

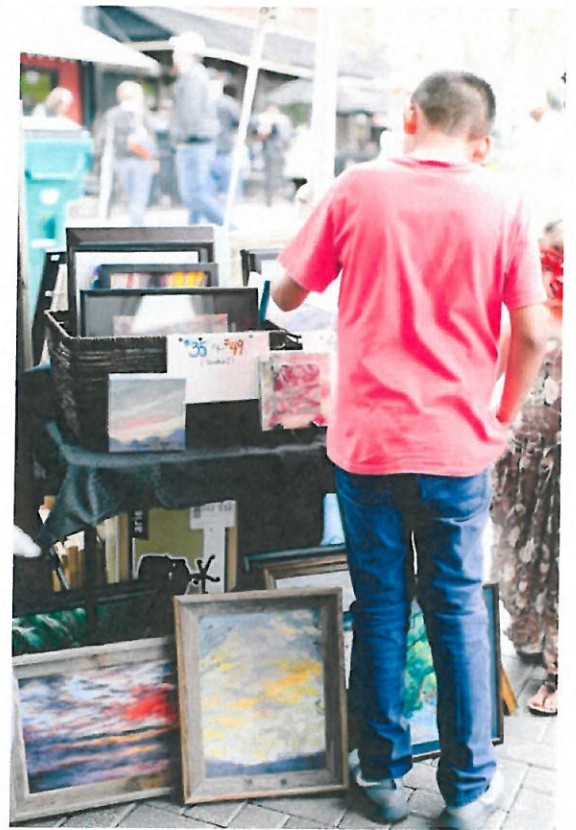


## ARTS IN BLOOM 2016

Historic Downtown McKinney welcomed 100 artists, 10 Texas Wineries and over 7,500 guests for Arts in Bloom 2016. The event featured local and regional artists representing a variety of mediums. The day was filled with live entertainment, art demonstrations, food, wine and craft beer. Surveys to Downtown Businesses indicate the interest in expanding the event to encompass the entire downtown. The event itself generated almost \$75,000 in art sales, wine sampling, and food/beverage commissions. Numbers are still being calculated on impact on Downtown Businesses.







*Arts*  
in Bloom  
in Historic Downtown McKinney



# Arts in Bloom

in Historic Downtown McKinney

## Entertainment Schedule

APPEARING ON THE DALLAS MORNING NEWS ENTERTAINMENT STAGE

11:15 a.m.  
I.R. Byrd



1:00 p.m.  
The Wicks



3:00 p.m.  
(Two Sets)  
Akira Sato



6:00 p.m.  
Revolution 9 Band



Also performing at Arts in Bloom

**BAMBI & THUMPER**

2:15 p.m. near the corner of Virginia/Kentucky

## Texas Wine Garden

Sample some of the state's finest wines in our Texas Wine Garden! Enjoy a commemorative Arts in Bloom wine glass and 10 tastings for only \$20.

### FEATURING



Los Pinos Ranch



caudalie crisp winery



LANDON WINERY

## Arts in Bloom Sponsors

### 2016 SPONSORS



The Dallas Morning News  
dallasnews.com

PRINTING DONATED BY

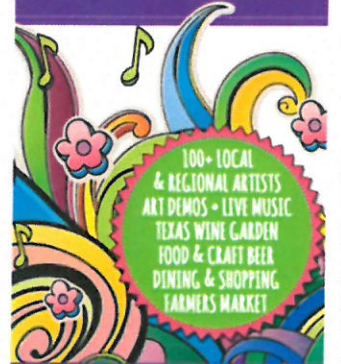


For information on participating in Arts in Bloom 2017, please call 972-547-2661.

CITY OF MCKINNEY PRESENTS

# Arts in Bloom

A Celebration of Art & Wine  
IN HISTORIC DOWNTOWN MCKINNEY



www.DowntownMcKinney.com

#ARTSINBLOOM TX

## EVENT GUIDE



# Arts in Bloom

in Historic Downtown McKinney

# Arts in Bloom

A Celebration of Art & Wine  
IN HISTORIC DOWNTOWN MCKINNEY  
**SATURDAY APRIL 9 • 11AM-8PM**

- MORE THAN 100 LOCAL & REGIONAL ARTISTS SHOWCASED THROUGHOUT DOWNTOWN • ART DEMONSTRATIONS
- WINE TASTING GARDEN FEATURING TEXAS WINES • FOOD & CRAFT BEER •
- MUSICAL ENTERTAINMENT FEATURING J.R. BYRD, THE WICKS, AKIRA SATO, AND THE REVOLUTION 9 BAND • UNIQUE DINING & SHOPPING •
- FARMERS MARKET • SECOND SATURDAY • MCKINNEY PERFORMING ARTS CENTER'S JURIED ART SHOW • FREE PARKING & ADMISSION •



The Dallas Morning News  
dallasnews.com



20th ANNIVERSARY  
MCKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION



V  
VALLIANCE  
BANK

FOUNDATION  
chiropractic



972-547-2660 • [WWW.DOWNTOWNMCKINNEY.COM](http://WWW.DOWNTOWNMCKINNEY.COM) • #ARTSINBLOOMTX

**FULL PAGE AD - The Dallas Morning News  
Featured in Friday GUIDE, full circulation  
April 1, 2016 and April 7, 2016**



# Arts in Bloom

*in Historic Downtown McKinney*

# Arts in Bloom

*A Celebration of Art & Wine*  
IN HISTORIC DOWNTOWN MCKINNEY

**SATURDAY APRIL 9 • 11am-8pm**



FUNDED IN PART BY  
MCKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION



[www.downtownmckinney.com](http://www.downtownmckinney.com) • 972-547-2660

 #ARTSINBLOOMTX

**DIRECT MAIL PIECE - FRONT**

**6" x 11" Postcard**

**15,000 mailed to targeted zip codes in Plano, Allen, Frisco**

# Arts in Bloom

in Historic Downtown McKinney

**Creativity Blossoms**  
IN HISTORIC  
DOWNTOWN MCKINNEY

**SATURDAY APRIL 9 • 11AM-8PM**

- MORE THAN 100 LOCAL & REGIONAL ARTISTS SHOWCASED THROUGHOUT DOWNTOWN •
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- CRAFT BEER • UNIQUE DINING & SHOPPING • FARMERS MARKET • SECOND SATURDAY •
- MCKINNEY PERFORMING ARTS CENTER'S JURIED ART SHOW • FREE PARKING & ADMISSION •

**free** PRESENT THIS POSTCARD AND RECEIVE A COMPLIMENTARY  
**COMMEMORATIVE WINE GLASS**  
WITH THE PURCHASE OF A WINE TASTING EXPERIENCE

LIMIT ONE GLASS PER POSTCARD • OFFER GOOD FOR THE FIRST 750 POSTCARDS • YOU MUST BE 21 OR OLDER • ID REQUIRED

**Historic Downtown**  
MCKINNEY, TX  
MCKINNEY MAIN STREET

MCKINNEY MAIN STREET  
111 N. Tennessee St.  
McKinney, TX 75069

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
DALLAS, TX  
PERMIT 2036

**DIRECT MAIL PIECE - BACK**

**6" x 11" Postcard**

**15,000 mailed to targeted zip codes in Plano, Allen, Frisco**





## 2016 ADVERTISING EXPENSES

The Dallas Morning News - Print	3,037.50
DallasNews.Com - Digital	1,200.00
Dimaco - Direct Mailer & Postage	4,784.28
WRR - Classical 101.1 FM	2,000.00
Social Media Facebook/Instagram	449.97
<b>TOTAL</b>	<b>\$11,471.75</b>



# SATURDAY APRIL 9

A Celebration of Art & Wine in Historic Downtown McKinney

Date	Source	Post Description	\$ Spent	Total Reach	Actions
2/10/16-2/20/16	FB	Call for Artist	\$ 10.00	6,367	313
3/9/16-3/12/16	FB	Last Call for Artist	\$ 20.00	7,550	309
3/16/16-3/19/16	FB	Entertainment Announcement	\$ 20.00	8,218	343
3/21/2016	FB	Boosted AIB Event	\$ 50.00	85,000	2500
3/25/2016	FB	Wine Garden Post	\$ -	4,664	266
3/28/16-4/8/16	FB/Instagram	Wine Garden	\$ 149.97	42,439	466
3/29/2016	FB	Sponsors	\$ -	1,870	84
3/31/2016	FB	Volunteers Needed	\$ -	547	5
3/29/16-4/6/2016	FB	Boosted AIB Event	\$ 50.00	-	-
4/4/16-4/9/16	FB	Artist Post	\$ 50.00	20,207	1239
4/5/2016	FB	Wine	\$ -	3,893	417
4/5/16-4/9/16	FB/Instagram	AIB Instagram/ Mobile News Feed	\$ 100.00	17,414	1115
4/6/2016	FB	Guide Live Approval	\$ -	697	29
4/9/2016	FB	AIB Today Post!	\$ -	2,538	103
4/9/2016	FB	AIB Photos	\$ -	3607	4008
4/9/2016	FB	JR Bird Live	\$ -	2178	111
4/9/2016	FB	Wine Down at AIB	\$ -	3847	253
4/9/2016	FB	Wine Garden Tour Live	\$ -	6023	582
4/9/2016	FB	The Wicks Live	\$ -	2464	135
4/9/2016	FB	Walking Tour of AIB	\$ -	3723	295
4/9/2016	FB	Revolution 9 Band Live	\$ -	3099	148
4/9/2016	FB	Thank you to Sponsors	\$ -	2535	88
4/12/2016	FB	AIB Photos	\$ -	612	128

Total Spent \$ 449.97  
 Total Reach: 229,492  
 Action Taken: 12,937

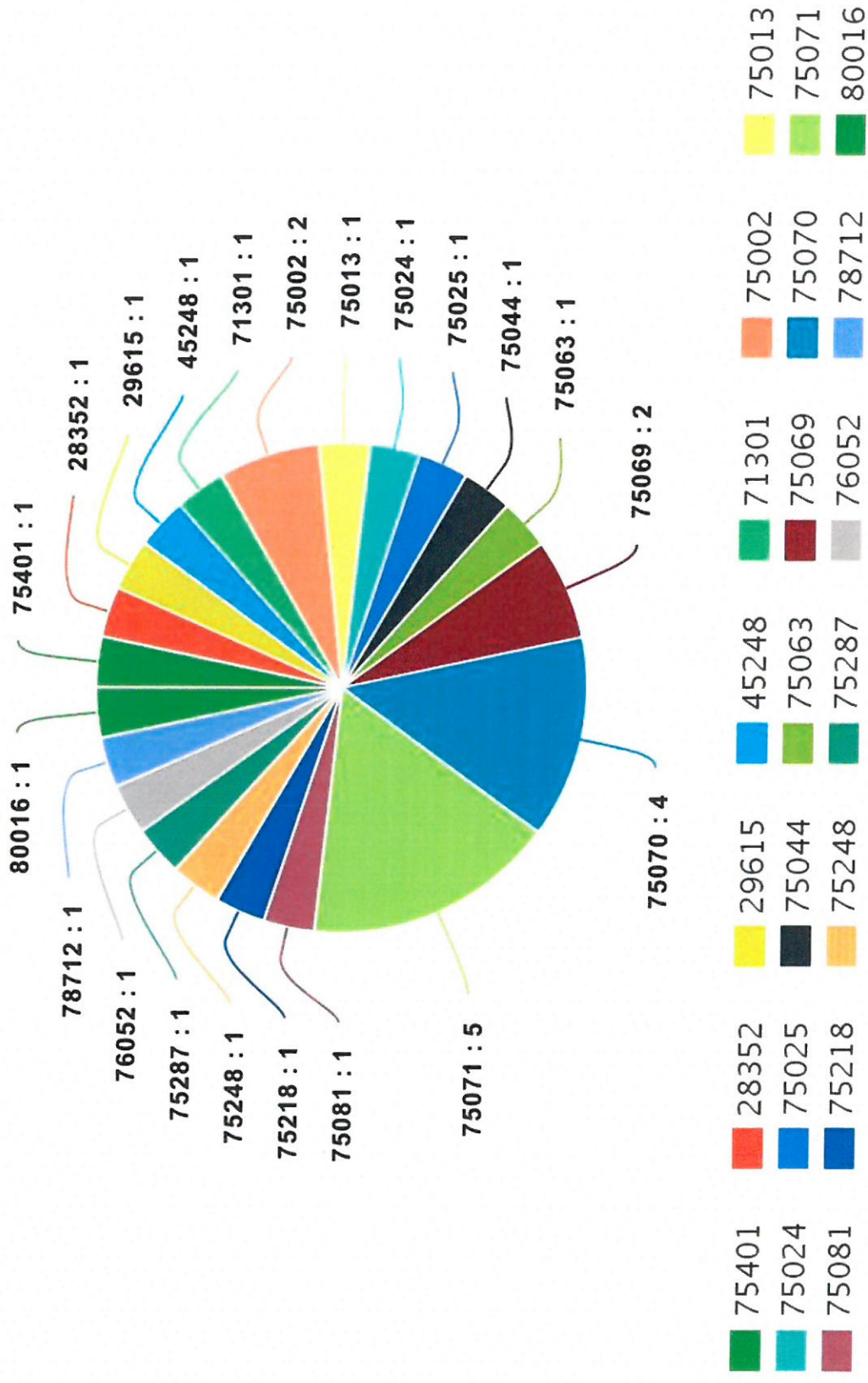




# 2016 Patron Survey



# Patron Zip Codes



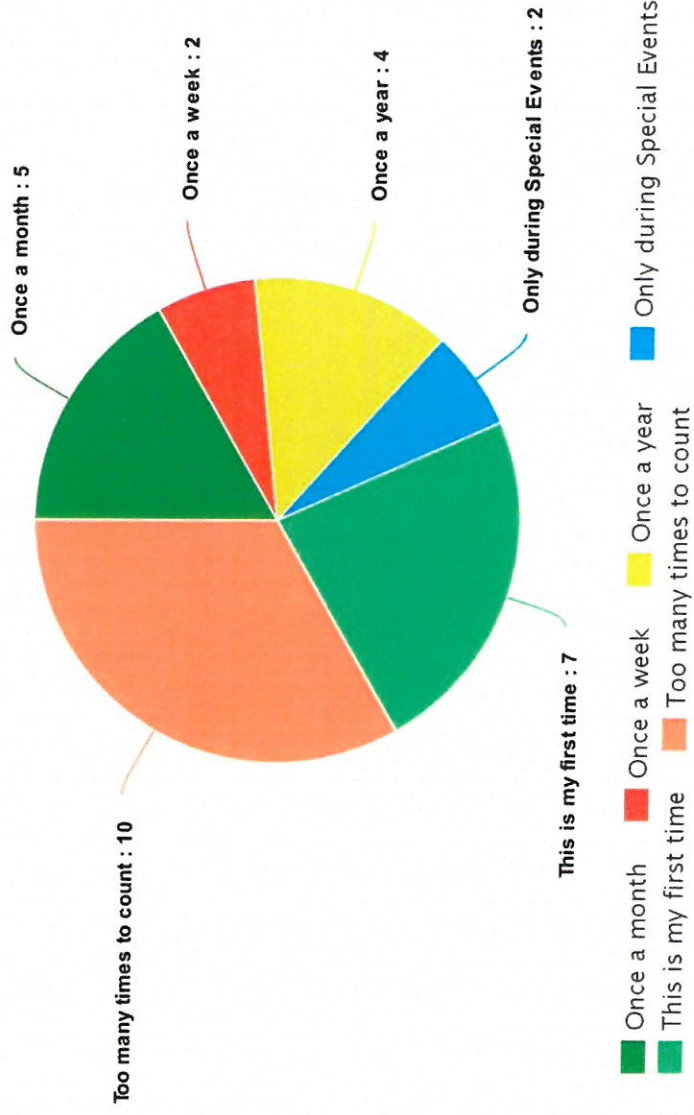


# Survey Results

## How many times do you visit Downtown

### McKinney?

Arts in Bloom Survey

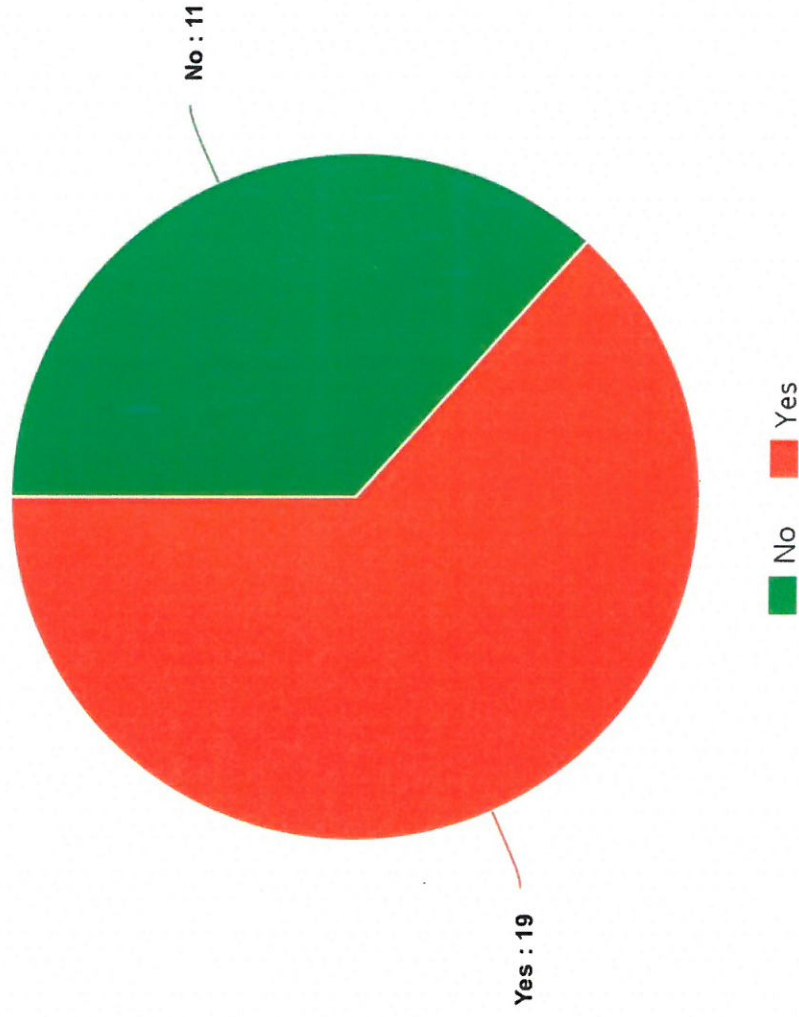




# Survey Results

**Have you visited any of the local restaurants  
or stores during Arts in Bloom?**

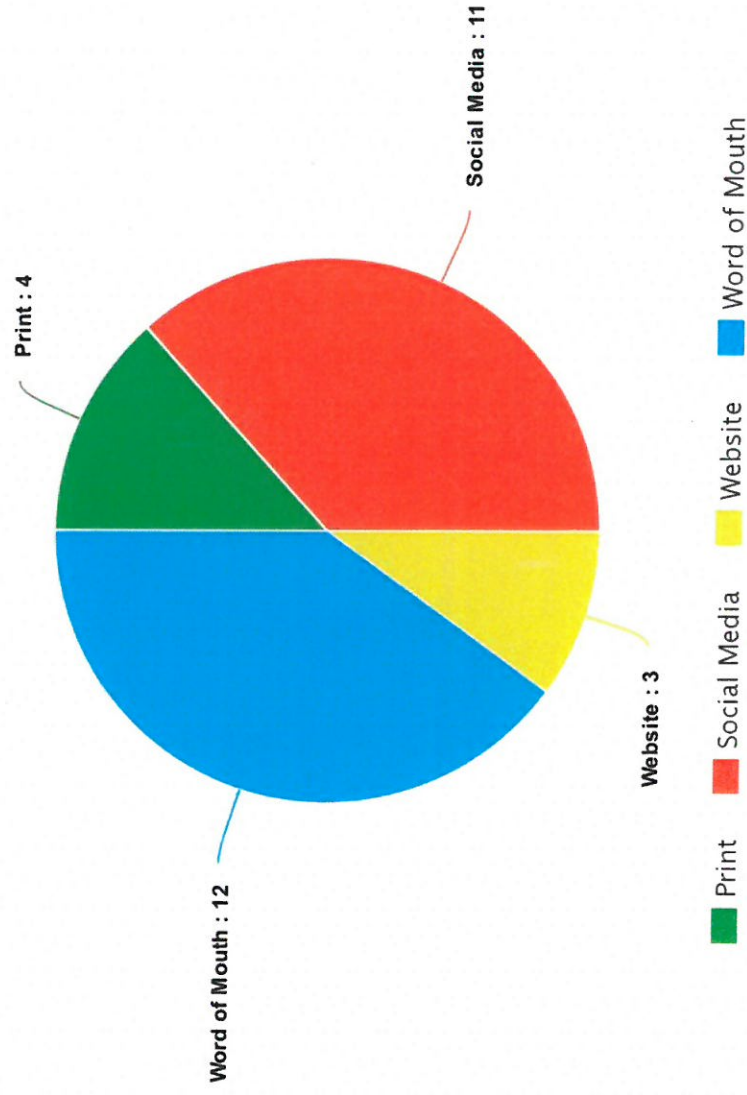
Arts in Bloom Survey



# Survey Results

## How did you hear about Arts in Bloom?

Arts in Bloom Survey

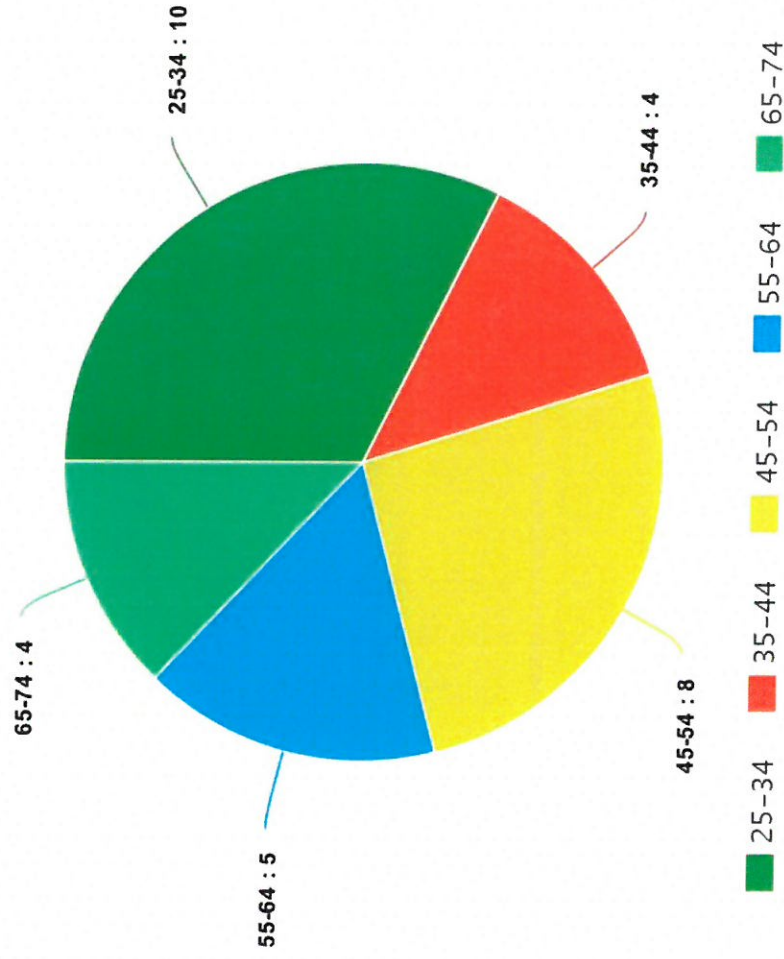




# Survey Results

## What is your age?

Arts in Bloom Survey





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

Address Service Requested

<b>STATEMENT NUMBER</b>
0000522743
<b>PAGE #</b>
1 of 2

FED ID # 26-0358790

# Here's the brief on Briefing

Please note our new slim size:  
44" web width.

No ad sizing changes will be necessary.



9226000683 PRESORT 683 1 AT 0.396 P1C3 <B>



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

DATE	REFERENCE NUMBER	DESCRIPTION - OTHER COMMENTS/CHARGES	PRODUCT/ PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	GROSS AMOUNT	NET AMOUNT
		Balance Forward						\$0.00
04/01/16	I01508481-04012016	MPAC- ARTS IN BLOOM Ordered by Michelle Feldker Color Charge - Full Color Rate Adjustment	Dallas Morning News T_FriGuide	1/2V	1	1	\$7,145.00 \$1,786.25 -\$7,412.50	\$1,518.75
04/08/16	I01508481-04082016	MPAC- ARTS IN BLOOM Ordered by Michelle Feldker Color Charge - Full Color Rate Adjustment	Dallas Morning News T_FriGuide	1/2V	1	1	\$7,145.00 \$1,786.25 -\$7,412.50	\$1,518.75

We Appreciate your business.

### Invoice and Statement of Account

AGING OF PAST DUE AMOUNTS

\*APPLIED AMOUNTS 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			
Brandie Ainsworth 214-977-7148 bainsworth@dmnmedia.com	BILLING PERIOD	BILLED ACCOUNT #	ADVERTISER CLIENT #	ADVERTISER/CLIENT NAME
	04/01/16-04/30/16	100014625	100014625	CITY OF MCKINNEY PERF

PLEASE DETACH THIS PORTION WITH YOUR REMITTANCE



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

BILLING PERIOD	ADVERTISER/CLIENT NAME		
04/01/16 - 04/30/16	CITY OF MCKINNEY PERF ARTS C		
PAGE #	BILLING DATE	BILLED ACCOUNT #	ADVERTISER/CLIENT #
1 of 2	04/30/2016	100014625	100014625
TOTAL AMOUNT DUE	STATEMENT #	TERMS OF PAYMENT	
\$3,037.50	0000522743	Payment Due: 05/20/2016	

### Billing Account Name and Address

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

### Remittance Address

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



010001462501000146250000522743003037505





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

Address Service Requested

[NEED FINAL INVOICE]

FED ID # 26-0358790

STATEMENT NUMBER
0000519489
PAGE #
1 of 2

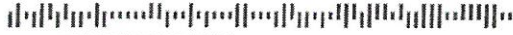
# Here's the brief on Briefing

Please note our new slim size:  
44" web width.  
No ad sizing changes will be necessary.

## briefing

AN EDITION OF The Dallas Morning News

4236000661 PRESORT 861 1 AT 0.413 P1C3 <B>



CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

DATE	REFERENCE NUMBER	DESCRIPTION - OTHER COMMENTS/CHARGES	PRODUCT/ PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	GROSS AMOUNT	NET AMOUNT
		Balance Forward						\$0.00
03/31/16	0001513857	Invoice Ordered by Kerrie Wolfson	GuideLive.com - host ZEvents.com	300x250 160,000	160,000	1	\$300.00	\$300.00
03/31/16	0001513857	Invoice Ordered by Kerrie Wolfson	Banner Targeted GuideLive.com - host ZEvents.com	320X50 0 160,000	160,000	1	\$0.00	\$0.00
03/31/16	0001513857	Invoice Ordered by Kerrie Wolfson	Banner Targeted GuideLive.com - host ZEvents.com	728x90 0 160,000	160,000	1	\$0.00	\$0.00

We Appreciate your business.



### Invoice and Statement of Account

AGING OF PAST DUE AMOUNTS

\*APPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

CURRENT NET AMOUNT	30 DAYS	60 DAYS	OVER 90 DAYS	* UNAPPLIED AMOUNT	TOTAL AMOUNT DUE
\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00

FOR CUSTOMER SERVICE PLEASE CALL	ADVERTISER INFORMATION			
Brandie Ainsworth 214-977-7148 bainsworth@dmnmedia.com	BILLING PERIOD	BILLED ACCOUNT #	ADVERTISER CLIENT #	ADVERTISER/CLIENT NAME
	03/01/16-03/31/16	100000766	100000766	CITY OF MCKINNEY

PLEASE DETACH THIS PORTION WITH YOUR REMITTANCE



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

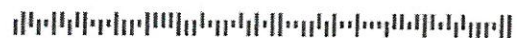
BILLING PERIOD	ADVERTISER/CLIENT NAME		
03/01/16 - 03/31/16	CITY OF MCKINNEY		
PAGE #	BILLING DATE	BILLED ACCOUNT #	ADVERTISER/CLIENT #
1 of 2	03/31/2016	100000766	100000766
TOTAL AMOUNT DUE	STATEMENT #	TERMS OF PAYMENT	
\$300.00	0000519489	Payment Due: 04/20/2016	

### Billing Account Name and Address

CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

### Remittance Address

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



010000076601000007660000519489000300002



March 20, 2016

Invoice 1603-079

Bill To:  
City Of McKinney

Project	Flower Festival	Quantity	15,000
Purchase Order #			
Description			Amount
Print postcards 5.5 x 11 4/4 process			
Select mailing list outside mckinney Saturation			
Inkjet, sort Tray and Mail			
Dimaco Services Sub Total			\$2,424.46
Government			\$0.00
Postage			\$2,359.82
Total Due			\$4,784.28

Please Pay By: April 9, 2016

Payment Method: Cash/Check Net 20 Days

Please Make Check out to:

Dimaco, ltd  
1100 Valwood Parkway, Suite 104  
Carrollton, TX 75006



# Sales Order

Station: WRR-FM Buyer: \_\_\_\_\_  
 Contract Name: 2016 Arts in Bloom Tax Schedule: \_\_\_\_\_ (None)  
 Contract#: \_\_\_\_\_ (none) Agency Commission %: 0  
 Start Date: 3/28/16 End Date: 4/08/16 Billing Cycle: Calendar  
 Revenue Type: Local/Direct Type: Cash Salesperson: 2492rmoy Comm %: 20  
 Advertiser: CITY OF MCKINNEY Makegood Policy: Within Contract Dates  
 Address: 222 N TENNESSEE  
 City: MCKINNEY State: TX Zip: 75070  
 Phone: (972) 547-7381  
 Product Name: 2016 Arts in Bloom  
 Competitive Code: STAGE & TOURING

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	3/28/16	4/08/16		6:00 AM	7:00 PM	60	X	X	X	X	X			25	W	40.00	50	2,000.00	
2	4/02/16	4/03/16		6:00 AM	7:00 PM	60						X	X	10	W	0.00	10	0.00	

Billing Projections: By Month

	Mar 16	Apr 16
CA	800.00	1,200.00
ST	0.00	2,000.00

Print Spot Prices

TOTAL SPOTS ..... 60  
 GROSS TOTAL \$ ..... 2,000.00  
 ADJUSTED SPOTS ..... 60  
 ADJUSTED TOTAL \$ ..... 2,000.00

APPROVE DECLINE

- Sales Manager
- General Manager
- Director
- Traffic Coordinator