MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing-cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form.
 Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation 5900 S. Lake Forest Blvd., Suite 110 McKinney, TX 75070

 If you are interested in a preliminary review of your project proposal or idea, please complete and submit the Letter of Inquiry form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

□ Project Grant

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

X Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

	ORGAN	IIZA'	TION	INFOR	MATION
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Name: McKinney Main Street

Federal Tax I.D.: 04-3615798

Incorporation Date: 2004

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

X	Nonprofit - 501(c) Attach a copy of IRS Determination Letter
	Governmental entity
	For profit corporation
	Other

Professional affiliations and organizations to which your organization belongs: Texas Downtown Association, Texas Main Street, National Main Street, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

FUNDING

Total amount requested: \$15,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: April 9, 2016

Completion Date: April 10, 2016

BOARD OF DIRECTORS (may be included as an attachment): ATTACHED

LEADERSHIP STAFF (may be included as an attachment): ATTACHED

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- For Promotional Grants/Community Events describe how this initiative will <u>promote the City of McKinney for the purpose of business development and/or tourism</u>.
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

•	An expansion/improvement?	☐ Yes	☐ No
•	A replacement/repair?	☐ Yes	☐ No
•	A multi-phase project?	☐ Yes	☐ No
•	A new project?	☐ Yes	☐ No

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact "buying local" has on quality of life in McKinney

	Has a request for funding, for to MCDC in the past?	this Project/Promotion/Co	ommunity Event, been submitted
	X Yes	lo	
III.	Financial		
	Provide an overview of the organical control of the organical cont	anization's financial status incl	uding the impact of this grant request.
	 Please attach your budget for the two years. If financials are not 		nancial statements for the preceding
	What is the estimated total cos	st for this Project/Promoti	on/Community Event?
	\$35,000		
	(Include a budget for the pro	oposed Project/Promoti	ion/Community Event.)
	What percentage of Project/Property Applicant? 60%	omotion/Community Even	t funding will be provided by the
	Are Matching Funds available?	Yes	X No
	Cash \$	Source	% of Total
	In-Kind \$	Source	% of Total
	Are other sources of funding av	vailable? Other sponsorships	s, vendor fees, attraction ticket sales.
	Have any other federal, state, of funding? Yes.	or municipal entities or fou	ndations been approached for
٧.	Marketing and Outreach Describe marketing plans and outre Community Event for which you are achieve current and future goals		zation and for the Project/Promotion/ w they are designed to help you

I\

V. **Metrics to Evaluate Success**

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion
 of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final
 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment
 of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not
 and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the
 Texas Government Code, as amended. Further, should the applicant be convicted of a violation
 under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy
 provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th
 day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer	Representative Completing Application Reserthan
Signature	Signature
Amy Rosenthal	Amy Rosenthal
Printed Name	Printed Name
Jan 4, 2016	Jan 4, 2016
Date	Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- √ Use the form/format provided
- ✓ Organization Description
- ✓ Outline of Project/Promotion/Community Event; description, goals and objectives
- √ Project/Promotion/Community Event timeline and venue
- $\overline{\mathsf{V}}$ Plans for marketing and outreach
- √ Evaluation metrics
- √ List of board of directors and staff

Attachments:

- √ Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- √ Feasibility Study or Market Analysis if completed (Executive Summary)
- $\sqrt{}$ IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.

MCKINNEY MAIN STREET MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION JANUARY 4, 2016 – ARTS IN BLOOM SUPPORT

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2016.

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. ARTS IN BLOOM is Historic Downtown McKinney's annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, that ARTS IN BLOOM would have the potential to generate revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney. ARTS IN BLOOM is also intended to showcase the talents and offerings of McKinney-based artists.

Budget overview for ARTS IN BLOOM is attached.

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote ARTS IN BLOOM to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- Potential CBS11 Advertising
- Promoted and paid Social Media opportunities
- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Radio spots with KERA, KXT, WRR North Texas' NPR stations

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in Neighbors Go, The Dallas Morning News and Community Impact News
- Email blasts

- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions Facebook, Twitter, Instagram and Pinterest

V. METRICS TO EVALUATE SUCCESS

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2016, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.



ABOUT MAIN STREET

Main Street consists of 11 board members (two-year staggered terms) and two full time staff members. The board meets the 2nd Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve these goals, McKinney Main Street focuses on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

DESIGN

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

ORGANIZATION

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of the program. Main Street needs both public and private allies and advocates to make our revitalization a priority for the community.

PROMOTION

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

ECONOMIC REDEVELOPMENT

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy



ABOUT DOWNTOWN

McKinney enjoys one the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by *Money Magazine*.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

McKinney Main Streets work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boast downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.













Stroll through the colorful sidewalks and streets of Historic Downtown McKinney on Saturday, April 9 with the addition of Sunday, April 10 for McKinney's annual spring arts festival, Arts in Bloom. Experience art in all forms as it blossoms throughout the historic district with art, music, food, shopping and fun for the entire family.

Over 7,000 guests will visit more than 150 local and regional painters, sculptors, jewelry-makers, photographers and musicians showcasing their artistic talents throughout the streets of Downtown McKinney.

In addition to great food and families activities, visitors may enjoy wine tastings from 10 local wineries.

In 2016, Main Street will use Zapplication (a national art show listing) to recruit artists and will seek ways to enhance visibility of McKinney artists. Visitors will also enjoy increased live entertainment.

- JANUARY / FEBRUARY: Secure sponsorships and funding. Solicit participating artists. Reserve advance media buys.
- FEBRUARY: Coordinate/confirm vendor and entertainment contracts. Reserve infrastructure elements.
- MARCH: Festival layout and design of promotions. File special event permit.
- END MARCH / EARLY APRIL: Recruit volunteer support and staffing arrangements.
- END MARCH / EARLY APRIL: High concentration of promotions.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.





BUDGET

Proceeds for **Arts in Bloom** are based on sponsorships, artist booths and alcohol sales. McKinney Main Street will work with 10 local wineries for a wine tasting element. Main Street will receive a percentage of the wine sales. Event expenses include entertainment, marketing and infrastructure.

INCOME	2014 Final	2015 Final	2016 Budget
Sponsorships, Artist Booths, Alcohol Sales	\$7,500	\$8,790	\$35,000
EXPENSES Infrastructure / Logistics	2014 Final	2015 Final 8,154	2016 Budget 9,000
Entertainment			3,000
Marketing & Signage	7,725	2,865	20,000
Alcohol Expenses			3,000
Total Estimated Cost:	\$7,725	\$11,019	\$35,00







McKinney Main Street Board of Directors 2015-2016

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
Amy Rosenthal	City of McKinney-MPAC	Phone # 972-547-2652
Program Director	111 N. Tennessee St	Cell # 817-269-1326
	McKinney, TX 75069	Email: arosenthal@mckinneytexas.org
Jan Elwell	JE Corporation	Cell # 972-658-3225
Chair	1629 Landon Ln	Email: jan@jecore.com
Term End 9/30/15	McKinney, TX 75071	
Alex Lanio	Goodies Texas	Phone # 401 924-4552
Vice Chair	114 N Tennessee St	Email: alex@goodiestexas.com
Term End 9/30/15	McKinney, TX 75069	
Amber Gutschlag	1405 Clearwater Dr	Phone # 972-542-8485
Term End 9/30/16	McKinney, TX 75071	Cell # 214-850-9581
	100	Email: a_gutschlag@hotmail.com
Edna Brown	1103 Hyde Park	Phone #: 214-673-8975
Term End 9/30/16	McKinney, TX 75069	Email: andenana48@gmail.com
Rebecca Drekmann	1506 N. College St	Cell #: 214-250-6627
Term End 9/30/16	McKinney, TX 75069	Email: ems_4u@yahoo.com
Robert 'Matt' Hamilton	207 Byrne St.	Phone #: 469-952-3838
207 Byrne St	McKinney, TX 75069	Email: matt@localyocal.com
Term End 9/30/17		2000
Kaci Lyford	Patina Green Home and Market	Phone # 972-548-9141
Term End 9/30/15	116 N. Tennessee, Suite 102	Cell# 469-233-2472
	McKinney, TX 75069	Email: info@patinagreenhomeandmarket.com
Ric Anderson	1501 Timberline	Cell # 214-632-9652
Term End 9/30/17	McKinney, TX 75070	rla@andersonbrand.com
Jolie Williams	Coldwell Banker, Apex REALTORS®	Cell# 214-502-6495
Term End 9/30/15	7290 Virginia Parkway, Suite 2400	Email: Jolie@Diva-Homes.com
	McKinney, TX75071	
CoCo Good	City of McKinney – Marketing & Comm.	Phone # 972-547-7508
City Liaison	216 N Tennessee St	Cell # 214-585-3610
	McKinney, TX 75069	Email: cgood@mckinneytexas.org
Barry Shelton	City of McKinney – City Manager's Office	Phone # 972-547-7402
City Liaison	221 N. Tennessee St.	Cell # 469-534-5254
	McKinney, TX 75069	Email: bshelton@mckinneytexas.org

McKinney Main Street BALANCE SHEET As of September 30, 2015

TOTAL

Current Assets

ASSETS

Bank Accounts	
Capital One - Checking	399,062.39
Capital One - Reserve Acct.	15,182.36
First United Bank Checking	141,071.12
Total Bank Accounts	\$555,315.87
Accounts Receivable	
Accounts Receivable	5,100.00
Total Accounts Receivable	\$5,100.00
Total Current Assets	\$560,415.87
TOTAL ASSETS	\$560,415.87
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	398,127.15
Net Income	162,288.72
Total Equity	\$560,415.87
TOTAL LIABILITIES AND EQUITY	\$560,415.87

Wednesday, Oct 07, 2015 02:15:20 PM PDT GMT-5 - Accrual Basis

McKinney Main Street PROFIT AND LOSS October 2014 - September 2015

	OCT 2014	NOV 2014	DEC 2014	JAN 2015	FEB 2015	MAR 2015	APR 2015	MAY 2015	JUN 2015	JUL 2015	AUG 2015	SEP 2015	TOTAL
Income Administrative Income Directional Sign Income	40.00		14.96	54.09	53.75	59.56				2 175 00		20 90	\$222.36
Total Administrative Income	40.00	0.00	14.96	54.09	53.75	59.56	0.00	0.00	0.00	2.175.00	000	25.00	\$2,200,00
Events Income										ļ i			80.00
Arts in Bloom					2,644.00	4,045.00	2,101.30						\$8,790.30
Bike the Bricks	1	0				575.00	2,511.00	78,845.70	12,334.00	70.00			\$94,335.70
Krewe of Barkus	5,740.00	37,000.00	65,109.83	2 325 00	1325.00								\$107,849.83
McKinney Oktoberfest	178,382.75	1,366.83							8,562.00	1,250.00	23,533.00	709,254.91	\$3,650.00
Red, White & BOOM!									3,000.00				\$3,000.00
Scare on the Square Wish 100	1,850.00	100.00											\$1,950.00
Total Events Income	202,863.75	38,466.83	65,109.83	2,325.00	3,969.00	4,620.00	4,612.30	78,845.70	23,896.00	1,320,00	23.533.00	709.254.91	\$1.158.816.32
Miscellaneous Income													00.08
Bridal show cc Payments				169.13									\$169.13
				200.00									\$200.00
lotal Miscellaneous Income	0.00	00'0	0.00	369.13	0.00	00.0	00'0	0.00	0.00	00.0	0.00	00.0	\$369.13
Programs Income	30 00	20	00										\$0.00
Shoppers Guide	55.00	79.00	00.62	75.00	72.00	63.37	25.00	35.00					\$261.73
Total Programs Income	93.36	25.00	25.00	25.00	25.00	63.37	25.00	35.00	0.00	0.00	0.00	0.00	\$316.73
Total Income	\$202,997.11	\$38,491.83	\$65,149.79	\$2,773.22	\$4,047.75	\$4.742.93	\$4.637.30	\$78.880.70	\$23.896.00	\$3 495 00	\$23 533 00	\$709 279 94	£1 1£1 024 £4
Gross Profit	\$202 997 11	638 404 92	¢65 4 40 70	60 440 00	21011	4							100000000000000000000000000000000000000
Expenses	100,000	00.104.000	\$00°,143°,13	94,113.22	54,041.15	\$4,742.93	\$4,637.30	\$78,880.70	\$23,896.00	\$3,495.00	\$23,533.00	\$709,279.91	\$1,161,924.54
Administrative Expenses			127.81				90.69	50.48			1 190 25		£1 437 60
Communications											9		00.08
Associations/Dues/Subscriptions	00.099			3,100.00	1,500.00					810.00	500.00		\$6,570.00
Mileage	46.98	106.45					66.81		65.25	589.95			\$875,44
Ret Fee/Prof Service					1,256.31	00.000,9	867.59	42.59	42.59	42.59			\$8,251.67
Bookkeeping/Audit					285.00								\$285.00
Total Ret Fee/Prof Service	0.00	0.00	0.00	0.00	1,541.31	6,000.00	867.59	42.59	42.59	42.59	0.00	00'0	\$8,536.67
Travel/Training								100.00		732.50			\$832.50
Total Communications	706.98	106.45	0.00	3,100.00	3,041.31	6,000.00	934.40	142.59	107.84	2,175.04	500.00	00.0	\$16,814.61
Other Fees	2,000												\$0.00
HALLONING CALALTERS	320.10	451.85	348.07	337.59	430.21	1/0.58	142.45	101.43	32.77	127.35			\$2,668.50
lotal Other Fees	526.10	451.95	348.07	337.59	430.21	170.58	142.45	101,43	32.77	127.35	00'0	0.00	\$2,668.50
Supplies													\$0.00
Minor Toole & Equipment	123.95			254.99									\$378.94
Office Expenses									84.03				\$84.03
Orice Expenses Credit Card Rental				1 513 00									\$0.00
General Office Supplies				06:310					328.53				\$1,512.98
Total Office Expenses	00.0	0.00	0.00	1,512.98	0.00	0.00	0.00	0.00	328.53	000	000	00.0	61 841 51
Postage				16.11					11.13	35.77	2	00.0	863.01
Total Supplies	123.95	0.00	00.0	1,784.08	0.00	0.00	0.00	0.00	423.69	35.77	000	000	\$2.367.49
Total Administrative Expenses	1,357.03	558.40	475.88	5.221.67	3 471 52	6 170 58	1115 01	204 50	564.30	2 220 46	10000		25.000
Board Expense				42.75	307.31	2,1,1,1,0	1,25	20,402	00,400	4,338.16	1,690,25	0.00	\$23,288.20
												70.04	93/2/24

Special Events Expense								00 083			00:00		00.001
Arte in Bloom								00.000					\$580.00
						2,739.56	8,279.43	323.97	2,695.00				\$14,037.96
Bike the Bricks						6,985.00	2,171.27	111,514.66	4,933.64	6.235.51			\$13184008
Election Night of the Square								1,097.33	2.98				\$1 100 31
Home for the HolidaysA McK	2,500.00	42,387.51	103,410.05	3,348.87	514.77		1 484 77					10 607 40	10.010
Image Development		300.00										10,037.40	\$104,343.37
Krewe of Barkus				56.42	275270	773 00							\$300.00
Mod Victoria	00 100			74:00	01.761.7	113.00							\$3,582.20
McAllilley Oktoberrest	405,397.60	85.00	487.15	20.00			200.00	100.00	3,098.31		7,792.61	203,750.63	\$621,261.30
Ked, White & BOOM!										2,789,36			\$2 789 36
Scare on the Square		100.00	1,250.00										00.00.44
Second Saturdays		500.00											00.000,16
St Patty's Day													\$500.00
West 400						1,270.00	45.18	47.14					\$1,362.32
Wish 100	15,129.23			96.25									\$15.225.48
Total Special Events Expense	423,026.83	43,372.51	105,147.20	3,551.54	3,267.55	11,767.56	12,480.65	113,663.10	10,729.93	9.024.87	7.792.61	214.448.03	\$958 272 38
Total Event Expenses	423,026.83	43,372,51	105,147.20	3,551,54	3,267.55	11.767.56	12.480.65	113.663.10	10 729 93	9 024 87	7 802 64	244 440 02	00 010
Program Expenses									00:07:10:	0.440,0	10.760,1	214,440.03	9330,512.58
Promotional Project Expense				00 323 3	00 00 1								\$0.00
Directional Signage	270.68	330 80		0,0,0,0	00.000.0								\$12,176.00
Other/Dremotional Items	00.012	00.000											\$601.48
Shonor Guido Espace				582.20			1,185.00			1,000.00	2,000.00		\$4,767.20
acinade Policies				92.00									\$55.00
lotal Promotional Project Expense	270.68	330.80	00'0	7,313.20	5,500.00	0.00	1,185.00	00.0	0.00	1,000.00	2,000.00	0.00	\$17,599.68
Total Program Expenses	270.68	330.80	0.00	7,313.20	5,500.00	00.0	1,185.00	00.0	00'0	1,000.00	2,000.00	0.00	\$17,599,68
Total Expenses	\$424,654.54	\$44,261.71	\$105,623.08	\$16,129.16	\$12,546.38	\$17,938.14	\$14,811,56	\$113,957.60	\$11,294.23	\$12.363.03	\$11.582.86	\$214 473 53	\$999 635 82
Net Operating Income	¢ 224 667 42			1								2010 1411-14	70.000,000
	\$ -221,657.43		\$ 40,473.29	\$ -13,355.94	\$ -8,498.63	\$ -13,195.21	\$ -10,174.26	\$ -35,076.90	\$12,601.77	\$ -8,868.03	\$11,950.14	\$494,806.38	\$162,288.72
Net Income	\$ -221,657.43	\$ -5,769.88	\$ -40,473.29 \$ -13	\$ -13,355.94	\$ -8,498.63	\$ -13,195.21	\$ -10,174.26	\$ -35,076.90	\$12,601.77	\$ -8,868.03	\$11,950.14	\$494,806.38	\$162,288.72

Wednesday, Oct 07, 2015 02:17:03 PM PDT GMT-5 - Accrual Basis