



CMTs Presentation to MCDC Board

Thursday, June 24, 2021

15th Annual Crape Myrtle Run & Festival

Saturday, September 25, 2021





Specific 2021 Pre-Event Marketing Activities (promotional channels) CMT's plans to use (green text indicates target reach outside McKinney) (budget allocated on next slide)

- Print ads – Community Impact (McKinney, **Plano**), digital ads (**all outside McKinney**)
- Radio – KLAQ (live on-air interview) and WAY-FM (**North Texas & Dallas**)
- Promotional prints (posters, cards, flyers, banners, yard signs, digital billboard kiosks.)
 - Posters (all MISD schools, downtown businesses & Oktoberfest promo, **schools outside McKinney/outside Collin County**, sponsors with storefronts)
 - Cards (**North Texas**)
 - Flyers (all MISD schools, private, charter (**North Texas reach**))
 - Banners & Yard Signs (all McKinney)
 - Digital billboard kiosks (**Plano & Dallas**)
- Social media – Facebook, Twitter (Texas & neighboring states & states with larger races)



2021 CMTs Budget Allocated for Each Pre-Event Marketing Activity

Digital Ads, boosts	\$3,500
Print ads	\$2,000
Radio ads & on-air interview	\$2,500
Yard Signs, pre-event promotional	\$ 500
Posters, Cards, Flyers, Banners	\$1,000
Billboards	<u>\$ 500</u>
Total	<u>\$10,000*</u>

**\$10K is 35% of our Net Profit.*



15th Annual Crape Myrtle Run & Festival

Saturday, Sept. 25, 2021

Does CMT plan to use the proposed \$10K grant request to fund all of its marketing efforts to promote its 2021 Crape Myrtle Run & Festival?

Yes – 100% is the amount MCDC’s \$10K grant would cover of the total 2021 Crape Myrtle Run & Festival’s pre-event marketing budget of \$10K.

- \$10,000 total pre-event Crape Myrtle Run & Festival’s marketing budget (see slide #3)*
- \$10,000 total CMT request for MCDC grant for use only on pre-event, pre-approved promotional*



What Pre-Event Marketing Tactics Worked or Didn't Work at Past Crape Myrtle Run & Festival events?

Ranked in Order of Effectiveness (based on runner registration survey & on-site race day survey).

Note: 2020 Crape Myrtle Run & Festival was canceled to due pandemic.

- #1** – Posters (see slide 10 for example)
- #2** – KLAK radio commercials with Phil Wheat on-air interview (see slide 11 to listen)
- #3** – Post cards (see slide 10)
- #4** – Allen Newspaper ad (see slide 12)
- #5** – Dallas Morning News Facebook post & Things To Do digital (slide 11)
- #6** – WAY-FM commercials (see slide 11 to listen)
- #7** – 2019 Run T-shirt (pre-event promotion distributed in runners' pre-packet pickup (slide 13)
- #8** – Yard Signs (see slide 13), placed along run trails
- #9** – CMT Social media – Facebook event page



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 – from Collin County (excluding McKinney 1000)
- 64 Runners – from outside Collin County
- 152 Runners – from outside McKinney

2612 – Estimated Number of Free Festival Only Attendees:

- 1152 - Non-runners who attended event to support family member/runner
- 1300 - Family attendees who only came for free family festival
- 160 - Volunteers and on-site booth sponsors



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 cities.



2021 Crape Myrtle Run & Festival Goals

*Increasing Economic & Tourism Growth to McKinney
with a Focus on Quality of Life and Diversity**

- 10% Increase in total runners* – **1267/2021 Goal** vs. 1152/2019
- 20% Increase in non-McKinney runners* – **182/2021** vs. 152/2019
- 20% Increase in non-Collin County runners* – **77/2021** vs. 64/2019
- 20% Increase in non-Texas states * – **8/2021** vs. 6 states/2019
- 10% Increase in grant-qualified runners * – **1221/2021** vs. 1110/2019
- 10% Increase in run grants awarded * - **\$6,105/2021** vs. \$5,550/2019
- 10% Increase in total grant-qualifying schools* – **71/2021** vs. 65/2019
- Leverage Oktoberfest, Main Street, & MISD partnerships to increase tourism & boost economy to downtown McKinney.*
- Provide excellent ROI for MCDC and our CMT community supporters*
- 2021 is 15th year for Crape Myrtle Run - solid proof of an enduring, community-loved, family event.*



15th Annual Crape Myrtle Run & Festival

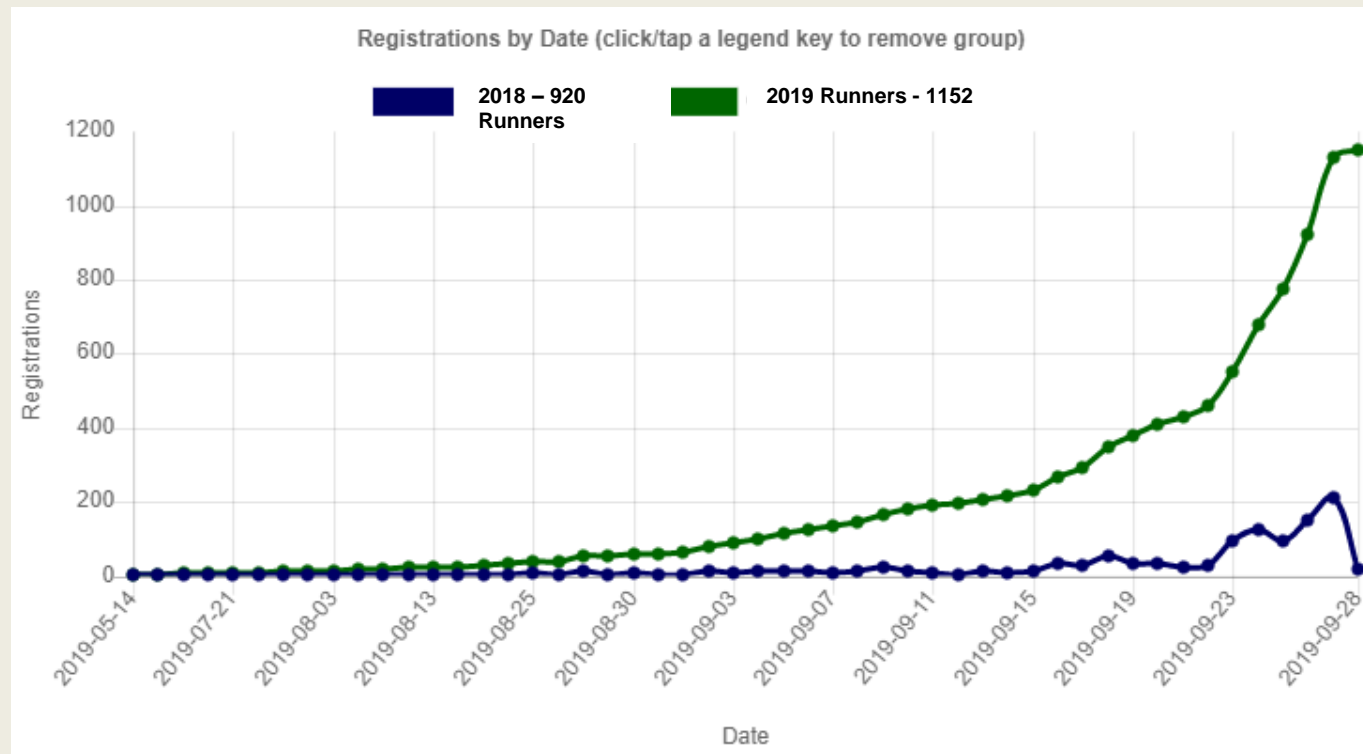
2019 Run Results (1,152 Runners) & What Worked

✓ 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





Marketing Examples (NOTE: 2020 Run Cancelled due to Pandemic)

**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!
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 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



Click microphone to hear 2019 KLAK 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.





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."

Presiding Judge Candy Porter Ginn said Allen's team was made up of sophomores and juniors, and the winning team was all seniors. Although the program has been around for years, it was dormant for a while before gaining momentum when Jennifer Case Manag or Healy-Castille came on board, according to Ginn.

"When Ms. Manag brought Ms. Castille's efforts, they really saw what got this thing up and running again," she said. She also recognized the team volunteers who serve as attorneys and jury members, many of whom were in attendance at Tuesday's

"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."

meeting. This group of young law and business students will meet almost every time proposed to take cases even if sessions every month. The they didn't realize they were going to have cases," Ginn said. "They step up when we're alone, and many of them have are so on that competitive team that we've taken the last two years."

Now that the program continues to gain steam in the Allen and Lovell school districts, Ginn 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 team will expand that training into

suffer from falls. Being physically active can also improve mental health and help do so for women (34.4 percent) compared with men (32.1 percent), and by region, disability was highest in the South (31.1 percent). Being physically active helps older adults maintain the ability to live independently, and people who take the ability to live independently as an important step towards maintaining their most vibrant lives and are less likely to

Obituaries, In Memoriam, Services
SULLIVAN
Lorraine Sullivan of Allen, Texas, passed away on August 29, 2019, at the age of 88. She was born on May 15, 1931, to John H. and Lila Eva (Gross) Sullivan in Centerville, Oklahoma. She was a member of First United Methodist Church in Allen, Texas. She was preceded in death by her husband, Howard Sullivan, parents John and Lila, and her sister, Patricia. She is survived by her daughter, Nancy Ann Sullivan, and her son, James Sullivan. She is also survived by her grandchildren, Jordan Kerr and Alyssa Sullivan, and her great-grandchildren, Jordan Kerr and Alyssa Sullivan. She is also survived by her great-grandchildren, Jordan Kerr and Alyssa Sullivan. She is also survived by her great-grandchildren, Jordan Kerr and Alyssa Sullivan.

Thursday, August 29, 2019 Allen American starbulletinmedia.com 3A



14TH ANNUAL
GRAPE MYRTLE RUN & FESTIVAL
USATF-CERTIFIED 5K & 10K COURSES
ALL RACES TRIM & COMPLETED
2019

HELP OUR KIDS - \$5 DONATED TO ANY SCHOOL'S P.E. DEPARTMENT YOU NAME WHEN YOU REGISTER!
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• 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
MAGICALLY 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

REGISTER HERE!

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 Modifiers
• 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/inputs for public review and comment Sept. 2 - Sept. 8, 2019. To request printed copies, call 817-400-2363 or email input@rcta.com.

For more information, visit www.rcta.com or call 817-400-2363. For more information, visit www.rcta.com or call 817-400-2363. For more information, visit www.rcta.com or call 817-400-2363.



Marketing Examples

Great Gardens Inc



FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



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Great Gardens Inc





CMT is a nonprofit, however the CMT Board awards YE-Grants to schools' 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 YE 2019.*
- *Although 2020 Run cancelled due to virus, CMT board still voted to award \$4K to MISD schools.*
- *Grants are based on \$5 per registered runner who lists (or adds) a school during their runner registration process.*
- *All schools are eligible regardless of school's location, type of school, the runner's registration level/run category, student or non-student status.*
- *10.487% represents percent of our total \$5,550 2019 CMT School Run Grants awarded based on \$52,928 of our 2019 gross income.*





How CMT Showcases McKinney, Boosts Local Economy, Increases Tourism & Quality of Life

15th Year of Crape Myrtle Run & Festival:

- Established as strong, community favorite event, targeting families, students & schools = Positive impact to McKinney's culture as a family annual tradition, huge quality of life event, with healthy competition between schools.
- Crape Myrtle School Run Grants awarded YE to P.E. depart. to **promote health of our youth. 2020 Run cancelled but \$4K was still awarded to MISD schools before YE 2020 as confirm by CMT board!**



How CMT Showcases McKinney, Boosts Local Economy, Increases Tourism & Quality of Life

15th Year of Crape Myrtle Run & Festival:

-Providing **Crape Myrtles to all MISD 5th-graders** to take home to Mom for Mother's Day!

- Since 2005, MISD students view their Mother's Day trees as their "rite of passage" – Confirming this community-beloved event, a proven, timeless classic that continues to grow year after year as students and parents have been planting their trees and watching them grow for over 15 years!



How CMT Showcases McKinney, Boosts Local Economy, Increases Tourism & Quality of Life

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





How CMT Showcases McKinney, Boosts Local Economy, Increases Tourism & Quality of Life

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



MONEY MAGAZINE 2014
6/16/2021





Images of Past Events



**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!**





Event Images - More of What's Working!



2019 1st Place - Walker Elementary

2019 2nd Place - McClure Elementary



Past Event Images - More of What's Working!



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





Event Images - More of What's Working!





Event Images – More of What’s Working





Event Images – More of What’s Working





2021 CMTs Current Overall Budget & Financials

Provided as separate attachment.



CMT's 2021 Overall Run Budget 6/14/21

Race Time & Measure Company		\$ 4,000.00
City Permit/MISD Fees		\$ 1,235.00
MCDC Grant Request for Pre-Event Promo - \$10,000		\$ 10,000.00
Pre-event promotional yard signs (non-grant related promo)		\$ 460.00
Security		\$ 180.00
Myrtle Village Fees & Rentals		\$ 8,000.00
Medals & Trophies		\$ 645.00
T-shirts - pre-event promotional (T-shirt Run Artwork Contest)		\$ 4,900.00
School Grants		\$ 6,100.00
Misc		\$ 100.00
	TOTAL EXPENSES	\$ 35,620.00
	Sponsors	\$ 25,000.00
	Runner Registrations	\$ 28,775.00
	MCDC potential grant	\$ 10,000.00
	TOTAL INCOME	\$ 63,775.00
	PROFIT	\$ 28,155.00



Advancing the Mutual Goals of McKinney, MDCD, & CMT

We are thankful for MCDC's support in helping the CMT board provide a community-unifying celebration & heart-warming benefits resulting from a successful 15 years of our annual Crape Myrtle Run & Festival!

Increasing community pride, & enhancing quality of life for our citizens of all ages and income levels, continues to enhance McKinney as one of our nation's elite cities to attract tourism, new businesses, and increased economy.

With MCDC by our side, our annual Run (CMT's only major fundraiser which was cancelled in 2020) benefits McKinney's unique World Collection Park, Annual Mother's Day Project, the Crape Myrtle Trails of McKinney, and America's Crape Myrtle City project, & others - will all become ever-increasingly attractive and generate more visitors, businesses, and new families to *"Run, Play and Stay"* in McKinney!

Thank you, MCDC.



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 in place now if virus rates rise 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, & new 2021 t-shirt contest.
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.