



20-0526

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Community Band (PC #20-15) in the Amount of \$12,000 for the Advertising, Marketing and Promotion of the Three (3) Free Performances.

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: June 25, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Community Bank is requesting a grant in the amount of \$12,000 for advertising, marketing and promotion of three free community performances.
- Events will include: Fall Concert in Bonnie Wenk Park in mid-October; Salute to Veterans Concert at MPAC on 11/6/20; Holiday Concert at MISD High School Auditorium 12/5-6 or 12/12-13/2020.

BACKGROUND INFORMATION:

- McKinney Community Band was founded in 2006 and is a nonprofit, volunteer instrumental musical organization open to adult residents of McKinney and surrounding communities.
- The organization has three ensembles: McKinney Community Band (full-size symphonic concert band); McKinney Dance Band; McKinney Flute Choir.
- McKinney Community Band objectives include: providing band performances at various locations throughout McKinney and nearby communities for the enjoyment of the public and in support of City of McKinney functions; provide an opportunity for individuals to pursue their love for instrumental music, and to perform music; support/enhance the arts and overall McKinney community.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 20 Cycle II is \$75,000.
- McKinney Community Band is a first-time applicant for a Promotional and Community Event grant.

SUPPORTING MATERIALS:

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