

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	18-1086	<b>Name:</b>	Grant Application - Community Garden Kitchen Salsa Fest P&C	
<b>Type:</b>	Agenda Item	<b>Status:</b>	Discussion Item	
		<b>In control:</b>	McKinney Community Development Corporation	
<b>On agenda:</b>	12/20/2018	<b>Final action:</b>		
<b>Title:</b>	Consider/Discuss Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #19-05) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2019 Community Garden Kitchen Salsa Fest			
<b>Indexes:</b>				
<b>Attachments:</b>	1. Application Packet			
<b>Date</b>	<b>Ver.</b>	<b>Action By</b>	<b>Action</b>	<b>Result</b>

### ..Title

Consider/Discuss Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #19-05) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2019 Community Garden Kitchen Salsa Fest

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

**MEETING DATE:** December 20, 2018

**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 2019 Star-Spangled Salsa Fest benefitting Community Garden Kitchen.
- The event will be held on July 4, 2019 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 3,000 to 5,000. 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.
- Net proceeds from the Star-Spangled Salsa Fest will support the kitchen initiative.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for FY 19 is \$150,000, \$75,000 for Cycle I applicants, and \$75,000 for Cycle II applicants.
- MCDC provided a Promotional and Community Event grant in the amount of \$5,268.