



MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

2017 Project Grant

Final Report

Organization: Habitat for Humanity – North Collin County

Funding Amount: \$3,500

Community Event: Habitat ReStore Birthday Bash

Start Date: October 28, 2017

Completion Date: October 28, 2017

Location: The ReStore
2060 Couch Drive
McKinney TX 75069



Narrative Report

This year's event was our 7th Annual and it turned out to be a great success! The ReStore Monster Mash Birthday Bash was a free community event, open to the public, celebrating 7 years of operations for our ReStore. The event was held at our store from 10 am to 2 pm. An attendance of 734 was received and the biggest gain was of new customers and a tremendous boost in sales.



Our entertainment for the day included a face painter, balloon artist, truck with a large LED screen with a giant Pac-Man game from Gorilla Adz and advertising, special photo booth with picture postcard for participants, a haunted cave, music by WAY FM 89.7, and Home Depot Kids Workshop. We held a costume contest sponsored by Junior League of Collin County with prizes for children, and youth. Free food for 400 was provided for all by Texas Bank. We recorded 734 attendees between the hours of 10:00 am and 2:00 pm, most of which had a member of their party dressed in costume. Of the recorded visitors 47% indicated they had heard about the event through a printed ad. The next highest section of participants indicated they had heard of the event through word of mouth, which is typical for our customers. Our

ReStore emails went out to 7,227 email addresses this year, and they have an average of 20% open rate. We had a gain of 1,627 more emails sent through Restore email than last year. The billboard was

not a factor this year, but print, word of mouth, and social media reached significant amounts of new attendees with 54% first time customers surveyed there for the first time and 45% return customers.

The sales during the Birthday Bash of 2017 were significantly higher than last year.

Customer **were** browsing more frequently, as well as kids enjoying all the food and games. Having most of the activities inside seemed to be a huge factor in translating

the traffic into sales. Overall, the event was a huge success and we plan to engage even more with customers next year. Having customers interacting with the merchandise, and leading activities for the adults while kids are in line should bring more growth next year.



Goals & Objectives

Our stated goals for this event and every ReStore event were:

Event Goals

Increase awareness of the store	Our goal was to increase awareness, reach new customers, and increase sales.
Reach new customers	Additional customers from targeted areas made up a higher percentage of customers than others.
Provide a better info on the merchandise the Restore has to purchase.	As customers were passing by we passed out brochures on the types of merchandise we carry and answered all questions
Create a fun and service filled atmosphere	We had new activities that included the Gorilla Ads truck as well as face painting and food.
Reaching new customers through various media.	We were able to reach more people through print than the previous year.
Educate people on the benefits of buying though Habitat.	When we engaged in conversation with customer we always mentioned than every purchase helps build a home.
Promote the sale of As Marked merchandise as an extra amount of time to save.	By sending sales promotion through the newsletter and passing out a flyer with the discounts shown we were able to create a buying atmosphere.

Financial Report

With our MCDC grant funds of \$3,500 we spent money on the advertising items that we typically cannot afford to do but had a significant impact on the attendance on the day. This new advertising media also brought new customers into the store the day of the event. Final numbers for the budget expenses are attached. Also, we were given \$1000 sponsorship funds from Junior League of Collin County which was spent for prizes for the contests and entertainment for the event.



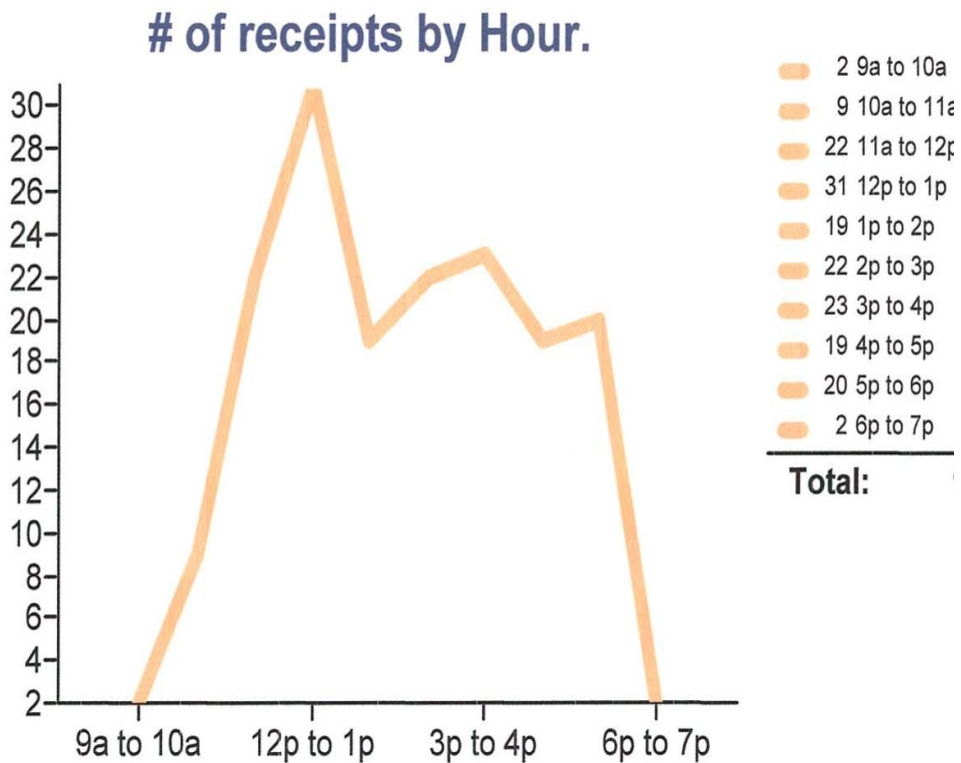
ReStore Birthday/Monster Mash October 28, 2017

				<u>Estimated</u>	<u>Actual</u>
Entertainment					
	Humane Society			\$0	\$ -
	Face painting/balloon twister (3 hours)			\$300	\$ 860 \$400 GIK
	Craft Station: Home Depot Kids Workshop			\$750	\$ 1,000 \$1,000 GIK
	Music Station			\$0	\$ -
	Photo Booth Guy			\$250	\$ 550 \$350 GIK
	Games & Contest Prizes and Candy			\$500	\$ 208 Trophy (\$58.46 GIK), Gift Cards & Ca
	Haunted Cave			\$150	\$ -
	TOTAL			\$1,950	\$2,618
Food					
	Hot Dogs			\$500	\$ 750 GIK
	Chips			\$350	\$ - Included above
	Condiments & napkins			\$50	\$ 203
	Drinks			\$150	\$ - Included above
	Ice			\$100	\$ - Included above
	Popcorn			\$65	\$ - Included above
	Total			\$1,215	\$953
Advertising					
	Gorilla ADZ (new sponsor)			\$0.00	\$ 5,000 \$5,000 GIK
	Direct Mailing			\$1,600	\$ 1,340
	Community Impact Insert			\$1,200	\$ -
	Radio Broadcasting			\$1,500	\$ 2,000
	Community Impact Ad - McKinney			\$395	\$ 584 \$375.25 Ordinary Budget Exp
	Community Impact Ad - Frisco			\$395	\$ 537 \$356.25 Ordinary Budget Exp
	Water bill Inserts			\$700	\$ 635
	Billboard (1)			\$125	\$ 1,000 \$875 Ordinary Budget Exp
	Posters			\$85	\$ 55
	2 in-store signs			\$80	\$ -
	Ad Pages			\$425	\$ 425 \$425 Ordinary Budget Exp
	Total			\$ 6,505	\$ 11,576
Total Expenses				\$9,670	\$15,147
Funding Match					
	Junior League of CC			\$1,000	\$ 1,000
	MCDC			\$4,000	\$ 3,500
	ReStore Ordinary Budget			\$1,157	\$ 2,032
	Texas Bank GIK			\$900	\$ 750
	Home Depot GIK			\$750	\$ 1,000
	BB&T			\$500	\$ -
	WAY FM GIK			\$750	\$ 1,000
	Photo Booth GIK			\$0	\$ 350
	Face Painting GIK			\$0	\$ 400
	Trophy GIK			\$0	\$ 58
	New Sponsor of Entertainment			\$500	\$ 5,000 Gorilla ADZ (Advertising) GIK
	Total			\$9,557	\$15,090
NET Total				(\$114)	(\$57)

ReStore Sales by Date - Saturdays Only

Date	Qty Sold	\$ Total Sales
Last Year's Event -- October 29, 2016	743	6,272
October 14, 2017	664	8,669
October 21, 2017	885	7,818
October 28, 2017	874	10,403

ReStore Sales By Hour – October 28, 2017



Customer Zip Code Surveys

ReStore Event Attendees By Zipcode			
75070/75071/75069		49%	McKinney
75407		25%	Princeton
75002		2%	Allen
75409		2%	Anna
75007		2%	Carrollton
75009		2%	Celina
73025		2%	Edmond OK
75034/75035		2%	Frisco
75047		2%	Garland
75452		2%	Leonard
74426		2%	Lewisville
75454		2%	Melissa
73162		2%	Oklahoma city OK
75025		2%	Plano
75078		2%	Prosper
Survey Results on Advertising			
Printed Ad/Insert		43%	
Word of Mouth		29%	
Facebook		13%	
InStore Advertising		6%	
ReStore email		6%	
Radio		3%	
First time to event	yes	45%	
	no	54%	

Sample Marketing Materials



Billboard on Highway 380 @ Airport Fwy targeting Princeton residents



Event Header





North Collin County
Habitat
for Humanity

ReStore

BIRTHDAY BASH & MONSTER MASH!



OCT. 28
10AM - 2PM



**EAT, DRINK AND
BE SCARY!**

**FREE
EVENT**

**KIDS COSTUME CONTEST, FACE
PAINTING, HOME DEPOT KIDS
WORKSHOP, MUSIC, FOOD AND
GAMES - ALL FREE!
PLUS GHOULISH SPECIALS**

2060 COUCH DRIVE, MCKINNEY
WWW.MCKINNEYRESTORE.COM



COMMUNITY
DEVELOPMENT
CORPORATION



**FOR MORE INFORMATION
CALL 972-542-5300**

North Collin County
Habitat for Humanity | **ReStore**

You're Invited

BIRTHDAY BASH & MONSTER MASH!

Saturday, October 28th, 2017
10 AM - 2 PM

FREE EVENT!

KIDS COSTUME CONTEST,
FACE PAINTING,
HAUNTED CAVE, GAMES, MUSIC
GREAT FOOD
- ALL FREE!
PLUS KIDS WORKSHOP

89.7 WAY-FM
TEXAS BANK
JL
HOME DEPOT
Gorilla ADz

2060 COUCH DRIVE, MCKINNEY
WWW.MCKINNEYRESTORE.COM

North Collin County
Habitat for Humanity
ReStore

FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

WAY FM Commercial

Join WAY-FM and Habitat for Humanity ReStore in McKinney, **Saturday October 28th / this Saturday / tomorrow** from 10 `til 2 for their annual Birthday Bash and Monster Mash. There's FREE food, face painting, kids costume contest, a Haunted Cave, and Home Depot kids workshop. While you're there, shop the ReStore for new and gently used home improvement items, furniture, and décor. Every purchase funds their mission. Visit McKinney ReStore dot com to learn more. The Habitat for Humanity North Collin County event is sponsored by McKinney CDC, and is a non-profit impact partner.