



22-0551

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Meals on Wheels in the Amount of \$3,000.00 for the Advertising, Marketing and Promotion of the 2022 I Spy McKinney Adventure and Event.

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

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Meals on Wheels is requesting \$3,000 for the advertising, marketing and promotion of the 2022 I Spy McKinney scavenger hunt and event.
- Event will feature a scavenger hunt by car throughout McKinney and a concert and event at HUB 121.
- This will be the second I Spy event. The 2021 event raised over \$6,000 for Meals on Wheels.
- Ticket price is \$40 per car, and entrance to the concert and event at HUB 121 is free.

BACKGROUND INFORMATION:

- Mission of Meals on Wheels is to combat hunger and isolation among the disabled and older adults.
- This event is a collaborative effort of Meals on Wheels with Senior Services Alliance (McKinney Chamber of Commerce). Senior Services Alliance strives to connect like-minded businesses and provide education on senior related topics and services.

FINANCIAL SUMMARY:

- MCDC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.

- This is the first time Meals on Wheels has applied for an MCDC grant.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)