

# CITY OF McKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 17-663 **Name:** (P&C #17-17)  
**Type:** Agenda Item **Status:** Discussion Item  
**In control:** McKinney Community Development Corporation  
**On agenda:** 6/29/2017 **Final action:**  
**Title:** Consider/Discuss Promotional and Community Event Grant Application Submitted by Crape Myrtle Trails of McKinney (P&C #17-17), in the Amount of \$7,780 for the Marketing, Promotion and Advertising of the 2017 Crape Myrtle Run the Trails Event  
**Indexes:**  
**Attachments:** 1. Application

| Date | Ver. | Action By | Action | Result |
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Consider/Discuss Promotional and Community Event Grant Application Submitted by Crape Myrtle Trails of McKinney (P&C #17-17), in the Amount of \$7,780 for the Marketing, Promotion and Advertising of the 2017 Crape Myrtle Run the Trails Event

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

**MEETING DATE:** June 29, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- Crape Myrtle Trails of McKinney is requesting \$7,780 for marketing, promotion and advertising of the 2017 Crape Myrtle Run the Trails event.
- The event will be held September 23, 2017.
- Attendance goal for the event exceeds 1,100.

### BACKGROUND INFORMATION:

- The mission of the Crape Myrtle Trails Foundation is the environmental, educational and economic enrichment of the community through unique public-private collaborations.
- Three key goals include: promote civic pride in beautification; encourage travel and tourism to McKinney; develop the World Collection Park.

### FINANCIAL SUMMARY:

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC has awarded promotional grant funding in the amount of \$49,250 to Crape Myrtle Trails Foundation since 2006.

