



17-663

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Crape Myrtle Trails of McKinney (P&C #17-17), in the Amount of \$7,780 for the Marketing, Promotion and Advertising of the 2017 Crape Myrtle Run the Trails 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:

- Crape Myrtle Trails of McKinney is requesting \$7,780 for marketing, promotion and advertising of the 2017 Crape Myrtle Run the Trails event.
- The event will be held September 23, 2017.
- Attendance goal for the event exceeds 1,100.

BACKGROUND INFORMATION:

- The mission of the Crape Myrtle Trails Foundation is the environmental, educational and economic enrichment of the community through unique public-private collaborations.
- Three key goals include: promote civic pride in beautification; encourage travel and tourism to McKinney; develop the World Collection Park.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC has awarded promotional grant funding in the amount of \$49,250 to Crape Myrtle Trails Foundation since 2006.

SUPPORTING MATERIALS:

[Application](#)