



February 7, 2020

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 2019.

The purpose of this document is to submit Home for the Holidays 2019 advertising and promotional invoices to MCDC. Despite the weather issues on Friday, Home for the Holidays 2019 was a tremendous success. 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 black ink that reads "Amy Rosenthal".

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

HOME FOR THE Holidays



2019 – Downtown Merchant Survey

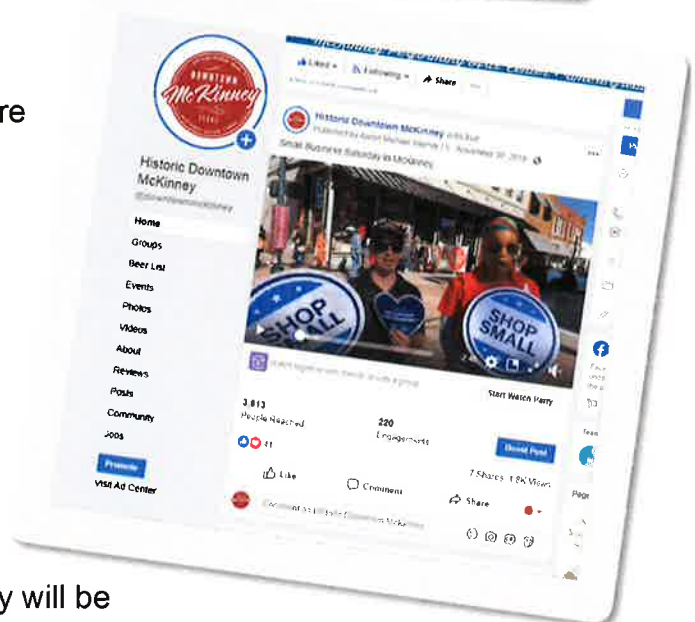
Merchant Results:

- 81% said Home for the Holidays provided an increase in foot traffic as compared to a regular November weekend.
- 77% said Home for the Holidays provided an increase in total sales as compared to a regular November weekend.

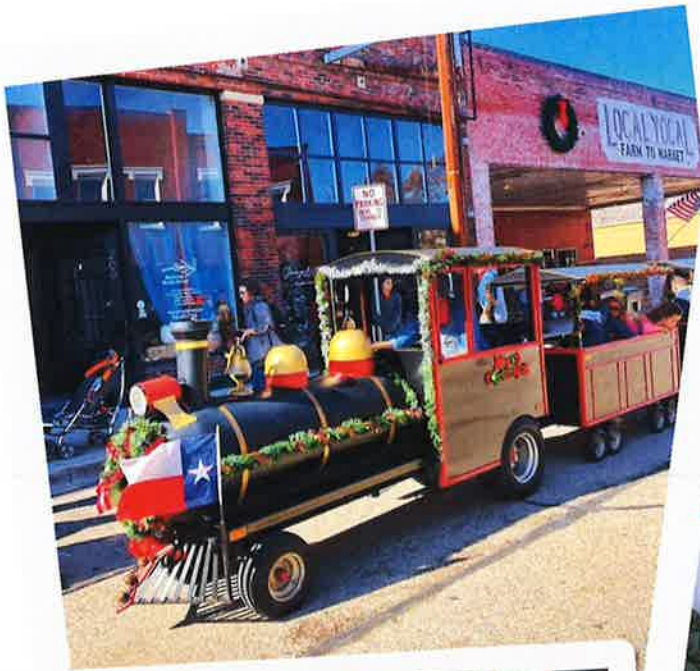


Merchant Comments:

- What were the Top 3 things that you felt were best about Home for the Holidays?
 - 1) Tree lighting on 2 late nights
 - 2) Train for the children, and Props we OWN instead of renting every year
 - 4) Increased Traffic on Square, in my store, and SALES
- Our sales this HFH doubled last year's.
- We meet lots of potential new customers who come to the shop for the first time and usually ask about classes, or tell us they will be back when their mother/sister/friend/aunt who is a knitter is in town.



HOME FOR THE Holidays



HOME FOR THE
Holidays



Home for the Holidays 2019 – RECAP

- Bad weather day on Friday
- Two Tree Lighting Ceremonies!
- Brought back the Snow Hill
- HUGE Small Business Saturday for Downtown Merchants

Gate Banner

WE THANK OUR 2019 HOME FOR THE HOLIDAYS SPONSORS

Topgolf Allen • Texas Oncology • Ikea Frisco

MCKINNEYCHRISTMAS.COM • [#MCKINNEYCHRISTMAS](https://twitter.com/MCKINNEYCHRISTMAS)

HOME FOR THE
Holidays



Full Page – The Dallas Morning News Friday Guide Ad

A promotional poster for "Home for the Holidays: A McKinney Christmas". The top features the event title in a stylized font. Below it, a photograph shows Santa Claus sitting on a golden throne in a festive outdoor setting with Christmas trees and lights. A red circular badge in the bottom right corner of the photo area says "TREE LIGHTING & CONCERT FRIDAY 6:15 P.M.". Below the photo, the dates "NOV. 29-DEC. 1" and "HISTORIC DOWNTOWN MCKINNEY" are displayed. At the bottom, a row of sponsor logos includes MCDC, First United, Park Place, Walmart, Sheraton, AT&T Mobile, and TYGP. Below the logos, the text "Topgolf Allen • Texas Oncology • Ikea Frisco" is listed. A red banner at the very bottom contains the website "MCKINNEYCHRISTMAS.COM".

Movie Theater Advertisement



Billboard North Bound 75 - Plano



HOME FOR THE
Holidays



Social Media Ads: \$3,745.45

FACEBOOK: Total Fans 30,143

New Fans: 676

Facebook Engagement – 12,130

Engagement: Reactions, Comments, Messages and Shares on your posts

Facebook Impressions: 3,537,483

Impressions: Numbers of paid, organic and viral impressions during the concerned period.

Facebook Link Clicks: 21,566

Your average fan is a 35-44 years old Female from United States

FACEBOOK EVENT:

20,300 Responses

158,100 People Reached

Women 35-44 make up 26% of total responses

INSTAGRAM: Total Followers 13,300

New Followers: 587

Engagement: 1,512

Awareness: 1,801

Impressions: 263,183

McKinney Main Street Profit and Loss

October 1, 2019 - February 6, 2020

	Home for the Holidays	McKinney Christmas Tree	Not Specified
Income			
Administrative Income			863.44
Events Income			
Ticket Sales	182,459.77		30.00
Total Events Income	\$ 182,459.77	\$ 0.00	\$ 30.00
Miscellaneous Income		2,716.95	
Sponsorship Income	89,750.00	369.63	
Vendor Income	24,390.00		
Vendor Application Fee			
Total Vendor Income	\$ 24,390.00	\$ 0.00	\$ 0.00
Total Income	\$ 296,599.77	\$ 3,086.58	\$ 893.44
Gross Profit	\$ 296,599.77	\$ 3,086.58	\$ 893.44
Expenses			
Administrative Expenses			-0.86
Associations/Dues/Subscriptions			8,608.27
Board Expense	50.51		500.00
Bookkeeping/Audit			1,650.00
Communications			
Contract Labor			800.00
Office Expenses	92.12		278.19
Other Fees			
Bank Service Charges			
Credit Card Fees			110.90
Interest			130.90
QuickBooks Payments Fees			1,077.04
Total Other Fees	\$ 0.00	\$ 0.00	\$ 1,318.84
Postage		247.85	
Storage Unit			289.00
Supplies	58.16		
Travel/Training			993.59
Total Administrative Expenses	\$ 200.79	\$ 247.85	\$ 14,437.03
Event Expenses			
Activities Expense	48,270.00		
Bar Staff	3,000.00		
Decorations Expense	8,220.90	10,732.04	31,321.05
Downtown Christmas Tree Expense		8,750.00	
Entertainer Expense	21,875.00		
Event Staff	6,848.50	150.00	
Hospitality	671.45		323.56
Infrastructure	15,497.96		

*Downtown
Lights*

Electricity	19,626.88			
Fencing	2,817.80			
Ice	957.50			
Portables	80.00			
Rentals	3,845.00			712.50
Total Infrastructure	\$ 42,825.14	\$ 0.00	\$ 712.50	
Marketing Expense				
Billboards	3,300.00			
Event T-Shirts	617.98	253.67		
Misc Marketing	4,947.00			
Newspaper	11,628.00			
Signage	1,764.79			318.00
Social Media	9,087.62			119.51
Television	2,500.00			
Total Marketing Expense	\$ 33,845.39	\$ 253.67	\$ 437.51	
Office/General Administrative Expenses	59.86			2,652.25
Staffing Expense				
Misc Labor	8,248.50			
Porters/Cleanup	1,474.95			
Total Staffing Expense	\$ 9,723.45	\$ 0.00	\$ 0.00	
Supplies & Materials	-94.14			867.39
Ticket Redemption	105,481.60			
Weather Insurance	4,040.00			
Total Event Expenses	\$ 284,767.15	\$ 19,885.71	\$ 36,314.26	
Maintenance				
Payroll Expenses				
Taxes				510.59
Wages				6,126.00
Total Payroll Expenses	\$ 0.00	\$ 0.00	\$ 6,636.59	
Program Expenses				
Promotional Project Expense				
Directional Signage				57.20
Total Promotional Project Expense	\$ 0.00	\$ 0.00	\$ 57.20	
Total Program Expenses	\$ 0.00	\$ 0.00	\$ 57.20	
Repair & Maintenance				
Total Expenses	\$ 284,967.94	\$ 20,133.56	\$ 57,445.08	
Net Operating Income	\$ 11,631.83	-\$ 17,046.98	-\$ 56,551.64	
Other Income				
Interest Earned				78.71
Total Other Income	\$ 0.00	\$ 0.00	\$ 78.71	
Other Expenses				
Depreciation Expense				2,350.17
Total Other Expenses	\$ 0.00	\$ 0.00	\$ 2,350.17	
Net Other Income	\$ 0.00	\$ 0.00	-\$ 2,271.46	
Net Income	\$ 11,631.83	-\$ 17,046.98	-\$ 58,823.10	

McKinney Main Street

TRANSACTION REPORT

October 1, 2019 - February 6, 2020

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
Event Expenses								
Marketing Expense								
Billboards								
Home for the Holidays								
11/13/2019	Check	6456	Village FV Ltd.	led board at fairview	Event Expenses:Marketing Expense:Billboards	Capital One - Checking	500.00	500.00
11/25/2019	Check	6467	The Reiss Group	h4h 2019 vinyl change inv 2565	Event Expenses:Marketing Expense:Billboards	Capital One - Checking	600.00	1,100.00
11/25/2019	Check	6467	The Reiss Group	h4h 2019 billboard inv 2482	Event Expenses:Marketing Expense:Billboards	Capital One - Checking	2,200.00	3,300.00
Total for Home for the Holidays							\$3,300.00	
Total for Billboards							\$3,300.00	
Event T-Shirts								
Home for the Holidays								
01/02/2020	Check	6540	Impress Designs	h4h tshirts 2019 inv 227519	Event Expenses:Marketing Expense:Event T-Shirts	Capital One - Checking	0.00	0.00
01/21/2020	Expense			IMPRESS DESIGNS, INC 469-364-7900 TX	Event Expenses:Marketing Expense:Event T-Shirts	CitiCard Main Street	617.98	617.98
Total for Home for the Holidays							\$617.98	
Total for Event T-Shirts							\$617.98	
Misc Marketing								
Home for the Holidays								
11/25/2019	Check	6475	AMG	magazines split cost with cvb h4h 2019 inv 6539-2rev	Event Expenses:Marketing Expense:Misc Marketing	Capital One - Checking	1,350.00	1,350.00
01/02/2020	Check	6536	National Cinema	movie theater ads inv 192059 h4h	Event Expenses:Marketing Expense:Misc Marketing	Capital One - Checking	3,597.00	4,947.00
Total for Home for the Holidays							\$4,947.00	
Total for Misc Marketing							\$4,947.00	
Newspaper								
Home for the Holidays								
10/15/2019	Check	6438	Community Impact Newspaper	inv 127455 h4h 2019 full page	Event Expenses:Marketing Expense:Newspaper	Capital One - Checking	2,752.00	2,752.00
11/30/2019	Journal Entry	122		REVERSE Prepaid: Community Impact Newspaper	Event Expenses:Marketing Expense:Newspaper	-Split-	1,376.00	4,128.00
01/02/2020	Check	6548	Belo Media Group	h4h ads wrap 1744871	Event Expenses:Marketing Expense:Newspaper	Capital One - Checking	7,500.00	11,628.00
Total for Home for the Holidays							\$11,628.00	
Total for Newspaper							\$11,628.00	
Signage								
Home for the Holidays								
11/25/2019	Check	8466	Speedpro Imaging	inv 12355 h4h 2019 event signage	Event Expenses:Marketing Expense:Signage	Capital One - Checking	1,510.55	1,510.55
12/20/2019	Check	8529	Speedpro Imaging	invoice 12410 h4h signage	Event Expenses:Marketing Expense:Signage	Capital One - Checking	254.24	1,764.79
Total for Home for the Holidays							\$1,764.79	
Total for Signage							\$1,764.79	
Social Media								
Home for the Holidays								
11/14/2019	Expense		FACEBOOK	FACEBK 8GDCAP64T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	900.00	900.00
11/18/2019	Expense		FACEBOOK	FACEBK S7XAZPE3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	900.00	1,800.00
11/23/2019	Expense		FACEBOOK	FACEBK ALUQPPW3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	900.00	2,700.00
11/25/2019	Expense		FACEBOOK	FACEBK XRRXCQ24T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	900.00	3,600.00
11/25/2019	Check	6470	Belmont Icehouse, LLC	inv 6163, 6164, 6165 marketing for h4h 2019	Event Expenses:Marketing Expense:Social Media	Capital One - Checking	4,500.00	8,100.00
11/29/2019	Expense		FACEBOOK	FACEBK VU4VTPW3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	900.00	9,000.00
11/30/2019	Expense		FACEBOOK	FACEBK ZL9HLPE4T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	1.72	9,001.72
12/31/2019	Expense		FACEBOOK	FACEBK Y9R3SPN3T2 650-5434800 CA	Event Expenses:Marketing Expense:Social Media	CitiCard Main Street	85.90	9,087.62
Total for Home for the Holidays							\$9,087.62	
Total for Social Media							\$9,087.62	
Television								
Home for the Holidays								
01/24/2020	Check	6605	CBS Digital	digital marketing h4h 2019 inv 700019955	Event Expenses:Marketing Expense:Television	First United Bank Checking	2,500.00	2,500.00
Total for Home for the Holidays							\$2,500.00	
Total for Television							\$2,500.00	
Total for Marketing Expense							\$33,845.39	
Total for Event Expenses							\$33,845.39	
TOTAL							\$33,845.39	

MOVIE THEATER 3597

DMN Guide 7500
WRAP

SOCIAL MEDIA 4500

TOTAL 15,597



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: Accounts Payable

111 N. Tennessee St

Mc Kinney, TX 75069

AR
H4H
ADV

Invoice

Page 1 of 1
Invoice number INV-192059
Invoice date 11/22/2019

Project contract 1909-01036
Customer account C-00014210

Payment terms Net 30

CL 65376

Billing period start	Billing period end	Category	Contract term / Description	Amount
11/3/2019	11/23/2019	Regional Len :30	11/3/2019-11/23/2019: Home for the Holidays 2019 - 5 Theaters - Lobby Screens - Texas	45.00
11/3/2019	11/23/2019	Onscreen Segment 1 Regional	11/3/2019-11/23/2019: Home for the Holidays 2019 - 5 Theaters - 64 Screens - Texas - Cinema Preshow	3,552.00
Total				3,597.00

Billing Questions:

voice: 303-792-4970
:mail: arquestions@ncm.com



Memo Invoice
 Fed. ID #26-0358790

REFERENCE NUMBER
1744871-MPAC
PAGE
1 OF 1

Po Box 660040, Dallas, TX 75266-0040

CITY OF MCKINNEY
 Amy Rosenthal/P.A.C.
 222 N TENNESSEE ST
 MCKINNEY, TX 75069

DATE	ORDER REFERENCE NUMBER	DESCRIPTION-OTHER COMMENTS/CHARGES	PRODUCT/PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	NET AMOUNT
<i>REVISED FOR CITY OF MCKINNEY</i>							
11/22/2019	1744871	MPAC Holiday Event Ordered by Amy Rosenthal	Guide Friday Wrap	Full Page	1	3	\$ 7,500.00
<i>MEMO BILL for MPAC/Home for the Holidays</i>							

INVOICE AND STATEMENT OF ACCOUNT Aging of past Due Amounts *Unapplied Amounts are included in total amt due

Current Net Amount	30 Days	60 Days	Over 90 Days	UNAPPLIED AMOUNT	TOTAL AMT DUE
\$7,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,500.00

FOR CUSTOMER SERVICE PLEASE CALL:	ADVERTISER INFORMATION			
	BILLING PERIOD	BILLED ACCOUNT NUMBER	ADVERTISER/CLIENT NUMBER	ADVERTISER/CLIENT NAME
JULIO GONZALEZ 214-977-8658 julio.gonzalez@ahbelo.com	11/01/19-11/30/19	100000766	100000766	CITY OF MCKINNEY



BILLING DATE	TERMS OF PAYMENT	REFERENCE #
12/12/2019	UPON RECEIPT	1744871-MPAC
BILLING PERIOD	ADVERTISER/CLIENT NAME	TERMS OF PAYMENT
11/01/19-11/30/19	CITY OF MCKINNEY	Payment Due: Upon Receipt
BILLED ACCOUNT	TOTAL AMOUNT DUE	
100000766	\$7,500.00	

BILLING ACCOUNT NAME AND ADDRESS
CITY OF MCKINNEY Amy Rosenthal/P.A.C. 222 N TENNESSEE ST MCKINNEY, TX 75069

REMITTANCE ADDRESS
<i>The Dallas Morning News</i> Belo Media Group PO Box 660040 Dallas, TX 75266-0040



TheRetailCoach

McKinney, Texas - Cultural District (Inc. Home/work)

111 N Tennessee St, McKinney, 75069, TX

Nov 29 - Dec 01

Metrics

	Est. # of Customers	Est. # of Visits
McKinney, Texas - Cultural ... / N Ten...	56.4K	64.3K

Visits Trend

