

# CITY OF McKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	17-112	<b>Name:</b>	DEAR Texas (PC#17-07)
<b>Type:</b>	Agenda Item	<b>Status:</b>	Approved
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	1/26/2017	<b>Final action:</b>	1/26/2017
<b>Title:</b>	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Texas Authors Grant Application		

Date	Ver.	Action By	Action	Result
1/26/2017	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event

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

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- DEAR Texas (Drop Everything and Read Texas) is requesting a grant in the amount of \$6,350 for advertising, marketing and promotion of a 2017 McKinney Square Book Festival event.
- The event will be held June 2-3, 2017.

### BACKGROUND INFORMATION:

- DEAR Texas was created to help promote reading in the state of Texas for all ages.
- Through a partnership with Texas Authors, it will bring the newest and brightest authors Texas has to offer to the McKinney Square Book Festival.

### FINANCIAL SUMMARY:

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from DEAR Texas for a Promotional and Community Event grant from MCDCC.