

**BLOUNT**  
fine foods

2024

**EMPTY BOWLS**

MCKINNEY



**Globe Life**

**FIGHT HUNGER ONE BOWL AT A TIME**

**April 25th 2024  
6:00 -8:00 PM**

**Historic Downtown McKinney - MPAC & Kentucky Street**

# 2024 will be the 13th year for Empty Bowls Mckinney.

Empty Bowls is an annual community event featuring local artisans and restaurants that raises money and awareness to support non-profit organizations that address hunger in our community.

Proceeds go to fight hunger and food insecurity through Community Lifeline, Community Garden Kitchen & Little Free Pantry.



#52875310389 - slightly cropped



It's estimated  
that over  
4,000 residents  
in the 75069  
zip code  
suffer from  
Food  
Insecurity

We work with  
organizations  
that address  
these  
individuals  
directly.

# What is Food Insecurity?

Food insecurity is the **lack**  
of **consistent access** to **enough**  
**food** for **all family members**  
to lead an **active, healthy life.**



Source: USDA

Link to graphics <https://www.icafoodshelf.org/blog/2021/3/15/food-insecurity-in-hopkins-minnetonka-excelsior-shorewood-deephaven-greenwood-and-woodlandnbsp>

# Empty Bowls McKinney - The Event! General Admission is \$35

Guests can select from over 1000 artisan bowls to take home as a reminder of those in our community that do without. While enjoying music & fellowship on Kentucky Street, attendees can sample from 12 local food purveyors & restaurants & meet local artisans. Additionally, there is a Raffle, a live-silent Auction, Artisan bowls for sale & Beer & Wine for purchase. Guests can meet with representatives from Community Lifeline, Community Garden Kitchen and The Little Free Pantry.



Picture # 52874594867



Picture # 52875161276

# Grant Request: \$12,000

Total Advertising /Marketing expenses are budgeted at \$15,000 due to continued increases in all costs and growth of the event.

The MCDC Grant will cover 80% of the projected expenses for 2024.

The Empty Bowls Board is committed to covering the balance of these expenses to assure the success of the 2024 Event.

Media	2024 MCDC Budget
On-line ads & Boosts	\$4,000.00
Print Ads	\$2,500.00
Yard Signs	\$1,500.00
Banners, Posters, & Cards	\$5,000.00
Billboard	\$0.00
Videos	\$2,000.00
	<b>TOTAL: \$15,000.00</b>

# 2024 EVENT BUDGET

Event Income	Budget
MCDC Community Event Grant	\$12,000.00
Sponsorships	\$65,000.00
Donations	\$15,000.00
Bowl Making	\$5,000.00
Admissions	\$25,000.00
Art Auction Proceeds	\$8,500.00
Raffle Proceeds	\$3,000.00
Merchandise Sales	\$200.00
Extra Bowl Sales	\$5,000.00
People's Choice	\$500.00
After Event Sales	\$1,000.00
<b>TOTAL</b>	<b>\$140,200.00</b>

Event Expenses	Budget
Supplies	\$3,000.00
Kentucky Street rentals	\$10,000.00
MPAC rental	\$550.00
Sponsor Appreciation	\$500.00
T-Shirts (for volunteers & artists)	\$4,000.00
Murad: online bidding, art auction, ticket sales	\$5,000.00
Bowl Making	\$5,000.00
Security at event	\$600.00
Advertising	\$15,000.00
Signs	\$2,500.00
Arts-N-Bloom	\$300.00
Website Design	\$1,200.00
Advertising Consultant	\$600.00
<b>TOTAL</b>	<b>\$48,250.00</b>

**NET INCOME: \$91,950.00**

Net income will be disbursed:

45% to Community Lifeline Center, 45% to Community Garden Kitchen and 5% to McKinney Little Free Pantry. We project our net income to be over 65% of our total income after holding back 5% in startup funds for the 2025 event.

# MARKETING PLAN AND ACTIONS FOR 2024

## Social Media

### Facebook & Instagram

These continue to be productive vehicles to drive traffic. We will be increasing Boosts and Ads on both venues, adding Reels and Stories.

There will be a dedicated team ensuring that posting is frequent and engaging.

## Digital and Print Media

Community Impact will continue to be a key partner in advertising for both print & digital advertising. We will be increasing print as our demographic is still print oriented for events.

## Yard Signs & Billboard

This continues to be a great way to promote the event.

## Areas for Opportunity

In 2023 we tested advertising with The Dallas Observer on both print & digital. This was successful and we plan to increase our ads with them.

With the goal of increasing traffic from the greater DFW area we will pursue options,

\*Allen Newcomers – direct to consumer

Editorials and ads with

\*Edible Magazine

\*Allen Lifestyle

\*Collin Denton Spotlighter  
and participate in

\*Arts in Bloom on the Square in April.

We will not continue with Radio Advertising.

# Samples of digital, print and Social Media ads used across various venues in 2023.

**BLOUNT**  
fine foods

2023  
MAY THE 4TH BE WITH YOU

# EMPTY BOWLS

MCKINNEY

Globe Life

## FIGHT HUNGER ONE BOWL AT A TIME

Benefiting

community LIFELINE center

COMMUNITY GARDEN KITCHEN  
SHARING OUR TABLE

Sponsors

State Farm Chad Watts

First United

Devot Holdings

Blount Fine Foods

Globe Life

ENCORE WIRE

HEB

COMMUNITY IMPACT

MCDC

love life

St. Peter's

SPARC

Jump & Art Studios

MAKE expression

GLAZE

Dill Investments Legacy Planning Group ProNail Roofing McKinney East  
Craig and Sally Fowler Karen Friedland Eldorado Chevrolet D.A.M.N Good Bartenders KLAK  
Loud and Clear MC Simply Bee Decor Staples

[www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com)

Instagram Post

dallasobserver

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2023  
MAY THE 4TH BE WITH YOU

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Globe Life

## FIGHT HUNGER ONE BOWL AT A TIME

Benefiting

community LIFELINE center

COMMUNITY GARDEN KITCHEN  
SHARING OUR TABLE

dallasobserver

Join @emptybowlsmckinney 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 @emptybowlsmckinney's bio!

#EmptyBowls #McKinneyPerformingArtsCenter #Arts #Pottery #LocalArtisans #Soups #FightHunger #McKinney #Texas #DallasObserver

JUST NOW



# Samples cont.



**EMPTY BOWLS**  
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

**MAY 4th**

MPAC IN DOWNTOWN MCKINNEY

**MCDC**  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

*St. Peter's*  
EPISCOPAL CHURCH



FIGHT HUNGER ONE BOWL AT A TIME

**MAY 4th**  
6 - 8 PM

MCKINNEY PERFORMING ARTS CENTER IN DOWNTOWN MCKINNEY

**TASTY GOURMET SOUPS**

[www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com)



Benefiting



Sponsors



**MCDC**  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

*St. Peter's*  
EPISCOPAL CHURCH

# EVENT BENEFICIARIES



Community Lifeline Center  
Received 80% of Net proceeds from 2023 for a total of \$68,000

Community Garden Kitchen  
Received 20% of Net proceeds from 2023 for a total of \$17,000.

2024  
This year, Community Lifeline and Community Garden Kitchen will each receive 4% of Net proceeds. We will also be adding Little Free Pantry of McKinney for 5%.

5% of Proceeds will be held in reserve for 2025.

# Event Attendance

2023

Over 1000  
Attendees  
25.2% Outside  
of McKinney

2022

923 Attendees  
25% live  
outside of  
McKinney

2021

600 attendees-  
Sold Out  
Limited ticket Sales  
27% Live outside of  
McKinney



Picture # 52875334419

# Food Vendors



EB main Event Vendors 52875180556

12 Local Restaurants and Food Purveyors donate their time and fabulous food to the event they include:

Blount Fine Foods  
Bernards Gourmet Foods  
The Celt  
Coffee & Crumbs

Harvest Seasonal Kitchen  
Local Yocal BBQ & Grill  
Patina Green  
The Pub

Ricks Chop House  
Spoons  
Square Burger  
Hugs Café

A multitude of Professional and amateur artisans and volunteers help make, glaze and paint bowls.

Studio partners include SPARC, Jump into Art, Glaze and Make Expressions.





EB Main Event Bowl Table



EB Main Event Happy Guest -3



EB Main event Bowl making Wheel

Save the Date!!  
April 25th, 2024

&

Thank you!

