

## Promotional and Community Event Grants -- FY 2022

| Organization        | Event   | Event Date(s)  | MCDC Social Media Promotion  | City Social Media Promotion | Advertising Promotion | Other Promotion               | At Event Promotion        | Board/Staff Attendance   |
|---------------------|---|--|--|-----------------------------|-----------------------|-------------------------------|---------------------------|--|
| Heritage Guild      | FY 22 Cycle 1: Farmers Market Chestnut Square | Winter & Spring 2022   | 10/15, 10/16, 10/23, 11/12, 1/5, 2/11, 2/18, 3/29, 4/1, 4/5, 4/8, 4/9, 4/15, 4/22, 4/30, 5/6 | 3/17                        |                       | MCDC Website<br>City Calendar | Signs                     | C.Schneible<br>L.Jones   |
| Heritage Guild      | FY22 cycle 1: Murder Mystery                  | April 9. 2022  | 3/14, 3/22   |                             |                       | MCDC Website<br>City Calendar | Signs                     | A.Richardson-Woods   |
| Heritage Guild      | FY22: Educational Programs                    | ongoing  | 2/2, 2/17, 3/1   |                             |                       | MCDC Website<br>City Calendar |                           |  |
| Heritage Guild      | FY 22: Bar Wars                               | Mar. 21, 2022  | 3/10, 3/15, 3/18, 3/25, 4/6, 5/9   |                             |                       | MCDC Website<br>City Calendar | Signs<br>Sanitizers       | A.Richardson-Woods<br>J.Brewer<br>D.Riche<br>C.Schneible   |
| Heritage Guild      | FY22: Farm to Table                           | April 28. 2022   | 3/13, 3/24, 4/21, 4/24   |                             | CI March 2022         | MCDC Website<br>City Calendar | Signs<br>Sanitizers       | D.Riche<br>R.Glew<br>C.Schneible   |
| Black History Month | Sponsorship                                   | February events  | 1/26, 2/1, 2/4, 2/8, 2/22, 2/26  | 1/26, 1/31, 2/1, 2/17, 2/25 |                       | City Calendar                 |                           | A.Richardson-Woods<br>K.McGill<br>D.Kelly<br>J.Brewer<br>D.Bradford<br>J.Booth<br>C.Schneible<br>L.Jones |
| SBG Hospitality     | FY22: Sip & Stroll Series                     | St. Pat's - March 13<br>Craft Beer - June 18<br>Margarita Stroll - July 9<br>Halloween Walk - Oct 29 | St. Pat's - 2/8, 2/16, 3/9, 3/10, 3/11, 3/12<br>Beer Walk -- 5/9                             |                             | CI Feb 2022           | MCDC Website<br>City Calendar | Signs and hand sanitizers | A.Richardson-Woods<br>M.Barnes-Tilley<br>R.Glew<br>J.Brewer<br>L.Jones                                   |

|                                     |                                  |   |  |                          |  |                               |                     |  |
|-------------------------------------|----------------------------------|---|--|--------------------------|--|-------------------------------|---------------------|--|
| Collin County History Museum        | Then & Now                       | Feb 2022-Dec 2023   | 3/1  |                          |  | MCDC Website<br>City Calendar | Sanitizers          | L. Jones                               |
| Main Street                         | General Downtown and MPAC        | Ongoing   | 10/12, 10/20, 11/16, 11/30, 12/13, 12/14, 12/21, 12/26, 12/28, 12/29, 1/23, 1/25, 2/8, 2/16, 4/20, 5/5 | 12/21, 12/29, 1/29, 2/11 |  |                               |                     |  |
| Main Street                         | FY 22:<br>Arts in Bloom          | April 8-10, 2022  | 3/16, 3/29, 4/5, 4/6, 4/7, 4/8, 4/9  | 3/19, 3/30, 4/8, 4/9     |  | MCDC Website<br>City Calendar | Signs<br>Sanitizers | L.Jones<br>C.Schneible                 |
| Main Street                         | FY 22:<br>Juneteenth Celebration | 18-Jun-22   |  |                          |  | MCDC Website<br>City Calendar |                     |  |
| McKinney Philharmonic Orchestra     | FY 22:<br>Performances           | Dec 3 - All Star Christmas<br>Feb 5 - Chamber<br>Mar 5 - John Williams<br>Apr 2 - Reimsky Korsokov<br>May7 - Side by Side           | 10/6, 10/23, 1/28, 2/2, 3/9  |                          |  | MCDC Website<br>City Calendar |                     | K.McGill<br>M.Barnes-Tilley<br>L.Jones |
| DFW Series                          | FY 22:<br>Series Races           | <b>Winter Thursdays</b><br>Jan 20- Feb 24<br><b>Summer Thursdays</b><br>June 2-August 30<br><b>Ray Porter Memorial</b><br>August 13 | 2/7, 2/10, 3/2, 3/3, 3/9, 3/31, 4/20, 4/23   | 4/23                     |  | MCDC Website<br>City Calendar |                     | J.Booth<br>L.Jones                     |
| McKinney Chamber Restaurant Council | FY 22                            | Spring & Summer   |  |                          |  |                               |                     |  |

|                                    |                                |   |  |                                 |               |                               |                     |   |
|------------------------------------|--------------------------------|---|--|---------------------------------|---------------|-------------------------------|---------------------|---|
| McKinney Kiwanis Club              | FY22: Triathlon                | 24-Apr-22   | 3/15, 3/30, 4/10, 4/23   |                                 | CI March 2022 | MCDC Website<br>City Calendar | Signs<br>Sanitizers |   |
| ManeGait Therapeutic Horsemanship  | FY22: LIVE at the 'Gait        | 23-Apr-22   | 3/3, 3/29, 4/11, 4/19, 4/20, 4/21  |                                 | CI March 2022 | MCDC Website<br>City Calendar |                     | K.McGill<br>A.Richardson-Woods<br>J.Booth   |
| Holy Family School                 | FY22                           | Pop-up Museum<br><del>Feb 19, 2022</del><br>Spring 2022   |  |                                 |               |                               |                     |   |
| Ovation Academy of Performing Arts | FY22: Season Performances      | Winter/Spring 2022  |  |                                 | CI Feb 2022   | MCDC Website<br>City Calendar |                     |   |
| MillHouse Foundation               | FY 22: Festivals               | Winter Indoor - Feb 26-27<br>Spring Outdoor - May 7-8<br>Wine & Walls MuralFest - June 11-12<br>Summer Indoor - Agu 27-28<br>Fall Outdoor - Oct 2-3 | 2/22, 2/25   |                                 | CI Feb 2022   | MCDC Website<br>City Calendar |                     | C.Schneible<br>L.Jones  |
| St. Peter's Episcopal Church       | 2022 Empty Bowls               | May 12  | 2/7, 3/22, 4/14, 4/19, 4/22, 5/1, 5/3, 5/5, 5/7, 5/9, 5/11                                 |                                 | CI March 2022 | MCDC Website<br>City Calendar | Signs               | J.Brewer<br>A.Richardson-Woods<br>D.Kelly<br>D.Riche<br>J.Booth<br>C.Schneible<br>L.Jones |
| Parks Dept                         | Year Round Events & Parks News | Year Round  | 10/3 ,10/14, 10/18, 10,21, 10/28, 12/14, 1/11, 1/29, 2/9, 2/20, 3/31, 4/4, 4/23, 4/30, 5/5 | 1/9, 1/29, 4/1, 4/17, 4/27, 5/4 | CI Jan 2022   |                               |                     |   |

|              |              |          |   |   |  |  |                               |  |
|--------------|--------------|----------|---|---|--|--|-------------------------------|--|
| Byron Nelson | Byron Nelson | May 9-15 | 2/14, 3/4, 3/23, 3/31, 4/1, 4/7, 4/13,<br>4/18, 4/19, 4/21, 4/25, 4/27, 4/28, 5/1,<br>5/5, 5/6, 5/7, 5/8, 5/9 | 3/4, 4/5, 4/7,<br>4/18, 4/27, 4/28,<br>4/29, 5/1, 5/2,<br>5/3, 5/8, 5/9 |  |  | Booth<br>Signage<br>Giveaways |  |
|--------------|--------------|----------|---|---|--|--|-------------------------------|--|