



July 25, 2021

McKinney Community Development Corporation
c/o: Cindy Schneible
5900 S. Lake Forest Dr., Ste 110
McKinney, TX 75070

Dear Cindy,

On behalf of McKinney Main Street, I would like to take this opportunity to thank you and the McKinney Community Development Board of Directors for granting our request of \$7,500 for advertising support of Arts in Bloom 2021.

The purpose of this document is to submit Arts in Bloom 2021 advertising and promotional invoices to MCDC. This was the downtown event after COVID, and both our businesses and community were grateful for the activities.

Thank you and your board of directors for your continued support with McKinney Main Street. This generous investment is greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads "Amy Rosenthal". The signature is fluid and cursive.

Amy Rosenthal
Director, MPAC & McKinney Main Street
arosenthal@mckinneytexas.org
972-547-2652



2021 - Arts in Bloom Final Report

- 100 Artists - local, state, national
- 14 Texas wineries
- Retail Coach Data - 45.3k Customers and 51.9k Visits
- Sales Tax—April up 76% from 2020 – 13% from 2019

Merchant Comments:

- Great job with this event. Our in store team said there were a lot of new faces in store. We also saw increased traffic in the booth despite the booths being spread out. We loved the wine street :) Loved it being spread out this year and loved that there was an opportunity to promote wineries this year ahead of time. As a customer of the event we loved touring the different art booths and taking a stroll on the wine street. Our business also really enjoyed the communication ahead of time. Everything was delivered in a single one shot email ahead of time providing everything we needed and then a single one shot email for load in. The permitting process went smooth and it was very nice that we did not have to worry about the health permit for the event as this was taken care of by the coordinators. It was also very nice that the event coordinator provided hand cleaning stations. This was above and beyond. Thank you!
- Loved finally having a festival back downtown!
- WONDERFUL event. Can't wait for more to come!

Artist Results:

- 82% said they agree or strongly agree that Arts in Bloom is a positive event for Downtown McKinney
- 77% said they were satisfied and very satisfied
- 95% said they would apply for Arts in Bloom 2022
- \$2,650 was the average reported 'artist total sales' during the 2021 weekend



Arts in Bloom

in Historic Downtown McKinney



Arts in Bloom

A Celebration of Art & Wine

APRIL 9-11

HISTORIC DOWNTOWN MCKINNEY

FRIDAY • 5:00PM - 1:00AM | SATURDAY • 10AM - 10PM | SUNDAY • NOON - 4PM

- MORE THAN 100 LOCAL, REGIONAL & NATIONAL ARTISTS •
- KIDS CREATION STATION
- ART DEMONSTRATIONS •
- LIVE MUSICAL ENTERTAINMENT •
- 15 TEXAS WINERIES • TASTY EATS •
- UNIQUE DINING & SHOPPING •
- FREE PARKING & ADMISSION •













WWW.ARTSINBLOOMTX.COM



[#ARTSINBLOOMTX](https://www.instagram.com/ARTSINBLOOMTX)



downtownmckinney

We are blown away by the talent of @CalleWaldenArtists

Are't these yarn bombs beautiful? See them now and during #ArtsinBloomTX!

Take a photo and tag us in it!

downtownmckinney

#YarnBombs #DowntownMcKinney #ArtsinBloomTX

Liked by **mmcdowntownmckinney** and 395 others



jumpintoart

Historic Downtown McKinney

Wonderful times here with our artists! #ArtsinBloomTX

Liked by **kingoftheart** and 26 others



downtownmckinney

Arts in Bloom is a joyful arts festival happening April 9-11 (THIS WEEKEND!) in the open air market features over 100 local, regional, and nationally recognized artists, including painters, sculptors, jewelry makers, photographers, and woodworkers who fill the streets throughout the downtown area to showcase their talents. Featured artists represent 55 cities from across Texas, 15 states, and Canada. Who will we see there?!

downtownmckinney

#ArtsinBloomTX #ArtsinBloom #DowntownMcKinney #ArtsinBloomTX #ArtsinBloomTX

Liked by **TEXAS_downtown** and 172 others

Frisco Community Impact



2021 - Expense Breakdown

Social Media	862.06
Dallas Observer	1500.00
Community Impact Frisco	1538.00
Community Impact McKinney	2752.00
Influencers	949.00
TOTAL	\$7,601.06

Arts in Bloom Recap & Highlights

Michelle Hancock, The Social Scribe, LLC



Overview



Included in this report:

- Social Media
 - Facebook
 - Instagram
 - Twitter
- Media Relations
- Influencer Marketing
- Future program recommendations

Recap Social Media Channels



Downtown McKinney



Downtown McKinney



@DTOWNMcKinney

Historic Downt...
Tue 4/6/2021 7:14 pm PDT

🦋 The Monarchs of McKinney are HERE! 🦋 This art installation consists of eight



Total Engagements	1,323
Reactions	615
Comments	106
Shares	68
Post Link Clicks	134
Other Post Clicks	400

Historic Downt...
Sun 3/28/2021 7:31 am

Arts In Bloom is an open-air market that features over 100 local, regional, and national



Total Engagements	870
Reactions	226
Comments	22
Shares	20
Post Link Clicks	-
Other Post Clicks	602

Historic Downt...
Thu 4/1/2021 12:51 pm

🦋 Keep your eyes open for a new yarn bombing project popping up in Downtown



Total Engagements	858
Reactions	332
Comments	37
Shares	35
Post Link Clicks	5
Other Post Clicks	449

Facebook

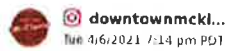
- **Impressions**
 - 750,184 (108% increase)
- **Engagements**
 - 29,654 (112% increase)
- **Post Link Clicks**
 - 1,307 (266% increase)
- **Organic Page likes**
 - 288 (39.81% increase)



Keep your eyes open for a new yarn bombing project popping up in Downtown



Total Engagements	576
Likes	551
Comments	13
Saves	12



The Monarchs of McKinney are HERE! This art Installation consists of eight



Total Engagements	410
Likes	382
Comments	14
Saves	14



We are blown away by the talent of @DallasYarnBombers Aren't these yarn bombs



Total Engagements	409
Likes	391
Comments	12
Saves	6

Instagram

- **Impressions**
 - 189,112 (26% increase)
- **Engagements**
 - 3,199 (32.7% increase)
- **Profile Actions**
 - 185 (101% increase)
- **Followers Gained**
 - 430 (17.8% increase)



We are blown away by the talent of @DallasYarnBombers Art



Total Engagements	222
Likes	13
@Replies	1
Retweets	4
Post Link Clicks	0
Other Post Clicks	204
Other Engagements	0



Keep your eyes open for a new yarn bombing project popping up in Downtown



Total Engagements	88
Likes	5
@Replies	0
Retweets	3
Post Link Clicks	0
Other Post Clicks	80
Other Engagements	0



The Monarchs of McKinney are here! Just in time for spring, these over-sized, steel



Total Engagements	41
Likes	6
@Replies	0
Retweets	0
Post Link Clicks	1
Other Post Clicks	34
Other Engagements	0

Twitter

- **Impressions**
 - 8,727
- **Engagements**
 - 426
- **Post Link Clicks**
 - 18
- **New Followers**
 - 31

(Note: first time content was published on Twitter)

2021

Press Release

THE SOCIAL
SCRIBE LLC

The Social Scribe LLC wrote and distributed a custom press release for Arts in Bloom.

- The City of McKinney distributed to their media list.
- Distributed to The Social Scribe's media list which includes hyperlocal influencers and publications.
- Used press release to submit calendar submissions to online calendars of events.

07

Media Outreach

The Social Scribe LLC assisted in media reach pertaining the event:

- Also added the event to several online calendars for art and community groups.
- Fielded questions from media and set up television interview on NBC.
- Submitted content to media calendars, local blogger groups and calendar listings.

2021

Television

THE SOCIAL
SCRIBE LLC

Texas Today on NBC 5

Secured a spot on Texas Today, a lifestyle show on NBC 5 that reaches households in North Texas.

08



Digital

THE SOCIAL
SCRIBE LLC

Arts in Bloom gets the 're-imagined' treatment next month in McKinney
 The free event runs April 9-11 in historic downtown McKinney.



child

Arts in Bloom



f in

Date/Time
 April 09, 2021 to April 11, 2021

Location
 Historic Downtown McKinney
 111 N. Tennessee

Featured online

The event was covered in popular publications such as Dallas Morning News, Texas Highways, DFW Child, Local Profile, Plano Magazine, Community Impact and more.

TEXAS

Arts in Bloom

When:
 April 9-11

Where:
 Downtown McKinney, TX 75069

Influencer Marketing

THE SOCIAL
SCRIBE LLC



In_dfw_family • Following

GIVEAWAY ALERT
 CONGRATULATIONS! PLEASE DM TO CLAIM YOUR PRIZE

I have partnered with @dallaspartyof2 for the Arts in Bloom Festival going on April 9-11th! you can win \$50 to go towards the Arts in Bloom Wine Garden which includes a commemorative Arts in Bloom Wine Glass and 20 tickets (10 tastings) to use at any participating winery. (\$50 value) More info: <https://mckinneytx.org/0885/Wine-Garden/>

HOW TO ENTER

liked by theglamadventurer and 115 others



dallaspartyof2
 Giveaway Time

Liked by dallassocials and 630 others
 dallaspartyof2 (GIVEAWAY CLOSED)

PROGRAM GOALS

- Increase brand awareness by leveraging influencers to create content that inspires consumers to attend Arts in Bloom.
- Drive positive online conversation and audience engagement around Arts in Bloom.
- Increase social media following through an Instagram giveaway.

Arts in Bloom Influencer Campaign

Activation

- 9 Influencers
- 9 Instagram Feed Ticket Giveaways
- 1 e-newsletter inclusion
- 9 Instagram stories
- 2 Facebook posts

Influencer Profile

Local/Micro Influencers on Instagram ages 26+

Audience includes moms, art and wine enthusiasts.

Followers ranged from 3K - 16K

Diverse across Race & Ethnicity.

Top Performers

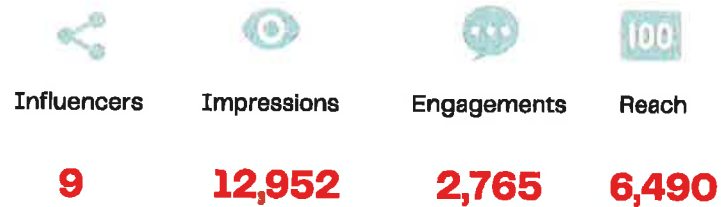
- @delisapartyof2
- @nicole_family
- @RandiMama

Takeaways

Instagram giveaways were the main driver toward engagement. Many influencers posted images that featured the wine pavilion area, while some featured lifestyle photos of themselves which increased engagement and contact entries. A few influencers went above and beyond posting on Facebook, Instagram stories, and event round-up listings/graphics.

Influencer Recap

Impact



Noteable Comments



Sounds great and an exciting event!

Audience Comment
@MamaChallenge



This would be a fun place to meet up!

Audience Comment
@FriscoAreaMoms



Thanks for sharing!

Audience Comment
@ACowboysLife

Future Program Recommendations

Recommendations

- Create a video program such as IG reels or TikToks.
- Consider an evergreen campaign that shows Downtown McKinney as a true destination to shop, dine and enjoy.
- Hire influencers to take over Instagram accounts for the day.
- Boost influencer content to reach targeted audiences.

Get Social With Us



THE SOCIAL
SCRIBE LLC

THE SOCIAL SCRIBE

I'd love to
work with you again.

Phone Number

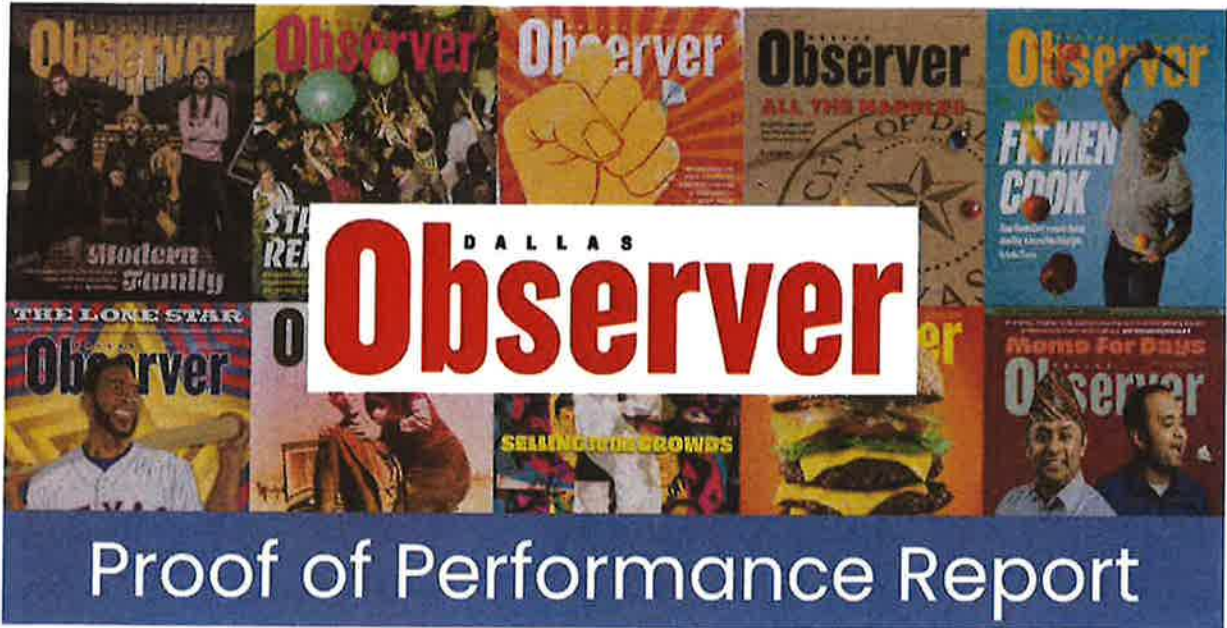
972-215-8870

Email Address

michelle@thesocialscribe.com

Website

www.thesocialscribe.com



McKinney Main St. & Performing Arts Center
Campaign Dates: April 7 - April 11, 2021

2030 Main St., Suite 410, Dallas, TX 75201 | 214.757.8476 | dallasobserver.com



Events Exclusive - 4/9
Total Sends: 49,735
Total Opens: 3,809
Total Clicks: 133
CTR: 3.49%

THINGS TO DO
PROMOTIONAL NEWSLETTER
Observer

[MORE INFORMATION](#) [ARTS IN BLOOM FESTIVAL](#) [MORE PROMOTIONS](#)

Produced and sponsored by McKinney Main Street, Arts in Bloom takes place in Historic Downtown McKinney. This year's event will be presented on streets and sidewalks throughout 15 blocks of McKinney's Cultural District and features over 120 juried artists and the Local Arts Village. With plenty of room to social distance, the streets of downtown come alive with fascinating sights and sounds as fine artists, performance artists, musicians, Texas wineries, and food vendors take part in the three-day celebration. There's also a hands-on interactive area for children, the Kids Creation Station, where young Picasso's can learn about art processes and create their own masterpieces, all set up on the tree-lined sidewalks surrounding the McKinney Performing Arts Center. Festival organizers place an emphasis on safety with masks required for staff and encouraged for participants.



Arts
in Bloom



A Celebration of Art & Wine
 APRIL 9-11 • HISTORIC DOWNTOWN MCKINNEY

WWW.ARTSINBLOOMTX.COM







Dallas Observer Email Advertising

Arts Exclusive - 4/7
 Total Sends: 12,674
 Total Opens: 1,310
 Total Clicks: 61
 CTR: 4.6%

Observer ARTS & CULTURE
 PROMOTIONAL NEWSLETTER

Produced and sponsored by McKinney Main Street, Arts in Bloom takes place in Historic Downtown McKinney. This year's event will be presented on streets and sidewalks throughout 15 blocks of McKinney's Cultural District and features over 120 juried artists and the Local Artist Village. With plenty of room to social distance, the streets of downtown come alive with fascinating sights and sounds as fine artists, performance artists, musicians, Texas wineries, and food vendors take part in the three-day celebration. There's also a hands-on interactive area for children, the Kids Creation Station, where young creatives can learn about art processes and create their own masterpieces. All set up on the tree-lined streets surrounding the McKinney Performing Arts Center. Festival organizers place an emphasis on safety with masks required for staff and encouraged for participants.

Arts in Bloom
 A Celebration of Art & Wine
 APRIL 9-11 • HISTORIC DOWNTOWN MCKINNEY

WWW.ARTSINBLOOMTX.COM #ARTSINBLOOMTX



214.757.8476 | dallasobserver.com



Dallas Observer Email Advertising

**Weekly Promo
 Featured Event - 4/7**
 Total Sends: 35,462
 Total Opens: 2,725
 Total Clicks: 142
 Spot Clicks: 113
 CTR: 5.2%/4.1%

Sleep Better, Naturally

Arts in Bloom
 A Celebration of Art & Wine
 APRIL 9-11 • HISTORIC DOWNTOWN MCKINNEY

FEATURED EVENTS

Arts in Bloom
 A Celebration of Art & Wine
 APRIL 9-11 • HISTORIC DOWNTOWN MCKINNEY

WEEKLY PROMOTIONS

Fall Dabbler's
 Dabble in the spirit of the season with a fall-themed art show. The show will feature a variety of fall-themed art and is open to all ages. The show will be held at the McKinney Performing Arts Center. Tickets are \$10.00. Tickets are available at www.mckinneyartscenter.com.

First Day for 2020 Graduates
 Celebrate the first day of school for the class of 2020 graduates. The event will be held at the McKinney Performing Arts Center. Tickets are \$10.00. Tickets are available at www.mckinneyartscenter.com.

Dinner, Tapout or Delivery at Chef's!
 Enjoy a delicious meal at Chef's! The restaurant is open for dinner, tapout, and delivery. The restaurant is located at 1234 Main Street, McKinney, TX. Call (972) 555-1234 for more information.

Non-Brewing Beer and Me: A Conversation
 Join us for a conversation about non-brewing beer and me. The event will be held at the McKinney Performing Arts Center. Tickets are \$10.00. Tickets are available at www.mckinneyartscenter.com.



214.757.8476 | dallasobserver.com



Monthly Pageviews: 3,269,855
 Monthly Unique Visitors: 978,747

Run Dates: 4/9
 Total Impressions: 6,789
 Total Clicks: 20
 CTR: .29%



214.757.8476 | dallasobserver.com



Monthly Pageviews: 3,269,855
 Monthly Unique Visitors: 978,747

Run Dates: 4/7
 Total Impressions: 4,306
 Total Clicks: 15
 CTR: .35%

Run Dates: 4/8
 Total Impressions: 1,688
 Total Clicks: 10
 CTR: .59%



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Dallas Observer Display Banners

Monthly Pageviews: 3,269,855
 Monthly Unique Visitors: 978,747

Run Dates: 4/7- 4/11
 Total Impressions: 11,004
 Total Clicks: 11
 CTR: 0.10%

Arts in Bloom
 A Celebration of the 50th Year
 APRIL 9-11 • HISTORIC DOWNTOWN MCKINNEY

Budget Bites: Pho ThaiBinh Serves Food to Delight Thrifty Vegans and Carnivores Alike

S15 OFF DINNER JULY SUMMER SPECIAL

APRIL 9-11

RECOMMENDED FOR YOU

90 Day Forecast



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Dallas Observer Social Media

Facebook Post- 4/8
 Impressions: 7,938
 Actions Taken: 158

Twitter Post- 4/9
 Impressions: 1,168
 Actions Taken: 4

Instagram Post- 4/9
 Impressions: 7,869
 Actions Taken: 9

Arts in Bloom
 A Celebration of the 50th Year
 APRIL 9-11

The Arts in Bloom Festival begins to...
 With plenty of room to social distan...
 the streets of downtown come alive...
 fascinating sights and sounds in the...
 three-day celebration.
 mckinneytx.us/687/Arts-in-Blo...



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