

Brownsville Community Improvement Corporation



Type B Economic Development Corp.

Funding Quality of Life Projects

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BCIC awards \$52,850 to non-profits, City Departments in FY 2016 Cycle I promotional funding

BROWNSVILLE, TEXAS — The Brownsville Community Improvement Corp. (BCIC) has awarded a total of \$52,850 to 13 local non-profit organizations and one City of Brownsville Departments as part of its FY 2016 Cycle I promotion and community event funding.

BCIC provides promotion and community event grants in the amount of \$5,000 or less for financial support for initiatives, activities and events that promote Brownsville for the purpose of developing new or expanded business opportunities and/or tourism and further advances the mission of BCIC.

Activities, events or programs within FY 2016 Cycle I promotion and community event funding must occur between April 2016 - March 2017. Eligible expenses include ad buys and/or expenses associated with promoting a specific event or program.

The BCIC Board of Directors approved promotional funding for the following:

1. Brownsville Adult Literacy Council, Inc.: 18th Annual Symphony in the Park
An evening event on the Mary Rose Cardenas Hall South Lawn at Texas Southmost College for the entire community to enjoy the outdoors while listening to the classics of Tony Bennett.
2. Brownsville Animal Defense: BAD's Annual How-O-Ween Extravaganza
A one day event designed to allow pet parents and families to meet one another and educate the community on responsible pet care.
3. Brownsville South Padre Island International Airport: Digital Marketing Campaign
A digital advertisement campaign to help drive frequent fliers to the airport's website to learn about their services, purchase tickets, hotel and transportation.
4. Brownsville Trailblazers: 5K/1 Mile Autism Run
An event promoting healthy lifestyles and bring awareness to autism.
5. buildingcommunityWorkshop: Activating Vacancy Arts Incubator
To create a viable means to bring artists and the general public together in fun and engaging ways.

6. City of Brownsville - Police Department: Children's Bike Rodeo
Participants will be taught how to apply the safety rules of riding a bicycle in public and will receive instruction on wearing proper equipment, such as helmets, knee and elbow pads.
7. Communities in School of Cameron County: 5th Annual Girls Just Wanna Have Fun
An event for women to attend for glamour's night showcasing Brownsville's local merchants and sampling foods from various local restaurants.
8. Dean Porter Park Renovation, Inc.: Holiday Village 2016
Over a month long display of life-sized holiday themed cottages set-up at Dean Porter Park for the entire public to visit.
9. First Family Network of Cameron County: Halloween Book Bash Drive
A poetry/painting/drawing contest in addition to the costume contest at the annual Halloween Bash. Attendees must donate a new or gently used book in order to gain admission to the event.
10. Mitte Cultural District: Online Promotion for Sixth Street Exhibit Video
a digital advertisement campaign to feature MCD's Exit Sixth Street video to encourage knowledge, awareness and visitation of the Mitte's attractions.
11. Children's Museum of Brownsville: 9th Annual Chalk Festival
Now in its 9th year, the festival brings together artists, art students and art lovers from all cultural and artistic backgrounds for a day of community celebration.
12. The Children's Museum of Brownsville: Teddy Bear Clinic
The event brings children and families to learn about the importance of healthy lifestyles while getting important health information.
13. Tip of Texas Family Outreach: Walk for Child Abuse Prevention
An event to promoting healthy lifestyles while educating the prevention of child abuse.
14. Veterans Memorial High School Band Boosters: Sweat for Vets 5k/1 Mile Fun Run
An event to promoting healthy lifestyles.

For more information, please visit BCIC's website at <http://bcic.cob.us/BCIC> or on Facebook at www.facebook.com/pages/Brownsville-Community-Improvement-Corp/420558541393819

About BCIC

The mission of BCIC is to fund quality of life projects in the City of Brownsville. In partnership with community organizations and businesses, BCIC has invested over \$12 million dollars in projects for our community since its creation in 2001.