



March 22, 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 \$7,500 for advertising support of Believe in the Magic of the Season....A McKinney Christmas. We were not able to spend the entire amount allocated, but we are very pleased with the ROI.

This year, more than ever, we needed the additional cheer. We received excellent feedback about the monthlong activities from both visitors and downtown stakeholders. We would have not been able to advertise the activities without the support of this grant.

Thank you and your board of directors for your continued championship of McKinney Main Street and Historic Downtown McKinney Cultural District.

Sincerely,

A handwritten signature in black ink that reads "Amy Rosenthal".

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

# BELIEVE IN THE MAGIC OF THE SEASON A McKinney Christmas



## Downtown Sales Tax 2020 vs. 2019:

- March – Down 38%
- April – Down 36%
- May – Down 16%
- June – Down 10%
- July – Down 6%
- August – Down 23%
- September – Down 12%
- October – Down 7%
- November – Up 3%
- December – Up 12%



## Facebook Pages for **Historic Downtown McKinney**

November 27, 2020 – December 27, 2020

### Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>1,392,611</b> ↗ 97.4%	Engagements <b>54,676</b> ↗ 109%	Post Link Clicks <b>2,263</b> ↗ 36.4%
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Full Page

Community Impact McKinney & Community Impact Frisco

Believe **IN THE** Magic **OF THE** Season

Bring a little charm back to your holidays in Historic Downtown McKinney. A one-of-a-kind place to relax, dine and shop.

 **MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

For shopping, dining & holiday events, visit [McKinneyChristmas.com](http://McKinneyChristmas.com)

Completed • Dec 9, 2020 • Created by Andrew Jones

[View Results](#)

**Page Likes**

Visit Historic Downtown McKinney for great gif...

**9,256**

Reach

**158**

Page Likes

**\$249.96**

Spent at \$75.00 per day



Completed • Dec 9, 2020 • Created by Andrew Jones

[View Results](#)

**Local Reach**

Visit Historic Downtown McKinney for Magical ...

**24,535**

Reach

**24,535**

Reach

**\$139.99**

Spent at \$20.00 per day



Completed • Dec 9, 2020 • Created by Andrew Jones

[View Results](#)

**Watch Video Button Clicks**

Holiday shopping in Historic Downtown McKin...

**10,920**

Reach

**8,474**

ThruPlays

**\$499.95**

Spent at \$100.00 per day



Completed • Dec 9, 2020 • Created by Andrew Jones

[View Results](#)

**Post Engagements**

Family outings in Historic Downtown McKinney...

**21,570**

Reach

**1,409**

Post Engagements

**\$500.00**

Spent of \$500.00



Completed • Dec 9, 2020 • Created by Andrew Jones

[View Results](#)

**Post Engagements**

Say "sugar cookies!" Downtown McKinney is th...

**32,375**

Reach

**5,707**

Post Engagements

**\$500.00**

Spent of \$500.00



Completed • Dec 2, 2020 • Created by Andrew Jones

[View Results](#)

**Post Engagements**

What are your plans for the holidays? Come sp...

**10,349**

Reach

**943**

Post Engagements

**\$200.00**

Spent of \$200.00



Completed • Dec 2, 2020 • Created by Andrew Jones

[View Results](#)

**Post Engagements**

Family outings in Historic Downtown McKinney...

**6,326**

Reach

**508**

Post Engagements

**\$100.00**

Spent of \$100.00



Completed • Dec 2, 2020 • Created by Andrew Jones

[View Results](#)

**Post Engagements**

Yeah, we're excited too! Only one more sleep ti...

**9,030**

Reach

**839**

Post Engagements

**\$100.00**

Spent of \$100.00



Social Media	\$2,500.00
Frisco Community Impact Half Page	\$1,538.00
McKinney Community Impact Full Page	\$2,752.00
<b>TOTAL</b>	<b>\$6,790.00</b>

# DECEMBER 2020 STATEMENT

www.citicards.com

AMY C ROSENTHAL  
MCKINNEY MAIN STREET

## CARDHOLDER SUMMARY

AMY C ROSENTHAL  
New Charges

Card ending in 0838  
**\$2,808.21**

## BUSINESS ACCOUNT SUMMARY

Sale Date	Post Date	Description	Amount
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### Payments, Credits and Adjustments

12/08		AUTOPAY 200121030445877RAUTOPAY AUTO-PMT	-\$6,481.39
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## AMY C ROSENTHAL

### Standard Purchases

11/12	11/12	*UHI UHAULMCKINNEY MINI S800-789-3638 TX	\$6.59
11/12	11/12	SLICKTEXT.COM SLICKTEXT.COMNY	\$49.00
11/12	11/12	INTUIT *PAYROLL 888-537-7794 CA	\$98.07
11/13	11/13	Audible*206C42NZ1 Amzn.com/billNJ	\$16.18
11/15	11/15	AMER ASSOC NOTARIES 713-644-2299 TX	\$96.90
11/17	11/17	STAPLES DIRECT 800-3333330 MA	\$129.89
11/18	11/18	COSTWAY.COM 909-483-1228 CA	\$179.95
11/18	11/18	SHAG CARPET 214-7425252 TX	\$149.80
11/20	11/20	MID WAY VALERO MCKINNEY TX	\$31.34
11/20	11/20	UHL*SAFE SHIP SPECIALTY SMCKINNEY TX	\$169.02
11/24	11/24	ROPER'S WRECKER SERVICE MCKINNEY TX	\$254.00
11/24	11/24	THE HOME DEPOT 528 MCKINNEY TX	\$96.71
11/25	11/25	USPS PO 4854900069 MCKINNEY TX	\$28.00
11/25	11/25	THE HOME DEPOT #0528 MCKINNEY TX	\$159.11
11/26	11/26	CLOUD COVER MUSIC JBIRCH@CLOUDCCA	\$17.95
11/27	11/27	SQ *SQUARE WEEBLY gosq.com CA	\$31.39
11/29	11/29	CANVA* 02889-10200710 HTTPSCANVA.CODE	\$12.95
11/29	11/29	TMOBILE*AUTO PAY 800-937-8997 WA	\$82.58
11/30	11/30	PAYPAL *EDIBLEDALLA 402-935-7733 CA	\$495.00
12/07	12/07	UHI*U-HAULSAFE SHIP SPECI800-789-3638 TX	\$53.78
12/07	12/07	FACEBK CG2E3YAU72 650-5434800 CA	\$500.00
12/07	12/07	SQ *JETTPACK CREATIVE gosq.com TX	\$150.00

### Fees Charged

**TOTAL FEES FOR THIS PERIOD \$0.00**

### Interest Charged

**TOTAL INTEREST FOR THIS PERIOD \$0.00**

### 2020 totals year-to-date

Total fees charged in 2020	<b>\$0.00</b>
Total interest charged in 2020	<b>\$0.00</b>

**\$500**

Customer Service 1-855-378-6468  
TTY-hearing-impaired services only 1-866-210-0617

Page 2 of 3

## Costco Cash Rewards Summary



**Total Costco Cash Rewards Balance:**  
**\$450.87**

### Costco Cash Rewards Summary

Costco Cash Rewards balance  
as of last statement ..... +\$421.84

Earned this period ..... +\$29.03

**Total Costco Cash Rewards Balance  
Year To Date: \$450.87**

### Costco Cash Rewards Earned This Period

4% on eligible gas worldwide, including  
gas at Costco<sup>1</sup> ..... +\$1.25

3% on restaurants ..... +\$0.00

3% on eligible travel worldwide ..... +\$0.00

2% on Costco and  
Costco.com ..... +\$0.00

1% on all other  
purchases ..... +\$27.78

**Total Earned: \$29.03**

**» Visit [citi.com/CostcoBusiness](http://citi.com/CostcoBusiness)  
for more information**

<sup>1</sup> Up to \$7,000 per year in purchases, then 1% cash back

JANUARY 2021  
STATEMENT

AMY C ROSENTHAL  
MCKINNEY MAIN STREET

**CARDHOLDER SUMMARY**

AMY C ROSENTHAL Card ending in 0838  
New Charges **\$3,119.85**

**BUSINESS ACCOUNT SUMMARY**

Sale Date	Post Date	Description	Amount
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**Payments, Credits and Adjustments**

01/08		AUTOPAY 200121030445877RAUTOPAY AUTO-PMT	-\$2,808.21
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**AMY C ROSENTHAL**

**Standard Purchases**

12/09	12/11	UHI*U-HAULSAFE SHIP SPECI800-789-3638 TX	\$1.95
12/10	12/11	ARCA SOLUTIONS INC JARED@EDIRECTVA	\$199.00
12/10	12/11	INT*QuickBooks Online 800-446-8848 CA	\$74.62
12/11	12/11	FACEBK GYKLLWAT72 650-5434800 CA	\$500.00
12/11	12/11	INTUIT *PAYROLL 888-537-7794 CA	\$105.53
12/12	12/12	SLICKTEXT.COM SLICKTEXT.COMNY	\$49.00
12/13	12/13	Audible*EB1M33UW3 Amzn.com/billNJ	\$16.18
12/14	12/14	FACEBK 9TL7TWNT72 650-5434800 CA	\$600.00
12/18	12/18	FACEBK ZP28UWJT72 650-5434800 CA	\$900.00
12/21	12/21	SAMS CLUB #4906 MCKINNEY TX	\$41.55
12/23	12/23	USPS PO 4854900069 MCKINNEY TX	\$18.15
12/26	12/26	CLOUD COVER MUSIC JBIRCH@CLOUDCCA	\$17.95
12/27	12/27	SQ *SQUARE WEEBLY gosq.com CA	\$31.39
12/29	12/29	CANVA* 02919-12320994 HTTPSCANVA.CODE	\$12.95
12/30	12/30	TMOBILE*AUTO PAY 800-937-8997 WA	\$82.58
12/31	12/31	FACEBK EE3C5XJT72 650-5434800 CA	\$89.85
01/10	01/10	ARCA SOLUTIONS INC JARED@EDIRECTVA	\$199.00
01/10	01/10	INT*QuickBooks Online 800-446-8848 CA	\$74.62
01/11	01/11	INTUIT *PAYROLL 888-537-7794 CA	\$105.53

**Fees Charged**

**TOTAL FEES FOR THIS PERIOD \$0.00**

**Interest Charged**

**TOTAL INTEREST FOR THIS PERIOD \$0.00**

**2021 totals year-to-date**

Total fees charged in 2021	<b>\$0.00</b>
Total interest charged in 2021	<b>\$0.00</b>

\$ 2,000

**Costco Cash Rewards Summary**



**Total Costco Cash Rewards Balance: \$31.22**

**Costco Cash Rewards Summary**

Costco Cash Rewards balance as of last statement ..... +\$450.87  
Your 2020 credit card reward certificate amount ..... -\$450.87  
Earned this period ..... +\$31.22

**Total Costco Cash Rewards Balance Year To Date: \$31.22**

**Costco Cash Rewards Earned This Period**

4% on eligible gas worldwide, including gas at Costco<sup>1</sup> ..... +\$0.00  
3% on restaurants ..... +\$0.00  
3% on eligible travel worldwide ..... +\$0.00  
2% on Costco and Costco.com ..... +\$0.00  
1% on all other purchases ..... +\$31.22

**Total Earned: \$31.22**

» Visit [citi.com/CostcoBusiness](http://citi.com/CostcoBusiness) for more information

<sup>1</sup> Up to \$7,000 per year in purchases, then 1% cash back

JG Media/Community Impact Newspaper  
 3600 E. Palm Valley Blvd. Box #3  
 Round Rock, TX 78665  
 communityimpact.com



Invoice #149829

Sales representative:  
 Barbara Delk  
 General Manager  
 bdelk@communityimpact.com  
 (866) 989-6808

Bill to:  
 City of McKinney  
 Michelle Feldker  
 222 N TENNESSEE ST,  
 MCKINNEY, TX 75069

Payment due date: 1/3/2021  
 Please include the invoice number on your check

Date	Invoice #	Customer #	Sales Rep	
12/2/2020	149829	16381	Barbara Delk	
Pub.	Issue	Year	Ad Size	Amount
FRS Paper - December 2020	December	2020	Half	\$1,538.00
<b>Total Invoiced</b>				<b>\$1,538.00</b>

Thank you for your business.  
 For billing questions, please contact your sales representative.

Outstanding Invoices

1-30 days	31-60 days	61-90 days	91-120 days
\$ 5,754.00	\$ 0.00	\$ 0.00	\$ 0.00



**McKINNEY DOWNTOWN BUSINESS REDEVELOPMENT**  
 111 N TENNESSEE ST  
 MCKINNEY, TX 75069

6776  
88-1132/1119

DATE 2/10/21

CHECK ARMOR

PAY TO THE ORDER OF Community Impact Newspaper \$ 1538<sup>00</sup>  
One thousand five hundred thirty-eight <sup>00</sup>/<sub>100</sub>

**First United**  
 McKinney, Texas 75069

FOR INV. 149829 H4H Kathy J. Kelly Rental

⑈006776⑈ ⑆1191132⑆ ⑈003276449⑈

-ItemNum=8100542C

PAY TO THE ORDER OF  
 R BANK  
 ROUND ROCK, TX 78685  
 14926012  
 FOR DEPOSIT ONLY  
 JG MEDIA  
 DBA: COMMUNITY IMPACT NEWSPAPER

-Inst=R BANK  
 -RtNum=>114926012<  
 -BranchName=DEPOSIT OPERATIONSBr=70  
 -BusDt=02/25/21-TlrID=778-StartTm=12:19:42 PM

**Amount:** \$-1,538.00  
**Statement Description:** Check  
**Check Number:** 6776  
**Posted Date:** 2/26/2021  
**Type:** Debit  
**Status:** Posted



**JG Media/Community Impact Newspaper**

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



Invoice #148410

Sales representative:  
Barbara Delk  
General Manager  
bdelk@communityimpact.com  
(866) 989-6808

*Full Page  
mck CF  
Mck Christmas  
mcdc*

*Ch #  
6781*

Bill to:  
City of McKinney  
Michelle Feldker  
222 N TENNESSEE ST,  
MCKINNEY, TX 75069

Payment due date: 12/18/2020  
Please include the invoice number on your payment.

Date	Invoice #	Customer #	Sales Rep		
11/5/2020	148410	16381	Barbara Delk		
Pub.	Issue	Year	Ad Size	Amount	
MCK Paper - November 2020	November	2020	Full	\$2,752.00	
Total Invoiced				\$2,752.00	

Thank you for your business.  
For billing questions, please contact your sales representative.

**Outstanding Invoices**

1-30 days	31-60 days	61-90 days	91-120 days
\$ 7,042.00	\$ 3,002.00	\$ 0.00	\$ 0.00

**McKINNEY DOWNTOWN BUSINESS REDEVELOPMENT**

111 N TENNESSEE ST  
MCKINNEY, TX 75069

6781

88-1132/1119

DATE Feb 19, 2021

CHECK AMOUNT  
TRAID REGISTRATION

PAY  
TO THE  
ORDER OF

JG Media / Community Impact Newspapers \$ 2752.00

Two thousand, seven hundred, fifty two & no/100 DOLLARS

Photo  
Safe  
Deposit  
Circle on back

**U First United**

McKinney, Texas 75069

FOR

148410

my Rental



⑈006781⑈ ⑆111911321⑆ ⑈003276449⑈