



17-110

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon

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:

- Kiwanis Club of McKinney is requesting a grant in the amount of \$5,000 for advertising, marketing and promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon.
- The events will be held April 23, 2017.

BACKGROUND INFORMATION:

- Kiwanis Club of McKinney is a nonprofit organization dedicated to changing the world one child and one community at a time.
- Target participation number is 400 for the triathlon and 150 for the youth event.
- Past events have drawn as many as 35% of participants from outside of McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC granted Kiwanis Club of McKinney a grant in the amount of \$3,000 for promotion of the 2016 Historic McKinney Triathlon and Kids Triathlon.

SUPPORTING MATERIALS:

[Kiwanis Grant Application](#)