

# CITY OF MCKINNEY, TEXAS



## Legislation Details (With Text)

**File #:** 17-106      **Name:** 3e McKinney  
**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 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event

**Indexes:**

**Attachments:** 1. 3e 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 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover 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:**

- 3e McKinney is requesting a grant in the amount of \$4,000 for advertising, marketing and promotion of the 2017 Run for Cover event.
- Event date is April 8, 2017.
- Attendance goal is 580.
- Event location is in Craig Ranch.
- There are plans for cross-promotion with Arts in Bloom that will be held April 7-9, 2017.

**BACKGROUND INFORMATION:**

- The mission of 3e McKinney is to engage volunteers in short and long-term community involvement; equip volunteers to serve in love, grace and compassion; empower the under-resourced to long-term self-sufficiency.
- The 2016 Run for Cover event drew 530 participants, which represented a 30% increase over the previous year.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.

- MCDC provided a grant of \$3,000 for the promotion of the 2016 Run for Cover event.