



20-0065

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC #20-04) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2020 Empty Bowls Event.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

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 2020 Empty Bowls event benefiting Community Lifeline Center.
- Event date is April 30, 2020 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.
- Last year, Empty Bowls provided 80% of the funds spent on food in the Lifeline Market.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants \$75,000.
- MCDC funded a Promotional and Community Event, in the amount of \$7,500 for the 2019 Empty Bowls Event.

SUPPORTING MATERIALS:

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