



17-654

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Volunteer McKinney (P&C #17-08), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Santa on the Square Event

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Volunteer McKinney is requesting a grant in the amount of \$5,000 for marketing, promotion and advertising of the 2017 Santa on the Square event.
- The event will be held November 24 through December 17, 2017.

BACKGROUND INFORMATION:

- Volunteer McKinney was established in 1998.
- The mission of Volunteer McKinney is to connect people to their passion through volunteerism and strengthen McKinney area nonprofits through training and collaboration.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC has not granted Volunteer McKinney a Promotional and Community Event grant for this event in the past.

SUPPORTING MATERIALS:

[Application](#)