



17-108

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral 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:

- Heard-Craig is requesting a grant in the amount of \$3,000 for advertising, marketing and promotion of the Art Meets Floral event.
- The event will be held April 25-28, 2017.

BACKGROUND INFORMATION:

- Heard-Craig provides no cost meeting facilities for 19 local groups.
- The mission of Heard-Craig is three-fold - preservation, education and enlightenment.
- 2017 will mark the 46th year of providing facilities, events and programming to McKinney residents and visitors from surrounding areas.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from Heard-Craig for a Promotional and Community Event grant.

SUPPORTING MATERIALS:

[Heard-Craig Grant Application](#)