

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
	TOTAL: \$15,000.00

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
TOTAL	\$140,200.00

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
TOTAL	\$48,250.00

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

MAY 4th
6 - 8 PM
MCKINNEY
PERFORMING ARTS
CENTER

**FIGHT HUNGER ONE BOWL
AT A TIME**

Benefiting

community LIFELINE center
COMMUNITY GARDEN KITCHEN
SHARING ON THE TABLE

Sponsors

BLOUNT fine foods
Globe Life
State Farm Chad Watts
First United
Devot Holdings
love life
ENCORE WIRE
HEB
COMMUNITY IMPACT
MCDC
St. Peter's EPISCOPAL CHURCH
SPARC Pottery Studio
Jump the 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

Instagram Post

dallasobserver

BLOUNT fine foods 2023
MAY THE 4TH BE WITH YOU
EMPTY BOWLS
MCKINNEY
Globe Life

MAY 4th
6 - 8 PM
MCKINNEY
PERFORMING ARTS
CENTER

**FIGHT HUNGER ONE BOWL
AT A TIME**

Benefiting

community LIFELINE center
COMMUNITY GARDEN KITCHEN
SHARING ON THE 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

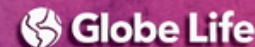
www.EmptyBowlsMcKinney.com



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



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!

