



Visit McKinney Grant Inquiry Letter

APPLICANT INFORMATION

Organization Name:

EIN:

Mailing Address:

City:

State:

Zip:

Phone:

Email:

Website:

Primary Contact:

Title:

Phone:

Email:

Project Title:

Total Amount to be Requested:

PROJECT DESCRIPTION *(Please attach an additional page if needed)*

Send this document or make other inquiries to:

Visit McKinney

Executive Director

200 W. Virginia • McKinney, TX • 75069

972-547-2059 • executivedirector@visitmckinney.com

VISIT MCKINNEY
Grant Application
Fiscal Year 2021-22



The following narrative is submitted by Marching Music Made in McKinney.

I. APPLYING ORGANIZATION

- ***Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.***
 - **RESPONSE:** The specific purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level marching music performing arts in the McKinney, Texas, community. MARCHING MUSIC MADE IN MCKINNEY helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions, which also benefits the surrounding McKinney community.

II. TOURISM-RELATED EVENT OR PROJECT

- ***Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.***
 - **RESPONSE:**
 - As background for our application, drum corps is the fastest growing youth activity in the United States (with participants between 18-21 years old) and is going through an evolution for its world-class touring corps. BUT the DCI fans are a wide-ranging base from kids to adults, from musicians to fans. Think of DCI like marching band meets Broadway show – it's a spectacular performance event that is both musically amazing, athletically challenging and visually invigorating. Imagine 150 performers moving in unison across the McKinney-logoed field as music blasts from their instruments and the crowd erupts in cheer and awe! We have secured a partnership with DCI to bring 9 of their world-class corps to McKinney on an annual basis starting in July 2022. Making this experience successful for McKinney and our community is what our committee is about and that is why we want to partner with MCVB for this grant. We believe our event can blossom into a mid-summer destination event for music lovers from as far away as Arkansas, Oklahoma and other parts of Texas!
 - So, how did we get here? In 2016, a small group of citizens and DCI began having conversations after learning that DCI sought a new location in North Texas for a

summer show. As the talks progressed, MISD and the City were eventually brought into the conversations and it became clear that a partnership to create the next generation of DCI events was possible in McKinney.

- At a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium. Here is the day-by-day, 3-day schedule of events:
 - **Sunday, 7/24**, DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps.
 - **Monday, 7/25**, two to three DCI corps will participate in a drum line battle at Tupps Brewery, who has the event on their calendar. This event will be a family-friendly event with high-energy drum line competitions and fan involvement. A \$10 per person cover charge will be assessed, and food trucks will be available for people to purchase food and beverages.
 - **Tuesday, 7/26**, will be the big day with an all-day middle school band camp called BANDtastic followed by the main DCI competition that night in MISD stadium. The BANDtastic campers will have a chance to play on the field with the DCI Corps.
- While we are breaking new ground with DCI, we are working closely with our friends on the NCAA D2 committee to learn from them and build upon their successes.

➤ **DCI represents a new path for McKinney as we venture into hosting a world-class marching music event that will showcase our beautiful city and residents:**

- The DCI Competition and surrounding events will showcase the City of McKinney as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.
- Promote McKinney's quality of life through community engagement by hosting a family-oriented drum line battle and other family-friendly events, including the World Class-level competition itself.
- Promote business in McKinney through storytelling using digital media-promoting events
- Promote McKinney as a tourist destination through marketing the competition and surrounding events, and by featuring McKinney's unique qualities including downtown, Adriatica, TPC, The Dye Course at Stonebridge Ranch and other highlights such as dining, shopping and the charm that McKinney has to offer through digital marketing.
- Establish McKinney as a viable event destination providing the opportunity for attracting future big events that foster economic growth.
- Finally, this event will give international visibility to McKinney as DCI participants hail from more than 15 countries and drum corps fans from those countries track the DCI competitions through the summer cycle and via DCI's global online network.

MARKETING GOALS	TIMELINE (for Marketing)	MEASURABLE METRICS	TRACKING
Attract more visitors to McKinney	Mar 2022 – July 2022	➤ Attendance for the Drumline Battle (to be held at Tupps Brewery) above 300, and DCI Competition above 4,500	➤ Tups and DCI Ticket sales
Inaugural Attendance	Mar 2022 – July 2022	➤ Attendance for the Tups Drumline Battle above 300 and ➤ DCI Competition above 4,500	➤ Tups and DCI Ticket sales
Promote hospitality industry <ul style="list-style-type: none"> • Drumline Battle • DCI Competition • Plan Your Trip App 	Mar 2022 – July 2022	➤ Sales in hospitality business for self-identified guests. ➤ Track business through Chamber and business community for event days.	➤ Main Street McKinney ➤ McKinney Chamber
Promote Community Engagement	Mar 2022 – July 2022	➤ Track number of volunteers and attendees who are local	➤ Track: Merchant input Website info gathering ➤ Ticket sales
Attract visitors to McKinney	Mar 2022 – July 2022	➤ Increase in number of visitors during event days	➤ Hotel sales, ticket sales ➤ MCVB statistics

• ***Describe how this initiative will promote the City of McKinney for the purpose of tourism.***

- **RESPONSE:** DCI provides entertainment to millions of fans through live performances and nationally-broadcast competitions, culminating in the World Championship in Indianapolis each August. Drum corps is currently the **fastest-growing youth activity in the U.S.** and DCI touches lives around the world:
 - Participants in U.S.-based drum and bugle corps hail more than 15 countries
 - The annual DCI Tour is made up of more than 100 events across North America
 - Each summer, some 400,000 fans attend live drum corps events
- Our event will host 9 of the top corps, which have a large fan based in North Texas and the surrounding area. Drum corps fans are passionate about this event, and the shows draw large crowds; we ultimately expect to sell out our stadium of ~6,000 fans (DCI corps perform to one side of the stadium.)
- DCI events draw fans from hundreds of miles away and we believe our unique program of the drum line battle, BANDtastic middle school camp and main-event competition will drive hotel nights, restaurants sales and tourism to our unique McKinney experience.

• ***Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.***

- **RESPONSE:** The purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level

marching music performing arts in the McKinney, Texas, community. This DCI event aligns with this objective.

- ***Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.***

- **RESPONSE:** Please see information in the timeline below. Events will be held at Tupps Brewery and MISD Stadium.

- ***Provide the venue/location for the Event or Project.***

- **RESPONSE:** please see information in the timeline below. Events will be held at Tupps Brewery and MISD Stadium.

- ***Provide a timeline for the Event or Project.***

- **RESPONSE:** this is a multi-day, multi-venue event as follows:

- **Sunday, 7/24**, DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps.
- **Monday, 7/25**, two to three DCI corps will participate in a drum line battle at Tupps Brewery, who has the event on their calendar. This event will be a family-friendly event with high-energy drum line competitions and fan involvement. A \$10 per person cover charge will be assessed, and food trucks will be available for people to purchase food and beverages.
- **Tuesday, 7/26**, will be the big day with an all-day middle school band camp called BANDtastic followed by the main DCI competition that night in MISD stadium. The BANDtastic campers will have a chance to play on the field with the DCI Corps.

- ***Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.***

- **RESPONSE:** DCI sought a community that would grow a deep, multi-year partnership with them, as well as a community that appreciates fine arts, and has great facilities and an engaged citizenry. McKinney is that partner, and we and DCI see great potential for growth of our event, including prelude concerts, overnight BANDtastic events and more.

- ***Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.***

- **RESPONSE:** Working in partnership with MCVB, DCI, and other associated organizations, we will work to target music enthusiasts from a 200-mile radius; DCI

has already introduced us to numerous organizations who are ready to engage with our community and MARCHING MUSIC MADE IN MCKINNEY.

PROVIDE SPECIFIC INFORMATION TO ILLUSTRATE HOW THIS EVENT/PROJECT ALIGNS WITH ONE OR MORE OF THE GOALS AND STRATEGIES ADOPTED BY MCKINNEY CITY COUNCIL AND VISIT MCKINNEY.

- ***Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.***

➤ **RESPONSE:** The following is the full budget for both the Drumline Battle at Tupps Brewery, and the DCI Competition at MISD Stadium; for the BANDtastic event, all proceeds of the camp go to DCI and all costs are covered by DCI, hence a net neutral event for MARCHING MUSIC MADE IN MCKINNEY.

Drum Corps International: 2022 Marching Music Made in MCKinney			
Projected Income			
	Units	Rev / Unit	Estimated Revenue
MCVB Grant			\$ 10,000.00
Ticket revenue from Drum Line Battle hosted at Tupps Brewery	500	10	\$ 5,000.00
DCI Guarantee to Booster Club (guaranteed)	-	-	\$ 5,000.00
Parking (estimated with 100% to host; assumes 1 car / 4 attendees)	1,250	\$ 10.00	\$ 12,500.00
Programs (estimated, assumes \$2 to print)	2,250	\$ 3.00	\$ 6,750.00
Sponsorships (estimated)	10	\$ 500.00	\$ 5,000.00
Concessions Profit (estimated)	2,250	\$ 5.00	\$ 11,250.00
Revenue Subtotal			\$ 55,500.00
Projected Expenses			
	Units	Cost / Unit	Estimated Cost
Digital Marketing (targeted digital ads, social medial, print)			\$ 5,600.00
Website Enhancements			\$ 2,400.00
Radio ads			\$ 2,000.00
Drum Corps staying at MISD schools Custodial & Utilities			\$ 6,000.00
Programs (estimated, assumes \$2 to print)	2,250	\$ 3.00	\$ 6,750.00
Concessions	2,250	\$ 2.00	\$ 4,500.00
Announcer (DCI provided)	6	40	\$ 240.00
Stadium Mgr (1 person for 12 hours)	12	50	\$ 600.00
CEC Mgr (1 person for 12 hours)	12	50	\$ 600.00
Graphics board operator (1 person for 12 hours)	12	50	\$ 600.00
Stadium Security (2 officers for 7 hours each)	14	80	\$ 1,120.00
Traffic Mgt (4 officer for 7 hours)	28	80	\$ 2,240.00
Stadium & CEC Utilities			\$ 2,500.00
Stadium & CEC Clean-up			\$ 5,000.00
Turf cleaning			\$ 500.00
Expenses Subtotal			\$ 40,650.00
Profit / Loss from 2020 Marching Music Made in MCKinney			\$ 14,850.00

III. FINANCIAL

- ***Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.***
 - **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY is a newly-formed nonprofit organization as stated above. The current, sole purpose of MARCHING MUSIC MADE IN MCKINNEY is to facilitate the DCI Competition and related events as stated above. We expect that all revenues generated from the event will be distributed to the MISD band boosters once expenses are covered.

- ***Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.***
 - **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY is a newly formed organization with no paid staff. The only revenues and expenses are those associated with this event.

- ***Please provide details regarding other potential sources of funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.***

IV. MARKETING AND OUTREACH

- ***Describe marketing plans and outreach strategies for your organization, for the Event or Project for which you are requesting funding, and how they are designed to help you achieve current and future goals.***

- - **RESPONSE:** for the inaugural year, we will measure success as follows:
 - Design ad graphics & place digital ads for each event. (Ongoing Mar 22)
 - Posters placed in retailers around McKinney (Jun 2022)
 - Launch economic impact PR blitz via social media, websites, news outlets, (Apr-Jun 2022)
 - Social Media posts / boosts (ongoing beginning Apr 2022)
 - Active Facebook, Instagram and Twitter pages (ongoing beginning Apr 22)
 - Video production and distribution through various channels including website, social media channels, Chamber, MISD, MCVB (Apr-Jul 2022)
 - Story submitted to local news outlets (Apr, Jun 2022)
 - Enlist the support / service of high school booster clubs (ongoing beginning Jan 22)

 - A grant for promotional funding from MCVB would make it possible to:

- Increase the digital ad spend, reaching a greater target audience, providing more information about McKinney, the DCI competition and surrounding events to a larger, but more defined audience Utilize radio to engage an audience of music enthusiasts
- Enhance website to promote “Plan Your Trip” options, encouraging prospective visitors to plan their entire trip through the M3McKinney.com website. This addition would allow the event team and MCVB to track the number of visitors more effectively, where they stay, dine and seek entertainment.

V. METRICS TO EVALUATE SUCCESS

- ***Outline the metrics that will be used to evaluate success of the proposed Event or Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.***
 - **RESPONSE:** for the inaugural year, we will measure success as follows:
 - Attendance for the Tupps Brewery Drumline Battle above 300 attendees
 - Attendance for the BANDtastic camp above 200 students (this event is specifically planned for MISD middle school students)
 - Attendance for the DCI Competition above 4,500 fans
 - Spur economic benefit in the City of McKinney business community through sales tax dollars – increase in hospitality and entertainment receipts and track non-McKinney attendance through DCI Competition ticket sales

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <p style="text-align: center; margin: 0;">Marching Music Made in McKinney</p>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
<input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	
5 Address (number, street, and apt. or suite no.) See instructions. <p style="margin: 0;">7110 Wellington Point Rd</p>	Requester's name and address (optional)
6 City, state, and ZIP code <p style="margin: 0;">McKinney, TX 75072</p>	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
8	4	-	4	2	6	4	9	1	5

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



05-102
(Rev.9-15/33)

Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ Tcode 13196 Franchise

■ Taxpayer number

■ Report year

3	2	0	7	3	3	8	1	7	3	6	2	0	2	1
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You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.

Taxpayer name Marching Music Made in McKinney			<input checked="" type="checkbox"/> Blacken circle if the mailing address has changed.		
Mailing address 7110 Wellington Point Rd			Secretary of State (SOS) file number or Comptroller file number 0803541829		
City McKinney	State TX	ZIP code plus 4 75072			

● Blacken circle if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office 7110 Wellington Point Rd, McKinney, TX 75072
Principal place of business McKinney, TX



You must report officer, director, member, general partner and manager information as of the date you complete this report.

Please sign below! This report must be signed to satisfy franchise tax requirements.

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3207338173621

SECTION A Name, title and mailing address of each officer, director, member, general partner or manager.

Name	Title	Director	Term expiration	m	m	d	d	y	y
Dean P. Cimini	President, Board of Dir	<input checked="" type="checkbox"/> YES		1	2	3	1	2	2
Mailing address 7110 Wellington Point Rd	City McKinney	State TX	ZIP Code 75072						
Ray Pulver	Secretary, Board of Dir	<input checked="" type="checkbox"/> YES		1	2	3	1	2	2
Mailing address 5320 Cedar Grove Circle	City San Jose	State CA	ZIP Code 95123						
Kenneth Ussery	Treasurer, Board of Dir	<input checked="" type="checkbox"/> YES		1	2	3	1	2	2
Mailing address 1606 W. Hunt St	City McKinney	State TX	ZIP Code 75069						

SECTION B Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

SECTION C Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

Registered agent and registered office currently on file (see instructions if you need to make changes)	You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.		
Agent: Dean P. Cimini			
Office: 7110 Wellington Point Rd	City McKinney	State TX	ZIP Code 75072

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here	Title Pres & Exec Dir	Date Feb. 1, 2022	Area code and phone number (469) 964-0507
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Texas Comptroller Official Use Only

05-102|(Rev.9-15/33)|13196||2021|Mon Feb 14 2022 09:03:51
GMT-0600 (Central Standard Time)|9997|0|

VE/DE	<input type="checkbox"/>	PIR IND	<input type="checkbox"/>
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