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To Lead, Connect, and Empower
Our Stakeholders to Advance
Business and Community
Excellence



October 4, 2021

Visit McKinney Grant Cover Letter McKinney Rocks

The McKinney Restaurant Council- A partnership between the McKinney Chamber and the Greater Dallas Chapter of the Texas Restaurant Associations is respectfully submitting a grant request to Visit McKinney in the amount of \$5,000 to be one of the lead funders for the **McKinney Rocks Livestream Festival** and subsequent marketing campaign to highlight and feature the food, dining and entertainment scene in McKinney with a special focus on the hospitality industry. This lead support will provide the resources to secure the services of Cereal Head Media in order to execute and produce a Livestream Event that we plan to launch in December 2021.

McKinney Rocks will provide an innovative, interactive and collaborative Livestream event that will leverage the collective marketing of the social media platforms of all supporting and participating in this event through a Facebook Tool called Crossposting. We envision a one-hour Livestream that will feature pre- recorded musical entertainment from a variety of locations and venues in McKinney including restaurants, hospitality venues and our own entertainment gem, MPAC.

This coordinated marketing campaign will include McKinney based businesses in the entertainment, dining, music, arts, and hospitality sector as well as those of the Chamber, City of McKinney, Visit McKinney, Historic Downtown McKinney, MCDC, etc. **McKinney Rocks** will include high profile promotions for upcoming events in McKinney such as D2 Championship Game, Main Street Festivals, The AT&T Byron Nelson and attract visitors not just to these events but to the local places to stay, dine and visit, as well.

This marketing collaborative will promote the entertainment, dining and hospitality scene in McKinney to a wide audience through the power of social media. [CLICK HERE](#) to see the McKinney Rocks Event Slide Deck.

The MRC Leadership (Keith Lewis/Tupps; Regina Reed/Zin Zen and Ruth Thompson/HUGS Café), McKinney Chamber, Greater Dallas Chapter of the TRA and Cereal Head Media have met with Mayor Fuller who has already committed to support this event as a musician, as the Mayor and as a sponsor of \$5,000 from the Guitar Sanctuary.

We believe this request fits under your Core Purpose of promoting McKinney in order to attract visitors and travelers. We could certainly help tailor this event and invite event/meeting planners to the kick off Livestream and target them with some of the digital content post event. In addition, we would work collaboratively with Visit McKinney to select the best venues to highlight as part of the initial event and subsequent campaigns throughout the year.

Kathy Blank, CCE
Vice President
McKinney Chamber of Commerce



To view the web presentation, please click here:

https://www.canva.com/design/DAEp5ntfPpE/XvPOVaEkJ7DCkvnWBqq7zA/view?utm_content=DAEp5ntfPpE&utm_campaign=designshare&utm_medium=link&utm_source=viewer#3

I.A Applying Organization- McKinney Restaurant Council

For well over 100 years, the McKinney Chamber has been supporting businesses and our community. However, when the COVID Pandemic hit, the Chamber has been working tirelessly on the frontlines helping businesses get connected with resources that have helped them stay afloat during a most challenging time, especially for the hospitality industry. As part of the McKinneyStrong initiatives to support businesses during the pandemic, the Chamber worked collaboratively with our restaurants to form the **McKinney Restaurant Council (MRC)**. During COVID, the MRC was instrumental in collective efforts to provide resources for restaurants who were hardest hit by the impact of the pandemic.

On September 20, 2021, the Chamber announced their collaboration with the [Greater Dallas Chapter of the Texas Restaurant Association](#) to grow the impact of the MRC and provide more resources to this hard-hit industry by leveraging the industry expertise of the TRA. [CLICK HERE](#) to view our recent news release announcing this partnership.

The MRC's Mission is to unify the food and beverage sector in McKinney to leverage resources, share operational and strategic best practices, grow our businesses and support our community as McKinney continues to grow and develop.

The MRC's Goals and Strategies include (1) partner, (2) promote and (3) protect

1. ***We aim to partner*** with one another as well as with stakeholders throughout the city and beyond to grow the profitability of our sector and to enhance our positive impact on our community by establishing a mechanism for routine collaboration and communication to share resources and opportunities for success. This will be accomplished, for example, by meeting monthly with MRC members to share resource and knowledge and by having MRC members serve as liaisons to groups like MCDC, Visit McKinney, Main Street McKinney, and the City staff and council.
2. ***We aim to promote*** the culture and economic importance of our sector to McKinney's growth and development by developing cohesive marketing initiatives and opportunities to emphasize the diversity, vibrancy and allure of our restaurants to McKinney residents, visitors and tourists.
3. ***We aim to protect*** our interests by representing a unified collective voice for our industry and commit to working collaboratively with our community and City of McKinney partners to advocate for the best interests of our food and dining establishments for sustainability and profitability.

MRC Membership and Participation- MRC membership is at no cost to restaurants but membership in the McKinney Chamber is required in order to participate. We invite all food and dining establishments operating in McKinney to come to any of our MRC meetings to learn more about the Chamber and the MRC. While we partner with the Greater Dallas Chapter of the Texas Restaurant Association, there is not a TRA membership requirement.

1.B Applying Organization- McKinney Chamber of Commerce

The McKinney Chamber of Commerce is an advocate for the McKinney business community and proudly serves as the unified business voice of McKinney. The Chamber, which celebrated its Centennial in 2014,

represents over 40,000 employees from more than 1,100 business investors in McKinney and throughout the North Texas region. With a rich heritage of leadership and collaboration, the Chamber works in concert with the City of McKinney, community partners and the corporate community to promote, advocate for and expand business.

Our mission is to lead, connect and empower our stakeholders to advance business and community excellence. Our Vision is a globally competitive, vibrant community for current and future generations

Our Values include

- Servant Leadership- We lead by serving
- Collaboration- We develop partnerships to benefit all
- Integrity – We are honest and ethical
- Empathy – We demonstrate humility and respect to understand diverse perspectives

On November 9, 2017, the Accrediting Board of the U.S. Chamber of Commerce designated the McKinney Chamber as an Accredited chamber with 5-Stars (the highest level – 1% of Chambers in the Nation achieve this). Accreditation indicates that a chamber of commerce operates under effective organizational procedures and contributes to significant positive change in the community. To achieve this standing, we performed an intensive self-assessment of our operations in nine areas of work, including governance, government affairs, programs, communications and technology.

Our board leadership developed a 3-year strategic plan that directs the focus of our organization.

Our [2019-2021 Strategic Plan](#) (Attachment A) focuses on 3 priority areas:

- Deliver Value to Member
- Advance Community Excellence
- Develop Organizational Sustainability

II. McKinney Rocks- Tourism Related Event



The McKinney Restaurant Council is partnering with the McKinney Chamber, Greater Dallas Chapter of the Texas Restaurant Association and Cereal Head Media to create a **McKinney Rocks** inaugural event that will feature a Livestreaming Virtual Festival promoting local musicians, restaurants and entertainment/hospitality venues in McKinney. Our marketing partner is Cereal Head Media- a McKinney based marketing agency with experience in the production of large-scale events.

[CLICK HERE](#) to see the complete McKinney Rocks Event Slide Deck.

The purpose of **McKinney Rocks** is to promote the City of McKinney as a music, culinary and arts/entertainment destination using the power of collective and collaborative marketing channels to feature local restaurants, musicians, hospitality and entertainment venues.

The livestream festival will be free and distributed through participating Facebook Pages by leveraging the native "Crossposting" Tool. During the one-hour Livestream event, viewers will be able to chat and interact.



OVERVIEW

To promote the City of McKinney as a music destination and as a culinary destination, McKinney Rocks will be a collaborative, virtual festival featuring local restaurants, musicians, and more.

This live streamed festival will be free for everyone in the greater McKinney area, and will be distributed through participating Facebook Pages by leveraging the native "Crossposting" tool.

HOW IT WORKS:



One Hour Livestream on Facebook where viewers will be able to chat and interact



5-6 Bands/Musicians will play (pre-recorded) from various music friendly restaurants in McKinney



An MC will be hosting the show

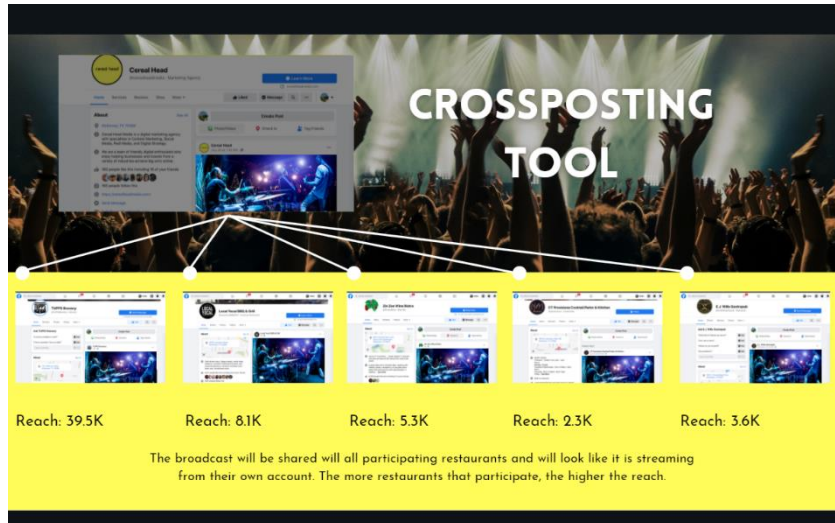


5-6 Mini-docs (pre-recorded) featuring restaurants in McKinney

The Livestream **McKinney Rocks Festival** will feature 5-6 Bands/Musicians playing (pre- recorded) from various McKinney based music- friendly restaurants or venues. We will have an MC hosting the show- someone entertaining and engaging such as Von Daniel from The Comedy Arena.

Included will be 5-6 Mini-docs (pre-recorded) featuring local restaurants, entertainment and hospitality venues in McKinney. These Mini-docs can be edited down and used post event to expand the marketing reach.

The most crucial aspect of this Livestream Festival is the power of Facebook’s Crossposting Tool. This tool allows the event producer- Cereal Head Media- to provide a permission-based collaboration that will be offered to all the event sponsors and funders, area food and dining establishments, hospitality industry as well as local musicians and music friendly venues. The coordinated promotion will generate excitement and interest in the McKinney “VIBE”

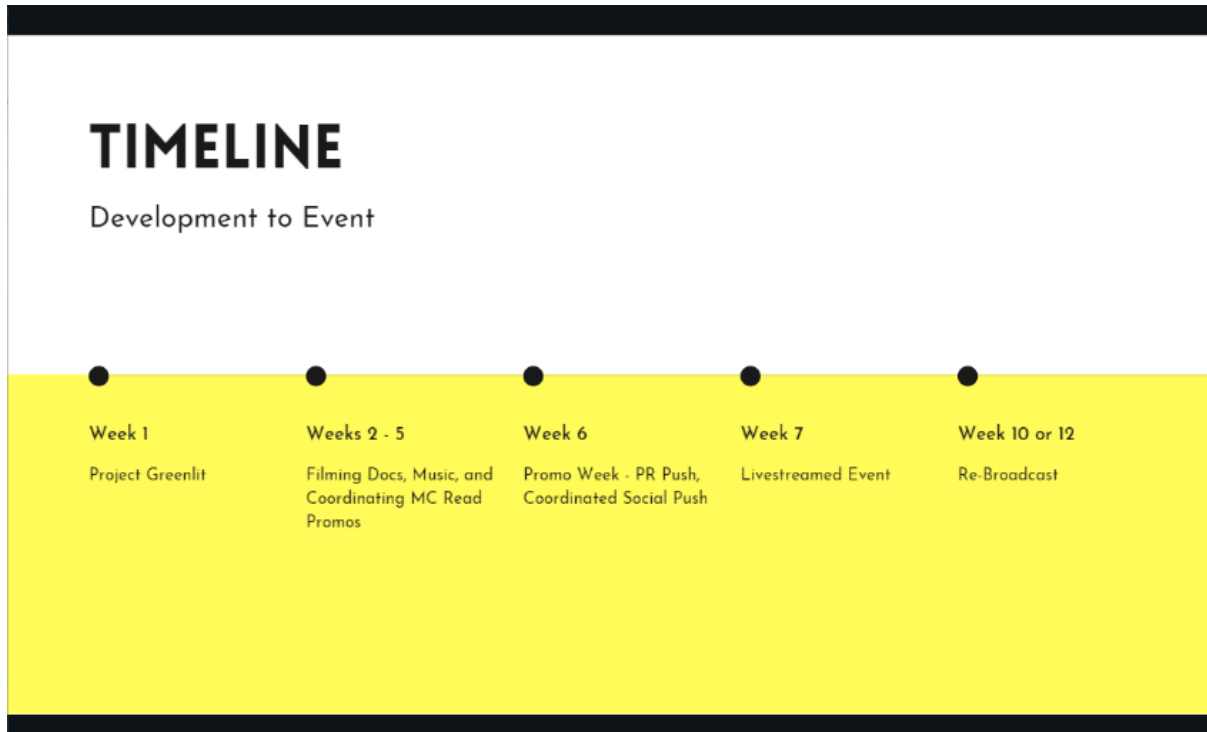


and showcase McKinney as a culinary, music and entertainment district in order to attract visitors from DFW and beyond and launch a yearlong campaign building on the McKinney Rocks theme. For instance- follow up events can include the following food, dining and entertainment/hospitality collaboratives such as:

- **McKinney Restaurants Rock-** Restaurant Week or Taste of McKinney type collaborative
- **McKinney “On the Rocks”** Cocktail Themed Events/Contest
- **McKinney Rocks D2- Tacos, Tequila and Cerveza**
- **McKinney Rocks: Ruin Your Resolution** themed event in January
- **McKinney Rocks The AT&T Byron Nelson-** tie in to hospitality and dining/entertainment vibe
- **Etc.**

The grant funds requested of \$5,000 will fund a portion of the promotional Mini Docs which will be aired during the **McKinney Rocks Livestream Festival**. The Grant Support from Visit McKinney will help underwrite the professionally produced Mini Docs- which are video segments that will feature the interesting stories behind our owners, managers, chefs, servers, and the story behind McKinney history, venues, hospitality gems such as The Grand Hotel, area Bed and Breakfast venues, local hotels, etc. All these mini docs will focus on the incredible food/dining/entertainment vibe offered at our unique food/entertainment/hospitality venues in McKinney. Mayor Fuller has committed his support of the project by providing a lead donation of \$5,000 from the Guitar Sanctuary and his willingness to sit on the committee and enlist the support of fellow musicians and businesses throughout McKinney. Mayor Fuller would like us to launch the first week in December 2021.

The McKinney Restaurant Council is already fundraising for this initiative. We are meeting weekly and would like to start planning for the selection of the musicians, venues, restaurants, MC and other aspects for our launch event. With a hard start in October 2021, we can launch our first McKinney Rock’s Livestream Festival in December 2021.



With the power of the McKinney Chamber, the Greater Dallas Chapter of the Texas Restaurant Association and the support of Mayor Fuller, we are actively fundraising with the goal of fully underwriting the cost of the Mini Docs so no out of pocket expenses are required by those featured in the Mini Docs. On the heel of the pandemic and the ongoing struggles during a difficult economic recovery, the MRC feels strongly that our funders and sponsorships should cover expenses to anyone participating in the inaugural event.

III. Financials - Budget

We have created a very conservative budget based on the current response and the support of the collaborative approach with the Dallas Chapter of the TRA. We expect to raise \$30,000 in a combination of grants and sponsorships to fund this project including the requested grant funds from Visit McKinney and McKinney CDC funds (which will be requested in November 2021).

The expenses for the project will be based on the cost of producing high quality engaging Mini Docs to feature McKinney restaurants and venues. Cereal Head Media has provided an estimate of their costs for Creative Direction/Project Management to produce the Livestream. In addition, there will be some costs to secure the artists to participate- they too have been hard hit during the pandemic when venues were closed. In addition, there will be cost for the gear- renting lighting, mics, tripods, lenses, etc. The

last expenditure will include some costs for incidentals such as licenses for background music, color correction, software expenses for the livestream, etc.

Revenue		
Sponsors		
Guitar Sanctuary	\$ 5,000.00	
Additional Sponsors	\$ 10,000.00	
Grants		
Visit McKinney	\$ 5,000.00	
McKinney CDC	\$ 10,000.00	
Total Revenue		\$ 30,000.00
Expense		
6 Mini Docs - Production	\$3000 each	\$ 18,000.00
Creative Direction and Project Management		\$ 5,000.00
Artist Buys		\$ 1,500.00
Gear/Miscellaneous		\$ 5,000.00
Total Expense		\$ 29,500.00

IV Marketing and Outreach

This event will be most successful with the McKinney Rocks Committee working in concert with the City of McKinney funders including Visit McKinney and McKinney CDC to identify the best restaurants, venues and musicians to feature for the event and the Mini Docs.

In addition, we will leverage the MRC to foster a collaborative approach to the **McKinney Rocks Inaugural Festival** to ensure a spirit of cross promotion, so we encourage **ALL** restaurants and entertainment and hospitality venues to participate in the Crosspoint Livestream event. Each participating organization and business will have the ability to communicate with their own audience of viewers for social media engagement.

In addition, partnerships with influencers, the media, event and conference planners, etc. will be encouraged to generate interest before during and after the event.

V. Metrics to Evaluate Success

Thanks to all the many engagement measurements available with social media, Cereal Head Media will be able to provide a very detailed report about the reach and engagement for the event. Among the measure of success will be:

1. Number of McKinney based restaurants, entertainment and hospitality participants in the Livestream Event via Crosspoint on Facebook
2. The feedback, interaction and engagement from the collective social media audiences
3. Pre and Post event interest in the event from the media and resulting publicity
4. Ability to leverage the marketing campaign to collaborate in subsequent events.
5. Increased visitors to events and resulting overnight stays as a result of promotions via the Livestream and subsequent marketing campaigns

Summary

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We believe this request fits under your Core Purpose of promoting McKinney in order to attract visitors and travelers. We could certainly help tailor this event and invite event/meeting planners to the kick off Livestream and target them with some of the digital content post event. In addition, we would work collaboratively with Visit McKinney to select the best venues to highlight as part of the initial event and subsequent campaigns throughout the year.

Thank you for consideration of this grant proposal!

Respectfully submitted by the McKinney Restaurant Council

McKinney Chamber of Commerce, Inc.
Profit & Loss Budget Overview
 January through December 2021

	<u>Jan - Dec 21</u>
Ordinary Income/Expense	
Income	
40001 · Membership services revenue	827,646.01
41000 · Publication revenue	75,000.00
50250 · Management Services	180.00
50000 · Advocacy Income	32,250.00
51050 · Business Development Income	22,750.00
51000 · Community Development Income	47,000.00
50211 · Administrative Income	1,200.00
54000 · PAC Reimbursements	0.00
55000 · Other revenue	(300.00)
Total Income	<u>1,005,726.01</u>
Expense	
82091 · SSA - Resource Guide Expense	17,000.00
82000 · Membership Expense	300.00
82999 · Women's Alliance	7,000.00
82699 · Luncheons Expense	13,000.00
84999 · Membership Services - Other	91,660.00
86000 · Advocacy Expense	42,199.96
89950 · Business Development Expenses	4,000.00
83950 · Community Development Expense	38,500.00
90000 · Personnel & benefits	647,993.79
91000 · Facility costs	90,900.00
92000 · General administrative expense	36,500.00
93000 · Office operations	29,436.00
Total Expense	<u>1,018,489.75</u>
Net Ordinary Income	(12,763.74)
Other Income/Expense	
Other Income	
99740 · Gain on asset disposal	0.00
99710 · Interest income	3,300.00
Total Other Income	<u>3,300.00</u>
Other Expense	
99820 · Loss on asset disposal	0.00
Total Other Expense	<u>0.00</u>
Net Other Income	<u>3,300.00</u>
Net Income	<u>(9,463.74)</u>