

St. Peter's Episcopal Church
Empty Bowls McKinney 2017 Final Report

Report on Empty Bowls McKinney 2017

In October, November and January, we held three sold out Community Bowl Making workshops open to the public to make bowls for our event. Artists from the 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 50 guests and generated 60 – 80 bowls.

We held our Meet the Artist Night and Silent Auction Kick-off at Orison's Art & Framing on Saturday, April 7. Our artisan bowls for the silent auction and raffle were on display and bidding began. Artists who donated to the auction/raffle attended to meet the public.

On Thursday, April 27, we held the 6th annual Empty Bowls McKinney. We had 900 guests and volunteers at the event. We had 14 food vendors this year and all the vendors got into the spirit of the event and decorated their stations and interacted with the public. To illustrate the offerings, I give you the blog by Beth Matlock who has been covering our event for the last 3 years.



Ah, A 2017 Recap of Empty Bowls McKinney...

BY BETH MATLOCK | PUBLISHED THURSDAY, MAY 18, 2017

This year Empty Bowls McKinney had its biggest turn out with over 900 people with tickets to the event and raised \$61,000 for the Community Lifeline Center! Amazing!



Last year the event spread to the yard surrounding MPAC, and this year it took over a block of the Square. (I'm hoping we're looking forward to taking over more of the Square or the whole Square...Whole Square, whole Square, that's what I'm going for, whole Square!) In our confiscated area, there was a place for the bowls you got with your ticket, a booth from Community Lifeline

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Center, a raffle booth, a band (E-Flat Porch Band), and tables. Yes, there were actually tables, so you could grab several bowls of soup and sit down and not spill all over yourself!



Empty Bowls McKinney Presenting Sponsor was Whole Foods Market and they titillated us with a Cactus Chili! Whole Foods' booth is right in the middle of the action and they created a fun display. There were plants (cacti and flowers), crates, and a bright green tray that I really want to steal.



This year was Biount Fine Food's first time as a vendor and they were our Bowl Room Sponsor. Not only did they do double duty with being a sponsor and a vendor, but they also gave us three soup...Three Soups!!!

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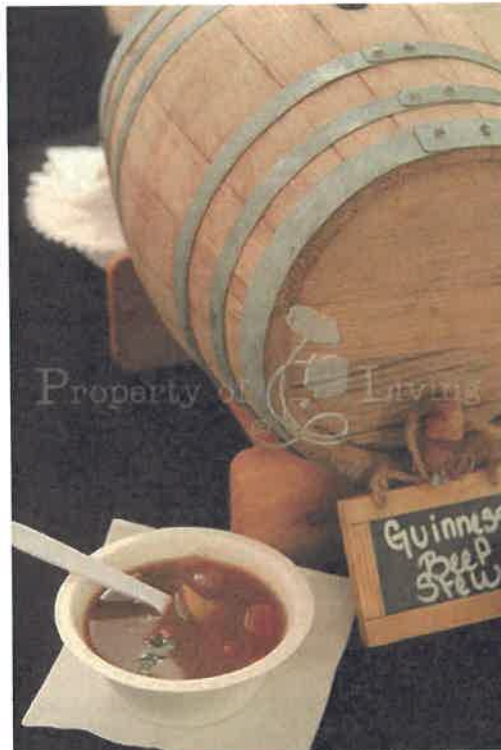


And now let's take a stroll down stairs and I have three amazing vendors to introduce you to: If you are local to McKinney you have probably been introduced to Local Yocal as a shop with fresh, local meat (wondering how I can add at least one more local into this sentence...). So you may have been thinking this was meat, meat, meat dish, but it was a Smoked Sweet Potato soup! There was a little bit of meat with chorizo, but most of it was a great, smoky sweet potato puree!



And another meat person, Square Burger, fooled me and made this luscious Cream of Cauliflower soup! I really like cauliflower, so I'm not really the person to talk to "Joe Smoe who doesn't like cauliflower" about how great this soup is, but it totally was!

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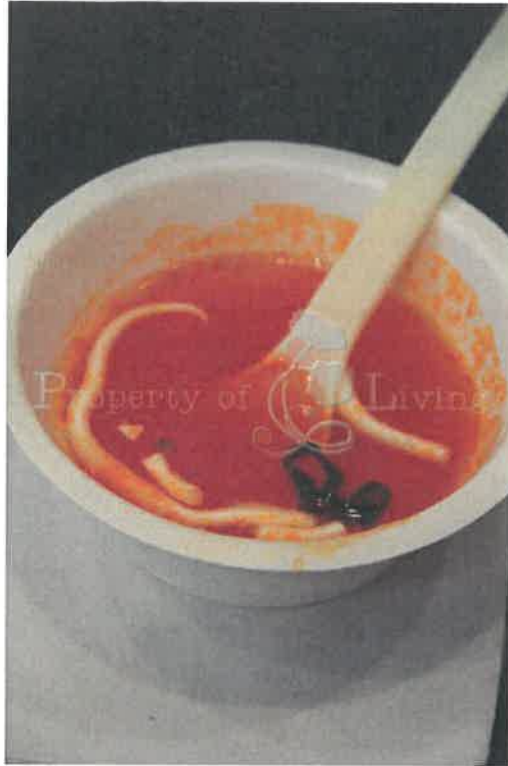
But wait, there was a meat soup: The Pub's Guinness Beef Stew! Beef, vegetables, broth, and Guinness...I mean, what can go wrong there!



We'll head back up to the first floor and we'll work our way through the rest of the vendors. So many soups and desserts to taste!

I love avocado. You sprinkle in a few bits of avocado on a soup and that is fantastic, but Game Day Foods created a Roasted Tomatillo, Avocado & White Corn soup...Yep, that's a soup with avocado as one of the base ingredients...I tried to be professional and didn't hug anyone!

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If you wanted a south of the boarder soup, then you wanted to stop by the Bien Salsa table for their Chicken Tortilla Soup! Spicy with a little cream, yum!



Patina Green likes to surprise the guests at Empty Bowls. They give you a one word description like "Vegetable" as the type of soup they present, but it's always so much more involved. This year they did a cauliflower (yay for me!), cheese, and snap peas. The soup was creamy with blanched, crunchy peas. Did I mention that I got two bowls...

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SNUG on the Square is on my radar for massive breakfasts and delicious sandwiches, including the panini that I turned into the best event crostini appetizer that I make. But now I'm going to have to try all of their soups...Curse you Zuppa Del Giorno soup for making me expand my menu choices!



And The Celt changed their staple soup from a cream pepper soup to a Roasted Red Pepper Soup! More peppery goodness!

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Rye created this Sweet Corn & Manchago Piquillo Piperade soup. I ended up grabbing the last bowl of soup that they had that day. Luckily I was the last person in the line because there may have been some elbows thrown otherwise.



Harvest took its farm to table approach and created a Creamed Kale with Bacon Lardons & Grated Goat Feta soup. Healthy and delicious (the bacon and cheese don't really count toward the healthy stuff, but delicious...I mean there's bacon)!

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We're finished our soup and now we are on to dessert!
McKinney's Sweet Spot brought Brownie Bites and Gooey Butter Cake. When I got my fill of soup all of their sweet treats were gone which made me sad.



I also missed out on the cookies that Hugs brought. I had to wait for a chance to take a photo without someone grabbing a cookie! There were a ton of people that got to sample all of Sweet Spot and Hugs' goodies, I'm assuming there were cookie monsters wandering around that I somehow missed.

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At the end of the night, completely full of soup, people were watching out for the final call for the end of the auction, taking a last stroll around the bowl tent, watching a talented artist creating a new bowl in the "Get Dirty" tent, listening to the band play, and more!

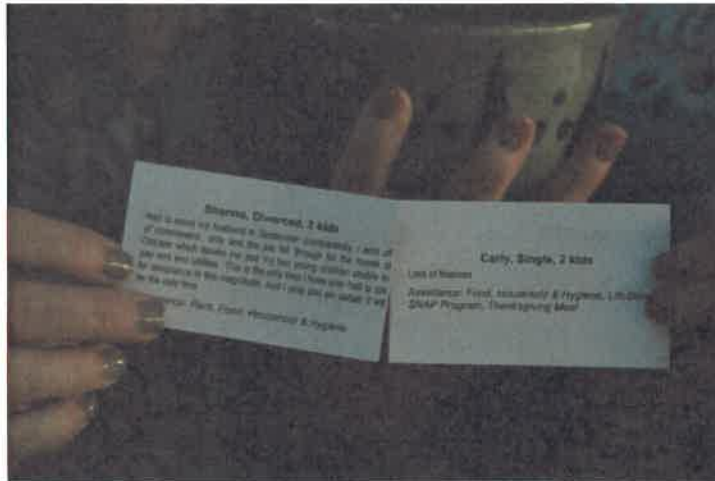


Guests had their choice of over 1200 bowls made by local artists, church members, high school students and members of the community attended our workshops. Artists and community members included Toni Andrukaitis, Wayne Batchelder, Jennifer Burke, Carol Camp, Kim Carothers, Linda Chidsey, Mary Cobine, Tracy Culberson, Kim Guthrie, Gina Hammack, Brittney Hammond, Debra Hernandez, Jason Hinojosa, Jackie Johnson, Michele Johnson, Kathy Kelln, Sona Knox, Eva Kustarne, Lisa LaBarge, Alex Macias, Minda Macias, Steve Macias, Margaret Nemeth, Keith Parsley, J. B. Phipps, Kim Prudhomme, Kerry Randol-Johnston, Rachel Reitan, Heather Richardson, Mary Schirmer, Teresa Smith, Carol Southerland, James Spurrier, Jeanie Starnes, Ligia Villarraga, Amy Sue Vogel, Georgene Wood, Shubha Yatnatti, McKinney Art Studio Students & Artists, McKinney Arthouse Students and Artists, SPARC Studio Artists, Allen High School Art Students, Collin College Ceramic Students, McKinney Morning Pride Lions,

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Halcyon Women's Club, Young at Heart Senior Artists from Towne Creek Apartments, Girl Scouts of Northeast Texas, McKinney, Owl Club, Laureate Iota Beta of Beta Sigma Phi Sorority, Jump Into Art Students, Valley Creek Elementary Students, McNeil Elementary Students, Prestonwood Christian Academy and Glass Artist friends in memory of Alice Stewart

In each bowl was a card reminding them to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center client whose story was given on the reverse side of the card. These stories, given in the client's own words, showed the needs which Community Lifeline Center is serving right here in McKinney.



A note from Angela Bado, CLC Board President: "Community Lifeline Center (CLC) gratefully acknowledges the excellent work of the Empty Bowls team in their efforts to put on an extraordinary event in McKinney. The funds raised as a result of Empty Bowls are critical support in CLC's mission to assist families in short-term crisis by supplying food and/or financial assistance to those in need. One in seven children in Collin County go to bed hungry. Together, we can do more to stamp out hunger, one family at a time. Thank you to Jamie and the members of the Empty Bowls board for taking on this initiative."

Goals and Objective Achieved

We set several goals for this year:

- Increase the attendance - We increased attendance to almost 900 with **guests and volunteers**. With the addition of the outdoor space on Kentucky Street, we have room to grow our numbers again next year.
- Grow the number of artists involved - we added new artists to the event who helped with event bowls and/or the silent auction. We also grew our interaction with the art community. Our Art Auction was juried and limited to one bowl per artist. There were fewer bowls this year, but they were much higher quality and they generated much more interest among bidders. We have artists on our board and the bowl workshops are successful because of the artists.
- Connect with schools – we had participation from Allen High School and Collin College art students. We're still figuring out how to grow this connection with McKinney ISD and other surrounding cities.

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- Increase our presence on-line - We had a significant increase in our presence on Facebook this year. We've grown from 582 page "Likes" last year to 751 today. We use our website – www.EmptyBowlsMcKinney.com – for calendar information and ticket sales.
- Market Empty Bowls McKinney publically, inside and outside McKinney - Thanks to your generous grant, we were able to place ads in the Craig Ranch Newsletter, StarCreek Press (*Allen*) Newsletter, Stonebridge Ranch News, and the Twin Creek News (*Allen*) in April. We advertised in Allen Image (*Allen & Fairview*) in March & April. We had an ad in the Community Impact Newsletter in April in the McKinney, Plano & Frisco editions. We had an ad in April in the McKinney Courier-Gazette, the Allen image, the Plano Star Courier and Frisco Enterprise. We advertised on KLAQ and had an ad in McKinneyOnline.com. And, we advertised on the billboard rider along Highway 75! We also utilized yard signs in McKinney and Allen, place posters around the square and around the towns. Below are the results of a survey asking where people heard about Empty Bowls McKinney. They were asked to check all that applied.

Results View: Partial & Completed Update View

114 Responses | [Filter these responses](#) Export results to: - Select a file type - Export

Share results: No
 Results URL: Available when results sharing is enabled

Click a value under 'Number of Responses' to view those respondents and save them to a list.
 (For rating and ranking questions, click on Show Details first. Not available for open-ended text and questions that collect personal information.)

*** Where did you hear about Empty Bowls McKinney? Check all that apply.**

Answer	0%	100%	Number of Responses	Response Ratio
Billboard			11	9.6%
Neighborhood Newsletter			2	1.7%
Allen Image Magazine			2	1.7%
Community Impact Newsletter			17	14.9%
Local Newspaper			11	9.6%
At church (announcement or publication)			18	15.7%
Radio			1	<1%
Online Ad			10	8.7%
Event Poster			22	19.2%
Social Media			31	27.1%
Word of Mouth			50	43.8%
Other (View all)			33	28.9%
Totals			114	100%

Entries in "Other" category: At Colin College Health Fair, At the McKinney Art Studio Tour, Chamber - McKinney Online, CLC, Comm Lifeline, community garden kitchen, Community Lifeline Center, Conversation with the VanLandingham's, who are regular volunteers..., e-mail from Jamie, Facebook, facebook, Faubion Middle art teacher told my grandson, friend, Have attended before, Have attended before and received email, I first heard of empty bowls from Toni A. she has bowls to decorate, Impact Magazine, McKinney Art Studio, McKinney city emails, McKinney Courier Gazette, McKinney Newcomers, McKinney Noon Lions Club, McKinney on-line / FUMC newsletter, Neighbor/friend who attends the church, Newcomers club meeting, NextDoor App, Online ad after looking for it, Prior attendee, searching for an Empty Bowls closer than downtown Dallas, Speaker at McKinney Newcomers meeting. AND Eileen Kalb, thru working as a volunteer at St. peter's since the first year!, Whole Foods, Wife

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Financial Report

Event Income		
Item	2017 Budget	2017 Actual
MCDC Community Event Grant	\$7,500.00	\$7,500.00
Sponsorships	\$15,000.00	\$25,750.00
Donations	\$1,000.00	\$1,369.00
Bowl Making Classes	\$600.00	\$960.00
Admissions	\$16,000.00	\$15,853.14
Silent Auction Proceeds	\$4,000.00	\$3,425.00
Raffle Proceeds	\$2,750.00	\$1,420.00
Merchandise Sales	\$500.00	\$382.00
Extra Bowl Sales	\$1,500.00	\$2,800.00
People's Choice	\$0.00	\$304.00
After Event Sales	\$2,000.00	\$2,419.00
TOTAL	\$50,850.00	\$62,192.14

Event Expenses		
Item	2017 Budget	2017 Actual
Supplies	\$3,000.00	\$8,947.49
MPAC rental	\$1,000.00	\$500.00
Sponsor Appreciation	\$1,000.00	\$820.01
T-Shirts (for volunteers & artists)	\$2,500.00	\$2,532.25
Benefit Bidding - online silent auction	\$500.00	\$903.05
Bowl Making	\$1,000.00	\$1,178.27
Security at event	\$300.00	\$420.00
PayPal + Eventbrite	\$1,500.00	\$1,529.80
Advertising	\$8,000.00	\$8,788.17
Signs	\$2,000.00	\$4,867.12
TOTAL	\$20,800.00	\$30,486.16

Net income	\$30,050.00	\$31,750.98
Easter Basket supplies (for CLC)		\$1,263.24
Reserve		\$442.74
Check to Community Lifeline Center		\$30,000.00

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Income Variances:

- Our sponsorship income increased tremendously!
- We need to work harder on raffle ticket sales next year.

Expense Variances:

- Supplies – it cost a lot more this year to “furnish” Kentucky Street with the tent, fencing, tables, tablecloths, etc.
- Silent Auction – we engaged Benefit Bidding to close out the silent auction, which increased the cost.
- Advertising – we made the choice to expand our advertising.
- Signs – spent more on signs for setting up on Kentucky Street.

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Zip Code Analysis

Zip	City	Percentage		
75002	Allen	3.7%	Allen	6%
75013	Allen	2.5%		
75409	Anna	2.3%	Anna	2%
75418	Bonham	0.8%	Bonham	1%
75007	Carrollton	0.4%	Carrollton	1%
75010	Carrollton	0.4%		
75104	Cedar Hill	0.2%	Cedar Hill	0%
75009	Celina	1.2%	Celina	1%
75019	Coppell	0.2%	Coppell	0%
75204	Dallas	0.4%	Dallas	0%
76209	Denton	0.2%	Denton	0%
75442	Farmersville	0.4%	Farmersville	0%
77546	Friendswood	0.2%	Friendswood	0%
75033	Frisco	0.6%	Frisco	1%
75034	Frisco	0.2%		
75035	Frisco	0.6%		
78633	Georgetown	0.4%	Georgetown	0%
75401	Greenville	0.4%	Greenville	0%
75069	McKinney	19.2%	McKinney	74%
75070	McKinney	35.5%		
75071	McKinney	19.8%		
75454	Melissa	1.6%	Melissa	2%
36691	Out of State, Alabama	0.2%	Out of State	1%
92649	Out of State, California	0.2%		
74070	Out of State, Oklahoma	0.2%		
75024	Plano	0.6%	Plano	4%
75025	Plano	1.2%		
75074	Plano	0.2%		
75093	Plano	0.8%		
75094	Plano	0.8%		
75472	Point	0.8%	Point	1%
75407	Princeton	0.4%	Princeton	0%
75078	Prosper	1.4%	Prosper	1%
75081	Richardson	0.4%	Richardson	1%
75082	Richardson	0.6%		
75491	Whitewright	0.2%	Whitewright	0%
75098	Wylie	0.4%	Wylie	0%
		100.0%		100%

% from Outside McKinney 26%

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Advertising Examples

Billboard Rider:



Graphic in HOA Newsletters:

2017

EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

APRIL 27, 2017 5:30 - 7:30PM
McKinney Performing Arts Center
111 N Tennessee St, McKinney, TX 75069
www.EmptyBowlsMcKinney.com

2017 VENDORS
Bien Salsa, Blount Fine Foods
Caudalie Crest Winery, The Celt Irish Pub
Game Day Foods, Harvest Seasonal Kitchen
Hug's Cafe, Local Yocal Farm to Market
McKinney's Sweet Spot, Patina Green
The Pub, Rye, SNUG on the Square
Square Burger, TUPPS Brewery
Whole Foods Market

PRESENTED BY

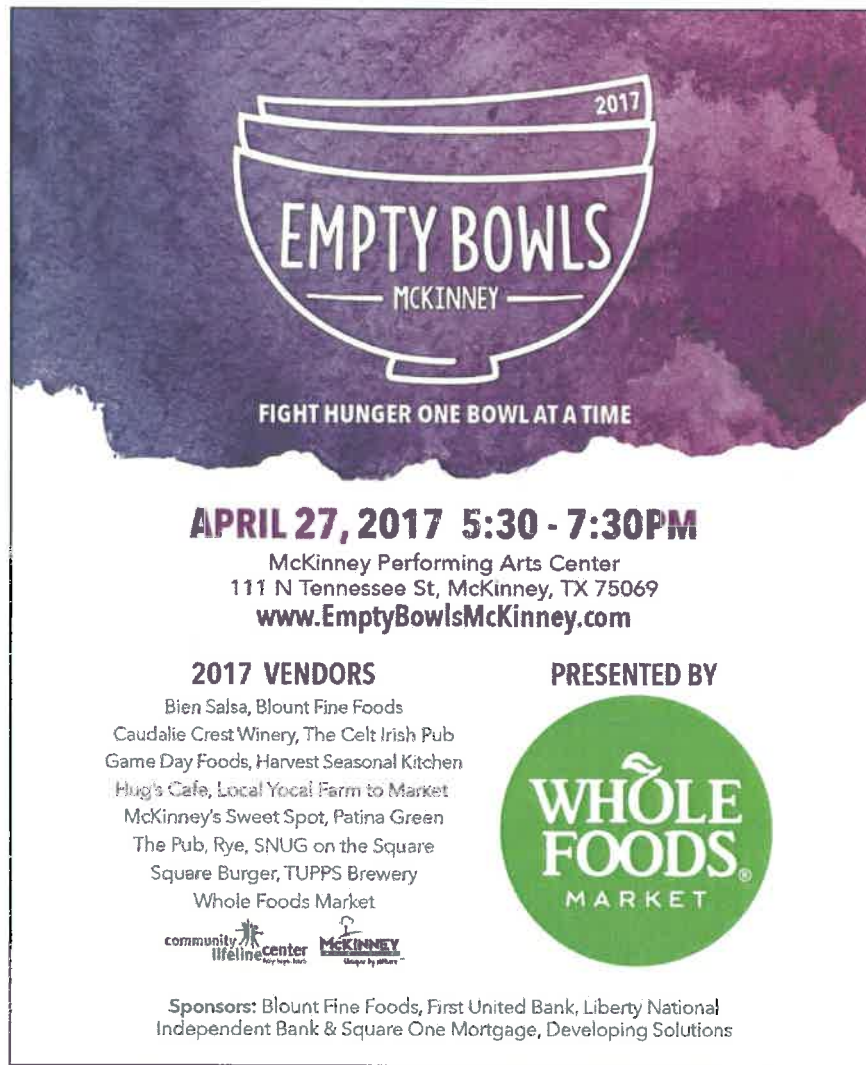
WHOLE FOODS MARKET

community center
lifeline center
McKinney

Sponsors: Blount Fine Foods, First United Bank, Liberty National Independent Bank & Square One Mortgage, Developing Solutions

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Graphic in Community Impact Newsletters:




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community lifeline center
McKINNEY
Shape by others

Graphic in Star Local Media Papers (banner on bottom of front page):



2017
EMPTY BOWLS
MCKINNEY

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Facebook Boosted Ads:

Empty Bowls McKinney
Published by Jamie St.Clair [?] · April 25 at 1:02pm

Check out the menu from Bien Salsa, Blount Fine Foods, The Celt Irish Pub, Bernard's Game Day Foods, Harvest Seasonal Kitchen, Hugs Cafe, The Local Yocal - Farm to Market, McKinney's Sweet Spot, Patina Green Home and Market, The Pub McKinney, Rye. Craft Food and Drink., SNUG on the Square, Square Burger, and Whole Foods Market!




Soups On! | Empty Bowls McKinney
Here's the menu for Empty Bowls McKinney 2017: Bien Salsa serving Chicken Tortilla Soup Blount Fine Foods serving Turkey Sausage Kale Soup The Celt Irish Pub se...

EMPTYBOWLSMCKINNEY.COM [Learn More](#)

3,845 people reached [View Results](#)

Like Comment Share

Empty Bowls McKinney shared a link
Published by Jamie St.Clair [?] · April 15 ·



Bid Now! | Empty Bowls McKinney
The Empty Bowls McKinney 2017 Art Auction is open for bidding! Click HERE to visit the auction site. We're proud to have 21 bowls by local artists. Here are ...

EMPTYBOWLSMCKINNEY.COM [Learn More](#)

3,751 people reached [View Results](#)

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Dorothy Whitfield, Art Thompson and 68 others

23 shares

Write a comment

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Empty Bowls McKinney shared McKinney Art Studio Creativity Begins Downtown's photo.

Published by Jamie St.Clair (?) · April 20 at 11:05am · 🌐



McKinney Art Studio Creativity Begins Downtown
April 19 at 10:38pm · 🌐

Check this out! The Mayor stopped by the studio to make a bowl for Empty Bowls McKinney. His bowl will be part of the "Celebrity Bowls" included in the auction this year. How cool is that!! Thanks so much for your time, Brian.

2,803 people reached



[View Results](#)

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Event Pictures:



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Metrics

- i. **Attendance:** We expect to bring 1000 people to the McKinney Square on a Thursday night in April 2017 and positively impact the businesses who participate in our event and/or are located nearby.

We came close to our goal with around 900 attendees.

- ii. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2017.

In 2017, 26% of the people who attended live outside McKinney

- iii. **Monetary Impact:** We expect to raise at least \$50,000 in gross proceeds and contribute \$30,000 to Community Lifeline Center.

This goal was definitely accomplished!