



16-869

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Holy Family School (PC#16-12) in the Amount of \$10,000 for Advertising and Promotion of the 2016 Believe! Run

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: August 25, 2016

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Holy Family School is requesting a grant in the amount of \$10,000 for advertising, marketing and promotion of the 2016 Believe! Run.
- Event date is November 26, 2016.
- Goal is 1,500+ runners/walkers from McKinney and across the DFW area.
- Goal is to register 42% of participants from outside of McKinney.
- Event location is downtown McKinney.

BACKGROUND INFORMATION:

- Holy Family School was established in 1951.
- The school provides a safe haven and educational environment for a diverse population of preschool-aged children from McKinney and surrounding areas.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC funded a Promotional and Community Event, in the amount of \$4,500 for the 2015 Believe! Run.

SUPPORTING MATERIALS:

[Grant Application and Supporting Materials](#)