

St. Peter's Episcopal Church
Empty Bowls McKinney 2023 Final Report

Empty Bowls McKinney has become a Spring tradition in McKinney, working to fight hunger and food insecurity. The event combines the talents of the artist community, Pottery studios and local chefs. The season starts with a variety of Bowl making workshops. Six of these were open to the public through our website. Jump Into Art hosts 4 workshops including actual bowl making, and Bowl Glazing. At the four Jump Into Art workshops, professional artists helped participants handbuild one bowl and throw two bowls on a pottery wheel. Two bowls were used as event bowls and one bowl was kept by each participant. Jump Into Art also hosts additional events from which bowls are donated. Make Expressions in Frisco held 2 bowl painting/glazing events. Participants pay to attend and the bowls are donated back to Empty Bowls. 126 people attended these events. In addition, Glaze Ceramics Studio hosted a "throw'-down for artists to "throw as many bowls as possible" in a one hour time slot! 183 bowls were donated from this 2 afternoon event. Other groups and organizations host their own events painting and glazing bowls. They included Jeanne D'arc Club, Allen High School, Prestonwood Christian Academy and Walls of Clay all painted, glazed and donated bowls. This is an area that we can grow for 2024, adding additional workshops.

Professional potters made 75 bowls for VIP Collector's Club ticket purchasers. We increased the ticket price this year and sold out once again! We had 69 attendees. Potters coordinated with local artists to "paint" the bowls with underglazes. Our Collector's Club painters and potters included: **Painters:**Shea Ameen, Toni Andrukaitis, Valerie Batchelder, Dr. Beth Beck, Dana Brock, Karren Case, Radha Chatterjee, Judy Darrow, Gail Delger, Anthony Didi, Ashley Didi, Pernie Fallon, Cindy Farrell, Debe Frazer, Kathy Garland, Sharon Gillespie, Kim Guthrie, Linda Herbert, Leticia Herrerea, David Hobson, Lynne Hubner, Maribeth Jagger, Rebecca Johnson, Theresa Johnston, Denise Kilmer, Carol Kovacs, Darby LaGrave, Suely Lohr, Minda Macias, Deanna McGarr, Sandy Moss Moder, Magali Munoz, Sheri Murphy, Janak Narayan, Kerry Randol Johnston, Marie Renfro, Betty Rauscher, Joshua Rhodes, Cate Robbins, Celeste Seitz, Christine Teague, Lisa Temple, Maureen Uphues, Jeni Weems Tomlinson, Lynne Weinberger, Karen White, Aimee Wolverton, Renee Wrenwood and **Potters:**Tim Bednar, Elaine Brice, Jennifer Burke, Vicki Gardner, Stephanie Kaminer, Kathy Kelln, Christi Kline, Sheena LaPlante, Alex Macias, Cynthia Nathal, Julio Nathal, Amanda Taylor.

On March 26, we displayed the Auction and Collectors Club bowls at The Cove. We also showcased our 6 celebrity bowls made by Celeste Cox (Habitat for Humanity) Deborah Crombie (Author), George Fuller & Maylee Fuller (Mayor, Love Life Foundation), Danny Meisinger (Potter and teacher) Ruth Thompson (Hugs Cafe, Inc,) and Mary Barnes -Tilley, PhD, (Provost-Collin College - Plano Campus).

Raffle Bowls were chosen from the works of Minda Macias, Josh Christopher and Debe Frazer.

Auction Bowls were created by: Toni iAndrukaitis, Elaine Brice, Kim Guthrie, Rebecca Johnson, Christi Kline, Adam Knoche, Sheena La Plante, Chienhui Ling, Alex Macias, Janak Narayan, Julio Nathal, Robin Pedrero, Kerry Randol- Johnston, Carol Southerland, Lisa Temple , Jeni Tomlinson and Steve Yauch. We had fewer Auction bowls, but netted more income. The auction went live online on April 11th

On Thursday, May 4th, we held the 12th annual Empty Bowls McKinney. All of the food was outside and the event bowls were inside the McKinney Performing Arts Center. This year our 1300 event bowls were inside MPAC taking up 2 conference rooms. The Collectors Club was downstairs in the Gallery which made it more special for participants. Additionally we added an MC for the event which kept the crowd advised of Raffle, Auction and Limited Edition opportunities.

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We had over 1000 guests, vendors, artists and volunteers at the event. There were 13 food vendors who got into the spirit of the event and decorated their stations and interacted with the public and served an amazing selection of soups. We also sold TUPPS beer and wine. Here is this year's vendor list:

- **Blount Fine Foods** – Signature Mac & Cheese, Clam Chowder, Plant Based Vegan Chili
- **Bernard's Gourmet Foods** – Roasted Red Pepper Gazpacho
- **The Celt** – Irish Mac & Cheese with homemade rolls
- **Coffee & Crumbs** – Desert Pear Lemonade and Cold Brew Coffee
- **CT Provisions** – Rabbit Ramen
- **Harvest Seasonal Kitchen** – Smoked Tomato and Fennel Soup with Fennel pollen and Fennel Fronds
- **Hugs Cafe** – Greek Orzo Pasta Salad
- **Local Yocal BBQ & Grill** – Cucumber & Buttermilk Vichyssoise
- **Patina Green** – Cream of Fennel and Leek Soup Topped with Kale Walnut Pesto
- **The Pub** – Guinness Beef Stew
- **Rick's Chophouse** – Cream of Poblano and Corn with Poblano, Onion, Cream Cheese and Corn Relish
- **Spoons** - Strawberry Dreaming
- **Square Burger** – Country Ham and Bean Soup
- **TUPPS** – donated beer and hard seltzers

Coffee & Crumbs won the People's Choice Award! This was their second year at our event. The Coffee & Crumbs Team loved serving our guests.

Guests had their choice of over 1,300 bowls made by local artists, elementary through college students, and members of the community. Our potters also included: Wayne Batchelder, Kay Bernier, Dana Brock, Jillian Cooper, Magda Dia, Bradley Donaldson, Maria Dooley, Martha Duncan, Jonell Geren, Chris Gray, Susan Shiels Johnson, Karen Karnuta, Karen Y Kimball, Adam Knoche, Sona Knox, Stephanie Kreuser, Theresa Krieger, Chienhui Ling, Lisa Long, Katey Loveless, Joe Morgan, Katya Nathal, Robin Pedrero, Marie Renfroe, Jean Schleski, Emily Scott, Carol Sutherland, Amy Titus, Steve Yauch and groups from Allen High School, Collin College, Glaze Ceramic Studio, Jeanne D'Arc Club, Jump into Art Pottery Studios, Make Expression, Prestonwood Christian Academy, SPARC Pottery Studio, Walls of Clay

In each bowl was a card reminding participants to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center and Community Garden Kitchen clients whose story was given on the reverse side of the card. These stories, given by the clients, show some of the needs that these 2 organizations are filling and serving right here in McKinney. Some examples are:

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"Dear Community Garden Kitchen and Hospitality Team Volunteers:

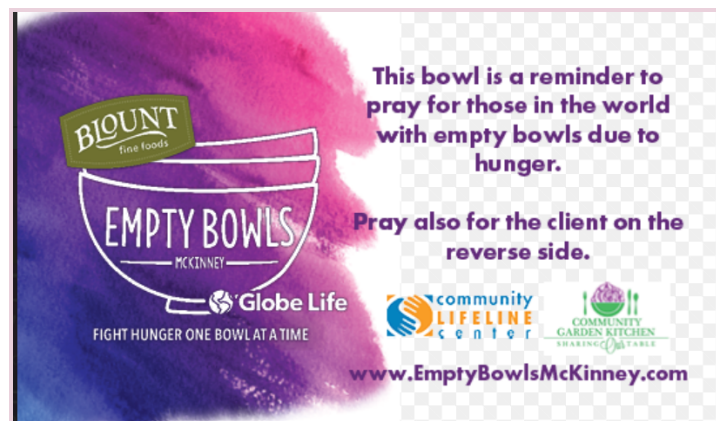
I would like to thank you for your kind service and delicious dinner and dessert. We enjoy spending time together eating and chatting about our day for quality family time. We are thankful to dine in a safe, air-conditioned place, while having a nutritious hot and fresh meal. We look forward to this time of day Monday through Thursday. We value your hospitality. Thank you so much!!! Sincerely, the Davis Family" CGK

"Thank you so much for providing such delicious food. I work at a daycare, am on Social Security and Medicare. I appreciate that every night I have a nice hot meal. I also for mental health get to be eating with a large group of people. Thank you." CGK

"I am a single father with 3 kids.. My rent and utilities have increased. My car note is behind by 2 months. I am not getting any assistance from anyone. I am 100% alone when it comes to my children."

"collapsed with congestive heart failure. Having absolutely no friends or family to fall back on, I got down on my knees and started sobbing, and trusting in prayer. I'm a month behind on everything."

"The Kitchen makes an enormous difference in the 65- 90 people they see every day. The vision is real! Bravo!"



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Goals and Objectives Achieved

1. Fight hunger and raise awareness of Food Insecurity in Collin County
This year we are donating over \$80,000 to 2 charities to buy food to feed hungry neighbors.
2. Bring people to our Historic Downtown McKinney Square
We brought over 1000 guests to the McKinney Performing Arts Center to enjoy a street festival atmosphere.
3. Showcase McKinney's amazing one-of-a-kind restaurants.
We had 13 talented vendors serving gourmet soups in booths decorated to showcase their restaurant. And, the food was terrific!
4. Showcase our incredible local art community and the Pottery Studios.
Once again, we had over 100 artists contributing bowls to our event
5. Increase awareness for the Community Lifeline Center and what they do to fight hunger.
6. Increase awareness for Community Garden Kitchen and their mission to offer dining with Dignity with no questions asked.
7. We marketed the amazing way both charities are responding to hunger in our community:



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Financial Report

Event Income	2023 Budget	2023 Actual
Item		
MCDC Community Event Grant	\$9,500.00	\$9,500.00
Sponsorships	\$45,000.00	\$56,600.00
Donations	\$4,500.00	\$10,502.50
Bowl Making	\$3,500.00	\$4,725.00
Admissions	\$25,000.00	\$24,750.00
Art Auction Proceeds	\$7,000.00	\$8,170.00
Raffle Proceeds	\$3,000.00	\$1,740.00
Merchandise Sales	\$800.00	\$370.00
Extra Bowl Sales	\$4,000.00	\$5,022.50
People's Choice	\$500.00	\$749.00
After Event Sales	\$1,000.00	\$400.00
TOTAL	\$103,800.00	\$122,529

Event Expenses	2023 Budget	2023 Actual
Item		
Supplies	\$3,500.00	\$2,496.30
Kentucky Street rentals	\$9,500.00	\$9,031.32
MPAC rental	\$500.00	\$550.00
Sponsor Appreciation	\$1,000.00	\$374.97
T-Shirts (for volunteers & artists)	\$3,500.00	\$3,965.07
Murad-bidding, online art auction, ticket sales	\$4,500.00	\$4,645.00
Bowl Making	\$3,500.00	\$4,857.88
Security at event	\$600.00	\$540.00
Advertising	\$12,500.00	\$13,163.40
Signs	\$5,000.00	\$1,257.83
TOTAL	\$44,100.00	\$40,881.77
NET INCOME	\$59,700.00	\$81,647.23

	2022	2023
To CLC	\$60,000.00	\$62,000.00
To CGK	\$15,000.00	\$16,000.00
Reserve	\$7,000.00	\$3,647.00
Percent/dollar given to CLC & CGK	62%	64%

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Event Income Variances:

- Our Sponsors were generous, we added several new companies to our team, and added a Donors option for individuals.
- Our bowl making events brought in over 30% more income than anticipated/budgeted.
- Admission was as anticipated/ budgeted.
- Our on-line auction performed better using fewer bowls .
- Our People's Choice cash voting came in more than budgeted.
- After event bowl sales were less than anticipated, this presents an opportunity for next year.
- We sold a LOT of extra event bowls and limited edition bowls during the event.

Event Expense Variances:

- We spent more on bowl making but by adding additional studios and workshops we had greater exposure within McKinney and in other communities, especially Allen and Frisco.
- This year we worked with Murad Auctions to eliminate using multiple companies for ticketing, Auctions, and Workshops. We have some areas for improvement with them, but overall they offered many successful tools. It was also a modest cost savings.
- Our media expenses were much as planned. We re-use what we can and are fortunate to have strong media partners that help to reduce some costs with In Kind donations.

Media	2023 Budget for MCDC	2023 Expenses for MCDC
On-line Ads & Boosts	\$ 3,000.00	\$3,060.50
Print Ads	\$ 4,500.00	\$1,056.87
Yard Signs	\$ 1,000.00	\$1,577.21
Banners, Posters & Cards	\$ 1,000.00	\$4,768.82
Billboard	\$ 500.00	\$0.00
Videos	\$ 2,000.00	\$2,200.00
KLAK radio spots	500.00	\$500.00
TOTAL	\$ 12,500.00	\$13,163.40

Advertising Plan Variances:

- We added Dallas Observer and Allen Housewarmers online to increase non McKinney guests. That was the difference from our original budgeted expenses. This resulted in being picked up by a news service in Denton. This is an area of growth opportunity.
- Hobson's Billboard sign was so gracious to donate the sign this year.
- More Yard Signs were ordered and the prices have increased slightly from last year. We did shop the signs and stakes and the most economical was VistaPrint for the yard signs and Amazon for the stakes. Timed with other city wide events this is an effective marketing tool.
- We added a Step & Repeat selfie banner this year that added to the banner expense. .

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- We took the opportunity to include a facebook live video the day of the event which is highly effective, especially when the weather forecast is sketchy!! This was over the budgeted amount, but was effective.

City	State	Percentage
Allen	TX	7.2%
Anna	TX	1.4%
Bonham	TX	0.4%
Carrollton	TX	1.2%
Dallas	TX	0.4%
Denison	TX	0.4%
Farmersville	TX	0.6%
Frisco	TX	2.8%
Garland	TX	1.0%
Krugerville	TX	0.2%
Leonard	TX	0.8%
Lewisville	TX	0.2%
McKinney	TX	74.8%
Melissa	TX	0.2%
New Braunfels	TX	0.4%
Park Row	TX	0.2%
Plano	TX	1.2%
Princeton	TX	0.4%
Prosper	TX	1.2%
Ravenna	TX	0.2%
Richardson	TX	1.2%
Shady Shores	TX	0.4%
Van Alstyne	TX	0.6%
Wylie	TX	0.6%
Olathe	KS	0.4%
Norman	OK	0.4%
Fall River	MA	0.4%
Minneapolis	MN	0.4%
Seattle	WA	0.2%
Washougal	WA	0.4%
		100.0%
Non McKinney cities		25.2%

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Advertising Examples

Graphics for Community Impact:



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KLAK Digital Ad and Banner:

A large banner for the Empty Bowls McKinney 2023 event. The background is a gradient of purple and blue. At the top left, there is a logo for 'BLOUNT fine foods' with a tagline 'MAY THE 4TH BE WITH YOU'. Below this is a large white bowl graphic with 'EMPTY BOWLS MCKINNEY' written inside. To the right of the bowl, the text 'TASTY GOURMET SOUPS' is written in white. Below the bowl, the date 'MAY 4th' is prominently displayed in large white letters, followed by '6 - 8 PM' and 'MCKINNEY PERFORMING ARTS CENTER'. Below this, the text 'FIGHT HUNGER ONE BOWL AT A TIME' is written in large white letters. Underneath, the word 'Benefiting' is written, followed by logos for 'community LIFELINE center' and 'COMMUNITY GARDEN KITCHEN'. To the right, the word 'Sponsors' is written, followed by logos for 'BLOUNT fine foods', 'Globe Life', 'MCDC', and 'St. Peter's EPISCOPAL CHURCH'. At the bottom, the website 'www.EmptyBowlsMcKinney.com' is displayed in white.

A horizontal banner for the Empty Bowls McKinney 2023 event. The background is a gradient of purple and blue. On the left, the text 'EMPTY BOWLS' is written in large white letters, followed by 'MCKINNEY' in smaller white letters. To the right, the text 'FIGHT HUNGER ONE BOWL AT A TIME' is written in white, followed by 'MAY 4th' in large white letters. Below this, the website 'WWW.EMPTYBOWLSMCKINNEY.COM' is displayed in white. On the right side, there are logos for 'BLOUNT fine foods', 'MCDC', 'Globe Life', and 'St. Peter's EPISCOPAL CHURCH'.

Dallas Observer:

An Instagram post from the account 'dallasobserver'. The post features the Empty Bowls McKinney 2023 banner. The caption reads: 'Join @emptybowlsckinney on May 4th for a fun event showcasing pottery from local artisans and serving up delicious soups. All proceeds support @communitylifeline and @community_garden_kitchen. To purchase tickets, click the link in @emptybowlsckinney's bio!'. Below the caption, there are hashtags: '#EmptyBowls #McKinneyPerformingArtsCenter #Arts #Pottery #LocalArtisans #Soups #FightHunger #McKinney #Texas #DallasObserver'. The post is marked 'JUST NOW'.

A Twitter post from the account 'Dallas Observer'. The post features the Empty Bowls McKinney 2023 banner. The caption reads: 'Join @emptybowlsckinney on May 4th for a fun event showcasing pottery from local artisans and serving up delicious soups. All proceeds support @Comm_Lfne_Cntr and Community Garden Kitchen. To purchase tickets, click here: <http://ow.ly/ioSL50NXY4f>'. The post includes a link to the event page.

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Allen Housewarmers:



Empty Bowls

Empty Bowls is an annual community event featuring local artisans and restaurants that raises money and awareness to support non-profit organizations addressing Food Insecurity. Over 140,000 residents of Collin County are Food Insecure- quite simply they do not know where their next meal will come from. Our

May 4th event features one-of-a-kind hand-crafted bowls by local artisans both professional and amateur, as well as a sampling of gourmet soups from local chefs. The funds raised from this family friendly fun event go to support Community Lifeline and Community Garden Kitchen.

To learn more and to buy tickets please visit our website at emptybowlsmckinney.com. General Admission is only \$35!. Enjoy soups & sweets from local chefs, music and take home a hand-crafted bowl. Check out our [Video](#) of last year's event.



Examples of Meta Ads for Facebook and Instagram:



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Post Insights



Total Insights

See more details about your post.



Post Impressions ⓘ

3,982

Post reach ⓘ

3,757

Post Engagement ⓘ

303



Empty Bowls McKinney

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This unique annual event features a showcase of one-of-a-kind bowls handcrafted by professional and student artists. Guests enjoy a sampling of gourmet soups and more prepared by chefs from local restaurants. Each participant takes home a handcrafted bowl as a reminder of those who are hungry in our community.

Proceeds of the event go to Community Lifeline Center to help provide food for their Community Lifeline Market as well as Feeding Friends and Families mobile distrib... [See more](#)



✓ Completed ▪ Mar 22 ▪ Created by Beth Matlock

[View results](#)

Ticket sales

Empty Bowls McKinney 12 Years of Fighti...



5,212

Reach

94

Link clicks

\$27.70

Spent of \$120.00

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Event Pictures:



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People on Kentucky Street enjoying the event.



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Guests with event bowls, merchandise, soups, and beverages!



Inside the busy bowl room!



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Happy soup samplers!



McKinney's Mounted Unit!

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Our amazing vendors!



Our phenomenal artists!

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I. Metrics to Evaluate Success:

- a. **Attendance:** We expect to bring 1,000 guests to the McKinney Square on a Thursday night in May 2023 and positively impact the businesses who participate in our event and/or are located nearby.

Non-McKinney Attendance: We maintained our non-McKinney residence participation at 25% or more of the attendance.

In 2022, 25.2% of the people who attended our event live outside McKinney.

- b. **Monetary Impact:** We expected to raise at least \$100,000 in gross proceeds and contribute \$70,000 to Community Lifeline Center (80%) and Community Garden Kitchen (20%).

We raised about \$123,000 in gross proceeds. Our net proceeds that will be donated will be just over \$80,000.

All 3 metrics were met or exceeded.