



20-0068

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #20-07) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2020 Community Garden Kitchen Salsa Fest.

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:

- Game Day Foods is requesting \$6,700 for advertising, marketing and promotion of the 2020 Star-Spangled Salsa Fest benefitting Community Garden Kitchen.
- An application for funding will also be made to Visit McKinney.
- The event will be held on July 4, 2020 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 2,000+. 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.
- 100% of Salsa Contest entry fees will benefit Community Garden Kitchen; additionally 100% of the event's net revenue will benefit CGK.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants is \$75,000.

SUPPORTING MATERIALS:

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