



Final Report to McKinney Community Development Corporation (Corrected 11-8-19)



Organization: The Crape Myrtle Trails of McKinney Foundation, a 501(c)3 nonprofit.

Funding Amount: \$8,000

Project/Promotional/Community Event: 14th Annual Crape Myrtle Run & Free Family Festival

Start Date: Fall 2018

Completion Date: Sept. 28, 2019

Location of Project/Promotional/Community Event: The start/finish line for our 10K, 5K, 1-Mile Fun Run and Free Family Festival were located in the northeast parking area of McKinney Boyd High School, 600 North Lake Forest, McKinney, TX 75071.

Our 2019 run trails (USATF-Certified 10K and 5K with timed 1-Mile Fun Run) are partially through the Crape Myrtle Trails of Mckinney and around Bonnie Wenk Park. *See our attached 10K and 5K USATF-Certified maps for exact run trail routes for exact details of our event's location.*

1. **Narrative report on the Project/Promotional/Community Event:**

This is our 14th year to host the Crape Myrtle Run & Free Family Festival on Saturday morning, September 28, 2019. The Crape Myrtle Trails (CMT) of McKinney Foundation is a 501(c)3 nonprofit. We are 100% self-funded with an all-volunteer board and no paid staff.

Taking all of our data into consideration, we feel this year's 2019 event was a resounding success and a milestone year for our Run! We flew by this year's goal of increasing 10% over 2018 categories and hit a CMT Board milestone of surpassing 1000 runners with 1,152 total or 25.22% increase.

That achievement alone is a first for our nonprofit and highly celebrated by current and past board members.

Our current all-volunteer board consists of very busy professionals whose “common denominator” is their deep love for our City. This annual run and festival requires an immense amount of effort, time, and dedication by our board – and we could not succeed without MCDC’s support and guidance.

Our Board is especially proud that 100% of our net proceeds from our 2019 Crape Myrtle Run & Festival are poured back into our community in support of our 2020 CMT projects listed below.

- **Annual Crape Myrtle Run & Free Family Festival** – As our only major fundraiser of the year, the Crape Myrtle Run & Festival partners with McKinney Oktoberfest and positions this Run as *“the healthy morning option for families to burn off a few calories before enjoying McKinney’s Oktoberfest”* which opens after our Run ends on Saturday morning. We promote Oktoberfest by generating awareness of the event by offering our 1000+ runners to *“take their runner’s bibs to Oktoberfest for free food and drink coupons!”*

Although our Crape Myrtle Run & Free Family Festival is our only major fundraiser, we also provide a charitable component with this event by awarding school grants. See Annual CMT School Run Grants Project below for more details on the Charitable Component of our annual run.

- **Annual CMT School Run Grants Program** – As the charitable component of our Annual Crape Myrtle Run & Festival, any school listed in the registration process qualifies for \$5 regardless of runner’s age, run category, the school location, or school type. Each CMT School Run Grant is awarded to the school’s P.E. Department to help encourage healthy, lifelong-habits for our kids. In 2019, \$5,550 total CMT School Run Grants will be awarded to 65 area schools for 1,110 qualified registrations. In 2018, \$4,030 grants were awarded to 55 area schools for 806 registrations.
- **Annual McKinney’s Mother’s Day Project** – Since 2004, CMT has donated Crape Myrtle trees to fifth-grade students within McKinney ISD on the Friday before Mother’s Day. When CMT started this project, we could only afford trees for two to four schools. With MCDC’s support of our Run & Festival event since 2014 we have had the funds to ensure EVERY fifth-grader in MISD gets to take this special gift home to their mother! To many students, this is the only gift they get to give to their Mom. This heart-warming project has become a beloved part of our community culture and our City. Each year, the new incoming 5th-graders anticipate this event as their “right-of-passage” as they have seen older siblings and students receive their trees.
- **“America’s Crape Myrtle City” Project** – Working with the City, we are on an ongoing mission to feature the premier flowering plant of the South – and to do this better than any other community in the world. Due to our combined efforts with our Crape Myrtle Trails of

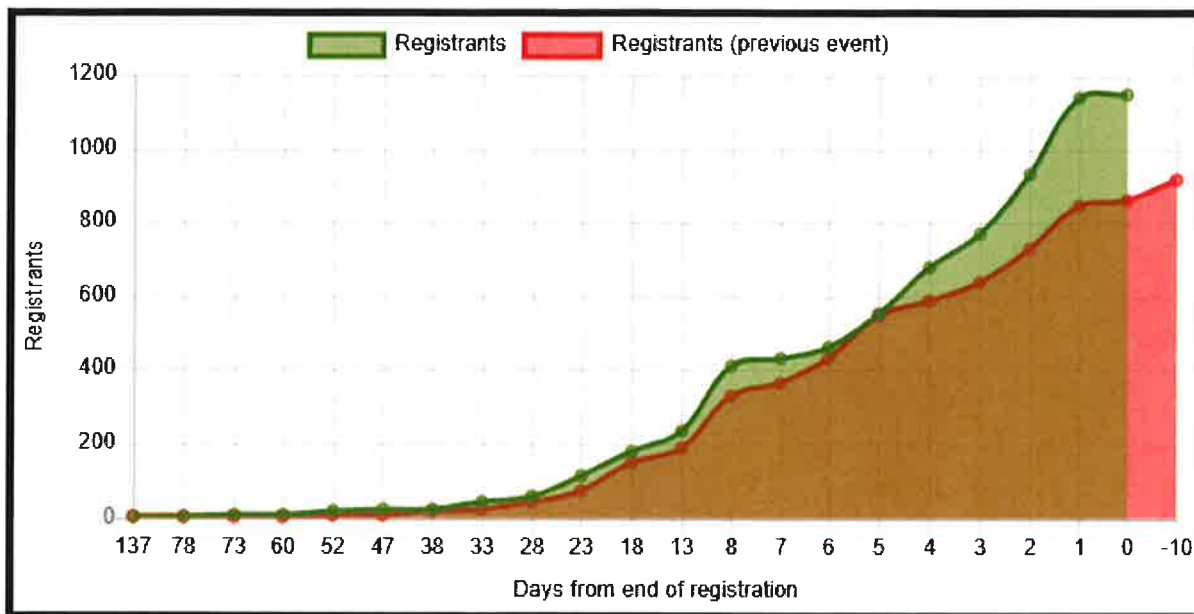
McKinney, our World Collection Park, and numerous donated trees and professional designs for business and school campuses, both Houses of the Texas Legislature and the United States Congress proclaimed McKinney, Texas as “America’s Crape Myrtle City. This not only encourages tourist and attracts growth to our city and local businesses but also enhances and perpetuates the quality of life for our citizens.

- **Crape Myrtle Trails of McKinney Project** - The Crape Myrtle Trails of McKinney Foundation, a non-profit, was formed in 1998. Our first major plantings were made in 2000 along Eldorado Parkway. We are well on our way to having over 100 miles of medians and trails showcasing the South’s finest and longest flowering tree. We partner with the City on preservation, continual enhancements, professional design, and beautification of McKinney. In addition to the Trails, professional architectural landscape design and trees are provided to business and school campuses.
- **McKinney’s World Collection Park Project** – The CMT works with the City and we are putting the finishing touches on McKinney’s World Collection Park. This park exemplifies the very heart of our city’s slogan “Unique my Nature” in that this park showcases virtually every variety of Crape Myrtle known to exist and thrive in our area. It allows side-by-side comparison of all cultivars for local citizens and tourist. It also serves as a repository of the genetic protoplasm for future research and hybridization. In 2019 CMT purchased 173 trees designated for this park. Visitors and tourists have come from around the world to see “*the world’s only known collection*”. Our WCP is on its way to becoming the “crown jewel” of our city’s landscape. And our sincere thanks to MCDC for their support of this park from its inception in June 2011.

2. Identify goals and objectives achieved:

2019 Revenue goal/results and observation:

- 10% Goal increase in total 2019 event revenue over 2018
 - **2019 total run revenue \$44,928** vs. \$34,772 in 2018 = **29.39% increase**
 - **1152 Runners in 2019** vs. 920 in 2018 = **25.22% increase**
 - **\$26,160 Runner revenue in 2019** vs. \$17,336 in 2018= **50.90% increase**
 - **49 Sponsors in 2019** vs. 47 in 2018=**4.26% increase**
 - **\$18,768 Pledged sponsor total** vs. \$17,386 in 2018 = **7.95% increase**
- **Observations** – See image below. Green area represents total 2019 runner sign-ups vs. 2018 runners in red area. We accomplished a 50.90% increase in runner revenue in 2019 surpassing our 10% goal this year. We attribute this increase to our MCDC pre-event promotion/advertising this year, the addition of a new run category (Virtual Runner), and the increasingly competitive spirit between the schools with our Kiss the Pig Program and our School Run Grant Program that goes directly to local area schools.



2019 Demographic goal/results and observations:

- 10% Goal to increase 2019 demographics vs. 2018
 - **1000 McKinney runners vs. 624 in 2018 – 60.26% increase**
 - 152 Non-McKinney runners vs. 168 runners in 2018 – 9.52% decrease
 - 64 Non-Collin County runners vs. 91 runners in 2018– 29.67% decrease
 - 6 Number of U.S. states represented vs. 7 States in 2018 - 14.29% decrease

Observations – We showed a significant increase of 60.26% in runners this year from the McKinney area. We attribute this growth to our focus on increasing runner counts this year with heavy pre-event promotions and advertising. We attribute the decrease in runner demographics from non-McKinney area is due to our pre-event promotion may have been too McKinney focused and should have been more benefit-driven to target our outside McKinney target audience to our event.

2019 CMT School Run Grants Program (aka Charitable/Donation Component of Run) goal/results and observations:

- 10% Goal to increase 2019 numbers vs. 2018 numbers
 - **65 Total schools vs. 55 in 2018 = 18.18% increase**
 - **1110 Runner Registrations vs. 806 in 2018 = 37.72% increase**
 - **\$5,550 Total grants in 2019 vs. \$4,030 in 2018 = 37.72% increase**
 - **31 McKinney schools vs. 27 in 2018 = 14.81% increase**
 - **1024 McKinney Runner Registration vs. 693 in 2018 = 47.76% increase**
 - **\$5,120 McKinney Total Grants vs. \$3,465 in 2018 = 47.76% increase**

Observations – Our 2019 School Run program realized a huge growth this year due to our increased awareness with our pre-event promotion specifically which helped to ignite the competition between area schools.

Other 2019 Run Goals:

- Partnering with McKinney Main Street to establish the 2019 Crape Myrtle Run & Free Family Festival “as the healthy, family addition to McKinney’s Oktoberfest weekend”.
- Raise sufficient funds to support our six annual projects in 2020 listed above.
- Increasing our annual “Run and Festival” event’s place as a part of the culture of our beloved city.
- Providing an excellent “return on investment” for MCDC and our other supporters.
 - 133.2 % ROI in 2019 (see attached budget report to see how CMT calculated this ROI.)

2019 Financial Report: Budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.

As you will see from the table below (and in our 2019 Run Actual Expenses), we used MCDC’s much appreciated grant entirely (pending MCDC’s approval) for the pre-event promotion of our 2019 Crape Myrtle Run & Festival. We are proud to report an excellent *return on your investment of 133.2%* and we want to express our deep appreciation for your belief in us.

Pre-Event Promotional Budget as proposed in MCDC application with Actual Expenses and Variances

2019 Crape Myrtle Pre-Promotion (MCDC Proposed Expense) Run Tactic - Vendor	Estimated Cost (in CMT 2019 Grant Application)	2019 Actuals	Comments	Pre-Event Run Expenses Saved	New 2019 Pre-Event Tactic's Expenses
PRINTING 2019 Sponsor/Exhibitor docs, color, 2- sided, 300 Qty	\$243.00	0*	As a cost-savings tactic in 2019, we did not professionally print. PDF versions were used to distribute to potential sponsors. And a small quantity was printed by a CMT board member on personal home printer.	(\$243)	\$0.00

2019 School Posters, color, 2-sided, 300 Qty MCDC logo featured, Oktoberfest & Historic Downtown logos displayed.	\$400.00	\$285.00	Distributed to all MISD schools & elementary schools outside McKinney. Digital version provided to sponsors, added to social media, etc. Poster also distributed to storefronts throughout Collin County. Note, Minuteman Press donated 100 free posters this year.		
Silicone bracelets elementary schools, McKinney & surrounding elementary schools (with school posters). 10,500 QTY	\$1,750.00	0*	As a cost-savings tactic, these were not purchased for 2019 Run and will be re-evaluated for our 2020 race. For 2019, silicone bracelets were item not an MCDC qualifying items.	(\$115)	\$0.00
Windshield/Rack Cards/Save the Date, 1000 QTY	\$400.00	0*	These were purchased in 2019 but paid for & donated cost by a CMT board member. TBD were ordered at \$tbd	(\$1,750)	\$0.00
Pre-Event Yard Signs on hike/bike trails. MCDC logo was featured.	\$200.00	0*	As part of our 2019 Run Cost Savings Program, we did not purchase pre-event yard signs. We used 2018 Run Signs to promote our race by displaying these signs in storefronts of returning sponsors. There were no new costs incurred for this tactic in 2019.	(\$400)	\$0.00
Pre-Event Yard Signs like ones candidates use, 2-sided, 18x24, MCDC logo was featured.	\$2,000.00	\$237.60	As a 2019 cost-saving tactic, only 20 new signs ordered this year and will not be submitted to MCDC for approval consideration.	(\$200)	\$0.00
2019 PRINTING TOTAL	\$4,993.00	\$522.60	Total saved in "Run Expense Cost-Savings Plan"	(\$2,000)	\$237.60
				(\$4,708)	\$237.60
RADIO SPOTS					
McKinney Station (KLAK), MCDC mention, MCDC pre-approval on TBD date	\$3,000.00	\$3,000.00	MCDC pre-approved commercial text, see MP3 link for actual commercial.	\$0	\$0.00
Dallas (WAY-FM station), MCDC mentioned, MCDC preapproval on BD date.	\$3,000.00	\$1,750.00	2019 New vendor to reach Dallas and North Texas target audience. Negotiated lower rate as part of 2019 "Run Expense Saving Tactic" and saved \$1,250. 2019 New vendor tactic, MCDC pre-approved. See link for actual commercial	(\$1,250)	
2019 CRAPE MYRTLE RADIO SPOTS	\$6,000.00	\$4,750.00		(\$1,250)	\$0.00
PRINT & DIGITAL ADVERTISING					
Digital ad, Community Impact - McKinney, July/Aug/Sept	\$750.00	\$0.00	This Community Impact tactic was not done. A new tactic was found with a larger demographic outside McKinney/Collin County.	(\$750)	\$0.00

* Tactic(s) was either not done for 2019 Run as part of our "2019 Run Cost Savings Plan" or a CMT board member paid for/donated the cost, or a better target audience or lower cost tactic was found.

Samples of printed materials and outreach material (MCDC logo to be included):

See attachments (dropped off at MCDC office on 10/28/19) with printed outreach and pre-event materials including:

1. **Star Local Media** – 2019 Gridiron 2019 Preview, print ad with MCDC logo, Oktoberfest runner's bib discount mention and logo.
2. **The Art of Living Beautifully**, blog post re Crape Myrtle Run with mention of MCDC
3. **Dallas Morning News** digital display ad on "Things To Do" page, 9/21 to 9/28 and Dallas Morning News sponsor of social media Facebook page and boost, with MCDC logo
4. **WAY-FM** radio 30-second commercial with digital ad with MCDC logo and/or online mention.
5. **KLAK radio** 30 second commercial with digital ad with MCDC logo and/or online mention. [Need to add this to our list of list of printed items for MCDC.]
6. **2019 Run School poster** with MCDC logo, Oktoberfest logo, Downtown McKinney logo and mention of Oktoberfest in poster. Minuteman Press invoice.
7. **2019 Run t-shirt back** to show MCDC logo used. Note: Our t-shirts costs were not included as a pre-event.
8. **2019 Run Sign** example with MCDC logo which were used at the pre-event Crape Myrtle Run as the spotlight speaker at McKinney Chamber Event, McKinney Giving Day at Finch Park as booth participant, and placed on trails prior to run.

Screen shots of online promotions (MCDC logo to be included):

Files too large to email, will be included in items dropped off on 10/28/19.

Photographs, slides, videotape, and MP3 radio commercials:

These files are too large to be emailed from my home computer. The items will be dropped off at MCDC today, Oct. 28, 2019.

Performance against metrics outlined in application:

The runner participation for 2019 was up by 25.22%. We attribute this mostly to:

- This year's new pre-event promotions and advertising had a significant impact on our growth in runners this year. The competition between the schools, specifically the MISD

elementary schools, seemed to take off this year! Part of this attraction is our on-stage “Kiss the Pig” program, where the winning school with the most registered runners listed during the registration process, gets to watch their Principal kiss Myrtle the Pig on stage.

- This year, we also purposely focused on generating increased awareness of our CMT School Run Grant Program while ending confusion over our “\$5/per runner” statement. Rather than runners thinking the \$5/runner was an “extra fee” added to their runner registration cost, we revised our message on our poster, runner registration site, and all of our pre-event promotions as space permitted. That effort increased the last-minute fierce competition between the top 3 returning schools. See 2019/2018 Comparison Chart below. Note: Wylie Prep and Prosper Baker Elementary Schools were the largest Non-McKinney schools in 2019 and 2018.

2019 SCHOOL	2019 RUNNERS	2019 CMT GRANT AWARD	2018 SCHOOL	2018 RUNNERS	2018 CMT GRANT AWARD
Walker ES – 1st	247	\$1,235	McClure ES – 1st	179	\$895
McClure ES – 2 nd	238	\$1,190	Wilmeth ES – 2 nd	119	\$595
Evans MS – 3 rd	102	\$510	Evans MS – 3 rd	66	\$330
Wylie Prep* - 1 st	21	\$105	Prosper Baker ES – 1 st	26	\$130

- The top school with the largest number of registered runners listing their school during their registration process gets bragging rights, the largest CMT School Run Grant, a trophy, and watches their principal Kiss the Pig on stage at the Run! This year was an upset with Walker Elementary “walking away” as the first place winner, with 247 runners and a whopping \$1,235 Grant for their school! McClure Elementary won a very close second place win with 238 runners and a \$1,190 Grant. And the 2019 third place winner was Evans Middle School with 102 runners earning a \$510 Crape Myrtle School Run Grant and the Team Spirit Award.
- 65 Schools had 1110 grant-qualifying runners this year earning \$5,550 total CMT grants.
- 31 McKinney schools had 1024 grant-qualifying runners earning \$5,120 total in CMT grants.
- 34 Schools outside McKinney had 86 grant-qualified runners resulting in \$430 runners,

See the graph below showing the spike in total runner registrants on the last few days before the run. GREEN indicates our 2019 runner registrants of 1152 versus the 2018 (RED) registrants in 2018 of 920 total.

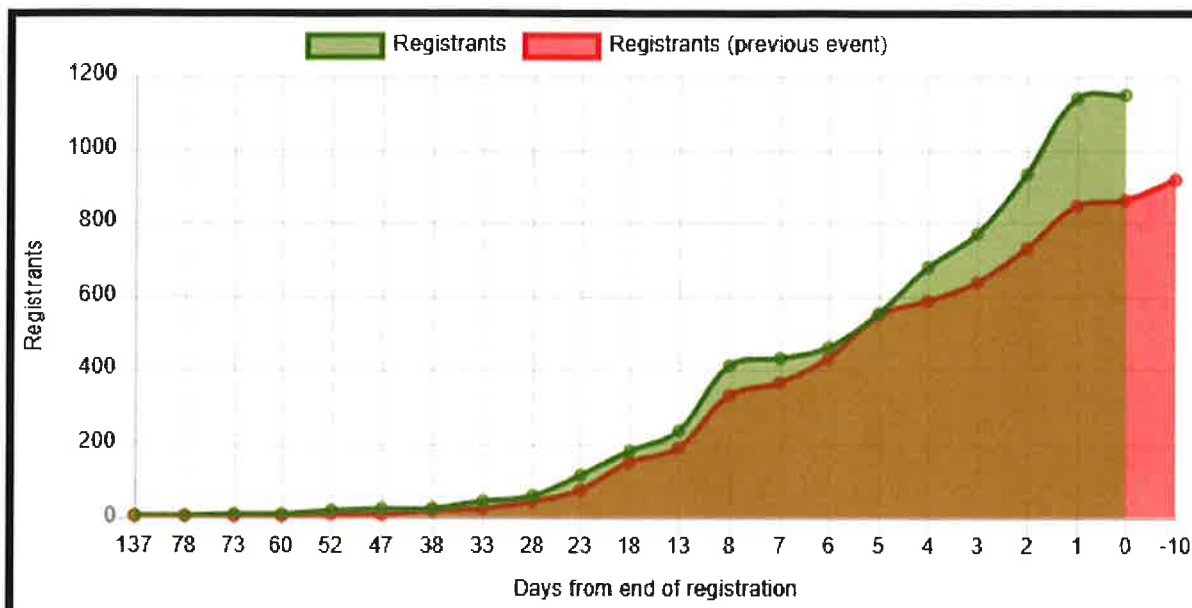


Figure 1 Green represents 2019 runner registrations totaling 1152 compared to red area for 2018 runners at 920.

- This year, we used a larger portion of our MCDC grant money toward heavy pre-event advertising tactics to reach runners and festival participants outside McKinney and Collin County with 2019 new digital advertising in Dallas Morning News’s What-To-Do and Facebook page, print ad in Allen America Star Local Media, The Art of Living Beautifully blog, print WAY-FM radio/digital and KLAK radio/digital. Except KLAK, all of tactics were new in 2019.
- We added a new “Virtual Runner” option to our run to attract more people who are not runners but want to support of our run or their favorite school. We had 58 “virtual runners” this year generating an extra \$1,470 at \$25 per virtual runner.
- We teamed with McKinney Main Street to reciprocally promote their Oktoberfest event with our Run & Festival (see a note from Main Street Executive Director at the end of this report).
- Significantly increasing our promotional budget with more emphasis in attracting out of town participants and professional runners. See our 2019 Media List attached with 62 entries.

Metrics

REVENUE:

- **2019 Sponsor pledged donations Up 7.95%, \$18,768 in 2019 vs. \$16,500 in 2018**
- **2019 Runner Fees – Up 50.90% \$26,160 in 2019 vs. \$17,336 in 2018**
- **Total Revenue = Up 29.39% \$44,929 vs. \$34,722 in 2018**

EXPENSES:

2019 RUN ACTUAL EXPENSES (see attached)

- Pre-event Print, Advertising & Promotion* = **\$9,453.43**
- Pre-event Sponsor Gathering & On-site Sponsor Items: Sponsor Opportunities/Exhibit Contract print, MV Best of Show Award = \$0
- Run Time/Measure = Compton Time/Measure onsite trail/course set up, 3-Day Pre-packet pickup with bibs/chips, tablets, Wi-Fi hotspots at RunOn McKinney, custom bib/chips, run start/finish arch, onsite registrations with tablets/Wi-Fi, hotspots, staffed runner results/time booth, after race posting of results/timing for 1152 runners = **\$3,798**
- Myrtle Village/Festival Area: On-site rental expenses (Signs, Security, Golf Cart, Cathy's Critters, Jump City/Inflatable, Big D rentals (booth tents, tables, chairs), portable toilets, trash containers, stage, entertainment, permit, Boyd rent, stage, special contest winner gifts) = **\$7,874.20**
- Runner Items: (Runner Food, Beverages, Ice, Swag Bags, T-Shirts, Trail Signage, Awards/Medals, Trophies, 1st Aid booth, special contest winner gifts, high-end runner swag) = **\$5,149.56**
- Volunteers = (Snacks, Coffee, Cold Beverages, t-shirts, volunteer vests, etc.) = \$0
- School Run Grant promotional: silicone bracelets, post cards, contests, special contest winner gifts, = \$0

**News release provided to area newspapers is included at the end of this document. On-line media sites (63) list is attached.*

Total Run Expenses: \$26,275.19

Total Run Income: \$44,928

- **\$18,768 – Pledged Sponsor Total**
- **\$26,160 – Runner Registration Total**

Total Profit: \$18,652.81

MCDC Promotional Grant \$8,000.00

(investment used to only pay pre-event promotional expenses)

Demographics

Our runner registrant count was 1152 this year, which was up from 920 runners in 2018 (+25.22%)

Cities Runners:

2019 event had 1,152 runners from 37 cities: Allen, Ankeny IA, Anna, Bastrop, Bonham, Carrollton, Celeste, Celina, Cooper, Dallas, Denton, Duncanville, Elizabeth CO, Farmersville, Forney, Frisco, Garland, Jacksboro, Knoxville TN, Lavon, Lewisville, Little Elm, Lone Oak,

McKinney, Melissa, Pearland, Plano, Princeton, Prosper, Quinlan, Richardson, Sachse, Sherman, Sugar Land, Van Alstyne, Woodville, and Wylie.

County Runners:

2019 event had a total of 16 county runners from: Bastrop, Brazoria, Collin, Dallas, Delta, Denton, Elbert CO, Fannin, Fort Bend, Grayson, Hunt, Jack, Kaufman, Knox TN, Polk IA, and Tyler.

The Benefit for McKinney

How will the Crape Myrtle Trails of McKinney use the profits from this our only fundraiser? Here are some of the ways:

- Teaming with the City with both our finances and labor in the maintenance and continual improvement of our World Collection Park and Crape Myrtle Trails of McKinney!
- Working with the City's Main Street/Oktoberfest team, McKinney Convention and Visitors Bureau, Parks Department, and McKinney Chamber of Commerce toward making our World Collection Park, the Crape Myrtle Trails of McKinney, Mother's Day Project, and our annual Run and Festival to perpetually increase McKinney as an appealing destination with these unique attractions while improving the quality of life for our citizens.
- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City!
- Continuing to award significant cash grants by the CMT School Run Project to the Physical Education Departments of area schools to promote the health of our youth!
- Growing the positive impact our annual event contributes to our city's culture and tradition!
- Providing Crape Myrtles to 5th grade students of McKinney schools on the Friday immediately prior to Mothers' Day to take home to Mom!
- Continuing to promote McKinney as *America's Crape Myrtle City* as a special "piece in the puzzle" of McKinney's continued and improving recognition as one of the country's very best cities! The following governmental bodies have officially proclaimed McKinney as *America's Crape Myrtle City*: The City of McKinney, both Houses of The Texas Legislature and the United States Congress!
- Advancing the Mission and Goals of MCDC.

Thank you MCDC staff for the support you have extended to us. The Crape Myrtle Trails of McKinney Foundation will be able to continue the ongoing efforts listed above. Our emphasis will continue to be on our citizenry, taking pride in our local community, and attracting those outside of McKinney to enjoy the community as well! Through pursuing our mission we plan to make our great city even more beautiful and unique. We believe MCDC should be proud to be a primary leader in this effort to touch McKinney's heartstrings with a community-unifying celebration! After all, increased community pride and spirit can only enhance our status as one of our nation's elite cities! With the governments of our City, State and Country officially recognizing our unique status, we are on a roll!! Thank you, MCDC. You are a great partner!!



FUNDED IN PART BY
**MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**



Note from Main Street Executive Director Regarding Our Event and Oktoberfest

October 16, 2019

Dear Phil,

Thank you so very much for Crape Myrtle Trails' support of McKinney Oktoberfest with this year's Crape Myrtle Run & Festival. We appreciate the co-promotion opportunity. McKinney Main Street is a strong advocate of working with community partners to help build visibility, and we always believe in the benefit of combined efforts.

We welcomed over 50,000 guests to Historic Downtown McKinney during Oktoberfest, and while we were not able to determine specifically how visitors learned about the festival, we do believe that a meaningful number of participants from the 2019 Crape Myrtle Run & Festival event did attend Oktoberfest. The promotion of runners bringing runner-bibs to exchange for free food and beverage tickets was certainly taken advantage of by a number of people.

Thank you again for partnering with McKinney Main Street, and we look forward to working with you in 2020 and beyond!

Amy Rosenthal
Director, MPAC & Main Street
City of McKinney
Office: 972-547-2652
Cell: 817-269-1326
www.mckinneyperformingartscenter.org

News Release

The news release shown below was sent to 135 media contacts prior to our event. The distribution included area newspapers (both large and small), television and radio stations, online news organizations, visitor centers, and Chambers of Commences.

NEWS RELEASE

USATF-Certified 10K & 5K with 1-Mile Fun Run Through Beautiful McKinney Trails

Competition Heats Up Between Schools for 2019 School Run Grants.

McKinney, Texas: Saturday morning, September 28, 2019 is the annual [Crape Myrtle Run 10K, 5K, 1-Mile Fun Run and Free Family Festival](#) featuring a flat and very fast [USATF-certified courses](#) with a timed fun run. The start/finish line for all walkers and runners is located this year in the north parking area of [McKinney Boyd High School](#), 600 North Lake Forest Drive, McKinney, Texas 75071. The free-family festival, entertainment, and onsite registrations/on-site packet pickup opens at 7:00 a.m. Race start times are 8:00 a.m. (1-mile) and 8:30 a.m. (10K & 5K) with onsite-runner registrations and packet pickup at 7:00 a.m.

Phil Wheat, president of the [Crape Myrtle Trails Board](#) said, "Once again, our run begins Saturday morning and provides a fun, free family event offering healthy options while allowing our [GMR registered runners](#) to burn off a few calories before heading downtown to enjoy the [McKinney Oktoberfest](#) weekend. It's a great family-fun event, but it's for serious runners too. We hope folks from all over the United States will come to "Run, Shop, and Stay" and see what a great place McKinney, Texas is and why McKinney is "American's Crape Myrtle City".

The free festival area of this annual event includes activities in "Myrtle Village" before, during, and after the races. Entertainment and activities include a world-class petting zoo, face painting, photo booth, a bounce house, inflatable obstacle course, music, warm-up exercises - and a great favorite, the Chicken Dance contest.

In a long-established tradition, schools with the largest number of registered runners get to watch their coach or principal Kiss a Pig ("Myrtle" is the pig's name).

Mark Bates, CMT Board member and this year's Co-Run Chair, commented, "This year's [10K & 5K run course](#) is terrific and is USATF-certified course with a timed one-mile fun run too. Our onsite timing company, Matt Compton with [Compton Time and Measure](#) and his team will be there. And there will be trophies, medals, and prizes galore. We're giving prizes away for the Best Chicken Dancer, Best Costume, Best Pig Costume, and Best Runner Costume.

Take advantage of the early-bird discount rate before September 27, 2019 at [Get Me Registered](#). Pre-registered runners can pick up their runners' packet at [Run-On in McKinney](#) from 10 a.m. to 7:00 pm only on Wednesday, Thursday, and Friday, September 25-27, 2019. After 11:59 p.m., Friday, September 27, all registrations and packet pickups must be done onsite on race day beginning at 7:00 a.m. The first race, 1-Mile Fun Run race, begins at 8am and the 10K and 5K both begin at 8:30 a.m. For onsite registrations on Saturday morning, runners can "skip the line" by using their mobile device to register and pay. There will be large QR codes within the registration area to speed race day registrations.

Medals and trophies will be awarded in multiple age divisions.

With CMT's increasingly popular School Run Grant Program, each school listed during the Get Me Registered on-line signup process qualifies for \$5 per runner regardless of school location. School Run Grant totals are based on the number of runners each school accumulates. In 2018 the Crape Myrtle Run & Festival resulted in 806 qualified runners totaling \$4,030 grants for 55 schools. Area schools earning the largest 2018 School Run Grants included MISD McClure Elementary as First Place Winner with 179 qualified runners earning \$895. Second Place winner was MISD Wilmeth

Elementary with 119 runners for a \$595 grant, and Third Place/Spirit Award went to MISD Evans Middle School with 66 qualified runners earning a \$330 grant. Prosper ISD Baker Elementary was the largest, non-McKinney school with 26 qualified runners earning \$130 and Wylie Preparatory Academy with 22 runners earning \$110.

Dozens of community businesses, organizations, and individuals are sponsors for this event, including: McKinney Community Development Corporation, Methodist McKinney Hospital, Encore Wire, First United Bank – Craig Ranch, Independent Bank, Irrigators Supply, Market Street, Wormington & Bollinger, Waste Connections, Amazing Lash Salon, Baylor Scott & White Health, CertaPro Painters of North Texas, Chicago Title, Haynes Sprinkler & Drainage, Integrity Automotive, Ivy Kids Early Development Center, KLAK 97.5, Loughmiller Higgins Family Law Group, Ovation Academy, Pierce Insurance Group, Reform Chiropractic, Serenity High, The Body Shop, Wheat-Givens Financial, Calloway's Nursery, Arborilogical Services, Covington's Nursery, Shades of Green, Puckett's Nursery, Neil Sperry's Gardens, Betty Comegys/Ebby Halliday Realtors, Burdick Auto Solutions, Choice Air Care HVAC, Luke Truetken/MDR Associates, Ponder On Weather Costco, Dabow, Fred Shots Photography, Great Gardens Inc, KIND, Minuteman Press, Premier Designs, Taco Crush, Branded Floors, WAY-FM, RunOn-Mckinney. For sponsorship opportunities, please contact Susan Shuttleworth, Crape Myrtle Trail Board at shuttleworth.susan@gmail.com

For additional information, please contact Phil Wheat, pdwheat@unitedplanners.com, 972.768.7155

About Crape Myrtle Trails of McKinney: The Crape Myrtle Trails of McKinney Foundation is an all-volunteer, self-funding, 501(c)3 nonprofit (75-2788771) with 100% of our profit going back into the community. Our mission is to be an integral part in elevating the beauty and appeal of our city to the highest level by showcasing the premier flowering tree of the South throughout our community and promoting McKinney Texas as "America's Crape Myrtle City". Proceeds from this annual race, our only major fund-raising event, are used for our annual Mother's Day Project where Crape Myrtle trees are given to every fifth-grader within MISD, our design of McKinney's Crape Myrtle Trails established in 1998, and design and enhancement of McKinney's hidden gem - the World Collection Park which opened June 2011. McKinney's World Collection Park is a beautiful, 7-acre park with all varieties of Crape Myrtles. Attracting visitors worldwide due to the uniqueness of this park, no other such collection exists in the world.

###

**Actual as of
10/15/19**

EXPENSES

Pre-Event Promo Tactics		Chamber Spotlight Speaker	
	\$ 200.00	Posters	\$ 285.83
	\$ 237.60	Yard Signs	\$ 350.00
	\$ 50.00	Art of Living Beautifully	\$ 300.00
	\$ 3,000.00	Booth at North TX Giving Day Fiesta at Finch	\$ 3,280.00
	\$ 1,750.00	Star Local Media	\$ 1,750.00
		KLAK	
		Dallas Morning News	
		89.7 Way FM	
		Pre-Event Promo Total (MCDC Review Grant Consideration)	\$9,453.43

Day of Run Yard Signs	\$ 218.00		
Security, one police officer	\$ 160.00		
Myrtle Village Fees & Rentals		Golf Car(1)	
	\$ 205.68	Cathy's Critters	
	\$ 940.50	Jump City	
	\$ 555.00	Big D	
	\$ 3,730.02	Toilets	
	\$ 830.00	Martyn Lucas, \$1K	
	\$ -	Compton Time/Measure	
Race Timing & Measure, bibs, arch	\$ 3,798.00	City of McKinney	
City/Permit Fees	\$ 1,100.00	MISD Rent	
McKinney Boyd High School	\$ 135.00		
Medals & Trophies	\$ 645.00		
T-shirts	\$ 4,460.88		
School Run Grant Totals - \$5,550	\$ -		
Water, Food for Runners, etc	\$ 43.68		
	\$ 26,275.19		

2019 CMT Run Budget			
\$44,928.00 - Total Revenue	\$ 18,768.00	Pledged Sponsors	
\$26,275.19 - Less Total Expenses	\$ 26,160.00	Run Registrations	
\$18,652.81 - Profit	\$ -	MCDC \$8K (Pending Review)	
\$ 8,000.00 - Less MCDC "Investment"	\$ 44,928.00		
\$10,653.81			
133.2% MCDC's ROI	\$ 18,652.81		

(Profit minus "MCDC investment", divided by the amount of "MCDC's investment" = 133.17% rounded up to 133.2%)

Crape Myrtle Trail Run Reimbursements				
Total Grant Awarded: \$8000 (we will need receipts for up to \$8000 in order to reimburse.)				
				CMT Comments
school posters	\$285.00			Have invoice. Needs to show PAID. See attached \$285.83 Minuteman PAID invoice #10108
yard signs	\$237.60			No documentation found. Need invoice that shows PAID. See attached \$237.60 (only) Minuteman PAID invoice#10237. See images to confirm pre-event promotional use.
		\$522.60		
KLAK	\$3,000.00			No documentation found. Need invoice that shows PAID. See attached \$1600 Inv#...7520, \$1400 Inv#...7844 = \$3K. See attached supporting docs (agreement, script, & digital image)
WAY FM	\$1,750.00			Have contract. Need invoice that shows PAID. See attached \$1,750 invoice with \$0 balance inv#...107.
		\$4,750.00		
Star Local	\$300.00			No documentation found. Need invoice that shows PAID. See Star Local Media 8/1/2019 statement with \$300 showing \$0 balance due and supporting documentation
DMN	\$1,780.00			Have estimates. Need invoice that shows PAID. See attached showing \$3,280 (\$1,780 and \$1,500) with zero balance due dated 10/1/19.
DMN boosts	\$1,500.00			Have estimates. Need invoice that shows PAID. See above.
Art of Living blog	\$350.00			Have invoice. Needs to show PAID. See attached \$350 The Art of Living PAID invoice.
		\$3,930.00		
Chamber event	\$200.00			No documentation found. Need invoice that shows PAID. See attached August 10, 2019 \$200 payment receipt as required for McKinney Chamber's Spotlight Speaker (Breakfast for 100 from Hugs Café). See attached images/examples used/displayed at event for sponsor/runner gathering as spotlight speaker.
Giving Day event	\$50.00			No documentation found. Need invoice that shows PAID. See attached credit card payment to confirm \$50 payment to Volunteer McKinney. See attached image of CMT booth use to increase awareness and generate runners, sponsors, and free-festival participants.
		\$250.00		
		\$9,452.60		



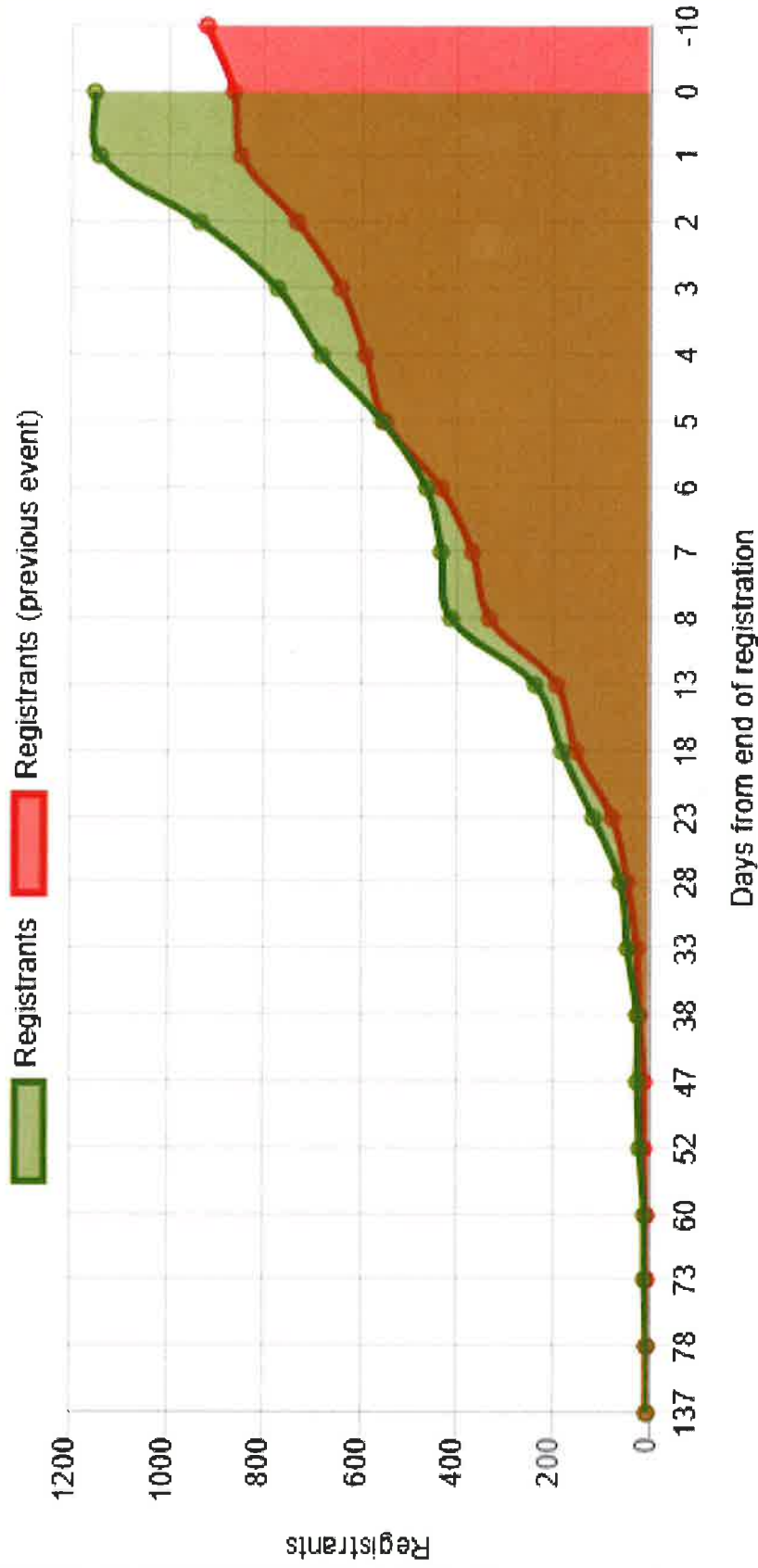
MCDC 2019 Final Report Run Pictures

14th Annual Grape Myrtle Run & Free Family Festival

Saturday, September 28, 2019



McKinney Benefit – Community Competitive Spirit Between the Schools Kicks into High Gear in 2019!





McKinney Benefit – Extended Reach Outside McKinney

NEWS.COM | GuideLive and SportsDay are now part of DallasNews.com. Click to learn more about our transformation. [↗](#)



EDITORS' PICKS

Billy Ray Cyrus

Oct 13, 2019 - 8:30 PM
at State Fair of Texas

STATE FAIR OF TEXAS, TOP CONCERTS, EDITORS' PICKS, COUNTRY



EDITORS' PICKS

Chi Omega Christmas Market

Nov 20, 2019 until Nov 23, 2019 - 7:00 PM - 10:00 PM
at Centennial Hall at Fair Park
\$12 - \$75

SHOPPING, CHRISTMAS SEASON, EDITORS' PICKS



EDITORS' PICKS

Dallas Bridal Show

Jan 25, 2020 until Jul 26, 2020 - 10:00 AM - 5:00 PM
at Dallas Market Hall
\$12

SHOPPING, WEDDINGS AND ENGAGEMENTS, EDITORS' PICKS, FASHION, BEAUTY



EDITORS' PICKS

Fort Worth Bridal Show

Feb 23, 2020 - 12:00 PM - 5:00 PM
at Fort Worth Convention Center
\$10

SHOPPING, WEDDINGS AND ENGAGEMENTS, EDITORS' PICKS, FASHION, BEAUTY



EDITORS' PICKS

Oktoberfest Fort Worth

Sep 26, 2019 until Sep 28, 2019 - 5:00 PM - 11:00 PM
at Panther Island Pavilion
\$5 - \$15

← Previous

Next →

2019 Grape Myrtle Run & Free Family Festival, 10K, 5K, 1-Mile Fun Run
9.28.19
 Start/Finish - MCKINNEY BOYD HIGH SCHOOL
[CLICK TO REGISTER](#)



Advancing the Mutual Goals of MCDC, CMT, & McKinney

We are thankful for MCDC's support in helping the CMT board provide a community-unifying celebration & heart-warming benefits resulting from a successful event!

Increasing community pride & enhancing quality of life for our citizens continues to enhance McKinney as one of our nation's elite cities!

With MCDC by our side, our Run (CMT's only major fundraiser) benefits the World Collection Park, Mother's Day Project, the Crape Myrtle Trails, America's Crape Myrtle City project - will all become ever-increasingly attractive and generate more visitors, businesses, and new families to "Run, Play and Stay" in McKinney!

Thank you, MCDC. You are a great partner!



McKinney Benefit -

- Increasing positive impact our annual event contributes to McKinney's business development, culture, tourism, and family tradition!
- Continuing cash grants to P.E. departments promotes the health of our youth = better quality of life!
- Providing Grape Myrtles trees to all MISD 5th graders to take home to Mom for Mother's Day! (*since 2005*)
- “Run, Play, & Stay” campaign to push participants to Downtown McKinney Oktoberfest & local hotels



Thank You MCDC



FUNDED IN PART BY
**MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**