

Grant Promotions by MCDC and City of McKinney

Promotional and Community Event Grants - Cycle I 2019

Board Approved: 1/24/2019

Requirements/Resources Sent: 1/29/2019

Social Media
 Print Advertising
 Outdoor Advertising
 City Building Monitors
 Board/Staff Attendance

| Organization | Event | Event Date | Agreement Executed | Final Report Received | MCDC Facebook Promotion | MCDC Twitter Promotion | City Facebook/Instagram Promotion | City Twitter Promotion | City Advertising Promotion | City Billboard Promotion | City Ch/PSA Streaming | City Apex Streaming | Board/Staff Attendance |
|------------------------------|---------------------|--------------|--------------------|-----------------------|--|----------------------------------|-----------------------------------|-----------------------------|----------------------------|--------------------------|-----------------------|---------------------|---|
| Heritage Guild | Farmers Market | March-August | 2/25/2019 | | 1/2, 2/8, 2/11, 2/15, 2/27, 3/15, 3/16 | 1/2, 1/25, 2/8, 2/11, 2/15, 2/27 | 2/22, 3/2 | 2/27, 3/2 | | | | | L.Jones |
| | Tour de Coop | 4/27/2019 | 2/25/2019 | | 1/25 | | | | | Apr. 1-13 | April | Apr 11-26 | |
| | Ice Cream Crank-off | ? | 2/25/2019 | | | | | | | | May | | |
| Collin County History Museum | 2019 Then & Now | Feb-Dec 2019 | 2/19/2019 | | 2/27 | 2/27 | | | | Mar 18-30 | March | | C. Schneible L.Jones R.Glew K.McGill J.Brewer D.Clarke |
| St. Peter's Episcopal | Empty Bowls | 16-May-19 | 2/7/2019 | | 1/28, 3/14, 3/19 | 1/28 | | | Cl - May | Apr 29 - May 11 | May | Apr 27 - May 5 | |
| McKinney Main Street | Black History Month | 2/1/2019 | 3/1/2019 | | 2/11 | 2/11 | | | | | | | |
| | Krewe of Barkus | 3/1/2019 | 3/1/2019 | | 3/1 | 3/1 | 1/28, 2/24 | 1/28, 2/20, 2/22, 2/28, 3/1 | | | | | |

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|--------------------------|---|------------|--------------------|-----------------------|---|-----------------------------------|-----------------------------------|------------------------|----------------------------|--------------------------|-----------------------|---------------------|------------------------|
| | Union the Musical | | 3/1/2019 | | | | | | | | | | |
| | Goitsche | | 3/1/2019 | | | | | | | | | | |
| | Janoska | | 3/1/2019 | | 3/19 | | | | | | | | |
| | Unique by Nature Juried Art Competition | 4/1/2019 | 3/1/2019 | | | | | | | | | | |
| | Arts in Bloom | 4/1/2019 | 3/1/2019 | | | | | | | | | | |
| | Cinco de Mayo | 5/1/2019 | 3/1/2019 | | | | | | | | | | |
| | Historical District | ongoing | 3/1/2019 | | 2/5 | 2/1, 2/5, 3/5, 3/7, 3/14, 3/15 | | | | | | | |
| Game Day Foods | Salsa Fest | 7/4/2019 | 2/4/2019 | | 3/5 | 3/5 | | | HOA - June | June 11-29 | June | | |
| Kiwanis Club of McKinney | McKinney Triathlon | 9/29/2019 | 2/16/2019 | | | | | | | | | | |
| ManeGait | Country Fair | 4/27/2019 | 2/4/2019 | | 3/5, 3/9 | 3/5 | | | CI - March HOA - April | Apr 15-27 | | Apr 11-26 | |
| SGB Hospitality | St. Patrick's Day Festival and Run | 3/16/2019 | 2/4/2019 | | 2/8, 2/18, 2/20, 2/27, 3/11, 3/14, 3/15, 3/16 | 2/8, 2/20, 2/27, 3/14, 3/15, 3/16 | 3/13 | | CI - March | Mar 4-16 | | | |

Promotional and Community Event Grants - Cycle II 2018

Board Approved: 7/26/2018

Requirements/Resources Sent: 8/9/2018

| Organization | Event | Event Date | Agreement Executed | Final Report Received | MCDC Facebook Promotion | MCDC Twitter Promotion | City Facebook/Instagram Promotion | City Twitter Promotion | City Advertising Promotion | City Billboard Promotion | City Ch/PSA Streaming | City Apex Streaming | Board/Staff Attendance |
|--------------|-------|------------|--------------------|-----------------------|-------------------------|------------------------|-----------------------------------|------------------------|----------------------------|--------------------------|-----------------------|---------------------|------------------------|
|--------------|-------|------------|--------------------|-----------------------|-------------------------|------------------------|-----------------------------------|------------------------|----------------------------|--------------------------|-----------------------|---------------------|------------------------|

3/20/2019

| Organization | Event | Event Date | Agreement Executed | Final Report Received | MCDC Facebook Promotion | MCDC Twitter Promotion | City Facebook/Instagram Promotion | City Twitter Promotion | City Advertising Promotion | City Billboard Promotion | City Ch/PSA Streaming | City Apex Streaming | Board/Staff Attendance |
|--------------------------------|------------------|-------------------|--------------------|-----------------------|------------------------------------|------------------------|-----------------------------------|------------------------|----------------------------|--------------------------|-----------------------|---------------------|------------------------|
| Collin County Master Gardeners | 2019 Garden Show | March 16-17, 2019 | 8/26/2018 | | 2/26, 3/11, 3/14, 3/15, 3/16, 3/17 | 2/26, 3/14, 3/16, 3/17 | | | HOA - Feb CI - March | | | | C.Schneible L.Jones |