

COVER LETTER

Enclosed is our request for reimbursement for promotional expenses incurred during the Especially Needed event that occurred on October 29th at Stonebridge United Methodist Church in McKinney.

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Especially Needed

Funding Amount: \$ 7000

Project/Promotional Activity/Community Event: October 29, 2016

Start Date: October 29, 2016

Completion Date: October 29th, 2016

Location of Project/Promotional Activity/Community Event:

- The event was held at Stonebridge United Methodist Church

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Narrative report on the Project/Promotional Activity/Community Event

As anticipated Especially Needed hosted another great event for the special needs population here in McKinney! Families from every neighboring city came out to enjoy all of the fun activities such as the petting zoo, bounce houses, games and food. This year our local Home Depot came together and rebuilt all of our houses for our trick or treat street. The kids just loved how our our local girl scouts troops designed them. KLAKE was present for live broadcasting throughout the event and over 25 businesses that support the special needs families came out to provided resources and fun to the families!

The shirts that were funded by the MCDC grant were incredible and it was wonderful to be able to get the word out via KLAKE and facebook with our nicely designed flyer. Thank you!

Identify goals and objectives achieved

Our goal was to have a great event with even more attendees than the year before.

In 2015 there were 244 registered families and approx. 40 walk-ins totaling 285

In 2016 there were 267 registered families and approx.. 60 walk-ins totaling 327 families

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
> Family Admission 5pm-6:30pm (without donation)	\$0.00*	164/250	Hidden	10/24/15 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	17/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	58/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	5/250	Ended	10/24/15 1:00 PM

Event Capacity: 900

* Service fees will be deducted from your payout and depend on your ticket fees settings.

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
Family Admission 5pm-6:30pm (without donation)	\$0.00*	170/170	Hidden	10/29/16 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	22/100	Hidden	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	66/200	Ended	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	9/100	Ended	10/29/16 1:00 PM

Event Capacity: 900

* Service fees will be deducted from your payout and depend on your ticket fees settings.



The following is data gathered from families that registered via Eventbrite:

Geographical data of attendees (families):

<u>City Name</u>	<u>Number of families attended</u>
Allen	23
Dallas	16
Frisco	36
McKinney	58
Plano	38
Cities with 5 families or less	36
Unregistered Approx.	60
Total:	327

Financial report – budget as proposed and actual expenditures, with explanations for any variance

2016 Event Budget:

Expenses that could be covered by grant (marketing items). All items will have the MCDC logo

Cups with logo	700.00	
Signage at event	500.00	
Webpage assistance	300.00	
Local magazine ads	1800.00	
Balloons with logo	250.00	
T-shirts	3150.00	
Flyers	400.00	
Misting light up fans with MCDC logo	400.00	
Balloon marker (large helium balloon to help people locate ballfields)	300.00	
Stuffed Animals for the carnival booth prizes	400.00	
Photo frames with MCDC logo and carnival date	300.00	
Total event cost (including expected donations)		\$13,000
Total requested from MCDC		\$9000.00

The approved MCDC grant amount was \$7000 but per MCDC board guidelines we were to limit tshirt/prize expenses to

So our actual expenses this year were as follows:

TShirts	\$2912.50	
KLAK Radio Advertisement	\$2700	
KLAK onsite live broadcasting	\$(included in above price)	
Flyer design fee	\$300	
Banner	\$150	
Total:	\$6062.50	

Samples of printed marketing and outreach materials

T-shirt front



Tshirt back



Banner:

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 FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

 The
Behavior Exchange
What could be, can be.

For Their Continued Support!



FREE EVENT!



7TH ANNUAL

FALL CARNIVAL & RESOURCE FAIR

FOR INDIVIDUALS WITH SPECIAL NEEDS & THEIR FAMILIES!

PRESENTED BY:



SATURDAY, OCTOBER 29TH, 2016 5PM-8PM

STONEBRIDGE UNITED METHODIST CHURCH
1800 Stonebridge Dr. McKinney, TX 75071

GAMES ★ PRIZES ★ FOOD ★ PETTING ZOO
JOE THE CLOWN ★ PONY RIDES ★ TRICK OR TREAT STREET
TRAIN RIDES ★ STILT WALKER

TO RSVP, VOLUNTEER OR SPONSOR:
VISIT WWW.ESPECIALLYNEEDED.ORG OR CALL 214.499.3439

THANK YOU TO OUR SPONSORS!



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MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



especially needed

Building a strong community where individuals with special needs are

Valued • Respected • Included

Screen shots of online promotions

Facebook Event

The screenshot shows a Facebook event post for 'Especially Needed'. The event poster features a colorful illustration of a red and white striped tent under a blue sky with yellow sun rays and colorful balloons. The text on the poster reads: 'FREE EVENT!', '7TH ANNUAL FALL CARNIVAL & RESOURCE FAIR FOR INDIVIDUALS WITH SPECIAL NEEDS & THEIR FAMILIES!', 'PRESENTED BY: especially needed', 'SATURDAY, OCTOBER 29TH, 2016 5PM-8PM', 'STONEBRIDGE UNITED METHODIST CHURCH 1800 Stonebridge Dr. McKinney, TX 75071', 'GAMES * PRIZES * FOOD * PETTING ZOO JOE THE CLOWN * PONY RIDES * TRICK OR TREAT STREET TRAIN RIDES * STILT WALKER', 'TO RSVP, VOLUNTEER OR SPONSOR: VISIT WWW.ESPECIALLYNEEDED.ORG OR CALL 214.499.3439', and 'THANK YOU TO OUR SPONSORS!' with logos for ABA, McKinney Community Corporation, and Viva. The Facebook interface shows the event is published by Nechole Whitlock, has 15 likes, and 20 shares. A sponsored ad for 'REAL ESTATE AGENT?' is visible at the bottom of the post.

Link to radio advertisement!

<https://soundcloud.com/nechole-whitlock/especially-needed-fall-carnival-radio-promo>



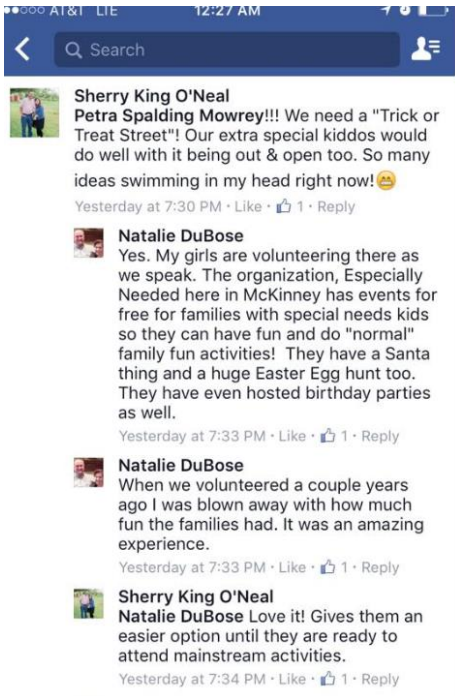
Some feedback:



Lisa Nedoss 🎃 celebrating Halloween at [Especially Needed](#)

October 29 · McKinney · 🧑🏻

Learning about resources available to special needs families while [trick-or-treating](#). Every year, always a fun event.



Photographs, slides, videotapes, etc.

Event Photos:





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