

St. Peter's Episcopal Church
Empty Bowls McKinney 2022 Final Report

Empty Bowls McKinney has become a season of spring events culminating with the big community-wide event in May. We hosted six community bowl-making workshops this year that were open to the public to make bowls for our event. At four of the Jump Into Art workshops, professional artists helped participants handbuild one bowl and throw two bowls on a pottery wheel. Two bowls were used as event bowls and one bowl was kept by each participant. We had a total of 79 participants attend throwing workshops. In addition, we had 2 workshops this spring at Make Expression in Frisco where guests painted pre-made, bisque, bowls. We had a total of 54 participants attend painting workshops. This year we also had additional groups throw their own painting parties and donate bowls to our event. These groups included the HALCYON Women's Club, the ladies of Summer Point neighborhood, and the Samaritan Inn staff painted bowls for us for a team-building activity. We had other groups inquire with us about doing this in nursing homes or for other groups and know this is an area we can grow.

Professional potters made 60 bowls for VIP Collector's Club ticket purchasers. Then, they coordinated an invitation to local painters to "paint" the bowls with underglazes. Painters are on the list of contributing artists. The Collector's Club bowls sold out again this year! Our 57 collector's club painters included Shea Ameen, Toni Andrukaitis, Valerie Batchelder, Dr. Beth Beck, Dana Brock, Kim Carothers, Karren Case, Radha Chatterjee, Christie Connell, Kevin Converse, Hannah Crane, Judy Darrow, Phyllis Davis, Gail Delger, Noriko Dewitt, Bradley Donaldson, Tien Duong, Rose Duong, Pernie Fallon, Jessica Farrell, Cindy Farrell, Debe Frazer, Kathy Garland, Sharon Gillespie, Cam'ron Goins, Kim Guthrie, Linda Herbert, Leticia Herrera, David Hobson, Lynne Hubner, Maribeth Jagger, Jeff Jensen, Rebecca Johnson, Rex Kare, Denise Kilmer, Carol Kovacs, Cara Lockwood, Suely Lohr, Minda Macias, Romulo Martinez, Sandy Moss Moder, Magali Munoz, Sherry Murphy, Janak Narayan, Kyoko Park, Kerry Randol-Johnston, Marie Renfro, Betty Reuscher, Joshua Rhodes, Cate Robbins, Lisa Temple, Maureen Uphues, Jeni Weems Tomlinson, Lynne Weinberger, Karen White, Princess Williams, and Aimee Wolverton. We also included some bowls this year that were not hand-painted, but glazed pieces. Two of the Collector's Club bowls were moved to the raffle and eight were added to the Auction. This year we were excited to have Collin College students and a professor participate in painting bowls for our Collector's Club. Collin College's Professor Kare's bowl was selected to be placed in the auction.

On March 26, we displayed the Auction and Collectors Club bowls at The Cove. We also showcased our 8 celebrity bowls made by Beth Bentley (Legacy Keepers of Old East McKinney), Scott Elliott (One Heart McKinney), Dr. Gere Feltus (City Council), George Fuller & Maylee Fuller (Mayor, Love Life Foundation), Judy Gay (John and Judy Gay Public Library), Andrea Shackelford (Harvest Seasonal Kitchen Executive Chef & The Seed Project Foundation), Bob Tomes (Bob Tomes Ford & McKinney Rotary Club), and Donnie Williams (McKinney Motor Police & North TX Motorcycle Safety Course).

On Thursday, May 12, we held the 11th annual Empty Bowls McKinney. All of the food was outside and the event bowls were inside the McKinney Performing Arts Center. We started this setup last year due to COVID, and we received such positive feedback we kept it the same this year.

We had over 900 guests and volunteers at the event. We had 14 food vendors who got into the spirit of the event and decorated their stations and interacted with the public. We also sold TUPPS beer and Landon Winery wines. Here is this year's vendor list:

- **Blount Fine Foods** – Signature Mac & Cheese, Chicken Dumpling, Plant Based Vegan Chili
- **Bernard's Gourmet Foods** – Roasted Tomato and Red Pepper Soup with mini grilled cheese
- **The Celt** – Irish Mac & Cheese with homemade rolls
- **Coffee & Crumbs** (new this year!) – Desert Pear Lemonade, Cold Brew, Iced Tea
- **CT Provisions** (new this year!) – Tropical Gazpacho
- **Harvest Seasonal Kitchen** – Green Garlic Soup with crispy onion strings & microgreens
- **Hugs Cafe** – Sea Salt Chocolate Chip Cookies

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- **Landon Winery** – sold wine and donated profits
- **Local Yocal BBQ & Grill** – Yellow Tomato & Sweet Corn Gazpacho
- **Patina Green** – Hungarian Mushroom Soup
- **The Pub** – Guinness Beef Stew
- **Rick's Chophouse** – Poblano and Corn Bisque
- **Spoons** - Strawberry Dreaming
- **Square Burger** – Smoked Brisket and Barley Soup
- **TUPPS** – donated beer
- **Two Skillets** (new this year!) – Texas Style Beef Poblano with Rice

Bernard's Gourmet Foods won the People's Choice Award for the third year in a row!

Guests had their choice of over 1,300 bowls made by local artists, elementary through college students, and members of the community. Artists and community members included Toni Andrukaitis, Wayne Batchelder, Tim Bednar, Heather Bell Richardson, Jennifer Burke, Kim Carothers, Ann Carroll, Linda Chidsey, Jillian Cooper, Noriko DeWitt, Deepika Dhoolpala, Magda Dia, Emma Florence, Debe Frazer, Jan Goria, Kim Guthrie, Jason Hinojosa, Susan Johnson, Amanda Johnson, Stephanie Kaminer, Kathy Kelln, Karen Kimball, Christi Kline, Sona Knox, Sheena LaPlante, Suely Lohr, Alex Macias, Minda Macias, Julio Nathal, Cynthia Nathal, Margaret Nemeth, Vickie Oetker, Deb Owens, JB Phipps, Kerry Randol-Johnston, Bill Reed, Jamie St. Clair, Amanda Taylor, Juliann Thomas, Amy Titus, Collin College ceramics students, Jump Into Art artists and students, McKinney Art House artists and students, Make Expression community members, Prestonwood Christian Academy students, SPARC Studio artists, and Walls of Clay community members.

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 by the clients, showed the needs which Community Lifeline Center is serving right here in McKinney. Some examples are:

I fractured my ankle and arm requiring surgery. I have been unable to walk and use my arm. I have been off work since then. I need help paying rent, electricity, & food until I get disability. I have 3 children.

She received rent assistance, utility assistance, and food from CLC.

Both of my boys have COVID so I'm not able to go to work. I missed work due to my health issues the week before. I'm a single mom & my electric and water bill is double what it normally is.

She received rent assistance, utility assistance, and food from CLC.

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Goals and Objectives Achieved

1. Fight hunger in Collin County

We are giving \$75,000 to 2 charities to buy food to feed hungry neighbors.

2. Bring people to our Historic Downtown McKinney Square

We brought over 900 people to the McKinney Performing Arts Center and in the middle of Kentucky Street!

3. Showcase McKinney's amazing one-of-a-kind restaurants.

We had 14 amazing vendors serving gourmet soups and sweets in booths decorated to showcase their restaurant. And, the food was incredible!

4. Showcase our incredible local art community.

Once again, we had over 100 artists contributing bowls to our event

5. Increase awareness for Community Lifeline Center and what they do to fight hunger.

6. Increase awareness for Community Garden Kitchen and their mission to treat all people with dignity, regardless of ability to pay.

We marketed the amazing way both charities are responding to hunger in our community:

HOW DO YOU RESPOND TO HUNGER IN OUR COMMUNITY?

We're filling empty bowls...

Community Lifeline Center responds by distributing nearly **20 times** more food than they did pre-pandemic. CLC distributed almost **1,000,000 lbs** of food in 2021 compared to 50,000 lbs of food in 2019.

Community Garden Kitchen responds by serving **hot meals to anyone in need, no questions asked, no paperwork required.**



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Financial Report

Event Income	2022 Budget	2022 Actual
Item		
MCDC Community Event Grant	\$8,500.00	\$8,500.00
Sponsorships	\$37,000.00	\$51,484.00
Donations	\$4,000.00	\$4,765.49
Bowl Making	\$2,500.00	\$4,775.49
Admissions	\$25,000.00	\$27,980.67
Art Auction Proceeds	\$7,000.00	\$8,450.60
Raffle Proceeds	\$3,000.00	\$3,260.00
Merchandise Sales	\$700.00	\$1,030.00
Extra Bowl Sales	\$2,000.00	\$7,011.25
Peoples Choice	\$500.00	\$409.00
After Event Sales	\$1,000.00	\$495.00
TOTAL	\$91,200.00	\$118,161.50
Event Expenses	2022 Budget	2022 Actual
Item		
Supplies	\$3,500.00	\$3,344.67
Kentucky Street rentals	\$7,000.00	\$6,375.57
MPAC rental	\$500.00	\$500.00
Sponsor Appreciation	\$1,000.00	\$939.49
Merch	\$3,500.00	\$3,526.84
Online Auction	\$1,500.00	\$1,471.92
Bowl Making	\$2,000.00	\$3,710.30
Security at event	\$480.00	600.00
PayPal + Eventbrite	\$3,000.00	\$3,619.65
Advertising	10,000.00	\$9,545.70
Signs	\$7,000.00	\$1,913.13
TOTAL	\$39,480.00	\$35,547.27
NET INCOME	\$51,720.00	\$82,614.23
To CLC		\$60,000.00
To CGK		\$15,000.00
Reserve		\$7000.00
Percent/dollar given to CLC & CGK		62%

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Event Income Variances:

- Our sponsorships came in well over budget!
- Our bowl making events brought in almost double the amount budgeted.
- Our admissions were more than we budgeted.
- Our auction was more than we budgeted.
- The only two things that came in below our budget were People's Choice cash voting and the after event sales.
- We sold a LOT of extra bowls and limited edition bowls at the event!

Event Expense Variances:

- We spent more on bowl making but we also had more bowl making events than ever before. We almost doubled our budgeted profit from bowl making. With more people making bowls we had more eventbrite fees and supply costs. The benefit was more bowls for our event!
- Eventbrite and PayPal fees were higher than budgeted due to the increase in the number of people attending the event and attending bowl making workshops.
- Signs came in under budget. We reused some of the signs from previous years. This is an area that we will spend more money on next year. It is time to redo many of the signs.

Media	2022 Budget for MCDC	2022 Expenses for MCDC
On-line Ads & Boosts	\$2,000.00	\$1,461.08
Print Ads	\$3,000.00	\$2,140.00
Yard Signs	\$1,000.00	\$1,731.30
Banners, Posters & Cards	\$1000.00	\$0
Billboard	\$500.00	\$480.00
Videos	\$1,000.00	\$2,200.00
Radio	\$0	\$500.00
	\$8,500.00	\$8,512.38

Advertising Plan Variances:

- We spent budgeted advertising money on 2 outward facing event banners and eight posters. I did not include these receipts for reimbursement since we spent \$9,545.70 total on advertising and only needed to get reimbursement for \$8,500.
- I over spent the yard signs. I did not realize we did not use alphagraphics for this last year. I can get cheaper yard signs through Vistaprint and ordering the stakes from Amazon.
- I also over spent on videos. I did this because videos reach more people on our social media sites and result in more engagement with link clicks. For example, the "Curious about Empty Bowls McKinney" video received over 15,000 views on Facebook and reached over 25,000 people.
- I did not know that KLAK should have been budgeted for. I learned that we have paid for advertisement with them about every other year and they offered free advertising for the 2021 event. I will budget for this type of advertisement next year.

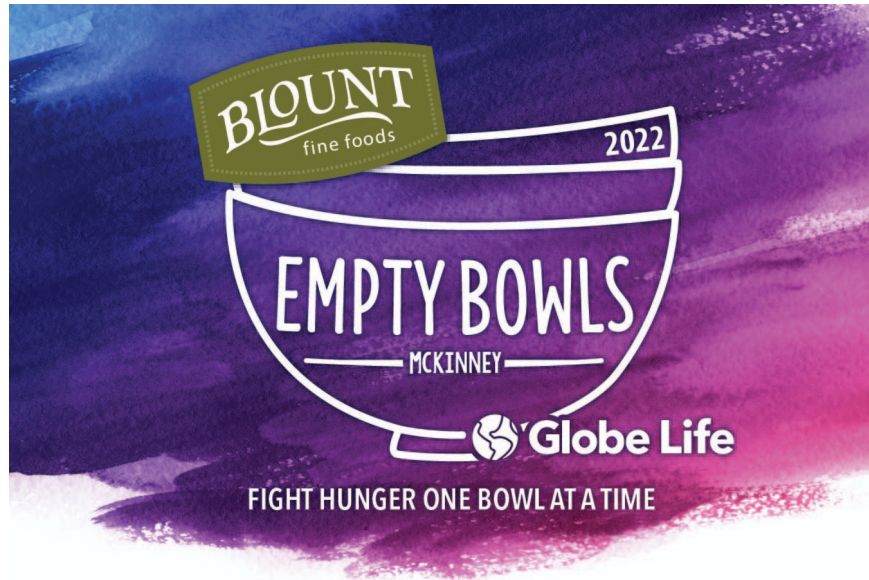
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City	State	Percentage
Allen	TX	7.2%
Anna	TX	1.4%
Bonham	TX	0.4%
Carrollton	TX	1.2%
Dallas	TX	0.4%
Denison	TX	0.4%
Farmersville	TX	0.6%
Frisco	TX	2.8%
Garland	TX	1.0%
Krugerville	TX	0.2%
Leonard	TX	0.8%
Lewisville	TX	0.2%
McKinney	TX	74.8%
Melissa	TX	0.2%
New Braunsfels	TX	0.4%
Park Row	TX	0.2%
Plano	TX	1.2%
Princeton	TX	0.4%
Prosper	TX	1.2%
Ravenna	TX	0.2%
Richardson	TX	1.2%
Shady Shores	TX	0.4%
Van Alstyne	TX	0.6%
Wylie	TX	0.6%
Olathe	KS	0.4%
Norman	OK	0.4%
Fall River	MA	0.4%
Minneapolis	MN	0.4%
Seattle	WA	0.2%
Washougal	WA	0.4%
		100.0%
Non McKinney cities		25.2%

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Advertising Examples

Graphics for Community Impact:



MAY 12
 2022
 6:00 PM - 8:00 PM
 McKinney Performing Arts Center
EmptyBowlsMcKinney.com

Benefiting
 
 Title Sponsor Presenting Sponsor
 
 Sponsors
 

First United Bank, Episcopal Foundation of Dallas, Valliance Bank, DevSol Holdings II LLC, AlphaGraphics
 Dean & Liz Cimini with Microsoft Match, Love Life Foundation, Community Impact, Dill Investments
 Craig & Sally Fowler, Karen Friedland, SPARC Pottery Studio, Jump Into Art, Make Expression, Square Burger
 Reuben Johnson Elementary, PlainsCapital Bank, Cottonwood Creek Marina, E Flat Porch Band, KLAK, Caudalie Crest



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KLAK Digital Ad and Banner:



Examples of Meta Ads for Facebook and Instagram:

Empty Bowls McKinney
Published by Tammy Sniively • April 30 •

Have you bought your ticket yet? We are less than 2 weeks away!!! Every \$5 feeds 1 person for 1 week. The cost of a ticket can feed 7 people for 1 week. Come help us fill empty bowls in our community!

EVENTBRITE.COM
Empty Bowls McKinney 2022
Spend a fun evening at Empty Bowls McKinney sampling gourmet soups & s...

2,772 People reached 507 Engagements — Distribution score

Boosted on April 30
By Tammy Sniively

People reached	1.4K	Link clicks	110
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View results

75 18 Comments 28 Shares

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Empty Bowls McKinney
Published by Tammy Snively · May 12 at 6:08 AM · 🌐

TODAY is the BIG DAY! It's the 11th Annual Empty Bowls McKinney event day! We hope you will join us in downtown McKinney to fill the empty bowls in our community!
www.emptybowlsmcKinney.com



Empty Bowls McKinney Send message

5,530 People reached 823 Engagements — Distribution score Boost again

Boosted on May 12 at 2:32 PM Completed
By Tammy Snively


People reached	4.2K	Messaging Conversations...	17
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[View results](#)

👍❤️ 87 6 Comments 6 Shares

Empty Bowls McKinney
Published by Tammy Snively · May 5 · 🌐

Curious about what happens at an Empty Bowls McKinney event? Check out our video from last year's event! We hope you will join us this year on May 12, 2022 to fight hunger one bowl at a time!



Tammy Snively
Board Member for Empty Bowls McKinney

EVENTBRITE.COM Buy tickets

Empty Bowls McKinney 2022

25,098 People reached 4,416 Engagements Boost again

Boosted on May 5 Completed
By Tammy Snively

People reached	24.4K	Link clicks	1.3K
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[View results](#)

👍❤️ 184 19 Comments 61 Shares

[Click here for video](#)

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Event Pictures:



People on Kentucky Street enjoying the event.



Guests with event bowls, merchandise, soups, and beverages!

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Community Lifeline Center



Community Garden Kitchen

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One of our new vendors, Coffee & Crumbs, provided fun drink options like cactus pear lemonade, cold brew, and iced tea!



Inside the busy bowl room!

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Happy shoppers!



Happy soup samplers!

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Our amazing vendors!



Our phenomenal artists!

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I. Metrics to Evaluate Success:

- a. **Attendance:** We expect to bring 1,000 people to the McKinney Square on a Thursday night in May 2022 and positively impact the businesses who participate in our event and/or are located nearby.

We sold over 1,000 tickets. We had 923 people check in through Eventbrite at the event.

- b. **Non-McKinney Attendance:** We expect to maintain our non-McKinney residence participation at 25% or more of the attendance.

In 2022, 25.2% of the people who attended our event live outside McKinney.

- c. **Monetary Impact:** We expect to raise at least \$92,200 in gross proceeds and contribute \$52,720 to Community Lifeline Center (80%) and Community Garden Kitchen (20%).

We raised about \$118,000 in gross proceeds. A few more donations and expenses are in-process, but our net proceeds are exceeding \$80,000. We plan to be able to give \$75,000 to our beneficiaries!

All 3 metrics were met or exceeded.