% first time customers surveyed there for the first time and 45% return customers.

The sales during the Birthday Bash of 2017 were significantly higher than last year. Customer **were** browsing more frequently, as well as kids enjoying all the food and games. Having most of the activities inside seemed to be a huge factor in translating the traffic into sales. Overall, the event was a huge success and we plan to engage even more with customers next year. Having customers interacting with the merchandise, and leading activities for the adults while kids are in line should bring more growth next year.



Goals & Objectives

Our stated goals for this event and every ReStore event were:

Event Goals

Increase awareness of the store	Our goal was to increase awareness, reach new customers, and increase sales.
Reach new customers	Additional customers from targeted areas made up a higher percentage of customers than others.
Provide a better info on the merchandise the Restore has to purchase.	As customers were passing by we passed out brochures on the types of merchandise we carry and answered all questions
Create a fun and service filled atmosphere	We had new activities that included the Gorilla Ads truck as well as face painting and food.
Reaching new customers through various media.	We were able to reach more people through print than the previous year.
Educate people on the benefits of buying through Habitat.	When we engaged in conversation with customer we always mentioned that every purchase helps build a home.
Promote the sale of As Marked merchandise as an extra amount of time to save.	By sending sales promotion through the newsletter and passing out a flyer with the discounts shown we were able to create a buying atmosphere.

Financial Report

With our MCDC grant funds of \$3,500 we spent \$3,993 on the items we submitted which are identified below. Also, we were given \$1000 sponsorship funds from Junior League of Collin County which was spent for prizes for the contests and entertainment for the event.



ReStore Birthday/Monster Mash October 28, 2017

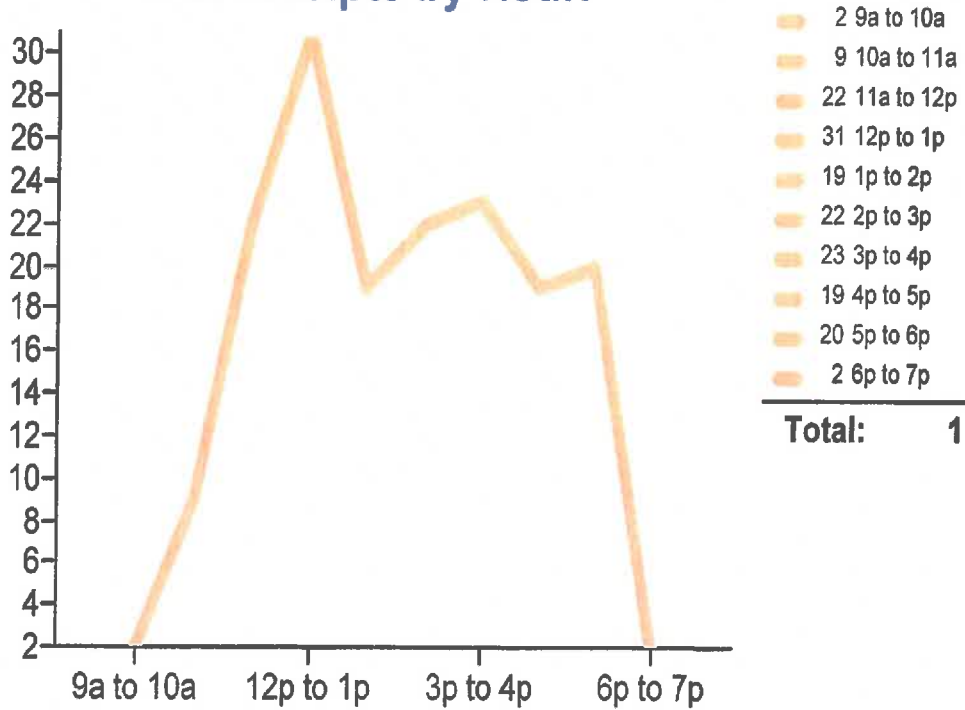
	<u>Estimated</u>	<u>Actual</u>		
Entertainment				
Humane Society	\$0	\$ -		
Face painting/balloon twister (3 hours)	\$300	\$ 860		\$400 GIK
Craft Station: Home Depot Kids Workshop	\$750	\$ 1,000		\$1,000 GIK
Music Station	\$0	\$ -		
Photo Booth Guy	\$250	\$ 550		\$350 GIK
Games & Contest Prizes and Candy	\$500	\$ 208		Trophy (\$58.46 GIK), Gift Cards & Ca
Haunted Cave	\$150	\$ -		
TOTAL	\$1,950	\$2,618		
Food				
Hot Dogs	\$500	\$ 750		GIK
Chips	\$350	\$ -		Included above
Condiments & napkins	\$50	\$ 203		
Drinks	\$150	\$ -		Included above
Ice	\$100	\$ -		Included above
Popcorn	\$65	\$ -		Included above
Total	\$1,215	\$953		
Advertising				
Gorilla ADZ (new sponsor)	\$0.00	\$ 5,000		\$5,000 GIK
Direct Mailing	\$1,600	\$ 1,340		
Community Impact Insert	\$1,200	\$ -		
Radio Broadcasting	\$1,500	\$ 2,000		
Community Impact Ad - McKinney	\$395	\$ 584	\$375.25	Ordinary Budget Exp
Community Impact Ad - Frisco	\$395	\$ 537	\$356.25	Ordinary Budget Exp
Water bill Inserts	\$700	\$ 635		
Billboard (1)	\$125	\$ 1,000	\$875	Ordinary Budget Exp
Posters	\$85	\$ 55		
2 in-store signs	\$80	\$ -		
Ad Pages	\$425	\$ 425	\$425	Ordinary Budget Exp
Total	\$ 6,505	\$ 11,576		
Total Expenses	\$9,670	\$15,147		
Funding Match				
Junior League of CC	\$1,000	\$ 1,000		
MCDC	\$4,000	\$ 3,500		
ReStore Ordinary Budget	\$1,157	\$ 2,032		
Texas Bank GIK	\$900	\$ 750		
Home Depot GIK	\$750	\$ 1,000		
BB&T	\$500	\$ -		
WAY FM GIK	\$750	\$ 1,000		
Photo Booth GIK	\$0	\$ 350		
Face Painting GIK	\$0	\$ 400		
Trophy GIK	\$0	\$ 58		
New Sponsor of Entertainment	\$500	\$ 5,000		Gorilla ADZ (Advertising) GIK
Total	\$9,557	\$15,090		
NET Total	(\$114)	(\$57)		

ReStore Sales by Date - Saturdays Only

Date	Qty Sold	\$ Total Sales
Last Year's Event -- October 29, 2016	743	6,272
October 14, 2017	664	8,669
October 21, 2017	885	7,818
October 28, 2017	874	10,403

ReStore Sales By Hour – October 28, 2017

of receipts by Hour.



Customer Zip Code Surveys

ReStore Event Attendees By Zipcode			
75070/75071/75069		49%	McKinney
75407		25%	Princeton
75002		2%	Allen
75409		2%	Anna
75007		2%	Carrollton
75009		2%	Celina
73025		2%	Edmond OK
75034/75035		2%	Frisco
75047		2%	Garland
75452		2%	Leonard
74426		2%	Lewisville
75454		2%	Melissa
73162		2%	Oklahoma city OK
75025		2%	Plano
75078		2%	Prosper
Survey Results on Advertising			
Printed Ad/Insert		43%	
Word of Mouth		29%	
Facebook		13%	
InStore Advertising		6%	
ReStore email		6%	
Radio		3%	
First time to event	yes	45%	
	no	54%	

Sample Marketing Materials

FREE EVENT!

BIRTHDAY BASH & MONSTER MASH

OCT 28th 10AM-2PM

Habitat for Humanity | ReStore

GorillaADz | 89.7 KSTX | TEXAS BANK

Games, Face Painting, FREE Food Music, Home Depot Kids Workshop Kids Costume Contest & Haunted Cave

Billboard on Highway 380 @ Airport Fwy targeting Princeton residents

NORTH COLLIN COUNTY HABITAT FOR HUMANITY

BIRTHDAY BASH & MONSTER MASH!

EAT, DRINK AND BE SCARY! **October 28, 2017**

MCKINNEY RESTORE - 2060 COUCH DRIVE, MCKINNEY - WWW.MCKINNEYRESTORE.COM

Event Header

North Collin County Habitat for Humanity | **ReStore**

Call or text for donation pick up: 214-598-0090
Call ReStore at: 972-548-9112

COSTUME CONTEST, HOME DEPOT KIDS WORKSHOP, HAUNTED CAVE, FREE FOOD, PLUS GHOULISH SPECIALS!

2060 Couch Dr., McKinney • www. McKinney ReStore.com

FREE EVENT

BIRTHDAY BASH & MONSTER MASH **EAT, DRINK AND BE SCARY!**

OCTOBER 28, 2017
10AM - 2PM

10% OFF
ANY SINGLE REGULARLY-PRICED ITEM
ReStore-McKinney

One coupon per person, per month. No reproductions accepted. Not valid on special orders. Expires 11/03/17.



North Collin County
Habitat
for Humanity

ReStore

BIRTHDAY BASH & MONSTER MASH!



OCT. 28
10AM - 2PM



**EAT, DRINK AND
BE SCARY!**

**FREE
EVENT**

**KIDS COSTUME CONTEST, FACE
PAINTING, HOME DEPOT KIDS
WORKSHOP, MUSIC, FOOD AND
GAMES - ALL FREE!
PLUS GHOULISH SPECIALS**

**2060 COUCH DRIVE, MCKINNEY
WWW.MCKINNEYRESTORE.COM**



COMMUNITY
DEVELOPMENT
CORPORATION



**FOR MORE INFORMATION
CALL 972-542-5300**



You're Invited

BIRTHDAY BASH & MONSTER MASH!



Saturday,
October 28th, 2017
10 AM - 2 PM

FREE EVENT!



KIDS COSTUME CONTEST,
FACE PAINTING,
HAUNTED CAVE, GAMES, MUSIC
GREAT FOOD
- ALL FREE!
PLUS KIDS WORKSHOP



2060 COUCH DRIVE, MCKINNEY
WWW.MCKINNEYRESTORE.COM

North Collin County
Habitat for Humanity
ReStore

WAY FM Commercial

Join WAY-FM and Habitat for Humanity ReStore in McKinney, **Saturday October 28th / this Saturday / tomorrow** from 10 'til 2 for their annual Birthday Bash and Monster Mash. There's FREE food, face painting, kids costume contest, a Haunted Cave, and Home Depot kids workshop. While you're there, shop the ReStore for new and gently used home improvement items, furniture, and décor. Every purchase funds their mission. Visit McKinney ReStore dot com to learn more. The Habitat for Humanity North Collin County event is sponsored by McKinney CDC, and is a non-profit impact partner.

