



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

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.

SUPPORTING MATERIALS:

3e Grant Application