



18-1086

TITLE:

Consider/Discuss Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #19-05) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2019 Community Garden Kitchen Salsa Fest

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Game Day Foods is requesting \$6,700 for advertising, marketing and promotion of the 2019 Star-Spangled Salsa Fest benefitting Community Garden Kitchen.
- The event will be held on July 4, 2019 at Historic Chestnut Square from 11:00 am until 3:00 pm.
- The event will feature a variety of activities including a judged salsa contest; People's Choice salsa contest; live music; salsa street dance; children's play zone; children's arts and crafts; culinary demonstrations; and tasting zone.
- Estimated attendance is 3,000 to 5,000. Admission will be \$10 for adults; children 12 and under free.

BACKGROUND INFORMATION:

- Community Garden Kitchen received 501(c)(3) status in February 2016.
- The mission of the Community Garden Kitchen is to raise funds to build a 4,780-square foot, free standing kitchen and dining facility to serve meals to anyone experiencing hunger in the area.
- The kitchen will be located on the campus of Holy Family School in McKinney.
- Net proceeds from the Star-Spangled Salsa Fest will support the kitchen initiative.

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 provided a Promotional and Community Event grant in the amount of \$5,268.

SUPPORTING MATERIALS:

[Application Packet](#)