

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	22-0551	<b>Name:</b>	PC 22-24 Meals on Wheels
<b>Type:</b>	Agenda Item	<b>Status:</b>	Agenda Ready
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	6/23/2022	<b>Final action:</b>	
<b>Title:</b>	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.		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Application Packet, 2. Presentation		

Date	Ver.	Action By	Action	Result
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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:**

- MCDL'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 MCDL grant.