

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 20-0068, **Version:** 1

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Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #20-07) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2020 Community Garden Kitchen Salsa Fest.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** January 23, 2020

**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 2020 Star-Spangled Salsa Fest benefitting Community Garden Kitchen.
- An application for funding will also be made to Visit McKinney.
- The event will be held on July 4, 2020 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 2,000+. 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.
- 100% of Salsa Contest entry fees will benefit Community Garden Kitchen; additionally 100% of the event's net revenue will benefit CGK.

**FINANCIAL SUMMARY:**

- MCDCC's allocation for FY 20 Cycle I Promotional and Community Event grants is \$75,000.