

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 17-654, **Version:** 1

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Consider/Discuss Promotional and Community Event Grant Application Submitted by Volunteer McKinney (P&C #17-08), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Santa on the Square Event

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**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:**

- Volunteer McKinney is requesting a grant in the amount of \$5,000 for marketing, promotion and advertising of the 2017 Santa on the Square event.
- The event will be held November 24 through December 17, 2017.

**BACKGROUND INFORMATION:**

- Volunteer McKinney was established in 1998.
- The mission of Volunteer McKinney is to connect people to their passion through volunteerism and strengthen McKinney area nonprofits through training and collaboration.

**FINANCIAL SUMMARY:**

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC has not granted Volunteer McKinney a Promotional and Community Event grant for this event in the past.