



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 23-0011, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC 23-06) in the Amount of \$9,500 for the Advertising, Marketing and Promotion of the 2023 Empty Bowls Event.

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:

- St. Peter's Episcopal is requesting \$9,500 for the advertising, marketing and promotion of the 2023 Empty Bowls event benefiting Community Lifeline Center and Community Garden Kitchen.
- Event date is May 4, 2023 in Historic Downtown McKinney.
- Attendance goal is 1,000 from McKinney and across the DFW area.
- Other events associated with the 2023 Empty Bowls will include bowl making workshops beginning in January. Additionally, there will be a preview event on March 25.
- In addition to raising funds for Community Lifeline Center (80%) and Community Garden Kitchen (20%), the event promotes McKinney artists and restaurants participating in the event.

BACKGROUND INFORMATION:

- St. Peter's created Empty Bowls McKinney in 2012 to raise funds to help combat hunger in the community.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 22 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded St. Peter's a Promotional and Community Event grant in the amount of \$9,500 for the 2022 Empty Bowls Event.

SUPPORTING MATERIALS:

- Application Packet
- Presentation