TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Public Library (PC 24-23) in the Amount of $8,478.00 for the Advertising, Marketing and Promotion of 2024 Fall Special Events

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:
- McKinney Public Library is requesting $8,478 for the promotion of their Fall 2024 events which will include Library Palooza (September), Fire Safety (October), Diwali (October), Halloween Haunt (October), Fall Y'all (November), Thanks and Giving (November), Caroling on the Square (December), Winter Jubilee (December), and Noon Years Eve (December).
- Estimated attendance is 500 per event with 20% coming from outside McKinney.
- Events will be hosted at one of the two McKinney libraries.

BACKGROUND INFORMATION:
- Established in 1928, the McKinney Public Library serves the community by providing access to materials and experiences that educate, inform and entertain.
- One goal is to reach new audiences by providing major cultural events each year. Programs provide a learning outcome and are experiences that are not easily duplicated. Each program is designed to test the limits of available technology, increase accessibility to technology, and improve virtual experiences.
- Library membership is increasing with over 11,000 new members in 2023 and over 39,000 guests to the libraries.

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.
- This is the first time McKinney Public Library has applied for a grant from MCDC.

SUPPORTING MATERIALS:
- Application Packet
- Presentation

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