

Crape Myrtle Trails of McKinney – 2017 Run and Festival
Final Report to McKinney Community Development Corporation

Narrative Summary

Our main goals for the 2017 *Run the Trails and Festival* event were:

- to raise funds for our annual budget
- to promote the objectives of our financial supporters
- to bring a substantial number of visitors to McKinney for the day or weekend
- to increase the positive influence our annual event has on the culture of our city.
- Our specific goal for the MCDC grant is to provide a return on its investment amount of 100 percent or more.

Taking all of these into consideration, we feel this year's event was successful!

We are an all-volunteer board of very busy people whose “common denominator” is a deep love for our city. Our event takes an immense amount of effort and we could not succeed without your support.

As you will see from the information that follows, we used your much appreciated grant entirely for the promotion of our event. We are proud to report an excellent *return on your investment of 375.3%* (formula shown in Metrics section) and we want to express our deep appreciation for your belief in us!

The runner participation for our 2017 was down a very small 1.2%. We attribute this mostly to:

- Our school year started one week earlier this year, and our event was one week earlier. Our primary sources of participants are people at and/or linked to our schools. The McKinney schools do not want us to start promoting our event at the schools until the second week of school. This combination of factors reduced our promotion time at our primary participant source from four weeks to two weeks.

Metrics

Income 2017

- **Sponsor Donations = \$23,250 vs. \$28,250 in 2016 = - 2.6%**
- **Runner Fees = \$15,535 vs. \$15,710 in 2016 = - 1%**
- **Total Revenue (with MCDC \$4,000) = \$39,285 vs \$44,290 in 2016 = - 8%**

Expenses

- Advertising & Promotion* = (radio; metro-wide email blasts, signs, posters, t-shirts and banners) = \$9952.68 (*4,000 of these will be paid by the MCDC grant; the grant was included in the revenue figure shown below*).
- Run Timing & Course Set Up = \$3398.69
- Myrtle Village (Sponsors & Fun; Bounce House, Obstacle Course, etc.) = \$5833.92
- Participant Awards = \$823.00
- Security (Off-duty Police) = \$320
- Basic Rentals (tables, tents, toilets) = \$1753.48

Gross Expenditures: \$ 20,533.19

Expenses: \$20,533.19 vs \$21,060.63 in 2016 = **-1%**. **We kept expenses lower than previous years.**

Profit = \$ 19,011.81 vs \$28,446 vs in 2016 = **-6%**

MCDC Return on Investment: 2017 = 375.3% vs 848.2% in 2016
(profits - \$4,000 MCDC Grant / \$4,000 MCDC Grant)

Demographics

Our participant count was 871 this year vs 965 in 2016 = **-9%**
(*729 participants registered for a local school's PE department to receive a \$5 grant per participant*)

Our non-McKinney registrant count was 159 with 49 of these being outside of Collin County. We could not determine the city of residence for 276 of the participants. ***This was one of several meaningful mistakes made by the run-timing/registration organization we hired. We will be trying to find another entity for next year.***

Cities Represented:

Allen, Anna, Argyle, Arlington, Aubrey, Carrollton, Dallas, Denton, Fort Worth, Frisco, Garland, Lewisville, Little Elm, Parker, Plano, Princeton, Prosper, Richardson, Sherman, The Colony, Sachse, Van Alstyne and Wylie.

% Participants by Location (of those showing their residence):

McKinney: 73.2% vs 86.6% in 2016

Non-McKinney: 26.7% vs 13.4% in 2016

Outside Collin County: 8.2% vs 5.5% in 2016

(We could not determine the city of residence for 276 of the participants)

The Payoff 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! By Summer 2018, WC Park should be a prime tourist attraction between mid-June and mid-September!
- Working with the McKinney Convention and Visitors Bureau and McKinney Chamber of Commerce toward making our World Collection Park and our annual Run and Festival becoming appealing destination attractions for our city.
- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City!
- Continuing to award significant cash grants to the Physical Education Departments of local 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 the Friday immediately prior to Mothers' Day to take home to Mom! ***Since 2014 and every year forward, Each MISD 5th grade student from all 20 Elementary School will take a Crape Myrtle 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

Thanks to the help MCDC has 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 us as well! Through pursuing our mission we plan to make our great city even more beautiful and special. 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!!