



MCDC 2020 Grant Request
15th Annual Crape Myrtle Run &
Free Family Festival
Saturday, September 26, 2020





CMT's MCDC 2020 Promotional Community Event

Pre-Event Promotional Budget \$10,000 Grant Request

Printing (Total = \$600)

School Posters - \$400 (500 qty, color, 2-sided) 2 posters per 30 MISD schools, 2 posters per 220 schools outside MISD (private, charter, etc) and schools from surrounding cities (Plano 47 elementary schools, Celina, Allen, Anna, Farmersville, Princeton, Melissa, Murphy, Fairview, Lucas, Lavon, Parker, Weston, Outside Collin County – Frisco, Little Elm, The Colony, Dallas, and schools throughout Texas and surrounding states.

Postcards (aka Save-the-Date, Windshield, Rack Cards - \$200 (1000 qty color, 1-sided) Placed on windshields at prior local runs, McKinney Convention/Visitor Bureau and hotels and surrounding cities.

Radio Spots with Digital Online Calendars (Total = \$6,000)

McKinney Station (KLAK) = \$3,000

Dallas Station (WAY FM) = \$3,000

Print & Digital Advertising (Total = \$3,400)

Community Impact McKinney, Sept ¼ pg, print/digital - \$980

Community Impact METRO, Sept digital (includes 8 cities) - \$1,600

Community Impact McKinney, Aug/Sept digital (\$250/month) - \$500

Facebook CMT event page, boosting/ad - \$320

Total Pre-Event Promotion Requested = \$10,000



CMT's 2020 Overall Run Budget 6/14/20

Race Mg Team		\$ 4,000.00
City/MISD Fees		\$ 1,235.00
CMT MCDC Grant Request for Pre-Event Promo -		
\$10,000		\$ 10,000
Pre-event promotional yard signs (non-grant related promo)		\$ 455.60
Security		\$ 180.00
Myrtle Village Fees & Rentals		\$ 8,000.00
Medals & Trophies		\$ 645.00
T-shirts - pre-event promotional (non-grant related)		\$ 4,900.00
School Grants		\$ 6,100.00
Misc		\$ 100.00
	TOTAL EXPENSES	\$ 35,615.60
	Sponsors	\$ 25,000.00
	Runner Registrations	\$ 28,775.00
	MCDC potential grant	\$ 10,000.00
	TOTAL INCOME	\$ 63,775.00
	PROFIT	\$ 28,159.40



15th Annual Crape Myrtle Run & Festival

Percent of \$10K Grant Request vs. Overall Run Budget is 54%

- ❑ *\$15,355.60 total overall run marketing budget*
- ❑ *\$10,000 total CMT request for MCDC grant for use only on pre-event, pre-approved promotional*
- ❑ *54% is the amount MCDC's \$10K grant would cover of total run marketing budget of \$15,355.60*



2020 Crape Myrtle Run & Festival Goals

(Targeting New Business/Tourism Growth to McKinney)

- 10% Increase in total runners – **1267/2020 Goal** vs. 1152/2019
- 10% Increase in non-McKinney runners – **182/2020** vs. 152/2019
- 10% Increase in non-Collin County runners – **77/2020** vs. 64/2019
- 10% Increase in non-Texas states – **8/2020** vs. 6 states/2019
- 10% Increase in grant-qualified runners – **1221/2020** vs. 1110/2019
- 10% Increase in run grants awarded - **\$6,105/2020** vs. \$5,550/2019
- 10% Increase in total grant-qualifying schools – **71/2020** vs. 65/2019
- Leverage partnership with Oktoberfest's promotional power
- Provide excellent ROI for MCDC and community supporters



15th Annual Crape Myrtle Run & Festival

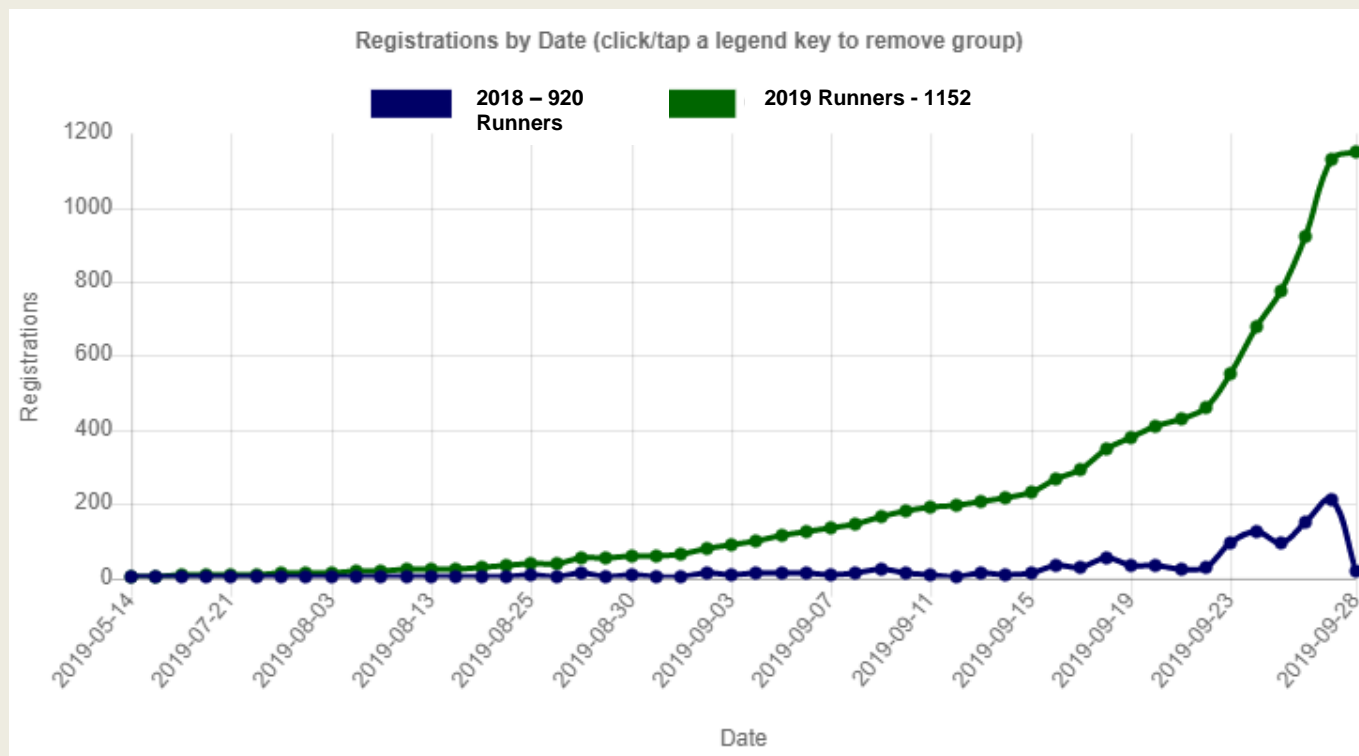
2019 Run Results (1,152 Runners) & What Worked

✓ **25% More Runners:**

- 1000 McKinney
- 152 Non-McKinney
- 73 Non-Collin County
- 37 Cities
- 16 U.S. Counties
- 6 States

✓ **29% School Grants:**

- \$5,550 Total Awarded
 - 65 Total Schools
 - 1110 Runners
- \$5,120 McKinney
 - 31 Schools
 - 1024 Runners
 - ↑ 48% in 2019
- \$430 Non-McKinney
 - 34 Schools
 - 86 Runners
- \$55 Non-Collin County
 - 9 schools, 11 runners





2019 Attendance Numbers, Number of McKinney & Non-McKinney Runners

1152 - Total 2019 Crape Myrtle Runners:

- 1000 Runners from McKinney (part of Collin County)
- 88 Runners – Collin County (excluding McKinney 1000)
- 64 Runners – Outside Collin County
- 152 Runners – Outside McKinney

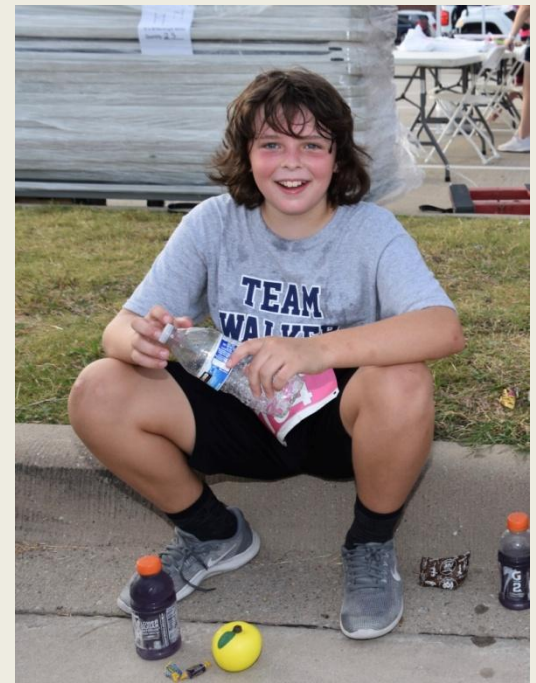
1612 – Estimated Number of Free Festival Only Attendees:

- 1152 - Non-runners who attended event to support family member/runner
- 300 - Family attendees who only came for free family festival
- 160 - Volunteers and on-site booth sponsors



CMT is a nonprofit, however the CMT Board award grants to school P.E. Departments to promote the health of our kids with our CMT School Run Grant Program

- *\$5,550 in CMT School Run Grants awarded year-end 2019*
- *Grants are based on \$5 per registered runner who lists (or adds) a school during their online registration.*
- *Any school may be added regardless of school's location, type of school, the runner's registration level/run category, student or non-student status, etc.*
- *10.487% represents the percent of our total \$5,550 2019 CMT School Run Grants awarded in 2019 based on \$52,928 of our 2019 total income*





More of What is Working!



Walker went from 3 runners in 2018 to 247 in 2019 to win 1st place!



**2019 1st Place Winner
Walker - 247 Runners
\$1,235 Grant!**



**2019 New School Record Winner – McKinney Walker Elementary
Walker Students Celebrates!**



More of What's Working!

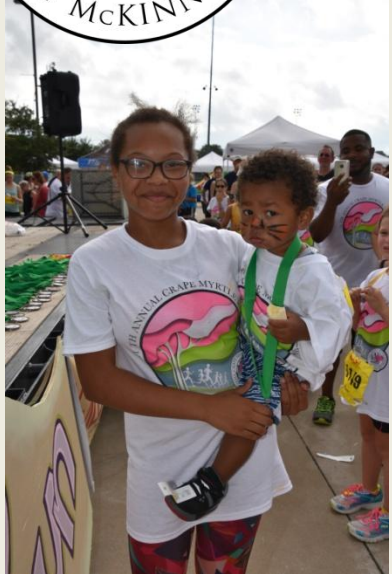


2019 1st Place - Walker Elementary

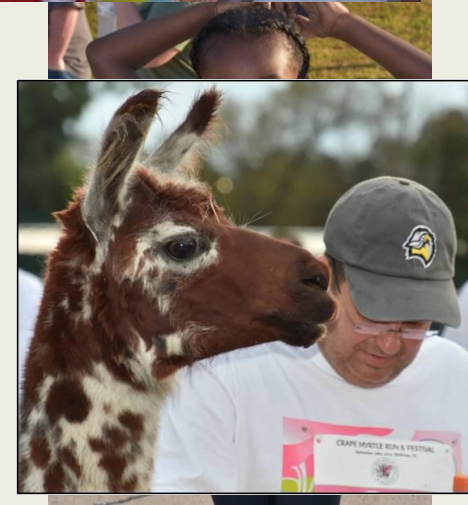
2019 2nd Place - McClure Elementary



More of What is Working!



The Crape Myrtle Run is a family-focused, community event encouraging life-long patterns of exercise, school support, and heart-warming memories.





More of What is Working!





Runners' Cities Represented in Past

Allen
Ankery, IA*
Anna
Multiple Cities, AR
Argyle
Bastrop*
Baton Rouge, LA
Bonham
Carrollton*
Celeste*
Celina
Colleyville
Coppell
Cooper*
Cummings, GA
Dallas
Denton
Denison
Multiple Cities, OK
Fairview
Farmersville
Flower Mound
Glenwood, LA
Forney
Ft. Worth
Frisco
Garland
Grapevine
Greenville
Houston
Indianola, IA
Irving
Jacksboro
Knoxville, TN*
Lockwood, MO
Lavon
Lewisville
Little Elm
Lone Oak*
Melissa
Mesquite
New York, NY
Pearland*
Pittsford
Plano
Princeton
Prosper
Quinland*
Redondo Bch, CA
Revenna
Richardson
Roanoke Oak
Rockville, MD
Rockwall
Rowlett
Royce City
The Colony
Salt Point, NY
Seattle, WA
Sherman*
Southlake
Spring Branch
Sugar Land*
Valley View
Wylie
Waxahachie

* 2019 New Cities, RED are cities in Collin County, BLUE are out-of-state



How We Plan to Improve

1. Create new, faster process for on-site timing/winners announcements in our Runner's Timer Booth, kiosks throughout event, and simultaneous uploads to GMR site, Facebook, CMT website, etc.
2. Backup plans if schools are still closed in September (virtual run, change date to November/December, etc.)
3. Generate more school participation by listing 2019 schools/runner total & grant amount on our GMR site, Facebook, CMT website, & 2020 t-shirt.
4. Add new run categories/levels and/or award categories to encourage more walkers/runners who may feel uncomfortable or in socioeconomic areas.
5. Add new contest winners to generate runners from outside McKinney and Collin County (schools with most runners – Outside McKinney, Outside Collin County, etc.
6. Create new Myrtle Village Food Truck area with healthy breakfast options & beverages targeting runners.
7. Promotions to civic groups, PTAs, area businesses to “adopt a school to encourage students in developing a life-long habit of fun exercise” by purchasing 100 student runner registrations at \$15 totaling \$1,500.
8. Grow our runners swag bag by providing this virtually in addition to onsite.



Marketing Examples

COURT

From PAGE ONE
runner-up in the state mock trial competition." He said "It's our second year of entering that contest, so we really have seen the fruits of our efforts with respect to continuing to grow the program."

"This year we garnered first runner-up in the state mock trial competition. It's our second year of entering that contest, so we really have seen the fruits of our efforts with respect to continuing to grow the program."

COURT ADMINISTRATION, K.D. HANCOCK

meeting. The group of young law students and professors shows up almost every time prepared to take cases even if sessions every month. They didn't realize they were going to have cases" (one said). "They step up when we're alone, and many of them here are also on that competitive team that we've taken the last two years."

Now that the program continues to gain steam in the Allen and Loring school districts, Gore said officials are working to take it to the next level. Currently, volunteers go through four-hour training sessions on Saturdays. The forthcoming mock trial academy will expand that training into



**14TH ANNUAL
GRAPE
MYRTLE RUN
& FESTIVAL**

**USATF-CERTIFIED
5K & 10K COURSES**

2019

ALL RACES TRAIL & COMPLETION

HELP OUR KIDS - \$5 DONATED TO ANY SCHOOL'S P.E. DEPARTMENT YOU NAME WHEN YOU REGISTER! WILL NOT INCREASE YOUR REGISTRATION FEE!



**SATURDAY,
SEPTEMBER 28**

**START/FINISH AT
MCKINNEY BOYD HIGH SCHOOL
600 N. Lake Forest Dr.**

**7AM EVENT OPENS • 8AM 1-MILE STARTS
8:30AM 10K & 5K START**

RUNNER FEATURES

Certified, Flat & Very Fast 5K, 10K Courses with a Timed 1-Mile Fun Run for Kids!

RUNNER SWAG INCLUDES: T-shirt, Protein Bars, Fruit, Breakfast Tacos, & Bibs Redeemed for FREE Food & Drink at McKinney Oktoberfest - Same Weekend!

- PETTING ZOO**
- MAGICIAN**
- FACE PAINTING**
- OBSTACLE COURSE**
- GREAT MUSIC**
- CONTESTS & PRIZES:**
- BEST CHICKEN DANCER**
- BEST PIG COSTUME**
- BEST RUNNER COSTUME**



Register Early for DISCOUNTS at GetMeRegistered.com/CMTMcKinney5K

BRING YOUR RUNNERS BIB TO DOWNTOWN MCKINNEY TO REDEEM FOR FOOD AND DRINK



ACTIVE

From PAGE TWO
a greater risk for heart disease, diabetes and cancer. The CDC found that inactivity is a leading cause of death and disability in the United States. Inactive people are 20% more likely to die from heart disease, 25% more likely to die from diabetes, and 30% more likely to die from cancer. Inactive people are also 35% more likely to die from all causes of death.

John, 65, and his wife, Lynn, have participated in Active Aging and has seen results that have inspired his coming back.

"In my 60s and I needed 60-plus years of age, we want to be active and strong. We work out in our living room, we have small classes where we learn to use our muscles better in everyday situations, like walking with energy in our steps, and not being 'tired' and out of breath," he said.

Improving strength, balance, coordination and flexibility is important for every one, but especially our older adults in the Active Aging program. In the Active Aging program, participants find the support, motivation and social atmosphere to keep them engaged and pursuing their own personal best. The class has one hour and 15 minutes of instruction that includes exercises and activities that help participants gain strength and increasing joint flexibility. It is important for them to maintain their independence, as well as reduce the risk of falls.

The Centers for Disease Control and Prevention (CDC) has reported that one out of four U.S. adults over the age of 65 do not engage in regular physical activity beyond the basic maintenance level for everyday life, putting more than 11 million people

suffer from falls. Being physically active can also improve mental health and delay dementia and cognitive decline, the CDC reported.

"Adults benefit from any amount of physical activity," said Janet E. Fulton, Ph.D., chief of CDC's Physical Activity and Health Branch and one of the authors of the report. "However, inactive people benefit most from physical activity. It is an important step towards healthier and more vibrant lives and can help to prevent

Obituaries, In Memoriam, Services

SULLIVAN
Loretta Sullivan, 84, of McKinney, Texas, passed away on August 28, 2019, at the age of 84. She was born on May 15, 1935, to John H. and Lela E. Sullivan. Loretta was a member of the First Baptist Church, 201 E. McArthur Street, in McKinney, Texas. She was preceded in death by her husband, Howard Sullivan, partner, John and Lela E. Sullivan. Loretta was a member of the First Baptist Church, 201 E. McArthur Street, in McKinney, Texas. She was preceded in death by her husband, Howard Sullivan, partner, John and Lela E. Sullivan. Loretta was a member of the First Baptist Church, 201 E. McArthur Street, in McKinney, Texas. She was preceded in death by her husband, Howard Sullivan, partner, John and Lela E. Sullivan. Loretta was a member of the First Baptist Church, 201 E. McArthur Street, in McKinney, Texas. She was preceded in death by her husband, Howard Sullivan, partner, John and Lela E. Sullivan.

Online Public Input Opportunity

what do you think? tell us.

The Regional Transportation Council and North Central Texas Council of Governments, together serving as the Metropolitan Planning Organization for the Dallas-Fort Worth area, are seeking public input.

Online Review and Comment

- Walk Program Modifications
- Proposed Modifications to the List of Funded Projects

Resources and Information

- National Fire Truck Week
- Car Car Clinics
- Regional Smoking Vehicle Program

Information will be posted online at www.rcta.com/transportation for public review and comment Sept. 2 - Sept. 8, 2019. To request printed copies, call 817-400-2365 or email clay@rcta.org.

For more information on the Dallas-Fort Worth Metropolitan Planning Organization, call 817-400-2365 or visit www.rcta.com. For more information on the Dallas-Fort Worth Metropolitan Planning Organization, call 817-400-2365 or visit www.rcta.com.

McKinney.org/transportation

#McKinney #Transportation #PublicInput



Marketing Examples

**14th Annual
CRAPE MYRTLE RUN & FREE FAMILY FESTIVAL**
USATF-Certified 10K & 5K Courses & Timed 1-Mile Fun Run

Date: Sept. 28, 2019

Times: Opens at 7am, 1-Mile starts at 8am, 10K & 5K at 8:30am

Location: McKinney Boyd High School

Activities: Petting Zoo, Face-Painting, Inflatable Obstacle Course, & Great Music

Contests & Prizes Galore: Best Chicken Song Dancer, Best Pig Costume, Best Runners Costume

Runners Bibs, Redeemed for Free Food & Drink Coupons at McKinney Oktoberfest (same weekend)

Help Our Kids - Donate \$5 to any school listed during registration, this does not increase your registration fee

Get Registered at:
<http://getmeregistered.com/CMTMcKinney5K>

**14TH ANNUAL
CRAPE MYRTLE
RUN &
FREE FAMILY FESTIVAL**
2019

USATF-CERTIFIED 5K & 10K COURSES
ALL RACES TIMED & COORDINATED BY COMPTON TIME & MEASURE

HELP OUR KIDS - \$5 DONATED TO ANY SCHOOL'S P.E. DEPARTMENT YOU NAME WHEN YOU REGISTER!
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RUNNER FEATURES
Certified, flat, & very fast 5k, 10k courses with a timed 1-Mile Fun Run for Kids!
Runner swag includes t-shirt, protein bars, fruit, breakfast tacos, & bibs redeemable for free food & drink at McKinney Oktoberfest - same weekend!

Petting Zoo • Magician • Face Painting • Obstacle Course
Great Music • Tons of Prizes • Contests for Best Chicken Song Dancers, Best Pig Costume, Best Runner Costume

Register Early
for DISCOUNTS at GetMeRegistered.com/CMTMcKinney5K
BRING YOUR RUNNERS BIB TO DOWNTOWN MCKINNEY TO REDEEM FOR FOOD AND DRINK

REGISTER HERE!



Marketing Examples

Great Gardens Inc



FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



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Great Gardens Inc



Marketing Examples



Click microphone to hear 2019 KLAQ Radio Run Commercial



Click microphone to hear 2019 Dallas WAY-FM Radio Run Commercial



The Dallas Morning News with Crape Myrtle Run and Festival
McKinney Texas.
Paid Partnership ·

Fill your family's Saturday morning with fun at the Crape Myrtle Run & Free Family Festival on Sept. 28. Enjoy a timed 1-mile Fun Run and USATF-certified 5K and 10K races through McKinney's beautiful trails, then explore more festival entertainment with a world-class petting zoo, face-painting, contests, music and more. Student runner registration is \$15 – sign up today: <http://bit.ly/2moXTuC>



Ali Burks and 591 others 8 Comments 34 Shares

Like Comment Share



Dallas Morning News promotion in Things To Do section.





Photos from Previous Year's Event





Photos from Previous Year's Event





The Payoff for McKinney

- 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 **Crape 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**



The Payoff For McKinney *(Continued)*

- Continuing to promote McKinney as ***America's Grape Myrtle City*** while being an important piece of the puzzle in improving **recognition of McKinney as being Unique by Nature** – and one of the country's top cities!





The Payoff For McKinney *(Continued)*

With our U.S. & Texas' official proclamation for **“McKinney as America’s Crape Myrtle City”**, along with our partnership with MCD, McKinney’s Parks Dept, & Communications Dept, the CMT board is poised to kick our efforts into high gear.



MONEY MAGAZINE 2014
6/17/2020





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 Grape Myrtle Trails, America's Grape 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!