

MCDC Promotional & Community Event Grant | FY2026
McKinney Public Library Foundation (MPLF)
In partnership with McKinney Public Library

A one-time reopening event with citywide visibility

Event type: Hall reopening celebration and first-time milestone event in Fall 2026 (mid-to-late October, tentative).

Location: Roy & Helen Hall Library, in downtown McKinney — walkable to shops, dining, and other downtown activities.

The reopening will showcase new destination features: a 26-foot planetarium, 2,500 sq. ft. exhibit space, youth/teen areas, quiet study spaces, local history, and improved accessibility.

The event is designed to attract both McKinney residents and surrounding communities, encouraging broader visitation to downtown businesses.

26-ft

Planetarium

2,500 sq. ft.

Exhibit Space

Free

Family-Friendly Event

Downtown

Business Spillover

MPL and MPLF have demonstrated strong community engagement

34,000+

overall program attendance reported

30,000+

visitors to the first traveling exhibit

3,385

attendance across 9 prior MCDC-
supported events

27%

average attendees from outside
McKinney

Fire Safety Day



Halloween Haunt



Thanks & Giving



Caroling on the Square



Illustrative programming for a destination-style reopening

Overall theme submitted: SPACE, with continuous planetarium showings throughout the day.

Illustrative activities: comet craft, galaxy sensory bin, alien/astronaut wearable crafts, robot/rover activity, star scavenger hunt, and face painting.

Guest experience: ribbon-cutting, building tours, library card sign-ups, MPLF awareness table, and QR-driven event engagement.

Community partnership concepts: astronomy/science partners, cosplay or themed activations, and downtown-friendly cross-promotion.

Best-practice operating approach: timed activity flow, all-day attendance windows, and indoor fallback options if weather is poor.



Targeted promotional plan with a clear budget structure

\$5,500

Proposed marketing budget

Social media will broaden reach beyond existing followers and concentrate spend in the highest-conversion period before reopening.

Printed bookmarks provide low-cost, high-visibility promotion through outreach and partner distribution.

\$1,935

Social media ads

Community Impact print, storytelling/PR, and website ads extend awareness throughout McKinney beyond current subscribers.

Diversity and reach: the submitted plan includes bilingual materials for Hispanic patrons/community and digital targeting outside McKinney.

\$750

Printed bookmarks

Measurement: registration activity, QR/trackable links, pre-event social interest, and on-site door counts.

\$2,815

Print / digital media

How this event supports tourism, business opportunity, and community benefit

20%

expected attendees from outside
McKinney

33 miles

estimated geographic reach

1,000+

Anticipated attendance

5.9K/14.5K+

Facebook Followers / Newsletter
Subscriber

Walkability between Hall and surrounding downtown businesses supports lingering visits, dining, shopping, and participation in other McKinney activities.

The reopening promotes Hall as a destination for culture, science, and learning—especially through the planetarium and traveling exhibits.

Success will be measured through attendance, planetarium visits, new library accounts selecting Hall as home library, press coverage, and social engagement/check-ins.

MCDC support enables a visible, measurable reopening campaign with lasting value for downtown McKinney and future signature library events.

**Request
\$5,500**

for Hall reopening promotion and
sustained program awareness

Thank you
Questions?