



18-1084

TITLE:

Consider/Discuss Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC #19-03) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2019 Empty Bowls Event

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- St. Peter's Episcopal is requesting \$7,500 for advertising, marketing and promotion of the 2019 Empty Bowls event benefiting Community Lifeline Center.
- Event date is May 16, 2019 at MPAC in Historic Downtown McKinney.
- Attendance goal is 1,000+ from McKinney and across the DFW area.
- In addition to raising funds for Community Lifeline Center, the event promotes McKinney artists and restaurants participating in the event.

BACKGROUND INFORMATION:

- St. Peter's created Empty Bowls McKinney in 2012 to raise funds to combat hunger in the community.
- 100% of net proceeds support Community Lifeline Center's hunger initiatives.
- In 2018, Empty Bowls provided 80% of the funds spent on food in the Lifeline Market.
- Blount Fine Foods will continue as Title Sponsor for the 2019 event.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 19 is \$150,000, \$75,000 for Cycle I applicants, and \$75,000 for Cycle II applicants.
- MCDC funded a Promotional and Community Event, in the amount of \$7,500 for the 2018 Empty Bowls Event.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)