

# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 16-870, **Version:** 1

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Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal (PC#16-13) in the Amount of \$7,500 for Advertising and Promotion of the 2017 Empty Bowls Event

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

**MEETING DATE:** August 25, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- St. Peter's Episcopal is requesting \$7,500 for advertising, marketing and promotion of the 2017 Empty Bowls event benefiting Community Lifeline Center.
- Event date is April 27, 2017.
- Attendance goal is 1,000+ from McKinney and across the DFW area.
- Goal for attendance from outside of McKinney is 25% of total.
- Event location is at MPAC in downtown McKinney.
- Event promotes McKinney artists and restaurants participating in the event.

**BACKGROUND INFORMATION:**

- St. Peter's created Empty Bowls McKinney in 2012 to raise funds to combat hunger in the community.
- 100% of net proceeds support Community Lifeline Center's hunger initiatives.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC funded a Promotional and Community Event, in the amount of \$7,000 for the 2016 Empty Bowls Event.