



18-1087

**TITLE:**

Consider/Discuss Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC #19-06) in the Amount of \$2,500 for the Advertising, Marketing and Promotion of the 2019 Kiwanis Triathlon

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** December 20, 2018

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Kiwanis Club of McKinney is requesting a grant in the amount of \$2,500 for advertising, marketing and promotion of the 2019 McKinney Triathlon.
- The event will be held September 29, 2019.
- Target participation number is 750 for the triathlon, with 750 spectators at the event.

**BACKGROUND INFORMATION:**

- Kiwanis Club of McKinney is a nonprofit organization dedicated to changing the world one child and one community at a time.

**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 granted Kiwanis Club of McKinney a grant in the amount of \$2,750 for promotion of the 2018 Historic McKinney Triathlon.

**SUPPORTING MATERIALS:**

[Application Packet](#)

