

Overview of Promotional and Community Event Grant Applications
Cycle I FY 19

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Committee Recommendation
Heritage Guild of Collin County (P&C 19-01)	Jaymie Pedigo, Executive Director 972.562.8790; director@chestnutsquare.org	The mission is to celebrate community, preserve history and inspire the future. 501 (C)(3) organization oversees Chestnut Square Historic Village, which is comprised of five historic homes, replica of a one-room schoolhouse, chapel, store, reception house and Visitors Center.	Request is for \$7,500 to support marketing and promotion of 2019 Farmers Market; Tour de Coop; and Ice Cream Crank-off	February 2019-August 2019	Historic Preservation calendar; rack cards posted at CVB, Chamber and other locations in McKinney, Collin County and Texas travel centers; posters; food and tour magazines; spot ads in local and regional papers and on local radio. Continuing efforts to rebrand as a museum and tourist attraction; collaborations with other museums in downtown.	Not defined. Exit survey will be deployed for each event to assess advertising effectiveness.	Farmers Market - revenue budgeted at \$62,000; expenses budgeted at \$15,000; promotion and advertising budgeted at \$7,840. Tour de Coop revenue budgeted at \$7,500; expenses budgeted at \$3,000; promotion and advertising budgeted at \$1,000. Ice Cream Crank-off - revenue budgeted at \$8,500; expenses budgeted at \$2,000; promotion and advertising budgeted at \$1,500. Total advertising and promotion for the 3 events is \$12,915.	\$15,000 (2018); \$12,000 (2018); \$10,000 (2017); \$12,500 (2017); \$6,500 (2016); \$11,000 (2015); \$9,000 (2015); \$12,500 (2014); \$15,000 (2013); \$15,000 (2012); \$11,750 (2011); \$12,000 (2010); \$5,000 (2009); \$1,400 (2009); \$12,500 (2008); \$1,750 (2006)	\$7,500
Collin County History Museum/WWI Centennial Commemoration (P&C 19-02)	Mary Carole Strother, Executive Director; 972.542.9457 ext. 100; director@collincountyhistoricalsociety.org	Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting \$11,675 to promote the <i>McKinney Then and Now</i> exhibit in 2019	Exhibit will open in February 2019 and continue through December 2020	Promotion of the exhibit through advertising in newspapers and magazines, in digital and print format. Purchase 5-1/4 page print ads in Celebration Magazine (35,000 printed copies); 5 dedicated email blasts (7,500 subscribers and 3,500 FB followers) through Celebration; print advertising in <i>Historic Downtown McKinney Sketched</i> ; marketing events through Collin College, McKinney Chamber and Celebration; banner mounted on west side of museum.	Target is to attract 8,000 to the exhibit.	Revenue (membership, sales and donations) from the exhibit is budgeted at \$15,144. Total expense for the exhibit is budgeted at \$19,908. Marketing expense is budgeted at \$14,450.	\$8,532 (2018) WWI Centennial Commemoration; \$6,225 (2017) for WWI Centennial Commemoration; \$4,500 (2014) for Vietnam Syndrome Exhibit	\$11,675
Empty Bowls Event/St. Peter's Episcopal PC19-03	Jamie St. Clair; 972.562.1166; jstclair@stpetersmckinney.com	St. Peter's created Empty Bowls McKinney in 2012 to raise money to combat hunger. In 2019 a contribution of \$43,720 to Community Lifeline Center's hunger initiatives is projected.	Requesting \$7,500 to promote the 2019 Empty Bowls event.	May 16, 2019	Advertising planned includes magazines and newsletters; banners, posters, cards; newspaper; yard signs; Facebook posts; radio; billboard	Attendance goal is 1,000, event that will be held at MPAC; more than 50 McKinney artists are participating; 14 McKinney Square restaurants are participating and are promoted	Projected revenue is \$76,000; expenses are budgeted at \$32,280; advertising costs budgeted at \$9,000; signs budgeted at \$5,000. Plans are in place to seek an additional \$32,000 in sponsorship.	\$7,500 (2018) \$7,500 (2017); \$7,000 (2016); \$4,570 (2015)	\$7,500

Overview of Promotional and Community Event Grant Applications
Cycle I FY 19

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Committee Recommendation
McKinney Main Street (P&C 19-04)	Amy Rosenthal; 972.547.2652; arosenthal@mckinneytexas.org	The Historic Downtown McKinney Cultural District is a unique destination where historic treasures, cultural attractions, independently-owned businesses and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors.	Requesting \$15,000 to promote McKinney Cultural District events	Eight events February 2019-May 2019	Friday Guide - Dallas Morning News; Plano Profile monthly 1/2 page ads; Pandora; Movie Theater Pre-show; social media	Total anticipated attendance for the eight events=42,900. Metrics will include overall foot traffic; attendance, store-specific sales increases, vendor and community feedback, activity impact on downtown business owners	Advertising and marketing is budgeted at \$30,000. P&L for Main Street in 2018 shows revenue of \$1,397,199; expenses of \$1,307,686	\$15,000 (2018) Arts in Bloom; \$15,000 (2018) Home for the Holidays; \$15,000 (2017) Oktoberfest; \$15,000 (2017) Arts in Bloom; \$12,000 (2016) Arts in Bloom); \$15,000 (2015) Home for the Holidays; \$14,000 Bike the Bricks (2015); \$15,000 Oktoberfest (2014); \$7,000 Arts in Bloom (2014); \$10,500 Bike the Bricks (2011); \$25,000 Bike the Bricks (2010); \$15,000 Dickens ; Oktoberfest (2008); \$37,500 RWB & Art & Jazz (2008); \$10,000 Chair Event (2006)	\$15,000
Star-Spangled Salsa Fest - Community Garden Kitchen (P&C 19-05)	Angela Poen, President;972.345.2171; angelapoen@sbcglobal.net; Michele Bernard, Game Day Foods; 214.726.2203; michele@bernardsgourmetfoods.com	The goal of the Community Garden Kitchen is to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger.	Requesting \$6,700 for promotion and advertising of the 2019 Star-Spangled Salsa Fest	July 4, 2019	Print media; radio, social media, yard signs, flyers and posters	Attendance in 2018 was approx. 3,000. Target for 2019 not identified but is anticipated to grow.	Revenue is budgeted at \$46,200; total cost is budgeted at \$23,300. Promotional budget is \$8,200.	\$5,268 (2018)	\$6,700
Kiwanis Club of McKinney (P&C 19-06)	Dennis Williams dcustomwood@gmail.com 972.562.7219	Nonprofit organization dedicated to changing the world one child and one community at a time.	Requesting \$2,500 to promote the 2019 Kiwanis Triathlon	September 29, 2019	Digital marketing; print ads	750 participants; 750 spectators	Total revenue is budgeted at \$44,000; expenses are budgeted at a total of \$22,298. No promotional budget included.	\$2,750 (2018); \$3,525 (2017); \$3,000 (2016); \$2,500 (2015); \$3,000 (2014); \$5,000 (2013); \$5,000 (2012); \$3,750 (2011); \$5,000 (2010); \$5,000 (2009); \$10,000 (2008); \$7,000 (2007)	\$2,500

Overview of Promotional and Community Event Grant Applications
Cycle I FY 19

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Committee Recommendation
ManeGait Therapeutic Horsemanship 2018 Country Fair (P&C 19-07)	Patricia Nelson, Executive Director, 459.422.65374; tnelson@manegait.org	Founded in 2007, ManeGait provides a way for children and adults with disabilities to move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.	Requesting \$8,000 to promote 2019 Country Fair	April 27, 2019	Promotion of ManeGait Country Fair website and listing on local event calendars; eblasts to ManeGait database; advertisement in community magazines; social media promotion; radio advertising through Cumulus Media and KLAK	Attendance of 1,500 at event from McKinney and surrounding areas and 150 volunteers; media mentions and advertisements; social media posts/reach; participation by community organizations	Revenue estimated at \$89,750; expenses are budgeted at \$29,750; promotional budget is \$8,000 - \$4,000 radio; \$2,000 online; \$2,000 print	\$5,000 (2018) Country Fair; \$4,000 (2016) Gaitapalooza	\$8,000
SBG Hospitality PC#19-08	Lauren Stephan, Founder and Director; 318.527.9221; Hello@SBGHospitality.com	SBG Hospitality is an event production and marketing company. Current McKinney festivals include: McKinney Wine & Music Festival; McKinney Beer & Bites; Run for the Rose; McKinney St. Patrick's Day Festival & Shamrock Run; McKinney Fall Festival and Monster Dash	Requesting \$15,000 for advertising, marketing and promotion of the McKinney St. Patrick's Day Festival & Shamrock Run	March 16, 2019	Social media; video promotion; event website; magazine ads; mass email blasts; Community Impact; local bloggers; local radio; media outreach	Attendance goal of 6,500; social media followers-500,000; views through Eventbrite; feedback from attendees, participating businesses, sponsors, vendors, restaurants; surveys sent to attendees and partners; data collection via Eventbrite, surveys and color coded wristbands	Gross Revenue budgeted at \$50,000; expenses - \$35,000; donation to Warriors Keep est. at \$2,000	\$13,350 (2018) McKinney Wine and Music Fest	\$15,000

\$73,875