

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application**

Fiscal Year 2021

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Downtown Business Re-Development, Inc

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N Tennessee St

City McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: downtownmckinney.com

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs: Texas Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: 111 N Tennessee St

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email:

arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$12,000 – Marketing/Promotional support for McKinney Oktoberfest & Home for the Holidays

Matching Funds Available (Y/N and amount): Yes

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: Visit McKinney support for McKinney Oktoberfest – TBD; City of McKinney provides decoration reimbursement not to exceed \$50,000

PROMOTIONAL/COMMUNITY EVENT

Start Date: September 1, 2021

Completion Date: December 31, 2021

BOARD OF DIRECTORS *(may be included as an attachment)*

Matt Hamilton

Chase Schwalls

Jolie Williams

Doug Willmarth

Julie Williams

Kyle Branch

Taylor Phelan

Ric Anderson

Kathryn Waite

Chris Wilkes

LEADERSHIP STAFF *(may be included as an attachment)*

Amy Rosenthal

Andrew Jones

Jakia Brunell

Gregory Hearn

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes No

Date(s): 2016, 2017, 2018, 2019, 2020

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$1,172,000
Projected Expenses	\$1,022,000
Net Revenue	\$150,000

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Total Marketing Budget for McKOkt & H4H = \$80,000
MCDC Ask of \$12,000 = 15% of Total Marketing Budget

Sponsorship Revenue	\$160,000
Registration Fees	\$55,000
Donations	\$10,000
Other (raffle, auction, etc.)	\$947,000
Net Revenue	\$150,000

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer



Signature

Amy Rosenthal

Printed Name

May 31, 2021

Date

Representative Completing Application



Signature

Amy Rosenthal

Printed Name

May 31, 2021

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKinney Main Street Vision Statement

McKinney Main Street champions a vibrant downtown - the heartbeat of McKinney since 1848.

McKinney Main Street Mission Statement

McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. We encourage economic vitality through diverse partnerships and buy-local support. We build strong relationships through shared purposes - all in honor of Historic Downtown McKinney.

McKinney Main Street Core Values

To Preserve Our Historical Assets

Protect traditional, historic feel of Downtown McKinney
Safeguard our historical properties

To Be the Heart of Our Community

Offer a safe, family-friendly environment for those who live, work, recreate and visit Downtown McKinney
Support community gatherings

To Support a 'Uniquely McKinney' Experience

Honor economic, historical and cultural fundamentals
Embrace cultural diversity and balance of hip and historic
Harness unique experience to create economic development

To Promote Historic Downtown McKinney as a Destination

Share Downtown McKinney's shopping, dining and recreational options
Embrace opportunities to communicate our mission, passion and purpose
Attract and bring visitors from within and outside of McKinney to Downtown

To Encourage Continuous Economic Development

Support managed and smart growth
Advocate opportunities that enhance revenue for businesses and City
Monitor downtown's accessibility and parking needs
Champion self-sustainability

McKinney Main Street is a state and nationally accredited Main Street program. McKinney Main Street uses the Main Street Approach™ with transformation strategies for community-based revitalization focusing on design, organization, promotion and economic vitality.

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
McKinney Oktoberfest and Home for the Holidays 2021 Support**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for McKinney Oktoberfest and Home for the Holidays 2021.

McKinney Oktoberfest & Home for the Holidays 2021 Goals:

- Showcase Historic Downtown McKinney Cultural District as destination for arts, culture and shopping
- Promote the cultural district and attract visitors/shoppers
- McKinney Oktoberfest helps raise revenues for the McKinney Main Street program to assist with preservation-based economic development.
- McKinney Oktoberfest features beer from local breweries.
- Home for the Holidays promotes and showcases independently operated businesses for Small Business Saturday.
- Home for the Holidays encourages 'shop small' and 'shop local' to help impact merchant's most important retail quarter.
- Home for the Holidays provides an opportunity for community and families to gather and celebrate the season.

MCKINNEY OKTOBERFEST (September 24, 25, 26) is Historic Downtown McKinney's premiere event. Now in its 14th year, the three-day festival attracts over 65,000 visitors to enjoy Bavarian traditions including beer, brats and polka. As one of the largest Oktoberfest celebrations in North Texas, the festival attracts visitors from across DFW and beyond.

HOME FOR THE HOLIDAYS...A MCKINNEY CHRISTMAS (November 26, 27, 28 and weekends through Christmas) is how McKinney celebrates Christmas. Families build and continue traditions in Historic Downtown McKinney with holiday decorations, entertainment – and shopping options for everyone on your list. For over 40 years, Home for the Holidays (originally Dickens of a Christmas) officially marks the start of the holiday season. The festival weekend brings over 40,000 visitors to a magical destination full of photo opps and Christmas lights – with a real 35' Christmas tree as the centerpiece.

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. MCKINNEY OKTOBERFEST is the primary revenue driver for McKinney Main Street. Proceeds from the event help carry the 501c3 through the rest of the year. HOME FOR THE HOLIDAYS is Historic Downtown McKinney's Annual Christmas Festival. The festival includes expenses related to decorations in Downtown McKinney and the Community Christmas Tree. HOME FOR THE HOLIDAYS is designed to attract visitors to McKinney's Historic Downtown with activities to celebrate the season and to provide visibility for downtown merchants.

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote MCKINNEY OKTOBERFEST and HOME FOR THE HOLIDAYS to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- Promoted and paid Social Media opportunities
- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Direct Mail piece targeted specific Zips meeting economic criteria

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in *Neighbors Go*, *The Dallas Morning News* and *Community Impact News*
- Email blasts
- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyp performingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

V. METRICS TO EVALUATE SUCCESS

The success of these projects will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2021, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. Redeemed incentives on direct marketing piece will also be measured. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.

McKinney Main Street Profit and Loss

January 2019 - March 2020

	Home for the Holidays 2019	McKinney Christmas Tree 2019	Oktoberfest 2019	H4H 2021 Projections	Oktoberfest 2021 Projections
Income					
Administrative Income					
Downtown Membership Income					
Events Income		5,455.15		5,000.00	
Downtown Christmas Tree Fund					
Registration Fees					
Ticket Sales	175,889.78		872,083.67	150,000.00	850,000.00
Vendor Commission	2,672.25			2,000.00	
Total Events Income	178,562.03 \$	5,455.15 \$	872,083.67		
Grants Received					
Miscellaneous Income					
Non Profit Income		373.93			
Sponsorship Income	90,250.00		21,600.00	80,000.00	30,000.00
Vendor Income	24,390.00		37,268.00	25,000.00	30,000.00
Vendor Application Fee					
Total Vendor Income	24,390.00 \$	0.00 \$	37,268.00		
Total Income	293,202.03 \$	5,829.08 \$	930,951.67 \$	262,000.00 \$	910,000.00
Gross Profit	293,202.03 \$	5,829.08 \$	930,951.67		
Expenses					
Administrative Expenses					
Associations/Dues/Subscriptions					
Board Expense	50.51				
Bookkeeping/Audit					
Communications					
Contract Labor					
Office Expenses		92.12			
Other Fees					140.00

Bank Service Charges				25.00
Credit Card Fees				
Interest				
QuickBooks Payments Fees				
Total Other Fees	\$	0.00 \$	0.00 \$	165.00
Postage			247.85	
Storage Unit		20.00		
Supplies		58.16		
Travel/Training				
Food				
Total Travel/Training	\$	0.00 \$	0.00 \$	0.00
Total Administrative Expenses	\$	128.67 \$	339.97 \$	165.00
Event Expenses				
Activities Expense		48,370.00		2,776.06
Alcohol Expense				63,436.25
Liability Insurance				2,072.00
TABC Permit				924.00
Total Alcohol Expense	\$	0.00 \$	0.00 \$	66,432.25
Bar Staff		3,000.00		29,878.75
Decorations Expense		8,126.76	10,732.04	794.73
Downtown Christmas Tree Expense			8,750.00	
Entertainer Expense		21,525.00		39,030.00
Event Staff		6,848.50	150.00	7,694.50
Hospitality		671.45	36.04	3,749.01
Infrastructure				
Electricity		39,321.88		17,713.08
Fencing		2,817.80		2,942.52
Ice		957.50		4,282.00
Portables		505.00		6,150.00
Rentals		21,534.35		44,337.81
Total Infrastructure	\$	65,136.53 \$	0.00 \$	75,425.41
Marketing Expense				
Billboards		3,300.00		3,950.00
Event T-Shirts		617.98	253.67	6,587.16

Misc Marketing	8,398.43			8,946.43
Newspaper	11,628.00			21,412.00
Radio				4,200.00
Signage	1,764.79			2,442.57
Social Media	9,087.62			7,129.20
Television	2,500.00			
Total Marketing Expense	37,296.82	253.67	54,667.36	50,000.00
Merchandise			16,801.94	
Office/General Administrative Expenses	59.86		144.47	
Other Miscellaneous Service Cost			3,000.00	
Prize Winnings				
Special Events Expense				
Advertising/Promotional				
Total Special Events Expense	0.00	0.00	0.00	0.00
Staffing Expense			1,000.00	
Misc Labor	8,248.50		10,792.50	
Porters/Cleanup	1,474.95		1,188.00	
Total Staffing Expense	9,723.45	0.00	12,980.50	
Supplies & Materials			4,584.44	
Ticket Redemption	105,481.60		457,222.43	
Weather Insurance	4,040.00		8,770.00	
Total Event Expenses	310,279.97	19,921.75	783,951.85	
Maintenance				
Payroll Expenses				
Taxes				
Wages				
Total Payroll Expenses	0.00	0.00	0.00	0.00
Program Expenses				
Promotional Project Expense				
Board Projects				
Directional Signage				
Image Campaign				
Marketing Plan/Implementation				
Other/Promotional Items				252.00

Website Development/Maintenance

Total Promotional Project Expense	\$	0.00	\$	0.00	\$	252.00
Total Program Expenses	\$	0.00	\$	0.00	\$	252.00
Repair & Maintenance						2,100.00
Taxes Paid						677.33

Total Expenses	\$	310,408.64	\$	20,261.72	\$	787,146.18
Net Operating Income	-\$	17,206.61	-\$	14,432.64	\$	143,805.49

Other Income

Interest Earned						
Total Other Income	\$	0.00	\$	0.00	\$	0.00

Other Expenses

Depreciation Expense						
Total Other Expenses	\$	0.00	\$	0.00	\$	0.00

Net Other Income

Net Income	-\$	17,206.61	-\$	14,432.64	\$	143,805.49
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McKinney Main Street

PROFIT AND LOSS

October 2019 - September 2020

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MCKINNEY STRONG CAMPAIGN	OCTOBERFEST	RED, WHITE & BOOM!	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income			9,173.51									\$9,173.51
Events Income				2,490.33								\$0.00
Activities Income												\$0.00
Downtown Christmas Tree Fund												\$2,490.33
Registration Fees												\$2,716.95
Ticket Sales			171.69									\$763.19
Vendor Commission			12,717.00									\$12,717.00
Total Events Income			11,988.69									\$11,988.69
Grants Received												\$178,056.06
Miscellaneous Income												\$196,745.55
Non Profit Income			68.00									\$113,581.00
Sponsorship Income												\$862.96
Vendor Income			3,000.00									\$40,859.11
Vendor Application Fee												\$109,169.68
Total Vendor Income												\$26,362.22
Total Income												\$28,045.75
GROSS PROFIT												\$489,465.91
Expenses												\$5,862.84
Administrative Expenses												\$0.00
Associations/Dues/Subscriptions												\$0.00
Board Expense												\$10,026.91
Bookkeeping/Audit												\$549.89
Communications												\$6,098.49
Contract Labor												\$986.50
Office Expenses												\$1,295.00
Other Fees												\$711.39
Bank Service Charges												\$0.00
Credit Card Fees												\$0.00
Quickbooks Payments Fees												\$484.75
Total Other Fees												\$1,218.59
Postage												\$1,898.34
Storage Unit												\$0.00
Supplies												\$195.00
Food												\$484.75
Total Supplies												\$1,218.59
Travel/Training												\$1,783.34
Total Administrative Expense												\$1,009.67
Event Expenses												\$289.00
Activities Expense												\$831.14
Bar Staff												\$54.40
Decorations Expense												\$54.40
Downtown Christmas Tree Expense												\$93.59
Entertainer Expense												\$3,697.86
Hospitality												\$28,236.78
Infrastructure												\$0.00
Electricity												\$48,270.00
Fencing												\$3,000.00
Ice												\$3,000.00
Portables												\$51,485.09
Rentals												\$8,750.00
Total Infrastructure												\$39,260.00
Marketing Expense												\$7,750.00
Billboards												\$7,211.00
Event T-Shirts												\$1,707.34
Misc Marketing												\$0.00
Newspaper												\$20,546.88
Radio												\$2,817.80
Signage												\$957.50
Social Media												\$2,255.98
Television												\$36,264.83
Total Marketing Expense												\$1,575.00
Merchandise												\$0.00
Office/General Administrative Expenses												\$30,844.00
Prize Winnings												\$1,464.32
Special Events Expense												\$11,416.33
Advertising/Promotional												\$13,004.00
Total Special Events Expense												\$2,000.00
Prize Winnings												\$318.00
Special Events Expense												\$2,501.47
Advertising/Promotional												\$14,427.36
Total Marketing Expense												\$6,750.00
Merchandise												\$82,400.68
Office/General Administrative Expenses												\$1,215.40
Prize Winnings												\$59.86
Special Events Expense												\$15,700.00
Advertising/Promotional												\$0.00
Total Special Events Expense												\$605.00
Prize Winnings												\$0.00
Special Events Expense												\$605.00
Advertising/Promotional												\$605.00
Total Special Events Expense												\$605.00

McKinney Main Street

PROFIT AND LOSS

October 2019 - September 2020

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	MCKINNEY STRONG CAMPAIGN	OCTOBERFEST	RED, WHITE & BOOM!	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Staffing Expense			2,538.00										\$2,538.00
Misc Labor		150.00		9,248.50					0.00				\$9,398.50
Posters/Cleanup				1,474.95					0.00	550.00			\$1,474.95
Total Staffing Expenses		150.00	2,538.00	9,723.45					0.00	550.00			\$12,981.45
Supplies & Materials		5,358.45							0.00				\$5,358.45
Ticket Redemption				105,481.60					0.00	183.94			\$105,665.54
Weather Insurance				4,040.00					0.00				\$4,040.00
Total Event Expenses	3,693.86	66,947.95	2,738.00	287,478.65	4,152.07	23,748.24			12,867.22	2,308.94	1,239.38	34,256.07	\$441,728.36
Maintenance		50.94	1,120.24										\$1,171.18
Payroll Expenses			-0.15										\$-0.15
Taxes			1,484.62										\$1,484.62
Wages			13,406.76										\$13,406.76
Total Payroll Expenses			14,891.52										\$14,891.52
Program Expenses							15,000.00						\$15,000.00
Promotional Project Expense													\$0.00
Directional Signage													\$0.00
Image Campaign													\$0.00
Other/Promotional Items													\$0.00
Total Promotional Project Expense													\$0.00
Total Program Expenses							15,000.00						\$15,000.00
Repair & Maintenance		2,877.00											\$2,877.00
Total Expenses	\$3,693.86	\$66,947.95	\$2,738.00	\$287,565.32	\$4,152.07	\$23,748.24	\$15,000.00	\$0.00	\$12,867.22	\$2,308.94	\$1,239.38	\$34,256.07	\$533,591.27
NET OPERATING INCOME	\$6,176.89	\$40,280.62	\$-25,688.37	\$3,434.78	\$682.83	\$-21,001.63	\$480.41	\$0.00	\$-8,123.90	\$-1,245.75	\$-1,239.38	\$-57,894.52	\$-50,330.47
Other Income													\$0.00
Interest Earned													\$0.00
Total Other Income													\$0.00
Other Expenses													\$0.00
Depreciation Expense													\$0.00
Total Other Expenses													\$0.00
NET OTHER INCOME													\$0.00
NET INCOME	\$6,176.89	\$35,672.13	\$-30,507.15	\$3,434.78	\$682.83	\$-21,001.63	\$480.41	\$0.00	\$-8,123.90	\$-1,245.75	\$-1,239.38	\$-57,894.52	\$-50,330.47

McKinney Main Street

Profit and Loss

October 2020 - April 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Income										
Downtown Membership Income		1,023.00								\$1,023.00
Events Income										\$0.00
Pre-Sale Ticket Revenue	3,475.00									\$3,475.00
Ticket Sales	42,347.68	676.64								\$63,539.82
Vendor Commission	14,436.26	1,126.00					20,515.50			\$19,225.91
Total Events Income	60,258.94	1,802.64					20,515.50			\$86,240.73
Grants Received	99,515.00							21,000.00		\$120,515.00
Non Profit Income	15,950.00					1,261.40				\$1,261.40
Sponsorship Income	31,902.98	3,352.60			8,835.49		5,000.00			\$135,557.89
Vendor Income	2,254.40							44,000.00		\$31,902.98
Vendor Application Fee	34,157.38									\$2,254.40
Total Vendor Income	\$110,366.32	\$105,693.24	\$0.00		\$8,835.49	\$1,261.40	\$25,515.50	\$65,000.00	\$0.00	\$34,157.38
GROSS PROFIT	\$110,366.32	\$105,693.24	\$0.00	\$62,063.45	\$8,835.49	\$1,261.40	\$25,515.50	\$65,000.00	\$0.00	\$378,755.40
Expenses										
Administrative Expenses		49.00								\$49.00
Associations/Dues/Subscriptions		5,657.05							4,605.25	\$10,262.30
Board Expense		270.62							291.30	\$561.92
Bookkeeping/Audit									4,510.00	\$4,510.00
Communications			578.06							\$578.06
Office Expenses		241.38								\$241.38
Other Fees										\$0.00
QuickBooks Payments Fees									373.59	\$373.59
Total Other Fees									373.59	\$373.59
Postage		105.50			28.00					\$133.50
Printing and Reproduction		47.99			32.46					\$82.46
Supplies										\$47.99
Food	620.90			41.55					130.20	\$1,013.94
Total Supplies	620.90	269.28		41.55					130.20	\$1,061.93
Total Administrative Expenses	620.90	6,592.83	578.06		60.46				9,910.34	\$17,804.14
Event Expenses										\$0.00
Activities Expense				6,640.38						\$6,640.38
Alcohol Expense										\$0.00
Cashier Staffing	240.00									\$240.00
Total Alcohol Expense	240.00									\$240.00
Decorations Expense	3,664.01			39,052.82						\$43,093.69
Downtown Christmas Tree Expense					10,000.00					\$10,000.00
Entertainer Expense	2,900.00						2,100.00			\$43,500.00
Event Staff	2,445.00									\$2,445.00
Hospitality	412.25									\$1,569.11
Infrastructure										\$0.00
Electricity	18,870.00									\$17,850.00
Ice	-940.00									\$-940.00
Portables	990.00									\$990.00
Rentals	8,248.53			4,358.90						\$15,563.60
Total Infrastructure	27,166.53	225.00	225.00	4,358.90			1,691.17		2,751.17	\$33,443.60

McKinney Main Street

Profit and Loss
October 2020 - April 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Marketing Expense										\$0.00
Event T-Shirts		90.93			309.37		382.77			\$763.07
Misc Marketing	1,049.00	2,110.54							229.00	\$3,388.54
Newspaper	4,290.00	635.00		4,290.00						\$9,215.00
Signage	541.71	306.25								\$847.96
Social Media	4,393.11	225.65		2,739.85						\$7,358.61
Total Marketing Expense	10,273.82	3,368.37		7,029.85	309.37		382.77		229.00	\$21,583.18
Special Events Expense	1,600.00		200.00							\$0.00
Advertising/Promotional	1,600.00		200.00							\$1,800.00
Total Special Events Expense										\$1,800.00
Staffing Expense										\$0.00
Cashiers	1,155.00									\$1,155.00
Total Staffing Expense	1,155.00									\$1,155.00
Supplies & Materials		288.77					448.61			\$737.38
Ticket Redemption	30,445.27						7,700.00			\$38,145.27
Total Event Expenses	80,303.88	6,185.86	200.00	57,061.95	10,309.37		12,322.55	37,750.00		\$204,382.81
Payroll Expenses										\$0.00
Taxes			403.93							\$425.80
Wages			5,280.00							\$5,566.00
Total Payroll Expenses			5,683.93							\$5,991.80
Program Expenses										\$0.00
Promotional Project Expense	99,515.00									\$120,515.00
Directional Signage	449.70						135.70			\$449.70
Other/Promotional Items	485.00						135.70			\$620.70
Total Promotional Project Expense	100,449.70						135.70			\$121,585.40
Total Program Expenses										\$0.00
Repair & Maintenance			128.90							\$2,628.90
Total Expenses	\$80,924.78	\$115,728.39	\$6,590.89	\$57,123.50	\$10,369.83	\$0.00	\$12,458.25	\$58,750.00	\$10,447.21	\$352,982.85
NET OPERATING INCOME	\$29,441.54	\$-10,035.15	\$-6,590.89	\$4,959.95	\$-1,534.34	\$1,261.40	\$13,057.25	\$8,250.00	\$-10,447.21	\$28,382.55
Other Income										\$0.00
Interest Earned	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	19.38	\$19.38
Total Other Income									\$19.38	
Other Expenses										\$0.00
Depreciation Expense		3,709.51	2,822.61						3,790.90	\$10,323.02
Total Other Expenses	\$0.00	\$3,709.51	\$2,822.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,790.90	\$10,323.02
NET OTHER INCOME	\$0.00	\$-3,709.51	\$-2,822.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-3,771.52	\$-10,303.64
NET INCOME	\$29,441.54	\$-13,744.66	\$-9,413.50	\$4,959.95	\$-1,534.34	\$1,261.40	\$13,057.25	\$8,250.00	\$-14,218.73	\$18,058.91