

## **Narrative Report on the Project/Promotion/Community Event**

McKinney's First Annual Star-Spangled Salsa Fest (SalsaFestMcKinney.com) benefitting Community Garden Kitchen of Collin County, was held July 4, 2018 at Chestnut Square Historic Village, McKinney, TX, following the City of McKinney Red, White and BOOM parade. Based on observations compared to known McKinney Farmers Market numbers and capacity, ticket data, total attendance was 2500-3000. Festival features included a Salsa Tasting Zone staffed by award-winning GOTEXAN Salsa producers from throughout the State of Texas, as well as several local McKinney restaurants and taquerias, for a total of twenty-nine (29) vendors providing said tastings. Family centric activities included a children's creative area staffed by local artists and vendors. Live entertainment was provided by highly acclaimed jazz/Latin guitarist, James Gabriano, with SALSA DALLAS providing lessons and leading the festival's salsa street dance. Real-time media coverage was provided by live radio broadcast via KLAK onsite remote team. The Beat The Heat Salsa Contest saw restaurants, commercial bottlers and individuals vying for top honors in red, green and special variety salsa.

The Star-Spangled Salsa Fest attracted both local and regional guests, vendors, volunteers and sponsors and entertainers. There were 19 vendors from out of town, with Amarillo and Katy, Texas being the farthest distances traveled. The Katy, Texas vendor won her categories and two McKinney merchants in downtown are now selling her products. One winner has announced that she will be launching her own salsa business that will be based in downtown McKinney. We are aware of one vendor that stayed at the Sheraton.

By utilizing McKinney's Chestnut Square Historic Village as the Festival venue, both residents and guests were able to experience this unique McKinney recreational opportunity in one of the city's most unique settings.

## **Identify goals and objectives achieved**

The goal of the McKinney Star-Spangled Salsa Committee was to help our beneficiary, the Community Garden Kitchen of Collin County achieve their goals. This committee made up of twelve (12) local community leaders produced this event to not only help CGK raise funds, but more importantly to assist CGK in increasing community awareness concerning hunger and nutritional issues directly impacting many members of the McKinney community. The Star-Spangled Salsa Fest Committee achieved this goal by bringing the community together to celebrate and highlight CGK's project and mission to reduce food insecurity in Collin County. The McKinney Star-Spangled Salsa Committee, the Community Garden Kitchen of Collin County, and Chestnut Square Historic Village believe that the First Annual Star-Spangled Salsa Fest is aligned well with MCDC's goal of meeting citizens' need for quality of life improvements.

**Financial Report (please see attached)**

**Samples of printed marketing and outreach materials (please see attached)**

**Screen shots of online promotions (please see attached)**

**Photographs, slides, videotapes, etc. (please see attached)**

**Performance against metrics outline in application (please see attached)**



**McKINNEY CONVENTION & VISITORS BUREAU**

**Final Report**

**Organization: Community Garden Kitchen of Collin County**

**Funding Amount: \$ 1500.00**

**Project/Promotion/Community Event:**

**Start Date: July 4th, 2018**

**Completion Date: July 4th, 2018**

**Location of Project/Promotion/Community Event: Chestnut Square, McKinney**

**Please include the following in your report:**

- Narrative report on the Project/Promotion/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.
- Performance against metrics outlined in application

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

McKinney Convention & Visitors Bureau

200 W. Virginia  
McKinney, TX 75070

Attn: Dee-dee Guerra