

St. Peter's Episcopal Church
Empty Bowls McKinney 2020 Final Report

Report on Empty Bowls McKinney 2020

We hosted 5 Community Bowl Making workshops this year that were open to the public to make bowls for our event. At 2 of the workshops, artists from Jump Into Art, McKinney Art Studio and SPARC (St. Peter's Artist Run Community) led volunteers in a variety of methods to hand build bowls. Each workshop accommodated 40 - 50 guests and generated 60 – 80 bowls. A 3rd workshop held at Jump Into Art allowed participants to handbuild one bowl and throw a second bowl on a pottery wheel (with assistance from seasoned instructors). We also had 2 workshops at Make Expression in Frisco where guests painted pre-made, bisque, bowls.

Potters met at SPARC for two “throw-downs” and made 66 bowls for Collector's Club ticket purchasers. Then, the SPARC artists coordinated an invitation to local painters to come to evening workshops to “paint” the bowls with underglazes. Our painters included Toni Andrukaitis, Valerie Batchelder, Diane Boudreaux, Dana Brock, Kim Carothers, Karren Case, Radha Chattergee, Bonita Comarnitsky, , Judy Darrow, Phyllis Davis, Gail Delger, Noriko Dewitt, Brad Donaldson, Pernie Fallon, Cindy Farrell, Kerry Fitzmaurice, Alex Forbes, Sandy Forbes, Alex Gilbert, Terri Gilbert, Kim Guthrie, Maria Hampton, Silky Hart, David Hobson, Andrea Holmes, Lynne Hubner, Maribeth Jagger, Jeff Jensen, Kerry Johnson, Carol Kovacs, Katrina Leslie, Kelly Leslie, Alex Macias, Minda Macias, Jan Martin, Sandy Moss, Jean Newman, Deb Ramseyer, Herb Reed, Steve Reed, Rachel Reitan, Marie Renfrew, Betty Reuscher, Cate Robbins, Alex Sennett, Patricia Sennett, Carolyn Skei, Magali Smith, Jeni Weems Tomlinson, Maureen Uphues, Lynne Weinberger, Karen White, Murray Whiteman and Alice Wilhoit

On March 6-7, we displayed all the Collectors Club bowls at The Cove. We also showcased our 17 Art Auction bowls and 8 “Celebrity” Auction bowls. Our celebrity artists were Katy Blakey (NBC5 News Anchor), Deborah Crombie (author), Scott Elliott (Community Lifeline Center ED), Allison Harris (FOX4 Anchor), Martyn Lucas (World Piano Man), Robert Lyford (Chef), Ashley Sine (McKinney Education Foundation ED) and Madeleine Cloutier Underwood (Legacy Planning).

In March, we were well on our way to 1,000 event bowls made by Toni Andrukaitis, Wayne Batchelder, Kathleen Becherer, Tim Bednar, Chienhui Bryant, Jennifer Burke, Linda Chidsey, Tracy Culberson, Magda Dia, Beth Fields, Vicki Gardner, Jan Gorla, Kim Guthrie, Jason Hinojosa, Stephanie Kaminer, Kathy Kelln, Amanda Kelly, Lisa LaBarge, Sue Ligons, Emily Love, Alex Macias, Minda Macias, Steve Macias, Margaret Nemeth, Keith Parsley, Kerry Randol-Johnston, Heather Bell Richardson, James Spurrier, Jeannie Starnes, Amanda Taylor, Eva Kustarne Zsoldos, McKinney Art Studio Students & Artists, SPARC Studio Artists, Collin College Ceramics Students, Allen High School Ceramic Students, Conrnerstone Ranch, Jump Into Art students, Make Expression, Community Bowl Making Participants and Valley Creek Elementary School students.

Blount Fine Foods, Andy's Frozen Custard, Bernard's Courmet Foods, The Celt, Caudalie Crest, E.J. Wills Gastropub, Harvest Seasonal Kitchen, Hugs Café, Local Yocal, Patina Green, The Pub, Rye, Rick's Chophouse, Spoons, Square Burger and TUPPS all signed up to serve soup, sweets, beer & wine at our event. Andy's Frozen Custard planned to set up their food truck outside in the street beside the bowl tent!

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Then, COVID 19 appeared and all hope for our live event disappeared. We shifted gears and created a "virtual" event with the help of Benefit Bidding. On March 18, we sent this email to all current ticket holders: "We are asking you to consider keeping your "tickets" to the event and let us donate the purchase price directly to Community Lifeline Center. We plan to hold a drive by bowl pickup for ticket holders at a later date. The general admission ticket will get you an event bowl. The VIP Collectors Club ticket will get you an amazing bowl thrown by a local potter and painted by a local painter (watch Facebook & Instagram for pictures). If you prefer a refund, please let me know and I will process it."

Only 13 of the 130 ticket holders chose the refund. After that date, 162 people bought event tickets, and an unprecedented 800 raffle tickets were purchased.

Our "virtual" event was a live stream program on April 30 from 7-8pm on YouTube featuring Community Lifeline Center, major sponsors, several vendors, and the auction of the Celebrity bowls. Unfortunately, our technology failed and only the beginning portion was viewed. But, the auction continued and set records in the amount raised. While the virtual program wasn't a success, the overall event was fantastic. When our city and state leaders and the Episcopal Diocese of Dallas decide it is safe for us to congregate, we will schedule a compliant bowl pick up event for all ticket holders.

"Community Lifeline Center is forever grateful to Empty Bowls McKinney for the financial support this event provides to us, which is a major source of funding for CLC's Lifeline Market food pantry," said Dr. Liz Strand Cimini, president of CLC's Board of Directors. "This year, the funding comes at an especially critical time for us, as CLC ramps up efforts to serve the increased hunger we're seeing in North Collin County, which we know is resulting from the COVID-19 crisis. At this point one year ago, CLC was distributing approximately 1,000 pounds of food per week. But this year, because of COVID-19 related demand, CLC has quadrupled distribution to over 4,000 pounds of food per week. We certainly do not celebrate this expanded distribution capacity, but we're so grateful that our partnership with Empty Bowls McKinney allows us to continue serving our Collin County neighbors in need, when they need it most."

"CLC also wishes to acknowledge and thank the McKinney Community Development Corporation for its generous investment in Empty Bowls McKinney," added Liz. "Your support is clearly making a positive difference in the lives of so many McKinney residents, and CLC applauds your vision!"

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Goals and Objective Achieved

We set several goals for this year:

1. Empty Bowls McKinney will promote the City of McKinney for the purpose of business development and/or tourism by providing an annual, entertaining, experience to people living in the North Texas area who appreciate art and want to contribute to fight hunger in our local area. It is an event that attracts McKinney residents and visitor participation. Our attendance has increased each year as the word spreads about the event. Last year we had over 800 people! **Unfortunately, the pandemic kept us from any attendance.**
2. Empty Bowls McKinney will continue to increase McKinney tourism. In 2019, over 25% of attendees lived outside of McKinney. **While we didn't bring people to McKinney, our advertising reached outside of McKinney. More than 27% of people purchasing tickets live outside McKinney.**
3. The money we raise impacts the quality of life in McKinney through the hunger initiatives of Community Lifeline Center. CLC distributed 65,000+ pounds of food and hygiene items last year to people in need in North Collin County. **With slashed expenses, we will give Community Lifeline Center just under \$60,000.**
4. We promote McKinney artists and help the art community to grow. We have grown from 2 participating artists to over 100. **The artists participation was great this year and easily included 100 artists.**
5. We promote the participating restaurants and increase their business. They have the opportunity at the event to bring promotional material and/or incentives to the event. We will bring 1000 people to the Square on a Thursday night in April 2020. **While we couldn't bring people to the square, we had a fantastic list of vendors committed, including several new to us.**
6. Empty Bowls McKinney is a self-sustaining annual event that has demonstrated increased attendance and revenue each year. In 8 years, gross revenue has grown from \$4,500 at the first event to \$82,000 in its seventh year. Financial success of the event depends not only on attendance, but also on the sponsorships and contributions of businesses, churches and service organizations from McKinney and other Collin County communities. Blount Fine Foods, a McKinney food manufacturer, is our title sponsor. We will strive to continue to increase the financial impact in fighting hunger. **Without our usual attendance money and no "day off" proceeds, we still raised \$74,000.**

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Financial Report

Event Income	2020	2020
Item	Budget	Actual
MCDC Community Event Grant	\$7,500.00	\$5,000.00
Sponsorships	\$32,500.00	\$39,500.00
Donations	\$1,000.00	\$3,986.80
Bowl Making	\$2,000.00	\$3,333.61
Admissions	\$22,000.00	\$11,648.15
Art Auction Proceeds	\$6,000.00	\$7,110.41
Raffle Proceeds	\$2,500.00	\$3,622.55
Merchandise Sales	\$500.00	\$0.00
Extra Bowl Sales	\$2,250.00	\$0.00
People's Choice	\$500.00	\$0.00
After Event Sales	\$2,000.00	\$0.00
TOTAL	\$78,750.00	\$74,201.52

Event Expenses	2020	2020
Item	Budget	Actual
Supplies	\$6,000.00	\$1,018.13
Kentucky Street rentals	\$5,500.00	\$556.77
MPAC rental	\$500.00	\$0.00
Sponsor Appreciation	\$1,000.00	\$1,404.63
T-Shirts (for volunteers & artists)	\$2,500.00	\$800.00
Benefit Bidding - online art auction	\$1,000.00	\$1,064.73
Bowl Making	\$2,000.00	\$1,508.87
Security at event	\$480.00	\$0.00
PayPal + Eventbrite	\$2,100.00	\$1,571.63
Advertising	\$9,000.00	\$5,504.83
Signs	\$4,000.00	\$150.00
TOTAL	\$34,080.00	\$13,579.59
NET INCOME	\$44,670.00	\$60,621.93

Easter Baskets **\$1,556.68**
To CLC **\$59,065.25**
Reserve

Percent/dollar given to CLC **82%**

Event Income Variances:

- Our donation amount is up significantly due to generous donations and because we included donation options in the Art Auction.
- Increased attention on the auction as part of the “virtual” event increased the bidding.
- We had a record setting raffle.

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- Without the actual event, we had no Merchandise Sales, Extra Bowl Sales, People's Choice or After Event Sales.

Event Expense Variances:

- Without the actual event, we had significantly fewer expenses.

MCDC Advertising Plan

Media	Submitted Budget	Revised Budget	Submitted to MCDC	Actual Event Expenses
Magazines & Newsletters	\$ 2,000.00	\$ 2,000.00	\$ 2,945.54	\$3,150.00
Banners & Posters & Cards	\$ 1,000.00	\$ 75.00	\$ 80.00	\$80.00
Yard Signs	\$ 925.00	\$ 925.00	\$	\$0.00
Facebook Ads/Boosts	\$ 2,000.00	\$ 2,000.00	\$ 1,974.46	\$1,993.08
Radio	\$ 525.00		\$	\$0.00
Billboard	\$ 1,050.00		\$	\$0.00
Website & Images			\$	\$281.75
	\$ 7,500.00	\$ 5,000.00	\$ 5,000.00	\$ 5,504.83

Advertising Plan Variances:

- The budget was revised based on the funding granted to us.
- Because we did not have a live event, we spent extra money on Magazines and no money on yard signs.

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Zip Code Analysis

City	Percent
Out of State	3.0%
Allen	7.7%
Anna	1.9%
Aubrey	0.4%
Blue Ridge	0.4%
Bonham	1.1%
Celina	0.4%
Dallas	0.2%
Farmersville	0.9%
Frisco	2.1%
Gunter	0.2%
Irving	0.2%
Lewisville	0.2%
Little Elm	0.2%
McKinney	72.1%
Melissa	1.5%
Pilot Point	0.2%
Plano	3.4%
Princeton	1.1%
Prosper	1.5%
Richardson	0.2%
Richardson	0.2%
Van Alstyne	0.2%
Wylie	0.6%
	100.0%
% From Outside McKinney	27.9%

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Advertising Examples

Graphic in Edible DFW Magazine:



The poster features a central graphic of a white bowl outline on a purple and blue watercolor background. A green banner with the text 'BLOUNT fine foods' is attached to the top left of the bowl, and the year '2020' is written on the top right rim. Inside the bowl, the words 'EMPTY BOWLS' are written in large white letters, with 'MCKINNEY' below it. Below the bowl, the slogan 'FIGHT HUNGER ONE BOWL AT A TIME' is printed in white.

APRIL 30
— 6:00 - 8:00 pm —
TASTE GOURMET SOUPS & SWEETS BY
Blount Fine Foods,
Bernard's Gourmet Foods,
The Pub, Harvest, Hugs Cafe,
Local Yocal, Rye, Spoons,
The Celt, Patina Green & more

McKinney Performing Arts Center
111 N Tennessee St, McKinney, TX 75069

Choose A Handcrafted Bowl
Benefiting
community center
lifeline help. hope. here.

Sponsors
MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
St. Peter's EPISCOPAL CHURCH
Developing Solutions
First United
Doris Center & All Children's Center
Microsoft

www.EmptyBowlsMcKinney.com

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Graphic in Community Impact Newsletters:

BLOUNT
fine foods

2020

EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

APRIL 30
— 7:00 - 8:00 pm —
VIRTUAL EVENT

**MOBILE BIDDING STARTS
APRIL 6 AT WECAN.BID**

**BOWL PICKUP
AT A LATER DATE**

www.EmptyBowlsMcKinney.com

Presenting Sponsor
Globe Life


Benefiting
community center
lifeline help. hope. here.

Sponsors
MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
St. Peter's EPISCOPAL CHURCH


Seed Project Foundation, First United Bank
Developing Solutions, Community Impact, Fast Signs
Dean Cimini & Liz Strand Cimini Matched by Microsoft

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Examples of Facebook Post Boosts:

 **Empty Bowls McKinney**
Published by Jamie St.Clair [?] · April 18 · 🌐

We are grateful to Blount Fine Foods for being our Title Sponsor!



2,085
People Reached

166
Engagements

[Boost Again](#)

Boosted on Apr 19, 2020
By Jamie St.Clair

Completed

People Reached	1.8K	Post Engagement	114
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[View Results](#)

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A screenshot of a Facebook post from the page "Empty Bowls McKinney". The post is dated April 19, 2020, and was published by Jamie St.Clair. The text of the post says, "We are grateful to Globe Life for being our Presenting Sponsor!". Below the text is a large image of the "Globe Life" logo, which features a stylized globe icon and the text "Globe Life" in a bold, blue font. The post has received 1,650 "People Reached" and 90 "Engagements". A blue "Boost Again" button is visible. A boost summary box indicates the post was boosted on April 19, 2020, by Jamie St.Clair, and is now completed. The summary shows 1.1K people reached and 93 post engagements, with a "View Results" link. The post has 61 reactions (likes and loves) and 4 shares. At the bottom, there are buttons for "Like", "Comment", and "Share", along with a comment input field and icons for emojis, photos, GIFs, and stickers.

Empty Bowls McKinney
Published by Jamie St.Clair [?] · April 19 · 🌐

We are grateful to Globe Life for being our Presenting Sponsor!



1,650
People Reached

90
Engagements

[Boost Again](#)

Boosted on Apr 19, 2020
By Jamie St.Clair

Completed

People Reached	1.1K	Post Engagement	93
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[View Results](#)

👍❤️ 61

4 Shares

👍 Like 💬 Comment ➦ Share

Comment as Empty Bowls McKinney

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The image is a screenshot of a Facebook post from the page 'Empty Bowls McKinney'. The post was published by Jamie St.Clair on April 26 at 2:10 PM. The text of the post expresses gratitude to art studios: 'We are so grateful to the art studios who make our event possible: McKinney Art Studio Creativity Begins Downtown, SPARC, Jump Into Art Studios, McKinney Art House, Make Expression'. Below the text, performance metrics are shown: 884 People Reached and 89 Engagements, with a 'Boost Again' button. A 'Boosted' summary box indicates the post was boosted on April 26, 2020, by Jamie St.Clair, and is now completed. This box contains two data points: 'People Reached' at 572 and 'Post Engagement' at 54, with a 'View Results' link. The post has 70 reactions (likes, loves, and wow) and 1 share. At the bottom, there are buttons for 'Like', 'Comment', and 'Share', along with a comment input field and icons for emojis, photos, GIFs, and stickers.

Empty Bowls McKinney
Published by Jamie St.Clair [?] · April 26 at 2:10 PM · 🌐

We are so grateful to the art studios who make our event possible:
McKinney Art Studio Creativity Begins Downtown, SPARC, Jump Into Art Studios, McKinney Art House, Make Expression

884 People Reached **89** Engagements [Boost Again](#)

Boosted on Apr 26, 2020 Completed
By Jamie St.Clair

People Reached	572	Post Engagement	54
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[View Results](#)

👍❤️😲 70 1 Share

[Like](#) [Comment](#) [Share](#)

Comment as Empty Bowls McKinney 😊 📷 GIF 🗨️

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Empty Bowls McKinney is with Martyn Lucas and Allison Harris.

Published by Jamie St.Clair [?] · April 17 · 🌐

We so appreciate Lisa LaBarge from McKinney Art Studio Creativity Begins Downtown for her work to make our Celebrity Auction a success!



3,076

People Reached

529

Engagements

[Boost Again](#)

Boosted on Apr 17, 2020
By Jamie St.Clair

Completed

People Reached

2.7K

Post Engagement

308

[View Results](#)

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Metrics

- a. **Attendance:** We expect to bring 1000 people to the McKinney Square on a Thursday night in May 2020 and positively impact the businesses who participate in our event and/or are located nearby.

Unfortunately, due to COVID-19, we were unable to have the live event.

- b. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2020.

In 2020, 27.9% of the people who purchased tickets live outside McKinney.

- c. **Monetary Impact:** We expect to raise at least \$76,000 in gross proceeds and contribute \$43,000 to Community Lifeline Center.

This goal was definitely accomplished with \$59,000 going to CLC!