



June 22, 2015

McKinney Community Development Corporation
clo: 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 \$14,000 for advertising support of Bike the Bricks 2015. Without the support of organizations such as yours, this event would not exist.

The purpose of this document is to submit McKinney Oktoberfest advertising and promotional invoices to your organization. We welcomed 570 racers from nine states and two countries – the highest number of racers to date. We know guests enjoyed enhanced amenities such as live music and the jumbotron. We do believe that inclement weather and the lingering potential of rain impacted attendance. While it is difficult to account total numbers, alcohol sales were up 20% from 2014.

I would like to take this opportunity to personally thank you and your board of directors for your continued support with McKinney Main Street. This generous contribution is greatly appreciated.

Please don't hesitate to contact me directly with any questions regarding this communication.

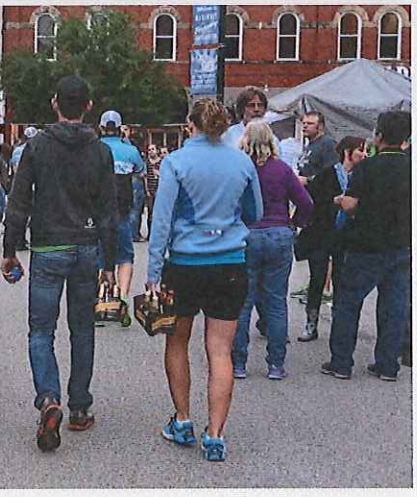
Sincerely,

A handwritten signature in cursive script that reads "Amy Rosenthal".

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



- Friday, May 22, 2015
- 570 riders - most ever
- 9 different states, Mexico & New Zealand



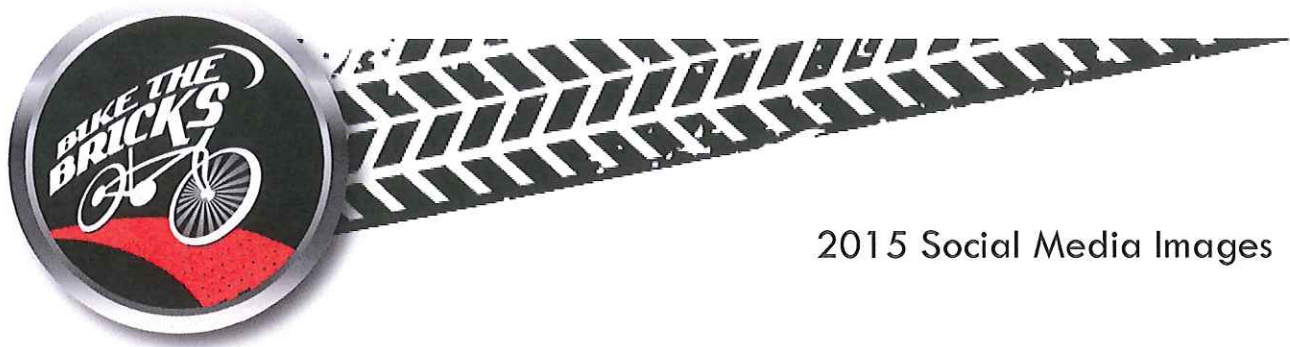
- 23% increase in beer sales from 2014
- Live remote on WFAA Daybreak prior to event



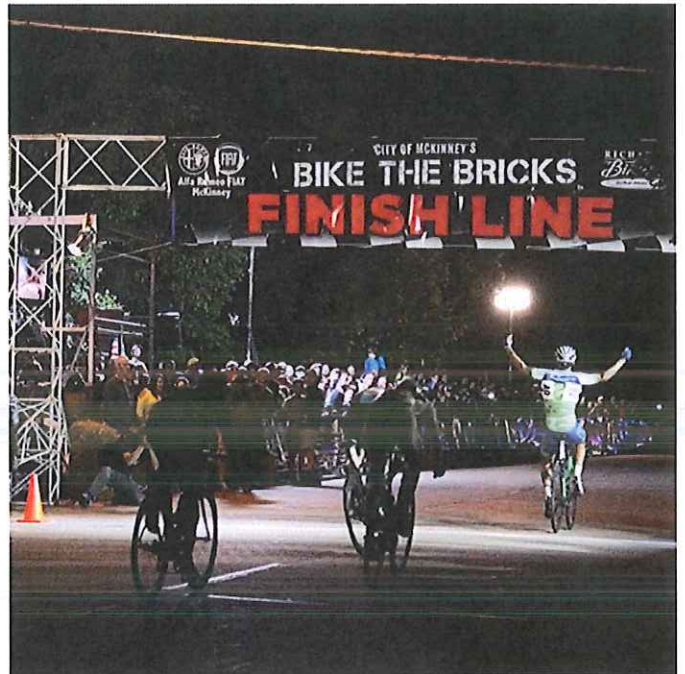
- VIP Area
- 166 reservations on Thurs, May 21

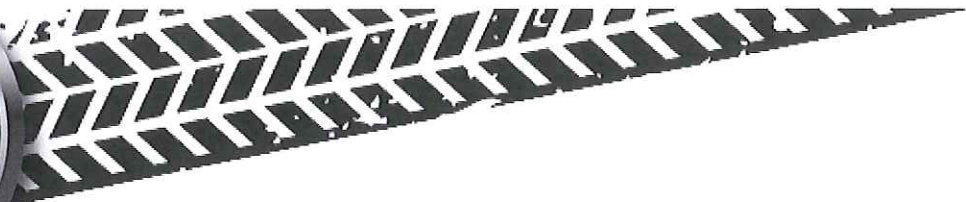


- Music featured on East Louisiana Street with headlining band, Jamestown Revival



2015 Social Media Images





Bike the Bricks 2015 Social Media Statistics

Total Reach: 70,812

Total Likes: 1,182

Total Comments: 247

Total Shares: 304

Largest Individual Post

(About Food Trucks)

Total Reach: 24,624

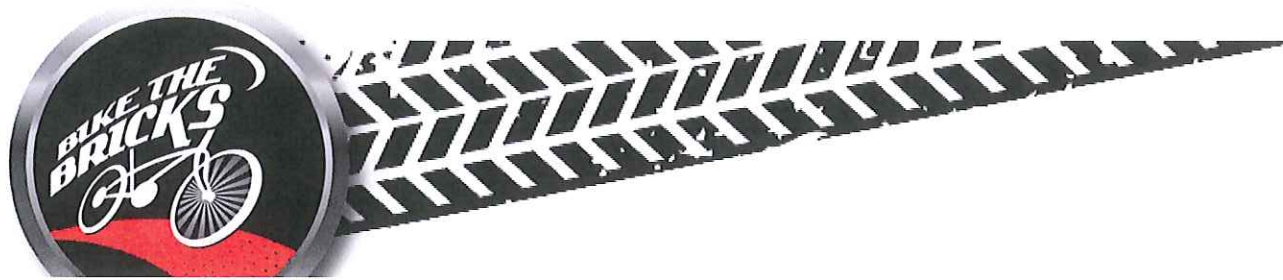
Total Likes: 686

Total Comments: 192

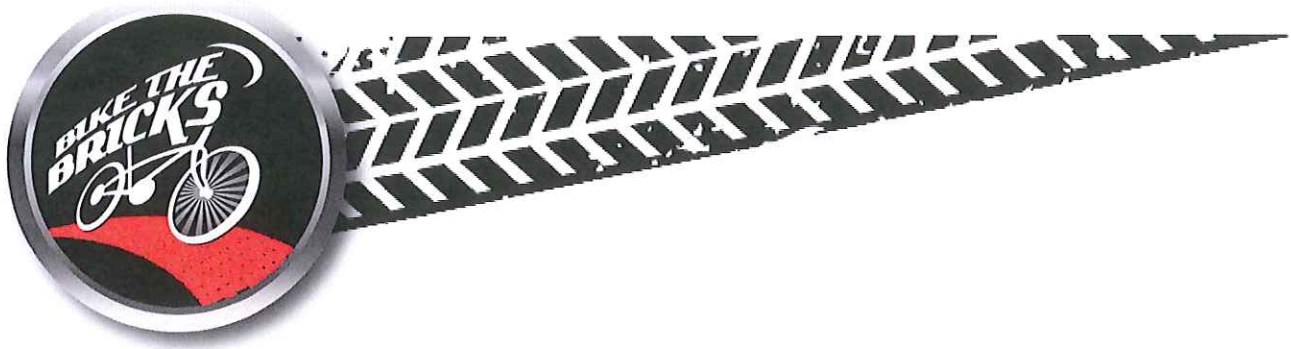
Total Shares: 203

Instagram #bikethebricks

452 images



Event T-Shirt



DFW001726-2015/06/11 00:02:40



Digital Billboard
Tollroad & Trinity Mills
75 & Spring Valley



CYCLING • CRAFT BEER

CITY OF
MCKINNEY'S

BIKE THE BRICKS

1 MILE
SPECTATOR
FRIENDLY RACE
COURSE

FREE EVENT AND CONCERT BY
JAMESTOWN REVIVAL

FRIDAY • MAY 22 • 3-11 pm

HIGH-SPEED BIKE RACES WEAVING THROUGH THE STREETS OF
HISTORIC DOWNTOWN MCKINNEY

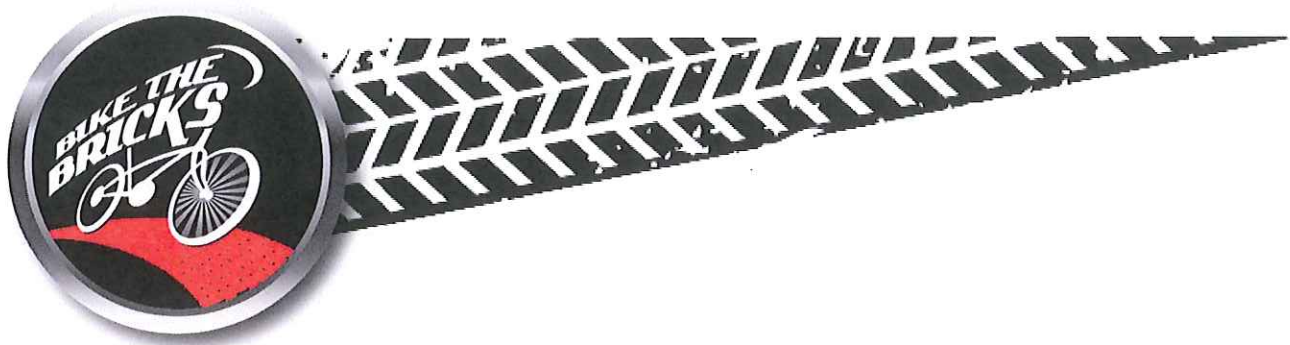
PRESENTED BY:

- Alfa Romeo
- FIAT
- Alfa Romeo FIAT of McKinney
- McKINNEY TEXAS Unique by nature.
- CITY OF MCKINNEY
- MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
- RICHARDSON Bike Mart cinemart.com
- McKinney Velo
- Sheraton McKinney HOTEL
- mellow MUSHROOM
- BAYLOR Medical Center at McKinney
- REAL ALE BREWING CO.
- Kroger
- NOW 102.9
- 102.1 FM
- GOtaps PUBLIC TRANSIT

THE DALLAS MORNING NEWS • BIEN SALSA

www.DowntownMcKinney.com • 972-547-2660

Event Poster



**FOOD TRUCKS
CRAFT BEER
FREE CONCERT**

CITY OF MCKINNEY'S

BIKE THE BRICKS

**1 MILE
SPECTATOR
FRIENDLY RACE
COURSE**

FRIDAY MAY 22 • 3-11 PM

**HIGH-SPEED BIKE RACES WEAVING THROUGH THE STREETS OF
HISTORIC DOWNTOWN MCKINNEY**

FREE EVENT AND CONCERT BY JAMESTOWN REVIVAL

PRESENTED BY:

**The Dallas Morning News
dallasnews.com**

Alfa Romeo FIAT of McKinney

www.DowntownMcKinney.com

Ad in The Dallas Morning News

Guide

**CITY OF
MCKINNEY'S**

BIKE THE BRICKS

**A
MUST-SEE
EVENT!**

FRIDAY MAY 22 • 3-11 PM

**HIGH-SPEED BIKE RACES WEAVING
THROUGH THE STREETS OF
DOWNTOWN MCKINNEY**

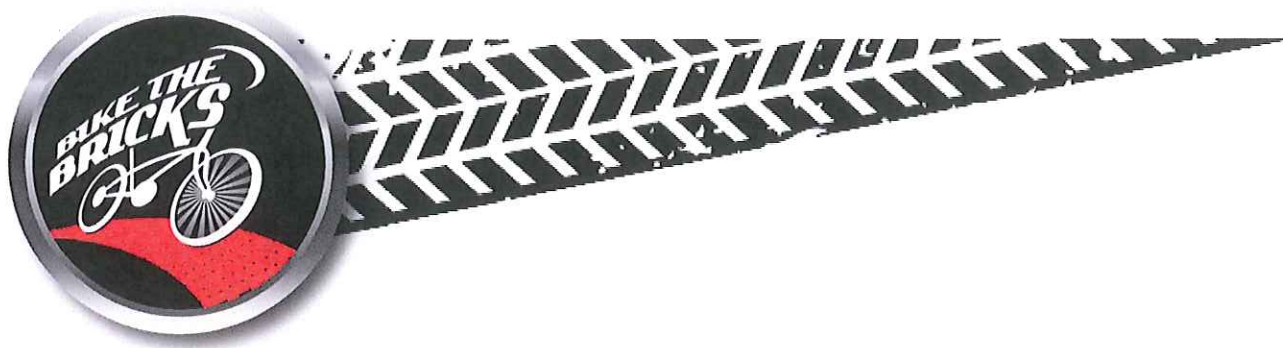
**FREE EVENT AND CONCERT BY
JAMESTOWN REVIVAL**

PRESENTED BY

Alfa Romeo FIAT of McKinney

www.DowntownMcKinney.com

Ad from D Magazine



McKinney Community Development Corporation
Promotional Grant Award to McKinney Main Street
\$14,000 for Bike the Bricks 2015

Expense Breakdown

WFAA Commercials	9,600
iHeart Media - NOW & The Edge	5,080
TOTAL	\$14,680



WFAA
606 Young Street
Dallas TX 75202

INVOICE

Invoice #	9015051501	Invoice Date	05/24/15	Invoice Month	May 2015	Invoice Period	05/01/15 - 05/21/15
Station	WFAA	Account Executive	Juliann Delozier, (214) 977-6546	Sales Office	WFAA Dallas	Sales Region	Local
Advertiser	City of McKinney, The (51748)		Product	Bike the Bricks		IDB#	
Agency	City of McKinney, The (51748)		Flight Dates	05/18/15 - 05/24/15	Order #	1020760	Alt Order #
Billing Calendar				Calendar		Billing Type	
						Cash	
Special Handling							
Advertiser Code		Product Code		Estimate Number			
				Bike the Bricks			
Station Phone No				Billing Contact Phone No			
(214) 748-9631							

000070
City of McKinney, The
Attention: Accounts Payable
111 N Tennessee St
McKinney TX 75069

Send Payment To:
WFAA
Dept 730045
P.O. Box 660919
Dallas TX 75266

For Billing Inquiries Call: (877) 269-2227 or
email: BDAL-TVBilling@gannett.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
1	05/18/15	05/24/15	News 8 at 6a M-F	6a-7a	MTWT--	:15/:15	4	\$1,000.00	DN	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WFAA	M	05/18/15	06:21 am	News 8 at 6a M-F	6a-7a	:15	BIKETHEBRICKS15	\$500.00	DN
				06:23 am			:15	BIKETHEBRICKS2015B	\$500.00	
2	WFAA	T	05/19/15	06:51 am	News 8 at 6a M-F	6a-7a	:15	BIKETHEBRICKS15	\$500.00	DN
				06:53 am			:15	BIKETHEBRICKS2015B	\$500.00	
3	WFAA	W	05/20/15	06:10 am	News 8 at 6a M-F	6a-7a	:15	BIKETHEBRICKS15	\$500.00	DN
				06:13 am			:15	BIKETHEBRICKS2015B	\$500.00	
4	WFAA	T	05/21/15	06:52 am	News 8 at 6a M-F	6a-7a	:15	BIKETHEBRICKS15	\$500.00	DN
				06:53 am			:15	BIKETHEBRICKS2015B	\$500.00	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
2	05/18/15	05/24/15	Good Morning America	7a-9a	--WT--	:15/:15	2	\$1,000.00	DN	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WFAA	W	05/20/15	08:47 am	Good Morning America	7a-9a	:15	BIKETHEBRICKS15	\$500.00	DN
				08:48 am			:15	BIKETHEBRICKS2015B	\$500.00	
2	WFAA	T	05/21/15	08:47 am	Good Morning America	7a-9a	:15	BIKETHEBRICKS15	\$500.00	DN
				08:48 am			:15	BIKETHEBRICKS2015B	\$500.00	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
3	05/18/15	05/24/15	Jimmy Kimmel	1035p-1137p	MTWT--	:15/:15	4	\$900.00	DN	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WFAA	T	05/19/15	10:59 pm	Jimmy Kimmel	1035p-1137p	:15	BIKETHEBRICKS15	\$450.00	DN
				11:02 pm			:15	BIKETHEBRICKS2015B	\$450.00	
3	WFAA	W	05/20/15	10:59 pm	Jimmy Kimmel	1035p-1137p	:15	BIKETHEBRICKS15	\$450.00	DN
				11:02 pm			:15	BIKETHEBRICKS2015B	\$450.00	
6	WFAA	T	05/21/15	06:27 am	News 8 at 6a M-F	6a-7a	:15	BIKETHEBRICKS15	\$450.00	DN
				06:30 am			:15	BIKETHEBRICKS2015B	\$450.00	
			MG for 3.5 05/20							
4	WFAA	T	05/21/15	11:31 pm	Jimmy Kimmel	1035p-1137p	:15	BIKETHEBRICKS15	\$450.00	DN
				11:32 pm			:15	BIKETHEBRICKS2015B	\$450.00	

Total Spots 10

Payment Terms 30 days
Due Date: 06/23/2015

Gross Total	\$9,600.00
Agency Commission	\$0.00
Net Amount Due	\$9,600.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

iHeartMedia
KDFE-FM, KDMX-FM, KEGL-FM
KFXR-AM, KHKS-FM, KZPS-FM
ACCOUNTS RECEIVABLE
Remit To:
P.O. Box 847572
Dallas, TX 75284-7572
Phone: (214) 866-8000



INVOICE: 1019213009

City of McKinney, The
Attn: Heidi Stark
222 N Tennessee St
P. O. Box 517
Mckinney, TX 75069-3937



Advertiser No.: 8717
City of McKinney, The
Order: 1119207393 Invoice Date: **05/25/2015**
Co-op: No Payment Due: **06/24/2015**
AE: Sales, James

Billing Type: Broadcast

Note 1: **KDFE KDMX BIKE THE BRICKS**

CPE

Invoice Summary:

No. of Spots/Misc:	108/0
Gross Spot Billing:	\$3,980.00
Agency Commission:	\$0.00
Net Spot Billing:	\$3,980.00

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.

iHeartMedia
KDGE-FM, KDMX-FM, KEGL-FM
KFXR-AM, KHKS-FM, KZPS-FM
ACCOUNTS RECEIVABLE

Remit To:
P.O. Box 847572
Dallas, TX 75284-7572
Phone: (214) 866-8000



APR

INVOICE: 1019213010

City of McKinney, The
Attn: Heidi Stark
222 N Tennessee St
P. O. Box 517
Mckinney, TX 75069-3937



Advertiser No.: 8717
City of McKinney, The
Order: 1119207393 Invoice Date: 05/25/2015
Co-op: No Payment Due: 06/24/2015
AE: Sales, James

Billing Type: Broadcast

Note 1: KDGE KDMX BIKE THE BRICKS

CPE

Invoice Summary:

No. of Spots/Misc:	0/3
Misc Revenue Gross:	\$1,100.00
Agency Commission:	\$0.00
Misc Revenue Net:	\$1,100.00

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.