

# CITY OF MCKINNEY, TEXAS



## Legislation Details (With Text)

**File #:** 17-112      **Name:** DEAR Texas (PC#17-07)  
**Type:** Agenda Item      **Status:** Approved  
**In control:** McKinney Community Development Corporation  
**On agenda:** 1/26/2017      **Final action:** 1/26/2017  
**Title:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event

**Indexes:**

**Attachments:** 1. Texas Authors Grant Application

Date	Ver.	Action By	Action	Result
1/26/2017	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- DEAR Texas (Drop Everything and Read Texas) is requesting a grant in the amount of \$6,350 for advertising, marketing and promotion of a 2017 McKinney Square Book Festival event.
- The event will be held June 2-3, 2017.

**BACKGROUND INFORMATION:**

- DEAR Texas was created to help promote reading in the state of Texas for all ages.
- Through a partnership with Texas Authors, it will bring the newest and brightest authors Texas has to offer to the McKinney Square Book Festival.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from DEAR Texas for a Promotional and Community Event grant from MCDC.