



16-871

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Especially Needed (PC#16-14) in the Amount of \$9,000 for Advertising and Promotion of the 2016 Especially Needed Fall Carnival

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: August 25, 2016

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Especially Needed is requesting a grant in the amount of \$9,000 for advertising, marketing and promotion of the 2016 Fall Carnival.
- Event date is October 29, 2016.
- Attendance goal is 1,250.
- Event location is Stonebridge United Methodist Church.

BACKGROUND INFORMATION:

- The mission of Especially Needed is to build a strong community where individuals with special needs are valued, respected and included.
- The 2015 Fall Carnival drew sixty-one percent of attendees from outside of McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$8,500 for the 2014 Fall Carnival.

SUPPORTING MATERIALS:

[Grant Application and Supporting Materials](#)