



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 25-2360, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC 25-04) in the Amount of \$12,000.00 for the Advertising, Marketing and Promotion of the 2025 Empty Bowls Event.

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:

- St. Peter's Episcopal Church is requesting \$12,000 for the advertising, marketing and promotion of the 2025 Empty Bowls event benefiting Community Lifeline Center, Community Garden Kitchen and McKinney Little Free Pantry.
- Event date is April 24, 2025 in Historic Downtown McKinney.
- Attendance goal is 1,000 from McKinney and across the DFW area, with about 25% visiting from outside of McKinney.
- Tickets are \$35 for general admission and \$125 for Collector's Club.
- Other events associated with the 2024 Empty Bowls will include bowl making workshops beginning in January. Additionally, there will be a preview event.
- 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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded St. Peter's a Promotional and Community Event grant in the amount of \$12,000 for the 2024 Empty Bowls Event.

SUPPORTING MATERIALS:

- Application Packet

- Presentation