



February 28, 2019

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 \$15,000 for advertising support of Home for the Holidays...A McKinney Christmas 2018.

The purpose of this document is to submit Home for the Holidays 2018 advertising and promotional invoices to MCDC. Home for the Holidays 2018 was a tremendous success. We had the highest social media responses for an event to date. The event was well attended, and response from merchants documented increased traffic and sales over the weekend – especially for Small Business Saturday.

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 blue ink that reads "Amy Rosenthal".

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



111 N. Tennessee St.
McKinney, TX 75069 US
972-547-2661
arosenthal@mckinneytexas.org
www.downtownmckinney.com

BILL TO

McKinney Community
Development Corporation
5900 S Lake Forest Drive, Suite
110
McKinney, TX 75070

646

DATE 11/28/2018

DUE DATE 12/28/2018

ACTIVITY

AMOUNT

2018 Home for the Holidays Sponsorship

15,000.00

TOTAL DUE

\$15,000.00

HOME FOR THE Holidays



2018 – Downtown Merchant Survey

Merchant Results:

- 75% said Home for the Holidays provided an increase in foot traffic as compared to a regular November weekend.
- 100% said Home for the Holidays provided an increase in total sales as compared to a regular November weekend.

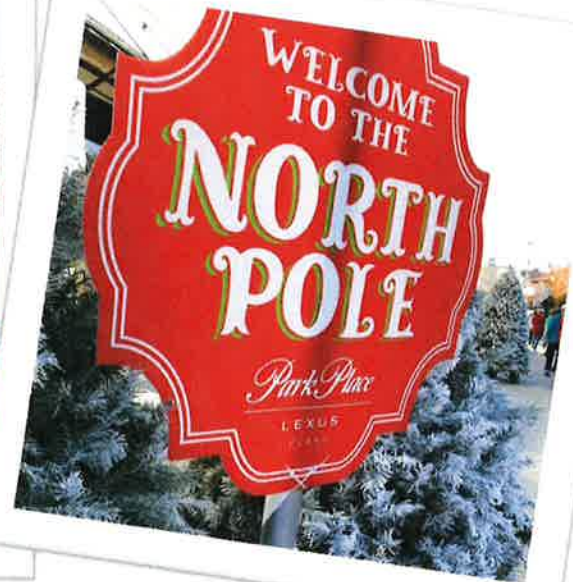


Merchant Comments:

- We had 2 record breaking sale days! Even though traffic was slower on Saturday we had the best sales we have ever done!!!
- My home for the holiday event sales were not in line with my 2018 overall sales trends (were below) but all in all a win every year with regard to downtown appeal and reputation!! Thanks to all that worked so hard in providing this opportunity for our community, metroplex, merchants and neighbors!



HOME FOR THE
Holidays



HOME FOR THE
Holidays



Home for the Holidays 2018 – RECAP

- 3 days of live entertainment with our biggest headliner to date: Asleep at the Wheel
- Packed out Tree Lighting Ceremony
- We brought the ice rink back!
- Record food sales for our vendors!
- Partnered with Sheraton McKinney to sale alcohol during the festival.
- HUGE Small Business Saturday for Downtown Merchants

Gate Banner

WE THANK OUR 2018 HOME FOR THE HOLIDAYS SPONSORS

A row of logos for the 2018 Home for the Holidays sponsors. From left to right: McKinney Texas (Unique by nature), Downtown McKinney, McKinney Community Development Corporation, First United, Park Place Lexus Plano, Sheraton (McKinney Hotel), and Texas Commission on the Arts.

TMOBILE · TEXAS ONCOLOGY · IKEA FRISCO · STARCENTER-MCKINNEY · ELEVATE ENTERTAINMENT

MCKINNEYCHRISTMAS.COM · #MCKINNEYCHRISTMAS

HOME FOR THE Holidays



Dallas Morning News Ad

Movie Theater Advertisement



CITY OF MCKINNEY'S
**HOME FOR THE
Holidays**

A MCKINNEY CHRISTMAS

NOV. 23-25
**HISTORIC DOWNTOWN
MCKINNEY**

CHILDREN'S
ACTIVITIES
ENTERTAINMENT
VISITS
WITH SANTA

TREE
LIGHTING
& CONCERT
FOR FAMILY
ASLEEP AT THE WHEEL
FRIDAY NIGHT
6:15 PM

★ SMALL BUSINESS SATURDAY® ★

NOV 24

HISTORIC DOWNTOWN MCKINNEY

SHOP SMALL WITH US AT
111 N. TENNESSEE ST.



T-Mobile • Texas Oncology • Ikea Frisco • StarCenter • McKinney • Elevate Entertainment

McKinneyChristmas.com • #McKinneyChristmas



HOME FOR THE
Holidays



Social Media Ads:

- Total Facebook Followers – 25,828
- New Facebook Followers – 861
- Facebook Event – 23,356 Clicked Interested in Attending (Most Ever)
- Page Impressions - 3.4 Million
- Link Clicks – 66,352

Fan Demographics

- 18% Male
- 82% Female
- Women 35-44 (26% of total responses)

Instagram H4H Campaign:

- Total Followers – 8,576 (Up 5.8%)
- Engagement – 2,310 (up 42.9%)



MCDC Promotional Grant

2018 Home for the Holidays...A McKinney Christmas

Movie Theater	3,651.43
DMN & Community Impact	4,413.50
Pandora	4,468.33
Facebook	4,692.85
TOTAL	\$17,226.11



NATIONAL CINEMEDIA

National CineMedia, LLC
6300 S. Syracuse Way
Suite #300
Centennial, CO 80111
Telephone (303) 792-4970
Fax (303) 792-8202
Tax ID 20-2632505

City of McKinney
Attn: Michelle Feldker
221 N. Tennessee St
Mc Kinney, TX 75069

CKH 6/50

H4H

Invoice

Page 1 of 1
Invoice number INV-164433
Invoice date 11/15/2018
Project contract 1804-02098
Customer account C-00014210
Payment terms Net 30

Billing period start	Billing period end	Category	Contract term / Description	Amount
11/2/2018	11/23/2018 ✓	Regional Interactive Network	11/2/2018-11/23/2018: Cross Platform Banners Cinema Accelerator 121,868 Projected Impressions	1,000.00
11/2/2018	11/23/2018	Onscreen Regional Segment 2	11/2/2018-11/23/2018: Cinema Campaign - Cinemark Allen 16 and XD and Moviehouse & Eatry McKinney	2,451.43
Total				3,451.43

Billing Questions:

Voice: 303-792-4970
Email: arquestions@ncm.com



REFERENCE NUMBER
0000601263
PAGE #
Page 1 of 2

P.O. Box 660040, Dallas, TX 75266-0040


Address Service Requested

FED ID # 26-0358790

AR
H4H Marketing /
ADV
CL # 6123

1863000111 PRESORT PBPS001



 CITY OF MCKINNEY PERF ARTS C
 AMY ROSENTHAL
 111 N TENNESSEE ST
 MCKINNEY TX 75069-4319

DATE	TRANSACTION NUMBER	DESCRIPTION - OTHER COMMENTS / CHARGES	PRODUCT / PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	NET AMOUNT
		Balance Forward					\$0.00
11/16/18	I01701607-11162018	CITY OF MCKINNEY HOLIDAY EVENTS PO# Michelle Feldker	Dallas Morning News T_FriGuide	1/2V	1	1	\$1,518.75
11/23/18	I01701607-11232018	CITY OF MCKINNEY HOLIDAY EVENTS PO# Michelle Feldker	Dallas Morning News T_FriGuide	1/2V	1	1	\$1,518.75

We Appreciate your business.

Invoice and Statement of Account

AGING OF PAST DUE AMOUNTS

*APPLIED AMOUNT ARE INCLUDED IN TOTAL AMOUNT DUE

CURRENT NET AMOUNT	30 DAYS	60 DAYS	OVER 90 DAYS	* UNAPPLIED AMOUNT	TOTAL AMOUNT DUE
\$3,037.50	\$0.00	\$0.00	\$0.00	\$0.00	\$3,037.50

FOR CUSTOMER SERVICE PLEASE CALL	ADVERTISER INFORMATION			
Demetra Stanford 214-977-7377 demetra.stanford@belomediagroup.com	BILLING PERIOD	BILLED ACCOUNT #	ADVERTISER CLIENT #	ADVERTISER / CLIENT NAME
	11/01/18-11/30/18	100014625	100014625	CITY OF MCKINNEY PFRF

JG Media / Community Impact Newspaper

3600 E. Palm Valley Blvd. Box #3
 Round Rock, TX 78665
 communityimpact.com



Sales representative:

Barbara Delk
 General Manager
 bdelk@communityimpact.com
 (214) 618-9001

Invoice #107635

AR2

*General Marketing
 1/4 OKT, 1/4 HHH
 1/4 ATB, 1/4 OKT*

PO # 190599

Chk# 6124

Bill to:

City of McKinney
 Michelle Feldker
 222 N. Tennessee Street
 McKinney, TX 75070

Payment due date: **11/2/2018**
 Please include the invoice number on your check

Date	Invoice #	Customer #	Sales Rep	
9/10/2018	107635	16381	Barbara Delk	
Pub.	Issue	Year	Ad Size	Amount
MCK - Paper	Oct	2018	Double truck	\$5,504.00
<i>HHH 1376</i>				
Total Invoiced				\$5,504.00

*ATB 1376
 OKT 2019*

Thank you for your business.

For billing questions or if you would like to go paperless and only receive invoices via email, please contact your sales representative.

Outstanding Invoices

1-30 days	31-60 days	61-90 days	91-120 days
\$0.00	\$0.00	\$0.00	\$0.00



6107

AR H4H mlets

Invoice #	11420384
Invoice Date	11/26/18
Payment Terms	Net 30
Due Date	12/26/18
Month of Service	November 2018

Billing Information

City of McKinney
Michelle Feldker
222 N Tennessee St
MCKINNEY, TX 75069
United States

Advertiser Information

City of McKinney
222 N Tennessee St
MCKINNEY, TX 75069
United States

Campaign Name			
City of McKinney November 2018			
Contract Dates	Insertion Order	Buyer	Sales Rep
2018/11/12 to 2018/11/24	P1264903	Michelle Feldker	Gina Giacalone

Product Name	Amount
Audio Everywhere :30 11/12/2018-11/24/2018, 25-64, Female, DENTON, TX COUNTY, COLLIN, TX COUNTY - Audio	\$1,814.36
Display Everywhere 11/12/2018-11/24/2018, 25-64, Female, DENTON, TX COUNTY, COLLIN, TX COUNTY - Banner	\$2,653.97
Total	\$4,468.33
Net Total	\$4,468.33
Currency USD	



Facebook, Inc.
1601 Willow Road
Menlo Park, CA 94025-1452
United States

Account: 835943896565441
Business: McKinney Main Street
111 N. Tennessee St.
McKinney, Texas 75069
United States

Billing Report: 11/01/2018 - 11/30/2018

Facebook Ads Payment
Payment Method: Visa*0838

Date Billed	Transaction ID	Amount Billed
11/30/2018	1899751936807872-3960650	\$197.52 USD
11/23/2018	1955653431217725-3940730	\$750.00 USD
11/19/2018	1918572748259119-3932065	\$745.33 USD
11/16/2018	1946542952128764-3925031	\$750.00 USD
11/15/2018	1864776730305395-3920652	\$750.00 USD
11/13/2018	1829716927144703-3916102	\$750.00 USD
11/09/2018	1871881839594882-3906697	\$750.00 USD
TOTAL		\$4,692.85 USD

Facebook Ads Payment
Payment Method: Facebook Coupon

Date Billed	Transaction ID	Amount Billed
11/19/2018	1918572734925787-3932064	\$4.67 USD
TOTAL		\$4.67 USD

**McKinney Main Street
Profit and Loss
October 2018 - February 2019**

	Home for the Holidays	McKinney Christmas Tree
Income		
Administrative Income		
Downtown Membership Income		
Events Income		
Activities Income	1,205.00	
Downtown Christmas Tree Fund		2,892.66
Entertainer Grant	4,950.00	
Ticket Sales	268,112.66	
Total Events Income	\$ 274,267.66	\$ 2,892.66
Miscellaneous Income		
National Trust Grant		
Sponsorship Income	39,000.00	
Vendor Income	19,215.00	
Vendor Application Fee		
Total Vendor Income	\$ 19,215.00	\$ 0.00
Total Income	\$ 332,482.66	\$ 2,892.66
Gross Profit	\$ 332,482.66	\$ 2,892.66
Expenses		
Administrative Expenses		
Associations/Dues/Subscriptions		
Board Expense		
Bookkeeping/Audit		
Communications		
Contract Labor		
Office Expenses		
Other Fees		
Bank Service Charges	25.00	
Credit Card Fees	3,415.75	
QuickBooks Payments Fees		
Total Other Fees	\$ 3,440.75	\$ 0.00
Postage		296.35
Storage Unit	20.00	
Supplies	66.12	
Travel/Training		
Food		
Total Travel/Training	\$ 0.00	\$ 0.00
Total Administrative Expenses	\$ 3,526.87	\$ 296.35
Event Expenses		
Activities Expense	52,850.00	
Decorations Expense	4,018.20	80.52

Downtown Christmas Tree Expense			9,750.00
Entertainer Expense	34,150.00		
Event Staff	4,538.50		
Hospitality	1,309.22		36.04
Infrastructure			
Electricity	21,058.76		
Fencing	2,475.40		
Portables	1,535.00		
Rentals	18,647.30		2,520.72
Total Infrastructure	\$ 43,716.46	\$	2,520.72
Marketing Expense			
Event T-Shirts	429.78		301.02
Misc Marketing	3,651.43		
Newspaper	4,413.50		
Radio	4,468.33		
Signage	1,674.43		306.25
Social Media	4,692.85		
Total Marketing Expense	\$ 19,330.32	\$	607.27
Office/General Administrative Expenses			
Prize Winnings			
Special Events Expense			
Advertising/Promotional	138.85		
Total Special Events Expense	\$ 138.85	\$	0.00
Staffing Expense			
Misc Labor	11,036.25		
Porters/Cleanup	1,381.24		
Total Staffing Expense	\$ 12,417.49	\$	0.00
Supplies & Materials	2,434.85		
Ticket Redemption	167,963.57		
Total Event Expenses	\$ 342,867.46	\$	12,994.55
Maintenance			
Program Expenses			
Promotional Project Expense			
Board Projects			
Image Campaign			
Marketing Plan/Implementation			
Total Promotional Project Expense	\$ 0.00	\$	0.00
Total Program Expenses	\$ 0.00	\$	0.00
Repair & Maintenance			
Total Expenses	\$ 346,394.33	\$	13,290.90
Net Operating Income	-\$ 13,911.67	-\$	10,398.24
Other Income			
Interest Earned			
Total Other Income	\$ 0.00	\$	0.00
Other Expenses			
Depreciation Expense			
Total Other Expenses	\$ 0.00	\$	0.00

Net Other Income

\$	0.00	\$	0.00
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Net Income

-\$	13,911.67	-\$	10,398.24
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Thursday, Feb 28, 2019 01:04:21 PM GMT-8 - Accrual Basis

McKinney Main Street

TRANSACTION REPORT

October 1, 2018 - February 18, 2019

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
Event Expenses								
Marketing Expense								
Event T-Shirts								
Home for the Holidays								
12/21/2018	Check	6126	Impress Designs	h4h tshirts invoice 182200	Event Expenses:Marketing Expense:Event T-Shirts	Capital One - Checking	429.78	429.78
Total for Home for the Holidays							\$429.78	
Total for Event T-Shirts							\$429.78	
Misc Marketing								
Home for the Holidays								
11/27/2018	Check	6073	National Cinema	h4h 2018 creative service for video ads at cinemas inv 164920	Event Expenses:Marketing Expense:Misc Marketing	Capital One - Checking	200.00	200.00
01/24/2019	Check	6150	National Cinema	movie theater ads inv 164433	Event Expenses:Marketing Expense:Misc Marketing	Capital One - Checking	3,451.43	3,651.43
Total for Home for the Holidays							\$3,651.43	
Total for Misc Marketing							\$3,651.43	
Newspaper								
Home for the Holidays								
12/21/2018	Check	6123	Belo Media Group	h4h ads dmn inv 601263	Event Expenses:Marketing Expense:Newspaper	Capital One - Checking	3,037.50	3,037.50
12/21/2018	Check	6124	Community Impact Newspaper	h4h ads for 2019 inv 107635	Event Expenses:Marketing Expense:Newspaper	Capital One - Checking	1,376.00	4,413.50
Total for Home for the Holidays							\$4,413.50	
Total for Newspaper							\$4,413.50	
Radio								
Home for the Holidays								
12/04/2018	Check	6107	Pandora Media, Inc.	h4h marketing inv 11420384	Event Expenses:Marketing Expense:Radio	Capital One - Checking	4,468.33	4,468.33
Total for Home for the Holidays							\$4,468.33	
Total for Radio							\$4,468.33	
Signage								
Home for the Holidays								
11/27/2018	Check	6074	Speedpro Imaging	h4h signage inv 9591	Event Expenses:Marketing Expense:Signage	Capital One - Checking	98.00	98.00
11/27/2018	Check	6074	Speedpro Imaging	h4h signage invoice 9577	Event Expenses:Marketing Expense:Signage	Capital One - Checking	1,576.43	1,674.43
Total for Home for the Holidays							\$1,674.43	
Total for Signage							\$1,674.43	
Social Media								
Home for the Holidays								
11/09/2018	Expense		FACEBOOK	FACEBK FS6XUH64T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	750.00	750.00
11/13/2018	Expense		FACEBOOK	FACEBK CS5VGHN3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	750.00	1,500.00
11/15/2018	Expense		FACEBOOK	FACEBK 285WSHE4T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	750.00	2,250.00
11/17/2018	Expense		FACEBOOK	FACEBK F6QAJJE3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	750.00	3,000.00
11/20/2018	Expense		FACEBOOK	FACEBK RRMAAJJ3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	745.33	3,745.33
11/23/2018	Expense		FACEBOOK	FACEBK 795WLJJ4T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	750.00	4,495.33
11/30/2018	Expense		FACEBOOK	FACEBK MUBW4J64T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	197.52	4,692.85
Total for Home for the Holidays							\$4,692.85	
Total for Social Media							\$4,692.85	
Total for Marketing Expense							\$19,330.32	
Total for Event Expenses							\$19,330.32	
TOTAL							\$19,330.32	

\$ 17,226.11