

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application**

Fiscal Year 2021

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 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Downtown Business Re-Development, Inc

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N Tennessee St

City McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: downtownmckinney.com

Check One:

- 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 Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: 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: Same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: August 1, 2021

Completion Date: August 31, 2021

BOARD OF DIRECTORS *(may be included as an attachment)*

Matt Hamilton	Chase Schwalls
Jolie Williams	Doug Willmarth
Julie Williams	Kyle Branch
Taylor Phelan	Ric Anderson
Kathryn Waite	Chris Wilkes

LEADERSHIP STAFF *(may be included as an attachment)*

Amy Rosenthal	Andrew Jones
Jakia Brunell	Gregory Hearn

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/Promotional/Community Event for which funds are requested.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes

No

Date(s):

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$15,000
Projected Expenses	\$15,000
Net Revenue	\$

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? 0

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

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

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

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

- The Promotional/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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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


Signature

Amy Rosenthal
Printed Name

May 31, 2021
Date

Representative Completing Application


Signature

Amy Rosenthal
Printed Name

May 31, 2021
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 Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDL WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/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 FOR THE FINAL REPORT.



McKinney Main Street Vision Statement

McKinney Main Street champions a vibrant downtown - the heartbeat of McKinney since 1848.

McKinney Main Street Mission Statement

McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. We encourage economic vitality through diverse partnerships and buy-local support. We build strong relationships through shared purposes - all in honor of Historic Downtown McKinney.

McKinney Main Street Core Values

To Preserve Our Historical Assets

Protect traditional, historic feel of Downtown McKinney
Safeguard our historical properties

To Be the Heart of Our Community

Offer a safe, family-friendly environment for those who live, work, recreate and visit Downtown McKinney
Support community gatherings

To Support a 'Uniquely McKinney' Experience

Honor economic, historical and cultural fundamentals
Embrace cultural diversity and balance of hip and historic
Harness unique experience to create economic development

To Promote Historic Downtown McKinney as a Destination

Share Downtown McKinney's shopping, dining and recreational options
Embrace opportunities to communicate our mission, passion and purpose
Attract and bring visitors from within and outside of McKinney to Downtown

To Encourage Continuous Economic Development

Support managed and smart growth
Advocate opportunities that enhance revenue for businesses and City
Monitor downtown's accessibility and parking needs
Champion self-sustainability

McKinney Main Street is a state and nationally accredited Main Street program. McKinney Main Street uses the Main Street Approach™ with transformation strategies for community-based revitalization focusing on design, organization, promotion and economic vitality.

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
'Light Up Louisiana' East Louisiana Spotlight - 2021 Support**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support to help spotlight and showcase the soon-to-be completed infrastructure improvements on East Louisiana Street.

The entire construction project included two phases – the first phase launching May 2020 with completion October 2020 on the western portion of Louisiana Street. The second phase began January 2021 with anticipated final completion August 2021.

The infrastructure improvements were communicated as a campaign 'Light Up Louisiana' and included the replacement of aging critical systems like water, sewer and utilities; as well as the addition of pedestrian amenities like wider sidewalks, festoon lighting enhancements and planter/landscaping improvements.

This major Capital Improvement Project in Historic Downtown McKinney was identified and scheduled several years ago – prior to the outbreak of COVID-19. After significant review by City of McKinney council members and staff spring 2020, the decision was made to proceed with construction.

Construction projects in historic downtowns have unique challenges and circumstances. Many times, work for these projects has direct impact on business and property owners – especially as sidewalks are rebuilt and access ways improved. Some historic properties only have one point of entry causing additional complications.

Promotional funds from MCDC will spotlight the completion of construction on East Louisiana from Tennessee east to McDonald Street (Hwy 5). There are 30+ small and independently-owned businesses in this location.

'Light Up Louisiana' East Louisiana Spotlight goals include:

- Highlight the pedestrian and visitor amenities in the newly completed area – such as wider sidewalks and festoon lighting
- Promote the cultural district and attract visitors/shoppers
- Increase awareness of the completed construction area and educate about proximity of parking

- Attracting visitors to this portion of the district results in increased traffic to the entire district
- Publicizes the end of construction to help welcome guests for Q4 – and signature downtown events including McKinney Oktoberfest (September 2021) and Home for the Holidays (November & December 2021)

The promotional spotlight for East Louisiana will be concentrated during August 2021 and helps with vital exposure to help launch the start of Q4 – downtown most critical quarter for sales.

III. FINANCIAL

McKinney Main Street is a private 501c3 with revenues and expenses primarily related to event activities.

IV. MARKETING AND OUTREACH

McKinney Main Street will attract visitors to East Louisiana through a concentrated marketing campaign welcoming visitors to the newly completed street improvements.

The campaign beautiful photography of new area with targets:

- Print advertising – McKinney/Frisco Community Impact
- Social Media advertising – Facebook & Instagram
- Possible direct mail piece
- Possible billboard
- Possible Dallas Morning News – Friday Guide - Wrap

V. METRICS TO EVALUATE SUCCESS

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, and community feedback. McKinney Main Street will work with businesses in targeted area for input and feedback.

McKinney Main Street

PROFIT AND LOSS

October 2019 - September 2020

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	MCKINNEY STRONG CAMPAIGN	OCTOBERFEST	RED, WHITE & BOOM!	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Staffing Expense		150.00	2,538.00						0.00				\$2,538.00
Misc Labor				8,248.50					0.00				\$8,248.50
Porters/Cleanup				1,474.85					0.00				\$1,474.85
Total Staffing Expense		150.00	2,538.00	9,723.45					0.00				\$12,891.45
Supplies & Materials		5,398.45							0.00				\$5,398.45
Ticket Redemption				105,481.60					0.00				\$105,481.60
Weather Insurance				4,040.00					0.00				\$4,040.00
Total Event Expenses		5,398.45	2,798.00	237,476.65	4,152.07	23,748.24			12,897.22		1,238.36	34,256.07	\$441,726.36
Maintenance		50.94	1,120.24										\$1,171.18
Payroll Expenses			-0.15										\$-0.15
Taxes			1,484.62										\$1,484.62
Wages			19,406.76										\$19,406.76
Total Payroll Expenses			20,681.23										\$20,681.23
Program Expenses		15,570.00					15,000.00						\$30,570.00
Promotional Project Expense		398.45											\$398.45
Directional Signage		225.00											\$225.00
Image Campaign		1,527.05											\$1,527.05
Other/Promotional Items		17,720.50											\$17,720.50
Total Promotional Project Expenses		2,877.00											\$2,877.00
Repair & Maintenance		\$96,362.98	\$25,798.37	\$287,595.32	\$4,152.07	\$24,068.21	\$15,000.00	\$3,414.30	\$13,120.22	\$2,308.84	\$1,238.36	\$66,879.64	\$553,817.27
Total Expenses	\$3,693.86	\$6,176.89	\$40,260.62	\$3,434.78	\$682.83	\$-21,001.63	\$480.41	\$23,834.40	\$-9,123.60	\$-1,245.75	\$-1,238.36	\$-50,816.68	\$-94,095.36
NET OPERATING INCOME				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Income				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Other Income				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Depreciation Expense				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Other Expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET OTHER INCOME				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET INCOME	\$6,176.89	\$35,872.13	\$-30,507.15	\$3,434.78	\$682.83	\$-21,001.63	\$480.41	\$23,834.40	\$-9,123.60	\$-1,245.75	\$-1,238.36	\$-57,804.52	\$-50,330.47

McKinney Main Street

Profit and Loss

October 2020 - April 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Income										
Downtown Membership Income		1,023.00								\$1,023.00
Events Income										\$0.00
Pre-Sale Ticket Revenue	3,475.00									\$3,475.00
Ticket Sales	42,347.68	676.64					20,515.50			\$63,539.82
Vendor Commission	14,436.26	1,126.00								\$19,225.91
Total Events Income	60,258.94	1,802.64					20,515.50			\$86,240.73
Grants Received		99,515.00						21,000.00		\$120,515.00
Non Profit Income					1,261.40					\$1,261.40
Sponsorship Income	15,950.00	3,352.60			8,835.49		5,000.00			\$31,902.98
Vendor Income	31,902.98									\$31,902.98
Vendor Application Fee	2,254.40									\$2,254.40
Total Vendor Income	34,157.38									\$34,157.38
Total Income	\$110,366.32	\$105,683.24	\$0.00	\$62,083.45	\$9,835.49	\$1,261.40	\$25,515.50	\$65,000.00	\$0.00	\$378,755.40
GROSS PROFIT	\$110,366.32	\$105,683.24	\$0.00	\$62,083.45	\$9,835.49	\$1,261.40	\$25,515.50	\$65,000.00	\$0.00	\$378,755.40
Expenses										
Administrative Expenses										
Associations/Dues/Subscriptions		49.00								\$49.00
Board Expense		5,657.05							4,605.25	\$10,262.30
Bookkeeping/Audit		270.62							291.30	\$561.92
Communications				578.06					4,510.00	\$4,510.00
Office Expenses		241.38								\$578.06
Other Fees									\$241.38	\$241.38
QuickBooks Payments Fees									373.59	\$373.59
Total Other Fees									373.59	\$373.59
Postage		105.50								\$105.50
Printing and Reproduction		47.99							28.00	\$76.99
Supplies		221.29							32.46	\$253.75
Food		620.90								\$620.90
Total Supplies	620.90	41.55								\$662.45
Total Administrative Expenses	620.90	6,592.83	578.06		60.46				9,910.34	\$17,804.14
Event Expenses										
Activities Expense										\$0.00
Alcohol Expense										\$6,640.38
Cashier Staffing										\$0.00
Total Alcohol Expense	240.00	240.00								\$480.00
Decorations Expense		3,664.01								\$3,664.01
Downtown Christmas Tree Expense										\$43,093.69
Entertainer Expense		2,900.00								\$2,900.00
Event Staff		2,445.00								\$2,445.00
Hospitality		412.25								\$1,589.11
Infrastructure										\$0.00
Electricity		18,870.00								\$17,850.00
Ice		-940.00								\$-940.00
Portables		990.00								\$990.00
Rentals		8,248.53								\$15,583.60
Total Infrastructure	27,168.53	225.00			4,358.90				1,891.17	\$33,443.60

McKinney Main Street

Profit and Loss

October 2020 - April 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Marketing Expense										\$0.00
Event T-Shirts		90.93			309.37		382.77			\$783.07
Misc Marketing	1,049.00	2,110.54							229.00	\$3,388.54
Newspaper	4,290.00	635.00		4,290.00						\$9,215.00
Signage	541.71	306.25								\$847.96
Social Media	4,393.11	225.65		2,739.85						\$7,358.61
Total Marketing Expense	10,273.82	3,368.37		7,029.85	309.37		382.77		229.00	\$21,583.18
Special Events Expense										\$0.00
Advertising/Promotional	1,600.00		200.00							\$1,800.00
Total Special Events Expense	1,600.00		200.00							\$1,800.00
Staffing Expense										\$0.00
Cashiers	1,155.00									\$1,155.00
Total Staffing Expense	1,155.00									\$1,155.00
Supplies & Materials										\$737.98
Ticket Redemption	30,445.27	288.77					448.61			\$38,145.27
Total Event Expenses	80,303.88	6,185.86	200.00	57,081.95	10,309.37		12,322.55	37,750.00	229.00	\$204,382.81
Payroll Expenses										\$0.00
Taxes			403.93						21.87	\$425.80
Wages			5,280.00						286.00	\$5,566.00
Total Payroll Expenses			5,683.93						307.87	\$5,991.80
Program Expenses										\$0.00
Promotional Project Expense		99,515.00								\$99,515.00
Directional Signage		449.70								\$449.70
Other/Promotional Items		485.00					135.70			\$620.70
Total Promotional Project Expense		100,449.70					135.70	21,000.00		\$121,585.40
Total Program Expenses		100,449.70					135.70	21,000.00		\$121,585.40
Repair & Maintenance		2,500.00	128.90							\$2,628.90
Total Expenses	\$80,924.78	\$115,728.39	\$6,580.89	\$57,123.50	\$10,369.83	\$0.00	\$12,456.25	\$56,750.00	\$10,447.21	\$352,392.85
NET OPERATING INCOME	\$29,441.54	\$ -10,035.15	\$ -6,580.89	\$4,959.95	\$ -1,534.34	\$1,281.40	\$13,057.25	\$6,250.00	\$ -10,447.21	\$28,962.55
Other Income										\$0.00
Interest Earned										\$0.00
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	19.38	\$19.38
Other Expenses										\$0.00
Depreciation Expense		3,709.51	2,822.61						3,790.90	\$10,323.02
Total Other Expenses	\$0.00	\$3,709.51	\$2,822.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,790.90	\$10,323.02
NET OTHER INCOME	\$0.00	\$ -3,709.51	\$ -2,822.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ -3,771.52	\$ -10,303.84
NET INCOME	\$29,441.54	\$ -13,744.66	\$ -9,413.50	\$4,959.95	\$ -1,534.34	\$1,281.40	\$13,057.25	\$6,250.00	\$ -14,218.73	\$16,058.91