

Overview of Promotional and Community Event Grant Applications
Cycle II FY 19

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Total Requested	Recommended Funding
Heritage Guild of Collin County (P&C 19-09)	Jaymie Pedigo, Executive Director 972.562.8790 director@chestnutsquare.org	The Heritage Guild was organized more than 40 years ago and exists to support Chestnut Square Historic Village. Chestnut Square offers diverse programs and activities that encourage community participation and a destination for visitors to McKinney.	Request is for \$15,000 to support marketing and promotion of 2019 Farmers Market; Legends of McKinney Ghost Walk; Murder Mystery production; and the 46th Annual Holiday Tour.	June 2019 - December 2019	Advertising in Community Impact, Stonebridge Ranch News, Creekside Living, Southern Living, Star Local, and Edible Dallas. Billboard advertising. Event signage.	Attendance, verbal feedback and sponsor satisfaction. Digital survey to attendees to measure advertising effectiveness.	2019 BUDGET: Farmers Market - revenue \$55,000, expenses \$15,000. Holiday Tour -- revenues \$36,000, expenses \$5,000. Murder Mystery -- revenues \$2,500, expenses \$1,000. Ghost Walk -- revenues \$7,500, expenses \$750. Total promotion budget for these combined events is \$16,785.	\$7,500 (2019) \$12,000 (2018) \$15,000 (2018) \$10,000 (2017) \$12,500 (2017) \$6,500 (2016) \$11,000 (2015) \$9,000 (2015) \$12,500 (2014) \$15,000 (2013) \$15,000 (2012) \$11,750 (2011) \$12,000 (2010) \$5,000 (2009) \$1,400 (2009) \$12,500 (2008) \$1,750 (2006)	\$12,500	\$12,500
Crape Myrtle Trails Foundation (P&C 19-11)	Phil Wheat, Board President 214/542-1550 pdwheat@unitedplanners.com	Crape Myrtle Trails Foundation is an all-volunteer organization whose mission is to elevate the beauty and appeal of McKinney by showcasing crape myrtles throughout the city and promoting McKinney as America's Crape Myrtle City.	Request is for \$15,000 for marketing and promotion for the Crape Mytle Trails 5K and 10K run.	September 28, 2019	Production of flyers, school posters, bracelets for promoting in elementary schools, rack cards, and yard signs. Radio, digital and print advertising.	Goal is 1,100 participants with runners from 10 states.	2019 BUDGET: Revenues: \$57,000 Expenses: \$30,983 Total promotion budget is \$17,483.	\$8,000 (2018) for Run \$4,000 (2017) for Run; \$3,000 (2016) for Run; \$4,000 (2015) for Run; \$8,000 (2014) for Run; \$8,000 (2013) for Run; \$8,000 (2012) for Run; \$5,000 (2011) for Run; \$3,250 (2010) promotions & marketing; \$7,500 (2007) for Run; \$2,500 (2006) for Run	\$15,000	\$8,000
Direction 61:3 (P&C 19-12)	Kristin Mycke, Director of Programming 214/544-9055 kristin@direction613.org	Direction 61:3 is a 501©3 established in 2015 to provide support for young adults aging out of foster care, and aims to show Christ's love to these young adults by providing support and stability through housing and educational services in a family environment.	Request is for \$15,000 for marketing and promotion for the Christmas Mosaix Concert. The event benefits the residents of their two homes located in McKinney that serve homeless foster girls.	December 21, 2019	Social media including Facebook and Instagram, radio advertising, posters, flyers, tickets, and a booth at Home for the Holidays.	Attendance will be tracked based on zip codes represented. Goal is 2000 attendees and \$60,000 revenue.	BUDGET: Revenues: \$76,200 (includes sponsorships) Expenses: \$9,750 Total promotion budget is \$5,000.	None	\$5,000	\$4,000

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McKinney Rotary Club (P&C 19-13)	Rob Thomas, Rotarian 518/859-4555 paradeoflights2019@gmail.com	Serving the community for already 100 years, Rotary sponsors numerous scholarships and charities in the McKinney Community as well as organizing events such as the Christmas Parade of Lights, which has become a focal event of the Christmas season in McKinney.	Request is for \$7,500 for marketing and promotion of the 2019 McKinney Rotary Parade of Lights.	December 14, 2019	Social media, websites, local newspapers/magazines, signage, and potentially billboard advertising. Printing of parade program.	Attendance and number of float entries	BUDGET: Revenues: \$19,500 Expenses: \$11,000 Total promotion budget is \$7,500.	\$5,000 Parade of Lights (2018) \$3,500 Parade of Lights (2017) \$6,000 Parade of Lights (2016) \$5,500 Parade of Lights (2015) \$3,500 Parade of Lights (2014) \$3,500 Parade of Lights (2013) \$3,500 Parade of Lights (2012) \$3,500 Parade of Lights (2011) \$3,500 Parade of Lights (2010) \$1,500 Parade of Lights (2009)	\$7,500	\$6,000
SBG Hospitality (P&C 19-14)	Lauren Stephan, Founder and Director 318/527-9221 hello@SBGHospitality.com	SBG Hospitality is an event production and marketing company. Current festivals include: McKinney Wine & Music; McKinney Beer & Bites; Run for the Rose; McKinney St. Patrick's Day Festival & Shamrock Run; McKinney Fall Festival; and Monster Dash.	Request is for \$15,000 for marketing and promotion of the 2019 Wine & Music Festival.	October 19, 2019	Flyers, social media including Facebook and Instagram, print advertising in Community Impact, press releases, website marketing, Be McKinney Blog, radio, local magazines, and promotional video.	Attendance, social media following, and feedback from attendees, businesses, sponsors, vendors, restaurants, hotels and artists.	BUDGET: Revenues: \$55,000 Expenses: \$45,000 Total promotion budget is \$17,000.	\$15,000 (2018) St. Patrick's Day Festival \$13,300 (2018) Wine/Music Fest	\$15,000	\$10,000

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McKinney Main Street (P&C 19-15)	Amy Rosenthal 972.547.2652 arosenthal@mckinneytexas.org	Organization to established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors. Contributes to improved retail mix; diversified tax base; strong McKinney economy.	Request is for for marketing and promotion of 2019 Home for the Holidays, an event that promotes and showcases independently-operated businesses for Small Business Saturday.	November 29 - December 1, 2019	Goal is to attract regional and new visitors to McKinney. Advertising and promotions include movie theater commercials, digital billboards, social media, direct mail to Frisco and Plano, major market radio advertising, posters, postcards, press releases, email blasts, downtown marquees, website coverage, and ads in Neighbors Go, Dallas Morning News and Community Impact.	Attendance, store sales increases, vendor and community feedback, and a post-event survey to downtown merchants. A short survey will gather demographic information including zip code of attendees' residence, first or repeat visitor and overall impression of event.	BUDGET: Revenues: \$335,000 Expenses: \$346,000 Total promotion budget is \$15,000.	\$15,000 (2019) Cultural District \$15,000 (2018) Arts in Bloom \$15,000 (2018) Home/ Holidays \$15,000 Oktoberfest (2017) \$15,000 Arts in Bloom (2017) \$12,000 Arts in Bloom (2016) \$15,000 Home/Holidays (2015) \$14,000 Bike the Bricks (2015) \$15,000 Oktoberfest (2014) \$7,000 Arts in Bloom (2014) \$10,500 Bike the Bricks (2011) \$25,000 Bike the Bricks (2010) \$15,000 Dickens & Oktoberfest (2008) \$37,500 RWB & Art & Jazz (2008) \$10,000 Chair Event (2006)	\$15,000	\$15,000
McKinney Lacrosse Club (P&C 19-16)	Owen Lancaster, President 469/222-3299 president@mckinneylacrosse.com	McKinney Lacrosse Club is an all-volunteer, non-profit that develops lacrosse skills and talent of participating players, by providing a positive and enriching lacrosse experience for all players with an opportunity to grow and compete. Goal is to provide a safe, competitive environment for student athletes and families.	Request is for \$9,400 for marketing and promotion of the 2019 Fall Tournament.	October, 2019	Advertising in US Lacrosse Magazine/online, social media, promotional video that will also showcase McKinney, Turlaxin website coverage, and signage.	New Club/Team registration.	BUDGET: Revenues: \$67,0000 Expenses: \$35,000 Total promotion budget is \$9,400.	None. MCDC sponsored the 2018 THSLL Tournament for \$1,500.	\$9,400	\$6,000

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McKinney ISD Department of Athletics (P&C 19-17)	Angie Bado, Event Coordinator 972/658-8560 abado@townsquarebuzz.com	Mission of MISD Department of Athletics is to provide an opportunity to supplement the educational process of students who exhibit an interest in athletics and want a forum to challenge their physical and emotional capabilities. Goals are to promote education, competition and health.	Request is for \$15,000 for marketing and promotion for the 2019 NCAA Division 2 Championship Game to be held in McKinney.	December 21, 2019	Social media, digital ads, contests, gamification contest, website coverage, radio advertising on The Ticket, posters, speaking at local clubs and local organizations, and video production and distribution.	Increase attendance by 1000 fans, attract 30% more visitors to McKinney than same time last year, spur economic benefit in McKinney through sales tax dollars (specifically hospitality and entertainment receipts), and track non-resident attendance via game ticket sales.	BUDGET: Revenues: \$25,000 (includes MCDC grant) Expenses: \$25,200 Total promotion budget is \$25,250.	None	\$15,000	\$14,625

\$94,400 \$76,125