



May 25, 2018

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 Arts in Bloom 2018.

The purpose of this document is to submit Arts in Bloom 2018 advertising and promotional invoices to MCDCC. Arts in Bloom 2018 featured 163 artists from 16 states and Canada. The Historic Downtown McKinney spring arts festival included a wine garden with 14 Texas wineries, live entertainment and activities for kids. We believe this event will continue to grow and will develop a reputation for a top fine arts festival in North Texas.

Thank you and your board of directors for your continued support with McKinney Main Street. This generous contribution 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



2018 - DOWNTOWN MERCHANT & PARTICIPATING ARTISTS SURVEY

Merchant Results:

- 74% said Arts in Bloom helped support the potential for future customers
- 71% said Arts in Bloom created good (fun, lively, energetic, attractive) atmosphere in Downtown McKinney
- 58% said Arts in Bloom provided an increase in number of customers as compared to a regular weekend
- 52% said Arts in Bloom provided an increase in total sales as compared to a regular weekend

Merchant Comments:

- Despite challenging circumstances (weather), it was a great event! Was very organized. Excellent communication, social media, PR, and awareness (by all, downtown merchants too). Was a high energy event!
- Quality customers, relaxing atmosphere, great music, quality artists/vendors.
- Arts in Bloom visitors are more willing to shop & spend money in local stores. My sales went as high as years past, but the weather definitely played a role in foot traffic. Still a good show of people, though.
- Loved all of the vendors. Loved the music. Loved that the downtown is blocked off and people can walk safely around the square.

Artist Results:

- 89% 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
- 82% said they would apply for Arts in Bloom 2019
- \$2,000 was the average reported 'artist total sales' during the weekend



Arts in Bloom

in Historic Downtown McKinney



tiareterrillartstudio • Follow
Grand Hotel in Historic Downtown McKin...

tiareterrillartstudio We made it through some crazy weather today. The wind gusts were insane (like blow your house down insane) and the rain came in buckets...and then the clouds went crazy and next thing you know we're hunkered down in a restaurant waiting out some tornado action. Good thing it was one of our favorite steak houses! ☺☺☺ Thank you to this crew of mine. But for real, that man of mine is the very best! His idea to do peg boards as walls so the wind went through them was genius! ☺☺ Also, thank you to everyone who stopped in and bought art for the whole hour I was open today. It made a very long day totally worth it! My favorite good luck charm popped in and kicked off a great night! (I'm looking at you @janbarstad ❤️) Tomorrow is going to be a beautiful day! Come see me in booth



78 likes

4:26 PM

Add a comment...



ARTS IN BLOOM 2018 – RECAP

- Expanded to 3 days with shuttle service running from First Baptist McKinney
- 33,200 visitors were clicked-in at gates
- 163 artists representing 16 states
- 14 Texas Wineries
- McKinney Arts Tent
- MISD tent - 2 high school, 2 middle schools, 11 elementary – 100+
- Entertainment featuring local and regional artists including Jon Christopher Davis, Hard Day's Night, and The Derailers

Gate Banner





Arts in Bloom

in Historic Downtown McKinney



Arts in Bloom

A Celebration of Art & Wine

APRIL 13-15

HISTORIC DOWNTOWN MCKINNEY

FRIDAY • 5-10PM | SATURDAY • 11AM-10PM | SUNDAY • NOON-5PM

- MORE THAN 150 LOCAL, REGIONAL & NATIONAL ARTISTS •
- KIDS CREATION STATION • ART DEMONSTRATIONS • 14 TEXAS WINERIES •
- TASTY EATS • UNIQUE DINING & SHOPPING •
- UNIQUE BY NATURE JURIED ART SHOW • FREE PARKING & ADMISSION •

LIVE MUSICAL ENTERTAINMENT
FEATURING

- JON CHRISTOPHER DAVIS • THE DERATTLERS •
- TEXAS FLOOD • HARD NIGHTS DAY •



SPONSORED BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



TRINITY
FALLS



children'shealth?



McKINNEY ARTS
COMMISSION

www.ARTSINBLOOMTX.COM #ARTSINBLOOMTX

Dallas Morning News Ad



CBS11 Digital Campaign

Social Media Ads:

Reach: 41,387 Impressions: 74,373

Event Stats:

9,600 Responded 200,000 Reached 15,000 viewed

Blogger: The Cake by Hannah – Hannah Morrison 21,000 followers (Local Influencer) sponsored post and Instagram stories including at the festival on Friday.

McKinney Main Street Profit and Loss

October 1, 2017 - May 30, 2018

Arts in Bloom

Income

Administrative Income	
Downtown Membership Income	
Events Income	
Activities Income	
Downtown Christmas Tree Fund	
Entertainer Grant	1,250.00
Registration Fees	
Ticket Sales	40,701.00
Vendor Commission	9,799.96
Total Events Income	\$ 51,750.96
Miscellaneous Income	
National Trust Grant	
Sales of Product Income	
Sponsorship Income	35,500.00
Vendor Income	54,587.87
Vendor Application Fee	1,776.20
Total Vendor Income	\$ 56,364.07
Total Income	\$ 143,615.03
Gross Profit	\$ 143,615.03
Expenses	
Administrative Expenses	3,530.00
Associations/Dues/Subscriptions	
Board Expense	
Bookkeeping/Audit	
Communications	
Office Expenses	261.44
Other Fees	
Bank Service Charges	
Credit Card Fees	
Interest	
QuickBooks Payments Fees	
Total Other Fees	\$ 0.00
Postage	
Printing and Reproduction	266.42
Storage Unit	
Supplies	452.69
Food	
Total Supplies	\$ 452.69
Travel/Training	
Total Administrative Expenses	\$ 4,510.55

Event Expenses**Activities Expense****Decorations Expense** 635.79**Downtown Christmas Tree Expense****Entertainer Expense** 13,365.00**Event Permit****Event Staff** 9,060.00**Hospitality** 1,325.92**Infrastructure****Electricity** 14,444.31**Fencing** 1,803.00**Ice****Portables** 1,335.00**Rentals** 14,975.57**Total Infrastructure** \$ 32,557.88**Marketing Expense****Billboards** 5,750.00**Event T-Shirts** 817.60**Misc Marketing** 1,037.76**Newspaper** 2,995.00**Radio** 7,700.01**Signage** 1,964.83**Social Media** 4,021.54**Television** 5,000.00**Total Marketing Expense** \$ 29,286.74**Merchandise** 2,954.71**Office/General Administrative Expenses** 93.34**Prize Winnings****Special Events Expense****Advertising/Promotional** 168.40**Bike the Bricks** 1,000.00**Special Events Liability Ins.** 1,549.00**Total Special Events Expense** \$ 2,717.40**Staffing Expense** 2,627.82**Porters/Cleanup** 1,362.75**Total Staffing Expense** \$ 3,990.57**Supplies & Materials****Ticket Redemption** 28,637.61**Total Event Expenses** \$ 124,624.96**Maintenance****Program Expenses****Promotional Project Expense****Directional Sign Expense****Marketing Plan/Implementation****Total Promotional Project Expense** \$ 0.00**Total Program Expenses** \$ 0.00**Repair & Maintenance**

Uncategorized Expense	445.71
Total Expenses	\$ 129,581.22
Net Operating Income	\$ 14,033.81
Other Income	
Interest Earned	
Total Other Income	\$ 0.00
Other Expenses	
Depreciation Expense	
Total Other Expenses	\$ 0.00
Net Other Income	\$ 0.00
Net Income	\$ 14,033.81

Wednesday, M



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

BILL TO

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

448

DATE 04/17/2018 TERMS Net 30

DUE DATE 05/17/2018

ACTIVITY

AMOUNT

2018 Arts In Bloom Sponsorship

15,000.00

McKinney Main Street respectfully requests that all payments be made in full prior to the event date. Please make checks payable to McKinney Main Street. McKinney Main Street is a 501(c)3 non-profit organization and sponsorships are tax-deductible to the full extent of the law. You will receive confirmation of your tax-deductible contribution for your financial records. Thank you again for your support.

TOTAL DUE

\$15,000.00



MCDC Promotional Grant

Pandora	7,701.00
Movie Theater	4,900.00
DMN	3,037.50
Community Impact Frisco, McKinney, Plano	2,995.00
CBS DFW	5,000.00
Outdoor Media (380 Digital Board, Watters Creek)	5,750.00
Social Media Ads & Blogger	841.73
TOTAL	\$30,225.23
MCDC Promotional Grant Reimbursement	\$15,000.00



CHK# 5728

REFERENCE NUMBER
0000588332
PAGE #
Page 1 of 2

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

Address Service Requested

FED ID # 26-0358790

9990000178 PRESORT 178 1 AB 0.405 P1C1



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

(AK)
 Dallas Morn News
 AB

DATE	TRANSACTION NUMBER	DESCRIPTION - OTHER COMMENTS/CHARGES	PRODUCT / PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	NET AMOUNT
		Balance Forward					\$0.00
04/06/18	101670580-04062018	ARTS IN BLOOM Ordered by CITY OF MCKINNEY PERF ARTS C	Dallas Morning News T_FriGuide	1/2V	1	1	\$1,518.75
04/13/18	101670580-04132018	ARTS IN BLOOM Ordered by CITY OF MCKINNEY PERF ARTS C	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

Demetra Stanford 214-977-7377
 demetra.stanford@belomediagroup.com

ADVERTISER INFORMATION

BILLING PERIOD	BILLED ACCOUNT #	ADVERTISER CLIENT #	ADVERTISER/CLIENT NAME
04/01/18-04/30/18	100014625	100014625	CITY OF MCKINNEY PERF



alt
5726

Invoice #	11278204
Invoice Date	4/18/18
Payment Terms	Net 30
Due Date	5/18/18
Month of Service	April 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 Q1 - 2018			
Contract Dates	Insertion Order	Buyer	Sales Rep
2018/03/01 to 2018/04/13	P1176261	Michelle Feldker	Gina Giacalone

Product Name	Amount
Audio Everywhere :30 03/01/2018-04/13/2018 - Audio.	\$2,024.91

Total \$2,024.91

Net Total \$2,024.91
Currency USD

AR
AIB



Invoice #	11270567
Invoice Date	3/31/18
Payment Terms	Net 30
Due Date	4/30/18
Month of Service	March 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 Q1 - 2018

Contract Dates	Insertion Order	Buyer	Sales Rep
2018/03/01 to 2018/04/13	P1176261	Michelle Feldker	Joe Vittoria

Product Name	Amount
Audio Everywhere :30 03/01/2018-04/13/2018 - Audio.	\$5,475.10
Production Fee 03/01/2018-04/13/2018 - Production Fee	\$200.00

Total \$5,675.10

Net Total \$5,675.10
Currency USD

AIB AR



Formerly Known as CBS Outdoor

185 US Highway 46, Fairfield, NJ 07004
(973) 575-6900

STATEMENT

STATEMENT DATE	CUSTOMER ACCT.#
04/10/18	1095110

5897

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CITY OF MCKINNEY
111 N. TENNESSEE ST.
MCKINNEY TX 75069-4319



PLEASE SUBMIT WITH PAYMENT:

P.O. Box 33074
Newark, NJ 07188-0074

ALB 18

INVOICE NUMBER	INVOICE DATE	CONTRACT NUMBER	CUSTOMER CONTRACT #	MARKET	ADVERTISER	NET AMOUNT DUE
04348837	03/22/18	2610561		DAL	CITY OF MCKINNE	4,500.00
04369746	04/09/18	2610561A		DAL	CITY OF MCKINNE	1,000.00
04348685	03/22/18	2610566		DAL	CITY OF MCKINNE	250.00

TOTAL AMOUNT DUE: 5,750.00



Manage your account and pay your bill on-line at www.myoutfrontmedia.com

CURRENT	30 DAYS	60 DAYS	90 DAYS	120+ DAYS
1,000.00	4,750.00	.00	.00	.00