



# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 24-1710, **Version:** 1

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Consider/Discuss Promotional and Community Event Grant Application Submitted by The Warrior’s Keep (PC 24-19) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2024 Veterans Day Event at TUPPS Brewery

**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:**

- The Warrior’s Keep has submitted a grant request in the amount of \$15,000 for the promotion of an annual Veterans Day Event.
- The Veteran’s Day event and gala began in 2017 and takes place annually. It honors veterans and serves as a critical fundraiser for the organization’s operating budget.
- Expected attendance is 1,000, with 50% coming from outside McKinney.

**BACKGROUND INFORMATION:**

- While veterans are trained to go to war, they are not trained to return home. The Warrior’s Keep, founded in McKinney, is a US military veterans nonprofit whose mission is to unite, empower and enhance the quality of life for veterans through Outdoor Adventure Therapy (OATH).
- Programs are designed to address anxiety, loneliness and depression, and adventures include kayaking, fishing, racing and mountain hiking.
- Since its inception, The Warrior’s Keep has served over 1,000 veterans.

**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 The Warrior’s Keep has applied for a grant from MCDC.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation