



16-870

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal (PC#16-13) in the Amount of \$7,500 for Advertising and Promotion of the 2017 Empty Bowls Event

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: August 25, 2016

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- St. Peter's Episcopal is requesting \$7,500 for advertising, marketing and promotion of the 2017 Empty Bowls event benefiting Community Lifeline Center.
- Event date is April 27, 2017.
- Attendance goal is 1,000+ from McKinney and across the DFW area.
- Goal for attendance from outside of McKinney is 25% of total.
- Event location is at MPAC in downtown McKinney.
- Event promotes McKinney artists and restaurants participating in the event.

BACKGROUND INFORMATION:

- St. Peter's created Empty Bowls McKinney in 2012 to raise funds to combat hunger in the community.
- 100% of net proceeds support Community Lifeline Center's hunger initiatives.

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 \$7,000 for the 2016 Empty Bowls Event.

SUPPORTING MATERIALS:

[Grant Application](#)