

# MCKINNEY PUBLIC LIBRARY FOUNDATION

## MCDC GRANT REPORT

### WINTER/FALL 2024 EVENTS

# Table of Contents

Executive Summary	_____	<b>03</b>
Event Background	_____	<b>04</b>
Event Attendance	_____	<b>05</b>
Event Advertising	_____	<b>06</b>
Event Summaries	_____	<b>10</b>
Conclusion	_____	<b>27</b>

# 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.



**WATCH NOW**

### 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 →](#)



### PRINT AD

**FREE FALL FUN**  
at McKinney Public Library

Oct 05	Fire Safety Day
Oct 18	Diwali: Festival of Lights
Oct 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](https://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](https://McKinneyPublicLibrary.org)

Promotional support provided by  
**MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**DIWALI**  
FESTIVAL OF LIGHTS

Friday, Oct. 18 • 7-9 p.m.  
[McKinneyPublicLibrary.org](https://McKinneyPublicLibrary.org)

Promotional support provided by  
**MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**CAROLING ON THE SQUARE**

Saturday, Dec. 14 • 5 p.m.  
[McKinneyPublicLibrary.org](https://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](https://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:

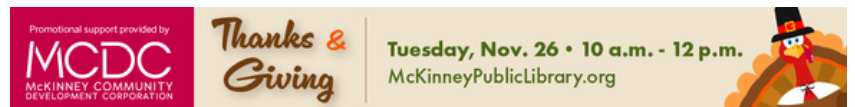
### Community Impact

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.

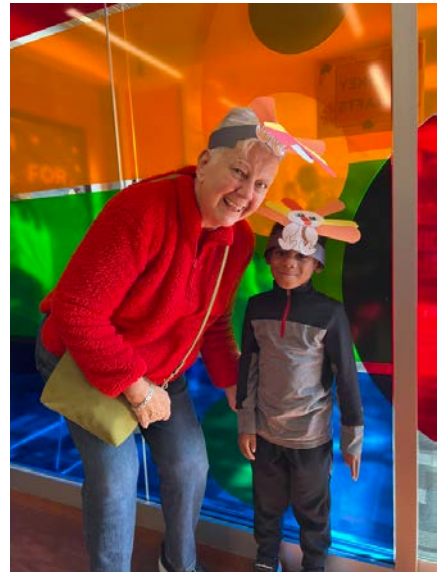
- QR Code Scans: 27



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



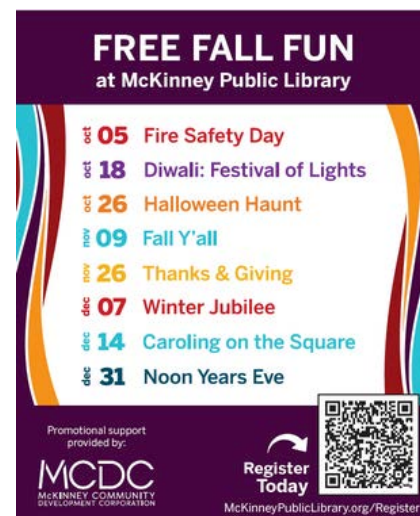
# Event Summary: Caroling on the Square

## 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:

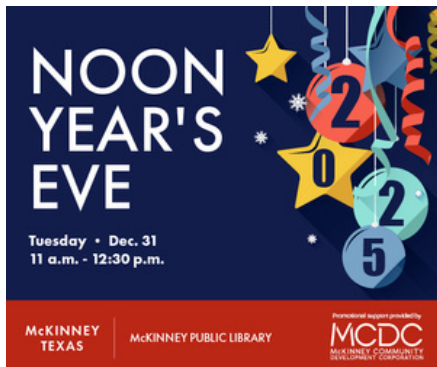
### Community Impact

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!**