



23-0012

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Foundation of McKinney (PC 23-07) in the Amount of \$3,000 for the Advertising, Marketing and Promotion of the 2023 McKinney Kiwanis Triathlon.

**COUNCIL GOAL:** 1: Direction for Strategic and Economic Growth  
1D: Leverage the existing partnerships with MEDC and MCDC

**MEETING DATE:** January 26, 2023

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Kiwanis Club of McKinney is requesting \$3,000 for the advertising, marketing and promotion of the 2023 McKinney Triathlon.
- The event will be held April 16, 2023.
- The event draws approximately 300 adult participants for the triathlon, with 150 family members at the event. This year's goal is to grow the event to 500 participants.

**BACKGROUND INFORMATION:**

- Kiwanis Club of McKinney is a nonprofit organization dedicated to changing the world one child and one community at a time.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded Kiwanis Club of McKinney a Promotional and Community Event grant in FY 22 in the amount of \$3,000 for promotion of the 2022 McKinney Triathlon.

**SUPPORTING MATERIALS:**

- Application Packet

- Presentation

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