



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: St. Peter's Episcopal Church

Funding Amount: \$7,000

Project/Promotion/Community Event: Empty Bowls McKinney 2016

Start Date: Fall 2015

Completion Date: 4/14/16

Location of Project/Promotion/Community Event: McKinney Performing Arts Center

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

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Report on Empty Bowls McKinney 2016

In January and February, we held two Community Bowl Making workshops open to the public to make bowls for our event. Artists from SPARC (St. Peter's Artist Run Community), McKinney Art Studio and the McKinney Art House led volunteers in a variety of methods to hand build bowls. Each workshop generated 60 – 80 bowls. Later in February we hosted a Bowl Glazing workshop at Whole Foods Market, Fairview, where we glazed over 100 bowls.

We held our Meet the Artist Night and Silent Auction Kick-off at Orison's Art & Framing on Saturday, March 12. Our artisan bowls for the silent auction and raffle were on display and bidding began. Artists who donated to the auction/raffle were invited to attend to meet the public. Wine and cheese was catered by our presenting sponsor, Whole Foods Market, and served as visitors bid on bowls and purchased raffle tickets.

On Thursday, April 14, we held the 5th annual Empty Bowls McKinney. We had 800 guests and volunteers at the event. We had 14 food vendors this year and all the vendors got into the spirit of the event and decorated their stations and interacted with the public. The Celt Irish Pub served Cream of Roasted Bell Pepper soup. Patina Green presented Turnip Bisque. Harvest Seasonal Kitchen provided Butternut Squash soup with Duck Confit and Chervil. Square Burger had Sweet Summer Corn Soup garnished with Roasted Corn Kernels, Cipollini Onions, and Crispy Bacon Lardons. The Pantry served Chicken & Dumplings. Rye Craft Foods & Drink brought Cream of Asparagus soup. SNUG on the Square served their Taco Soup. Local Yocal Farm to Market had Smoke Gazpacho with Smoked Brisket Garnish. Game Day Foods came with Chipotle Corn soup. The Pub served Beef and Guinness Stew. Bien Salsa had a great Tortilla Soup. Whole Foods Market, our presenting sponsor, served Brisket Chili. McKinney's Sweet Spot brightened the event with Goopy Butter Brownie Bites. And, Hugs Café came with a selection of their delicious cookies. Brandon from Square Burger also sold wine from Caudalie Crest Winery and beer from Tupps Brewery.

Guests had their choice of over 800 bowls made by local artists, church members, high school students and members of the community attended our workshops. Artists and community members included Toni Andrukaitis, Wayne Batchelder, Tim Bedar, Emily Brown, Jennifer Burke, Andrea Bustos, Laura Canfield, Ann Carroll, Mary Cobine, Alexis Cowan, Tracy Culberson, Kim Ezell, Nan Grey, Brittney Hammond, Mary Helmick, Kathy Kelln, Denise Kempter, Sona Knox, Lisa LaBarge, Alex Macias, Minda Macias, Steve Macias, Jennifer McLarty, Margaret Nemeth, J. B. Phipps, Kim Prudhomme, Kerry Randolph-Johnston, Rachel Reitan, Heather Richardson, Julia Rushin, J. J. Savage, James Spurrier, Alice Stewart, Leila Sun, Aditi Sundarajan, Amanda Taylor, Cariol Williams, McKinney Art House Students and Artists, SPARC Studio Artists, Allen High School Art Students, McKinney High School Art Students, McKinney North High School Art Students, McKinney Morning Pride Lions, Halcyon Women's Club, Young at Heart senior Artists from Towne Creek Apartments, Girl Scouts of Northeast Texas, Service Unit 184, First United Methodist Church Youth

In each bowl was a card reminding them to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center client whose story was given on the reverse side of the card. These stories, given in the client's own words, showed the needs which Community Lifeline Center is serving right here in McKinney.

Brian Marques, the Executive Director of Community Lifeline Center, had this comment about our event this year: "We were amazed by the outpouring of support from the community. Food insecurity is a

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hidden epidemic in Collin County and addressing this challenge is an important part of Community Lifeline Center's mission. Our hats go off to our Board Member Jamie St. Clair and all of the volunteers from St. Peter's who made this event a huge success. Because of their efforts, far fewer families will have to worry about where they're getting their next meal in the coming months."

Goals and Objective Achieved

We set several goals for this year:

- Increase the attendance - We almost doubled again the previous year's attendance of 450. This year, we had 800. With the overall satisfaction of those who attended, I'm confident that we will grow our numbers next year.
- Grow the number of artists involved - we added new artists to the event who helped with event bowls and/or the silent auction. We also grew our interaction with the art community. We added artists to our board and had their total support at the bowl workshops.
- Increase the number of vendors - We increased the number of vendors from 10 to 16.
- Connect with McKinney ISD art programs – we had participation from McKinney High School, McKinney North High School and Allen High School. We're going to continue to work on this connection. We had participation from Collin College as well and hope to grow that next year.
- Increase our presence on-line - We had a significant increase in our presence on Facebook this year. We've grown from 309 page "Likes" last year to 582 today. We now own our website – www.EmptyBowlsMcKinney.com – and used it for calendar information and ticket sales.
- Market Empty Bowls McKinney more publically - Thanks to your generous grant, we were able to place ads in the Stonebridge Ranch News, and the Twin Creek News in February, March and April. We advertised in Allen Image and McKinney image for the same 3 months. And, we advertised on the billboard rider along Highway 75!

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Financial Report

Event Income	2016	2016
Item	Budget	Actual
MCDC Community Event Grant	\$6,136.00	\$7,000.00
Sponsorships	\$5,000.00	\$11,950.00
Donations	\$0.00	\$1,639.76
Bowl Making Classes	\$0.00	\$397.93
Admissions	\$14,000.00	\$14,409.13
Silent Auction Proceeds	\$4,000.00	\$3,187.61
Raffle Proceeds	\$2,500.00	\$2,747.00
Extra Bowl Sales	\$0.00	\$1,515.00
After Event Sales	\$0.00	\$2,067.00
TOTAL	\$31,636.00	\$44,913.43

Event Expenses	2016	2016
Item	Budget	Actual
Supplies	\$2,000.00	\$1,782.46
MPAC rental	\$500.00	\$500.00
Sponsor Appreciation	\$500.00	\$988.50
T-Shirts (for volunteers & artists)	\$1,500.00	\$1,867.00
Benefit Bidding - online silent auction	\$250.00	\$500.00
Bowl Making Classes	\$500.00	\$651.11
Security at event	\$300.00	\$100.00
PayPal + Eventbrite	\$0.00	\$1,027.69
Advertising	\$6,136.00	\$7,863.62
Signs	\$2,000.00	\$2,153.32
TOTAL	\$13,686.00	\$17,433.70

Net Income	\$27,479.73
Easter Basket supplies	\$1,737.26
Reserve	\$742.47
Check to Community Lifeline Center	\$25,000.00

Income Variances: Our sponsorship income increased tremendously!

Expense Variances:

- Sponsor Appreciation – we increased the number of vendors and sponsors significantly, so we spent more than planned on plaques.
- T-Shirts – we grew the number of artists involved, so our t-shirt numbers were higher than originally planned.

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- Security – one of our officers donated his time, so this lowered our expense
- PayPal & Eventbrite expense – we made the decision to use Eventbrite for online ticketing. While it shows as an expense, the customers paid it (included in the income) and then we paid Eventbrite.
- Advertising – we made the choice to expand our advertising.

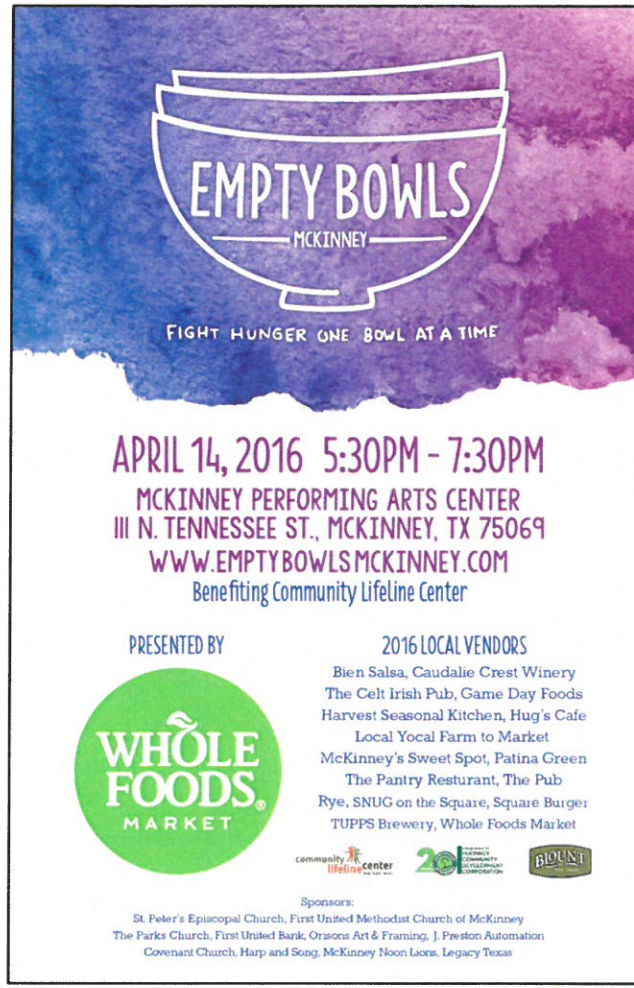
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Billboard Rider:




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Graphic in HOA Newsletters:



The poster features a watercolor background transitioning from blue on the left to purple on the right. At the top, a white outline of a bowl contains the text "EMPTY BOWLS" in a large, bold, sans-serif font, with "MCKINNEY" in a smaller font below it. Below the bowl outline, the slogan "FIGHT HUNGER ONE BOWL AT A TIME" is written in a smaller, all-caps font. The event details are listed in a purple, sans-serif font: "APRIL 14, 2016 5:30PM - 7:30PM", "MCKINNEY PERFORMING ARTS CENTER", "III N. TENNESSEE ST., MCKINNEY, TX 75069", and "WWW.EMPTYBOWLSMCKINNEY.COM". Below the website, it says "Benefiting Community LifeLine Center".




PRESENTED BY



2016 LOCAL VENDORS

- Bien Salsa, Caudalie Crest Winery
- The Celt Irish Pub, Game Day Foods
- Harvest Seasonal Kitchen, Hug's Cafe
- Local Yocal Farm to Market
- McKinney's Sweet Spot, Patina Green
- The Pantry Restaurant, The Pub
- Rye, SNUG on the Square, Square Burger
- TUPPS Brewery, Whole Foods Market

community lifeline center

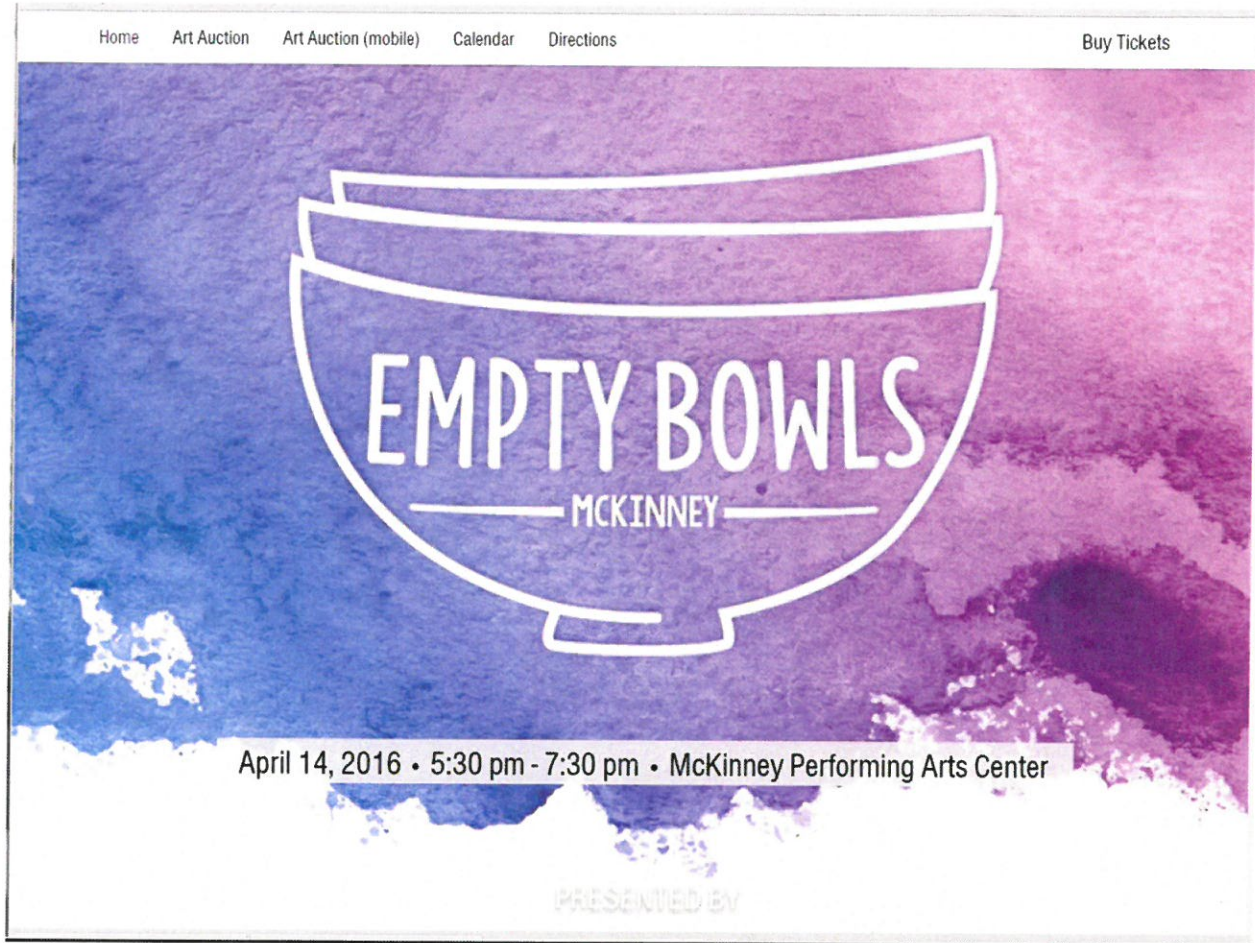


Sponsors:

St. Peter's Episcopal Church, First United Methodist Church of McKinney
The Parks Church, First United Bank, Orsons Art & Framing, J. Preston Automation
Covenant Church, Harp and Song, McKinney Noon Lions, Legacy Texas


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Website Screenshot (www.EmptyBowlsMcKinney.com)




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Facebook Boosted Ad:

 **Empty Bowls McKinney** added 2 new photos — with Jeremiah Joseph Hammer.

Published by Joshua Brumett [?] Σ April 11 at 12:15pm Σ ↻

Why can't I hold all this soup? We know how difficult it is to juggle all the soups you are trying out, your drink, your spoon, and your napkin. So we would like to present the official Empty Bowls party tray! Functional and stylish, it's sure to come in handy. Buy one now and pick it up Thursday night. More info here:
<http://www.benefitbidding.com/auctions/listings/details.cfm...>



4,391 people reached

[View Results](#)

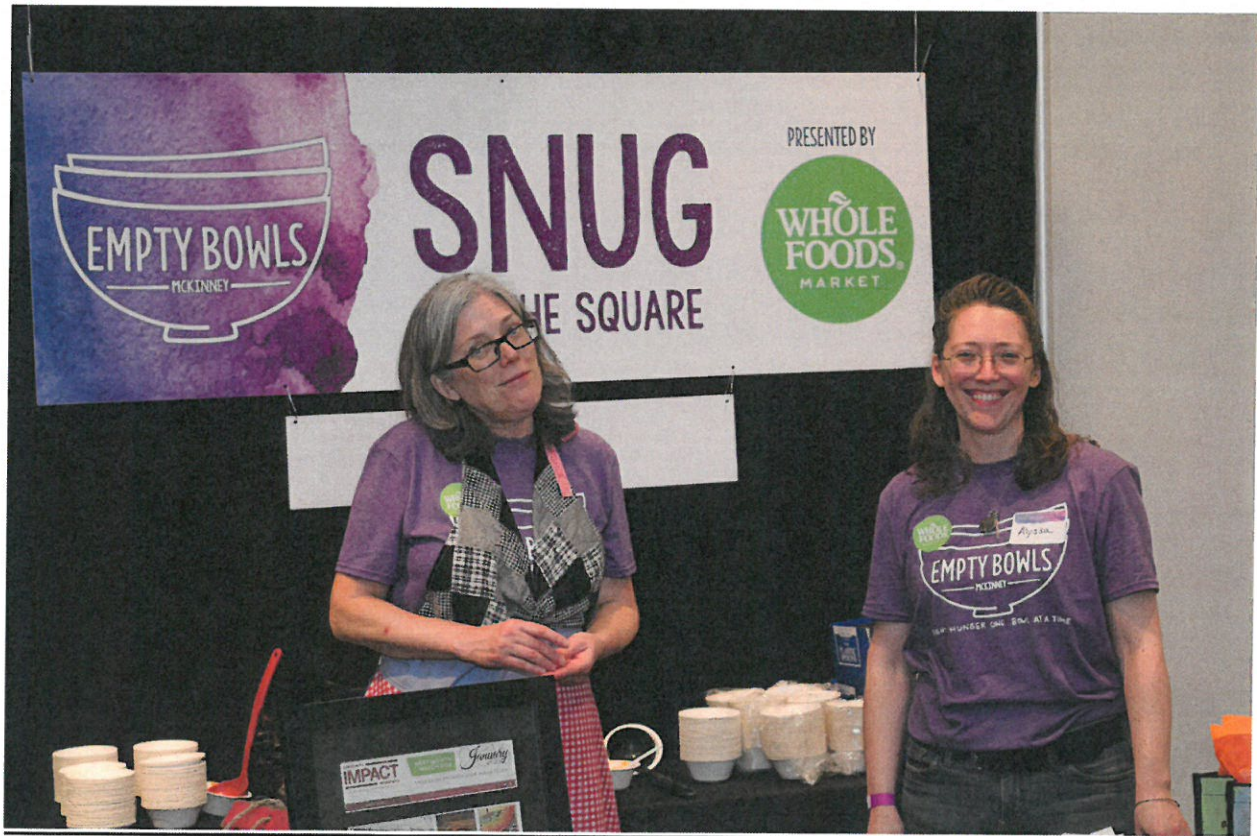
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Event Pictures:



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Metrics

1. **Attendance:** We expect to bring 600 people to the McKinney Square on a Thursday night in April 2016 and positively impact the businesses who participate in our event and/or are located nearby.

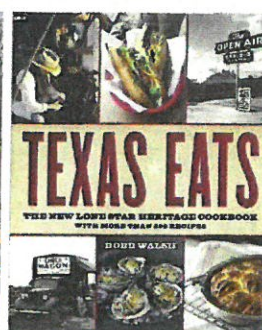
In 2016, we had 800 people in attendance! All the vendors and artists were excited and felt like the event was a success and gave them a great opportunity to put themselves and their product in front of a great crowd.

2. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2016.

In 2016, 28% of the people who attended live outside McKinney (see attached Zip Code Analysis).

Zip Code	City	Percentage		
75002	Allen	4.19%	Allen	7.73%
75013	Allen	3.53%		
75409	Anna	1.55%	Anna	1.55%
75135	Caddo Mills	0.66%	Caddo Mills	0.66%
93110	California	0.88%		
75104	Cedar Hill	0.22%	Cedar Hill	0.22%
75009	Celina	0.44%	Celina	0.44%
75240	Dallas	0.44%	Dallas	1.32%
75246	Dallas	0.66%		
75252	Dallas	0.22%		
75442	Farmersville	0.44%	Farmersville	0.44%
75028	Flower Mound	0.44%	Flower Mound	0.44%
76109	Fort Worth	0.22%	Fort Worth	0.22%
75035	Frisco	0.44%	Frisco	0.44%
78633	Georgetown	0.44%	Georgetown	0.44%
75166	Lavon	0.22%	Lavon	0.22%
75068	Little Elm	0.44%	Little Elm	0.44%
79071	Louisiana	0.22%		
75069	McKinney	21.63%	McKinney	71.96%
75070	McKinney	34.66%		
75071	McKinney	15.67%		
75454	Melissa	1.10%	Melissa	1.10%
90649	Oregon	0.22%		
75023	Plano	0.22%	Plano	0.22%
75025	Plano	0.88%	Plano	3.31%
75074	Plano	0.66%		
75075	Plano	0.44%		
75093	Plano	1.32%		
75472	Point	0.66%	Point	0.66%
75407	Princeton	0.44%	Princeton	0.44%
75078	Prosper	2.43%	Prosper	2.43%
75080	Richardson	0.22%	Richardson	0.22%
75092	Sherman	1.32%	Sherman	1.32%
75056	The Colony	1.32%	The Colony	1.32%
75491	Whitewright	0.44%	Whitewright	0.44%
75098	Wylie	0.66%	Wylie	0.66%
			Out of State	1.32%

Allen Reads 2016



Allen Reads 2016 kicked off in February with high energy thanks to Mariachi Rosas Divinas and some dynamic readers from the Lowery Freshman Center drama classes. Over 225 people attended and truly enjoyed themselves.

Family Celebration Day was a hit with delicious healthy food to learn about and taste, Texas stories and music to hear, and crafts, a puppet show, and more in the Children's area.

Bill O'Neil, the Texas State Historian, kept the audience's rapt attention as he made history come alive and gave everyone a new appreciation for the efforts that were made all around this area during the Great Depression.

Over half our book clubs have had their meetings. Feedback is that *Texas Eats* is stimulating great dialogue and discussion. There's a lot of surprise that this is turning out to be one of their favorite books

to have shared.

Allen Reads has lots more in store -- to listen and learn about, to talk about, and to taste! Be sure to come to the library for **Allen Reads** culminating weekend - you won't want to miss a thing!

Friday, April 8, 7:30 PM, Allen Public Library Auditorium **"The Dancers"**

The Lowery Freshman Center Drama Students, under the direction of Janet Flynn, present this story of friendship, a play by Texas writer Horton Foote. A reception will follow.

Saturday, April 9, 6-9 PM, Allen Public Library **Author of Texas Eats, Robb Walsh**

6 - 7 PM Open Reception to meet the author and food columnist Kim Pierce in person, delicious nibbles provided by Food for Thought Cafe (*use logo*) Library Meeting Room

7:30 - 8:30 PM Talk by author Robb Walsh, moderated by Kim Pierce Library Auditorium

8:30 PM Book signing by Robb Walsh (Bring your own or purchase them at the library. We will have copies of *Texas Eats* for sale, as well as other cookbooks by Robb Walsh) in the library gallery area.

Sunday, April 10, 3 PM, Allen Public Library Auditorium **Texas Tunes and Tales**

Explore the culture and music behind the food from across the great state of Texas! Presented by the Lowery Theatre and Orchestra members, with direction from Ellen Townley and Janet Flynn. A reception will follow

Any questions? Contact the information desk at the library, 214-509-4913.

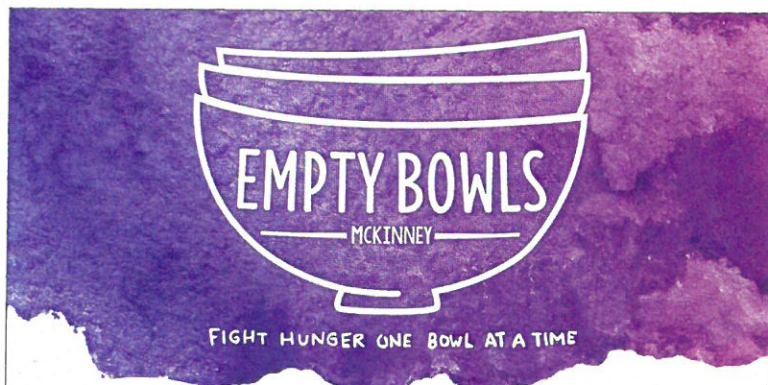


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Opening Spring 2016! Visit TradeMarkWash.com for details. Now hiring for new location!



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FIGHT HUNGER ONE BOWL AT A TIME

APRIL 14, 2016 5:30PM - 7:30PM

MCKINNEY PERFORMING ARTS CENTER
III N. TENNESSEE ST., MCKINNEY, TX 75069
WWW.EMPTYBOWLSMCKINNEY.COM

PRESENTED BY



2016 LOCAL VENDORS

Bien Salsa, Caudalie Crest Winery
The Celt Irish Pub, Game Day Foods
Harvest Seasonal Kitchen, Hug's Cafe
Local Yocal Farm to Market
McKinney's Sweet Spot, Patina Green
The Pantry Restaurant, The Pub
Rye, SNUG on the Square, Square Burger
TUPPS Brewery, Whole Foods Market





popular source of income is The Resale Shop, located at the southeast corner of Custer and Parker in Plano, which sells gently used clothing,

accessories, furniture, household items, books and electronics. Recently, The Resale Store was voted number one in Plano in the local retail store category and the number one consignment store in the "Best of Plano" awards. Hope's Door earned a record three "Best of" awards, also being recognized for its community support.

public speaking, event involvement and volunteering, as well as build a group of ambassadors, corporate donors and future board members. There are currently three dedicated HYPE events planned beginning with a mixer in April and continuing with a back to school drive in July, and another mixer in September. Anyone interested in getting involved may contact Janie Morris at events@hopesdoorinc.org.

While Hope's Door typically hosts an annual fundraising gala and after party every November, in 2016 they will celebrate thirty years of service with events and fundraisers all year long. Currently on the schedule: a golf tournament, an anniversary luncheon, a fashion show and panel discussion regarding domestic violence in the community on May 20, and the gala on November 5.

"There is no socioeconomic profile for domestic abuse," says Jim Malatich, who has his Master's degree in clinical psychology and worked for the Samaritan Inn before joining Hope's Door almost a year ago. "We have women show up with the most expensive luggage you can imagine, but they're just as trapped as any woman."

This year, they will also be relaunching their HYPE program (Hope's Door Young Professionals and Entrepreneurs) to engage with the next generation of philanthropists and supporters of the organization. Valuable volunteers have offered to spearhead the program that's designed to build the brand of Hope's Door within the professional community through

Thanks to Hope's Door, no one has to be trapped in an unhealthy relationship. They can move from victims to survivors to thrivers.

For more information about programs and services and how to volunteer and donate, visit www.hopesdoorinc.org. ♦

Deborah Dove is a freelance writer.

APRIL 14, 2016 5:30PM - 7:30PM
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 Whole Foods Market

http://starlocalmedia.com/mckinneycouriergazette/news/empty-bowls-empty-wallets-mckinney-fundraiser-nets-k-for-community/article_3d9df3ea-0432-11e6-b2e1-27e47655ac59.html

SPOTLIGHT

FEATURED

Empty bowls, empty wallets: McKinney fundraiser nets \$30K for Community Lifeline Center

Chris Beattie, cbeattie@starlocalmedia.com Apr 16, 2016



Kelsey Kruzich / Staff photo

Denise Kempter points out a bowl that catches her eye during the silent auction at the fifth annual Empty Bowls event Thursday evening at the McKinney Performing Arts Center.

They're going to need more bowls.

If it maintains its annual pace, McKinney's Empty Bowls event could become the lead example for the global hunger-fighting initiative. Its latest edition, held Thursday evening in and around the McKinney Performing Arts Center downtown, once again bested its predecessor.

At least 800 guests showed up this time, about double last year's – the first at MPAC – and again a dramatic jump from the previous years when St. Peter's Episcopal Church hosted it.



Unofficial tallies have the monetary pull at around \$30,000, around \$5,000 more than what the event brought in a year ago. Proceeds go to Community Lifeline Center, a McKinney-based nonprofit that helps residents in crisis get back on their feet.

The center uses the donated funds to stock its client-choice food pantry, where twice a week northern Collin County residents can pick up a day's worth of meals. Clients' choice comes in their ability to instead pick up hygiene or household items in addition to food.

With about \$30,000 extra, the CLC may be able to offer two days' worth of food for pickups and potentially double its output from 2015, said Brian Marques, CLC executive director, explaining how food is "a major area of focus" for the center.

Many of CLC's clients are considered "food-insecure" and must have their physical needs met before any ensuing job training and financial help can have an impact.

"It's a critical component to our mission," said Marques, who took the CLC helm last fall, a sense of awe in his tone. "So we couldn't be more thrilled with the turnout."

He likely wouldn't have been so surprised at the turnout had he been with CLC since Empty Bowls began. The event has gotten bigger, better and bowl-der every go-around.

With the move from St. Peter's to MPAC last year came about a dozen local vendors, who set up shop around the handcrafted bowls, offering soups and samples from their respective menus. That was on the main floor, with professional and priced bowls for sale on the floor below.

On Thursday, more than 800 bowls filled the upstairs, downstairs and outside lawn areas. Whole Foods Market was front and center as the lead sponsor.

Early-access ticketholders joined the new Collector's Club. All 50 Collector's Club tickets sold, with club members getting first glance and taste.

Other guests paid \$25 for admission and an event bowl. Combined, attendees bought \$1,000 worth of wares in addition to the event bowls. More than \$3,100 came in through the auction, and raffle ticket purchases also increased.

Art students from Allen High School and McKinney High School again contributed bowls, though the majority came from potters and painters with McKinney Art Studio, the Art House of McKinney and SPARC.

The artists began creating Thursday's inventory back in July.

"The flow of art into this has been amazing," said Jamie St.Clair, Empty Bowls McKinney organizer. "It's grown beyond my wildest dreams."

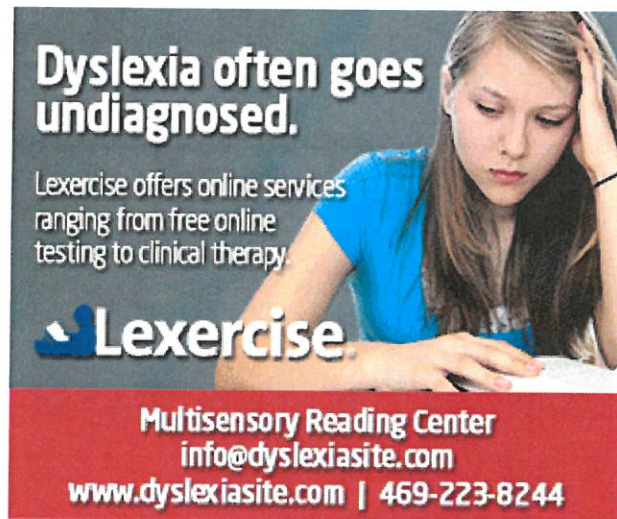
At least for a year, dreams for residents in need will come a little easier. Despite a yearly promotional grant from the McKinney Community Development Corp., Empty Bowls organizers typically use some proceeds to cover expenses – that meant about half last year.

This week's event got enough money from sponsors to cover expenses, so all money raised during the event will go to CLC, according to St.Clair.

One of those sponsors, Blount Fine Foods out of Massachusetts, hasn't even opened its food source plant in McKinney yet. But it knew about Empty Bowls, just like so many others in and around the city.

They all know they're going to need more bowls.

"We'll start planning next year in a couple of weeks," St.Clair said.



Dyslexia often goes undiagnosed.

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