

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 24-1707, **Version:** 1

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Consider/Discuss Promotional and Community Event Grant Application Submitted by Texas Women Society (PC 24-16) in the Amount of \$13,500.00 for the Advertising, Marketing and Promotion of the 2024 McKinney Lunar Harvest Event.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 27, 2024

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- Texas Women Society is requesting \$13,500 for the advertising, marketing and promotion of the 2024 McKinney Lunar Harvest to be held October 12, 2024, at Dr. Glenn Mitchell Memorial Park.
- The event will celebrate the full moon and will promote cross-cultural understanding and appreciation by showcasing the sights, sounds and tastes of the many different Asian countries represented in our community.
- The event will include live music, traditional Asian décor, street food and cultural vendors and cultural demonstrations (making mooncakes and tea ceremony).
- The grant would be used to expand the marketing scope of the festival and reach a wider audience not only in the DFW area but also in the surrounding states/cities.
- This is a free event.

### BACKGROUND INFORMATION:

- Texas Women Society is a non-profit women's organization in the North Texas area founded by three Asian women in March 2022. The mission is to empower women and make a positive impact on the community by increasing awareness of different cultures and promoting unity through diversity and understanding.
- The organization has more than 100 members and five non-paid Board members.

### FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.

- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded a Promotional and Community Event grant to Texas Women Society in an amount of \$8,000 for the 2024 McKinney Asian Festival.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation