

MCKINNEY PUBLIC LIBRARY FOUNDATION

MDCDC GRANT REPORT

WINTER/FALL 2024 EVENTS

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Executive Summary

The library provides experiences that educate, inform, and entertain.

The McKinney Public Library hosted nine events for the fall/winter 2024 season with the goal to educate, inform, and entertain. Library events showcase cultural celebrations and holidays, providing free, engaging activities and entertainment for all ages. These events supported the MCDC goals of attracting visitors to McKinney and enhancing the quality of life for McKinney residents.

Event	Date	2024 Attendance	MCDC Funds Used
Library Palooza	Sept. 7	220	\$0
Fire Safety Day	Oct. 5	400	\$364.78
Diwali	Oct. 18	300	\$349.13
Halloween Haunt	Oct. 26	575	\$1,984.13
Fall Y'all	Nov. 9	750	\$357.13
Thanks & Giving	Nov. 26	420	\$349.13
Winter Jubilee	Dec. 7	225	\$349.13
Caroling on the Square	Dec. 14	95	\$349.13
Noon Years Eve	Dec. 31	400	\$349.13

Total Attendance: 3,385

Total Grant Funds Used: \$4,451.65

Event Background & Purpose

The McKinney Public Library was established in 1928. For nearly 100 years, the library has served the McKinney community through access to knowledge through books, periodicals, and other materials. As our community has evolved, so too has the library mission. The library's current mission is to serve the community by providing access to materials and experiences that educate, inform, and entertain.

The library has a long-range plan that outlines goals related to events and programs:

- Host major cultural events with the purpose of reaching new audiences
- Provide program experiences that are not easily duplicated elsewhere

Combined, these goals drive the library to increase the size, quality, and quantity of programs and special events. Note, these events are free and open to the public. All events connect attendees with an opportunity to learn and experience new things.

At a time when entertainment is becoming more and more costly, the library is one of the few remaining places in society where entertainment and education remains free.

Event Goals

- Meet or exceed event attendance from previous years
- Increase the number of first time event attendees



Event Attendance

Most events met registration & attendance goals.

Event	Date	Previous Attendance	2024 Attendance	Percent Change	Registration Total	% From Outside McKinney
Library Palooza	Sept. 7	NA	220	NA	260	NA*
Fire Safety Day	Oct. 5	500	400	-20%	620	18%
Diwali	Oct. 18	950	300	-68%	1,000	38%
Halloween Haunt	Oct. 26	600	575	-4%	820	32%
Fall Y'all	Nov. 9	450	750	+66%	948	23%
Thanks & Giving	Nov. 26	100	420	+320%	575	22%
Winter Jubilee	Dec. 7	NA	225	NA	443	19%
Caroling on the Square	Dec. 14	60	95	+58%	168	25%
Noon Years Eve	Dec. 31	500	400	-20%	611	36%

*Zip codes were not collected during registration prior to October 1.

Total Attendance: 3,385

Avg. % from Outside McKinney: 27%

EVENT ADVERTISING

Event Advertising

Unpaid Promotions

The library traditionally promotes events through unpaid advertising channels:

- Facebook: 5,100 followers
- Newsletter: 11,331 email subscribers
- City of McKinney Facebook: 49,000 followers
- City of McKinney Newsletter: 85,000 emails
- Digital Signage
- Posters and flyers in the library

Every special event is advertised a minimum of four weeks in advance, using the same methods. Trackable links are used to measure the effectiveness of each advertising effort.

Thanks to the generosity of MCDC, the library was able to test a few different methods of paid advertising, as detailed in the following pages.

Registration

We closely watch registration numbers for each event to determine if any additional advertising efforts are needed.

For outdoor events, the library can comfortably host 1,000 participants. For indoor events, capacity is closer to 500. If registration is already full, we will pull back on advertising. We do not want to frustrate patrons who are unable to register or provide an overly crowded event experience.

You'll note that some events received more paid efforts than others. This is due to the combination of event design and registration numbers during the advertising period.



Event Advertising (All Events)

Paid Advertising: Interactive Chalk Art (\$1,635)



To engage audiences outside of the library, we hired a 3D chalk artist to create a fall themed piece of art to be displayed during the Trick or Treat Trail at Towne Lake Park. This event is typically attended by more than 6,000 community members.

The chalk art was displayed from Oct. 14 through Nov. 26, which allowed general park attendees to interact with the art and learn more about the library's fall events.

A reel was produced for the city's Instagram account to drive awareness of the art.



RESULTS

Reel:

- 437 Likes
- 26 Comments
- 97 Shares
- 14,868 Views

QR Code:

- 193 scans
- 61 links clicked

The QR code took viewers to a landing page with a list of all the library's fall events. Viewers could click through to a specific event to register.

The landing page automatically removed past events, ensuring that the viewer was only shown upcoming events.



Event Advertising (All Events)

Paid Advertising: Community Impact Partnership (\$2,325)

COMMUNITY IMPACT PARTNERSHIP

A print, digital, and PR partnership was created with Community Impact. Results for each event are detailed in the following pages.

- 1/4 page print ad in September issue advertising all events
- Storytelling article featured in September newsletter advertising all events
- Website ads ran Oct. 1 - Dec. 31 for specific events

STORYTELLING ARTICLE



Enjoy free, family-friendly events this fall at the McKinney Public Library

Sep 29, 2024

[Read more →](#)



[VIEW NOW](#)

PRINT AD

FREE FALL FUN
at McKinney Public Library

- sep 05 Fire Safety Day
- sep 18 Diwali: Festival of Lights
- sep 26 Halloween Haunt
- nov 09 Fall Y'all
- nov 26 Thanks & Giving
- dec 07 Winter Jubilee
- dec 14 Caroling on the Square
- dec 31 Noon Years Eve

Promotional support provided by:
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Register Today
McKinneyPublicLibrary.org/Register

DIGITAL AD EXAMPLES

Promotional support provided by
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

NOON YEAR'S EVE
Tuesday, Dec. 31 • 11 a.m. - 12:30 p.m.
McKinneyPublicLibrary.org

Promotional support provided by
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

DIWALI
FESTIVAL OF LIGHTS

Friday, Oct. 18 • 7-9 p.m.
McKinneyPublicLibrary.org

Promotional support provided by
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

CAROLING
ON THE SQUARE

Saturday, Dec. 14 • 5 p.m.
McKinneyPublicLibrary.org

Promotional support provided by
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Fall Y'all! Saturday, Nov. 9 • 10 a.m.-1 p.m.
McKinneyPublicLibrary.org

Promotional support provided by
MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

HALLOWEEN HAUNT
SATURDAY, OCT. 26 • 10 A.M.-1 P.M.
[MCKINNEYPUBLICLIBRARY.ORG](https://McKinneyPublicLibrary.org)

EVENT SUMMARIES

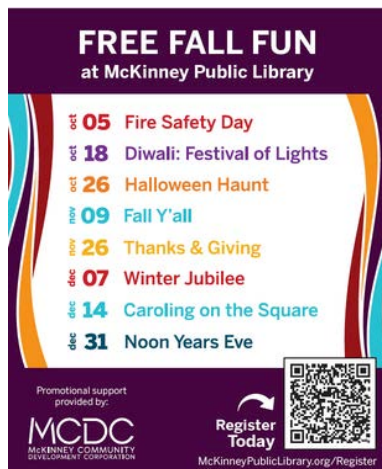
Event Summary: Fire Safety Day

Paid Advertising & Results:

Meta Ads

Ads ran on Facebook and Instagram from Sept. 25 - 30.

- Link Clicks: 85
- Impressions: 2,536



Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 225,115 Impressions during month of October.
 - 13 digital ad clicks



Bookmarks

Bookmarks distributed the week leading up to the event.

- QR Code Scans: 28



Total Grant Funds Used: \$364.78

Fire Safety Day



Event Summary: Diwali

Advertising & Results:

Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 225,115 Impressions during month of October.
 - 21 digital ad clicks



Print Ad



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 58



Total Grant Funds Used: \$349.13

Diwali



Event Summary: Halloween Haunt

Paid Advertising & Results:

Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 225,115 Impressions during month of October.
 - 21 digital ad clicks



Print Ad



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 79



Total Grant Funds Used: \$349.13

Halloween Haunt



Event Summary: Fall Y'all

Paid Advertising & Results:

Meta Ads

Ads ran on Facebook and Instagram from Nov. 6 - 8.

- Link Clicks: 91



Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered.
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 332,402 Impressions during month of November.
 - 26 digital ad clicks

Print Ad



Digital Ads



Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 20



Total Grant Funds Used: \$357.13

Fall Y'all



Event Summary: Thanks & Giving

Paid Advertising & Results:

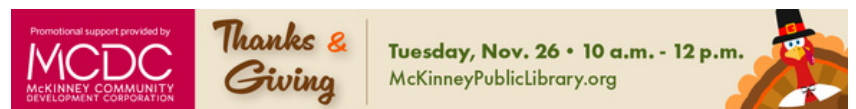
Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered.
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 332,402 Impressions during month of November.
 - 18 digital ad clicks



Print Ad



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 27



Total Grant Funds Used: \$349.13

Thanks & Giving



Event Summary: Winter Jubilee

Paid Advertising & Results:

Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered.
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 332,402 Impressions during month of November.
 - 16 digital ad clicks



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 28



Total Grant Funds Used: \$349.13

Winter Jubilee



Event Summary: Caroling on the Square

Paid Advertising & Results:

Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered.
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 280,890 Impressions during month of December.
 - 13 digital ad click



Print Ad



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 15



Total Grant Funds Used: \$349.13

Caroling on the Square



Event Summary: Noon Year's Eve

Paid Advertising & Results:

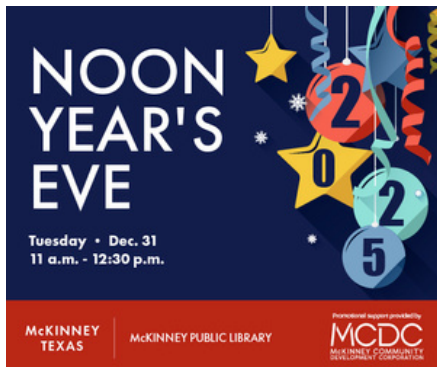
Community Impact

Print ad included in September issue of Community Impact.

- **Print Ad:** 80,192 newspapers delivered.
 - 273 QR code scans (total)
- **Email:** 2,143 Clicks on the Storytelling Banner in newsletter.
- **Digital Ads:** 280,890 Impressions during month of December.
 - 10 digital ad click



Print Ad



Digital Ads

Bookmarks

Bookmarks distributed the weeks leading up to the event.

- QR Code Scans: 15



Total Grant Funds Used: \$349.13

Noon Year's Eve



Conclusion

The MCDC grant funds allowed the library to test a variety of paid marketing. All advertising methods spread awareness but some had a more direct impact to registration.

Out of Box Marketing

- The chalk art was positively received and took awareness outside of the library walls.
- The chalk art created a hard-to-replicate experience, which aligns with the library goals.
- Effectiveness of this effort is measured by engagements, both in-person and digitally. For the low overall cost per engagement, this effort was deemed effective for spreading awareness and building goodwill.

Social Media Ads

- Social ads were effective in increasing registrations in the week(s) leading up to the event. Ads are trackable and can be turned on/off as needed.

Bookmarks

- Effectiveness of bookmarks are measured both by their distribution and by direct scans. Bookmarks were distributed on and off-site of the library. For the low overall cost, these were deemed effective for spreading awareness.

Community Impact Partnership

- This partnership provided multiple methods of increasing awareness across a four month time frame. Each method provided thousands of impressions.

Thank you!