



17-112

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant  
Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350  
for Advertising and Promotion of McKinney Square Book Festival 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:**

- DEAR Texas (Drop Everything and Read Texas) is requesting a grant in the amount of \$6,350 for advertising, marketing and promotion of a 2017 McKinney Square Book Festival event.
- The event will be held June 2-3, 2017.

**BACKGROUND INFORMATION:**

- DEAR Texas was created to help promote reading in the state of Texas for all ages.
- Through a partnership with Texas Authors, it will bring the newest and brightest authors Texas has to offer to the McKinney Square Book Festival.

**FINANCIAL SUMMARY:**

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

**SUPPORTING MATERIALS:**

[Texas Authors Grant Application](#)