

25-2367



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Public Library Foundation (PC 25-11) in the Amount of \$7,000.00 for the Advertising, Marketing and Promotion of 2025 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:** January 23, 2025

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Public Library is requesting \$7,000 for the promotion of upcoming 2025 events including:
  - Mardi Gras on February 22;
  - Passport Party on March 22;
  - Spring into Fun on April 26;
  - Summer Kickoff (date TBD);
  - 3 summer events (dates TBD); and
  - Literary Festival (date TBD).
- Estimated attendance is 500 per event with 30%-50% coming from outside McKinney.
- Events will be hosted at one of both McKinney libraries as well as the new City Hall.

**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 allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- Additionally, unspent funds from FY24 that were reallocated and remain available for FY25 promotional grants were \$72,205.81.
- MCDC awarded a promotional grant to McKinney Public Library Foundation in FY24 in an amount of \$4,500 for 2024 Fall events.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation

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[Application Packet](#)

[Presentation](#)