

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application

Fiscal Year 2022

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, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

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: Texas

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.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: Texas

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: Same as above

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$12,000

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:

PROMOTIONAL/COMMUNITY EVENT

Start Date: April 8, 2022

Completion Date: June 18, 2022

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

Matt Hamilton

Chase Schwalls

Doug Willmarth

Kim Howell Black

Von Daniels

Taylor Phelan

Kathryn Waite

Chris Wilkes

Amy Pyeatt

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): Arts in Bloom - 2016, 2017, 2018, 2019, 2021

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?

Arts in Bloom

Gross Revenue	\$102,000
Projected Expenses	\$85,900
Net Revenue	\$16,100

Juneteenth

Gross Revenue	\$20,000
Projected Expenses	\$20,000
Net Revenue	\$

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.? Arts in Bloom - \$7000 (7%) and Juneteenth - \$5000 (25%) Please see budget sheets

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

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.

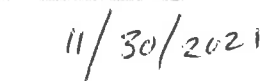
We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer



Signature



Printed Name

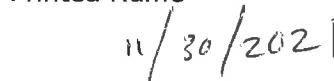

Date

Representative Completing Application



Signature


Printed Name


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
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
ARTS IN BLOOM & JUNETEENTH 2022 SUPPORT**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2022 and JUNETEENTH 2022.

ARTS IN BLOOM 2022 Goals:

- Showcase Historic Downtown McKinney Cultural District
- Highlight Historic Downtown McKinney as destination for arts, culture and shopping
- Promote the cultural district and attract visitors/shoppers to the cultural district
- Support McKinney-based artists

JUNETEENTH 2022 Goals:

- Celebrate national holiday and honor local African American history
- Provide inclusive cultural experience
- Promote the cultural district and attract visitors/shopper to the cultural district
- Support McKinney-based businesses and artisans

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. ARTS IN BLOOM is Historic Downtown McKinney's annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, that ARTS IN BLOOM has the potential to generate revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney. ARTS IN BLOOM is also intended to showcase the talents and offerings of McKinney-based artists.

Budget overview for ARTS IN BLOOM is attached, as well as budget information for McKinney Main Street. (McKinney Downtown Business Re-Development, Inc.)

JUNETEENTH is a net neutral event with sponsorships and vendor fees covering operations and logistics.

IV. MARKETING AND OUTREACH

Support from MCDC will allow McKinney Main Street to advertise and promote ARTS IN BLOOM and JUNETEENTH 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, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

V. METRICS TO EVALUATE SUCCESS

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. McKinney 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
 October 2020 - September 2021

Income	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	JUNETEENTH	LIGHT UP LOUISIANA BLOCK PARTY	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Downtown Membership Income		11,371.85											\$11,371.85
Events Income													\$0.00
Pre-Sale Ticket Revenue	3,475.00												\$3,475.00
PY Event Income - McKinney Oktoberfest													\$7,465.00
Red, White & Boom!										2,001.27			\$4,000.00
Ticket Sales	42,947.69	1,778.64									17,244.08		\$2,001.27
Vendor Commission	14,636.26	1,126.00		3,663.65									\$963,297.97
Total Events Income	60,258.94	2,904.64		3,663.65									\$19,225.91
Grants Received		99,515.00								2,001.27			\$1,015,990.15
Non Profit Income								1,261.40					\$156,921.00
Programs Income	15,950.00	60.00										245.00	\$1,261.40
Sponsorship Income	32,027.98	3,452.60		58,419.80	13,350.00		8,835.49			300.00			\$305.00
Vendor Income	2,254.40												\$109,007.89
Vendor Application Fee	94,262.38												\$59,272.98
Total Vendor Income	\$110,491.32	\$117,204.09	\$0.00	\$62,093.45	\$13,350.00	\$0.00	\$8,835.49	\$1,261.40		\$2,301.27	\$84,650.08		\$245.00
GROSS PROFIT	\$110,491.32	\$117,204.09	\$0.00	\$62,093.45	\$13,350.00	\$0.00	\$8,835.49	\$1,261.40		\$2,301.27	\$84,650.08		\$245.00
Expenses													\$1,365,394.67
Administrative Expenses													\$0.00
Associations/Dues/Subscriptions		8,104.60											\$14,033.00
Board Expense		318.97											\$291.30
Bookkeeping/Audit			990.96										\$7,632.50
Communications													\$990.96
Contract Labor		125.00											\$2,115.00
Office Expenses		1,693.62											\$1,693.62
Other Fees													\$0.00
QuickBooks Payments Fees													\$2,115.00
Total Other Fees		202.58											\$1,693.62
Postage													\$0.00
Printing and Reproduction													\$1,296.65
Supplies							26.00		23.15				\$1,296.65
Food		261.15					32.46						\$253.73
Total Supplies	620.90	221.29		41.55									\$32.46
Total Administrative Expenses	620.90	482.44		41.55									\$261.36
Event Expenses		10,637.21	660.08				60.46						\$602.38
Activities Expense													\$990.96
Alcohol Expense				6,640.38									\$2,115.00
Servers													\$1,693.62
TABC Permit													\$0.00
Total Alcohol Expense													\$2,115.00
Decorations Expense		3,664.01											\$32.46
Downtown Christmas Tree Expenses													\$261.36
Entertainer Expense													\$602.38
Event Staff		2,900.00											\$990.96
Hospitality		2,445.00											\$2,115.00
Infrastructure		412.25											\$1,693.62
Electricity		19,300.03											\$0.00
Ice		-212.00											\$0.00
Portables		2,280.00											\$32.46
Rentals		7,818.50											\$261.36
Total Infrastructure	29,186.53	1,110.00		4,358.90									\$602.38
Marketing Expense				4,358.90									\$990.96
Event T-Shirts		333.23											\$2,115.00
Misc Marketing		2,449.00											\$1,693.62
Newspaper		4,290.00		4,290.00									\$0.00
Signage		541.71											\$32.46
Social Media		4,459.89											\$261.36
Total Marketing Expense	12,079.83	4,789.02		7,028.85									\$602.38
Merchandise													\$990.96
Other Miscellaneous Service Cost													\$2,115.00
Prize Winnings		-100.00											\$0.00
Advertising/Promotional		1,366.75	200.00										\$261.36
Special Events Expense		1,366.75	200.00										\$261.36
Total Special Events Expense		1,366.75	200.00										\$261.36
Staffing Expense													\$990.96
Cashiers		1,365.00											\$261.36
Total Staffing Expense		1,365.00											\$261.36
Supplies & Materials						346.38							\$990.96



McKinney Main Street
Profit and Loss
October 2020 - September 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	JUNETEENTH	LIGHT UP LOUISIANA BLOCK PARTY	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Ticket Redemption	29,055.61								445,941.27				\$474,996.88
Weather Insurance									7,950.00				\$7,950.00
Total Event Expenses	61,132.33	11,641.00	200.00	57,081.85	12,561.70	10,642.80	10,309.37		785,463.61	2,435.00	56,302.26	281.51	\$1,010,075.50
Payroll Expenses			682.36										\$0.00
Taxes			9,050.25										\$0.00
Wages			9,742.61										\$0.00
Total Payroll Expenses			10,000.00										\$0.00
Program Expenses			99,515.00										\$7,051.19
Promotional Project Expense			1,387.83										\$220.00
Board Projects			449.70										\$9,270.25
Directional Signage			505.00										\$9,579.44
Other/Promotional Items			101,857.53										\$11,495.00
Total Promotional Project Expense			111,657.53										\$120,515.00
Total Program Expenses			7,035.11	2,318.17				1,250.00			21,000.00		\$1,387.83
Repair & Maintenance									135.70				\$449.70
Taxes Paid									135.70				\$640.70
Total Expenses	\$91,753.23	\$141,370.91	\$19,251.74	\$57,123.50	\$12,561.70	\$10,642.80	\$10,309.37	\$1,250.00	\$765,642.48	\$2,435.00	\$79,302.26	\$245.00	\$1,222,893.23
NET OPERATING INCOME	\$29,738.09	\$-24,186.02	\$-19,251.74	\$4,959.95	\$768.21	\$-10,642.80	\$-1,524.54	\$11.40	\$186,320.11	\$-133.73	\$5,343.80	\$-17,448.83	\$171,882.50
Other Income													\$0.00
Interest Earned													\$29.28
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$29.28
Other Expenses													\$59.28
Depreciation Expense			6,359.16										\$6,498.67
Total Other Expenses	\$0.00	\$6,359.16	\$4,638.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,769.61
NET OTHER INCOME	\$0.00	\$-6,359.16	\$-4,638.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-17,887.33
NET INCOME	\$29,738.09	\$-30,525.98	\$-19,090.52	\$4,959.95	\$768.21	\$-10,642.80	\$-1,524.54	\$11.40	\$186,320.11	\$-133.73	\$5,343.80	\$-23,919.22	\$154,315.17



Stroll through the colorful sidewalks and streets of Historic Downtown McKinney Cultural District from Friday, April 8 through Sunday, April 10, 2022 during McKinney's annual spring arts and wine festival, Arts in Bloom. Experience art in all forms as it blossoms throughout the cultural district with art, music, food, shopping and fun for the entire family. Prior surveys reflect that Arts in Bloom attracts a demographic similar to business demographics in the district.

Over 35,000 guests will visit 75-100 local and regional painters, sculptors, jewelry-makers, photographers and musicians showcasing their artistic talents throughout the streets of Downtown McKinney.

In addition to great food and live entertainment, visitors may enjoy wine tastings from 10 Texas wineries, including Downtown's Landon Winery and Lone Star Cellars. Wine tastings helps separate Arts in Bloom from other art festivals in North Texas.

McKinney Main Street will work with McKinney artists to provide a special opportunity to showcase their work.

- DECEMBER / JANUARY: Call for Artists through Zapplication (a national art show listing).
- JANUARY / FEBRUARY: Secure sponsorships and funding. Solicit participating artists. Reserve advance media buys.
- FEBRUARY: Coordinate/confirm vendor and entertainment contracts. Reserve infrastructure elements.
- MARCH: Festival layout and design of promotions. File special event permit.
- END MARCH / EARLY APRIL: Recruit volunteer support and staffing arrangements.
- END MARCH / EARLY APRIL: High concentration of promotions.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.



**McKinney Main Street
Profit and Loss
October 2020 - September 2021**

2020 Projected 2021

Arts in Bloom

Income

Downtown Membership Income			
Events Income			
Pre-Sale Ticket Revenue	3,475.00		
PY Event Income - McKinney Oktoberfest Red, White & BOOM!			
Ticket Sales	42,347.68		45,000.00
Vendor Commission	14,436.26		15,000.00
Total Events Income	\$ 60,258.94	\$	60,000.00
Grants Received			
Non Profit Income			
Programs Income			
Sponsorship Income	15,950.00		12,000.00
Vendor Income	32,027.98		30,000.00
Vendor Application Fee	2,254.40		
Total Vendor Income	\$ 34,282.38	\$	42,000.00
Total Income	\$ 110,491.32		
Gross Profit	\$ 110,491.32	\$	102,000.00

Expenses

Administrative Expenses

Associations/Dues/Subscriptions

Board Expense

Bookkeeping/Audit

Communications

Contract Labor

Office Expenses

Other Fees

QuickBooks Payments Fees

Total Other Fees	\$ 0.00		
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Postage

Printing and Reproduction

Supplies

Food

620.90

Total Supplies	\$ 620.90		
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Total Administrative Expenses	\$ 620.90	\$	600.00
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Event Expenses

Activities Expense

Alcohol Expense

Servers

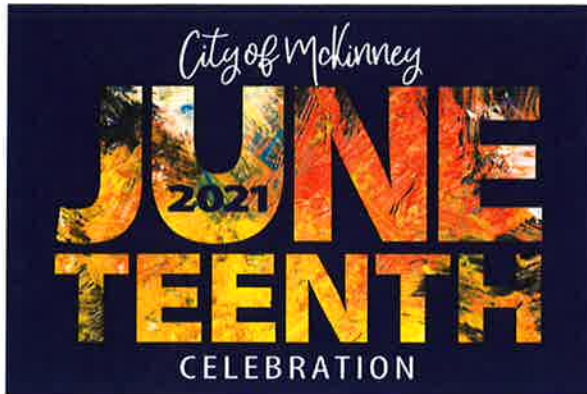
TABC Permit

Total Alcohol Expense	\$ 0.00		
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Decorations Expense	3,664.01	3,500.00
Downtown Christmas Tree Expense		
Entertainer Expense	2,900.00	5,000.00
Event Staff	2,445.00	3,000.00
Hospitality	412.25	
Infrastructure		
Electricity	19,300.03	20,000.00
Ice	-212.00	
Portables	2,280.00	2,500.00
Rentals	7,818.50	8,000.00
Total Infrastructure	\$ 29,186.53	
Marketing Expense		
Event T-Shirts	333.23	300.00
Misc Marketing	2,449.00	2,500.00
Newspaper	4,290.00	4,000.00
Signage	541.71	500.00
Social Media	4,459.99	5,000.00
Total Marketing Expense	\$ 12,073.93	
Merchandise		
Other Miscellaneous Service Cost		
Prize Winnings		
Special Events Expense		
Advertising/Promotional		
Total Special Events Expense	\$ 0.00	
Staffing Expense		
Cashiers	1,395.00	
Total Staffing Expense	\$ 1,395.00	\$ 1,000.00
Supplies & Materials		
Ticket Redemption	29,055.61	30,000.00
Weather Insurance		
Total Event Expenses	\$ 81,132.33	
Payroll Expenses		
Taxes		
Wages		
Total Payroll Expenses	\$ 0.00	
Program Expenses		
Promotional Project Expense		
Board Projects		
Directional Signage		
Other/Promotional Items		
Total Promotional Project Expense	\$ 0.00	
Total Program Expenses	\$ 0.00	
Repair & Maintenance		
Taxes Paid		
Total Expenses	\$ 81,753.23	\$ 85,900.00
Net Operating Income	\$ 28,738.09	
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	\$	28,738.09	\$ 16,100.00

Tuesday, Nov 30, 2021 11:21:40 AM GMT-8 - Accrual Basis



Juneteenth is an annual holiday for millions, to commemorate the news of Emancipation to the enslaved people of Texas, delivered at Galveston on June 19, 1865. Authentically Texan, Juneteenth was first celebrated in 1866 by those who witnessed the actual event. It has continued across generations, throughout the state of Texas, across the country, and around the world – symbolic of the hope of freedom for all people everywhere.

With recent widespread focus on diversity, equity, and inclusion, as well as the energetic push toward establishing Juneteenth as a federal holiday, more North Texas cities offered Juneteenth events this past summer.

The 2021 McKinney Juneteenth Celebration at Finch Park welcomed more than 3,000 attendees to a family reunion-styled showcase of local businesses and food vendors, artistic expressions, and educational offerings. Musical performances included acclaimed singers Zay Romeo and Kourtney White, and the Big Easy Brass Band.

The success of the 2021 Juneteenth Celebration was the culmination of vision and unity for a galvanized planning team, dozens of volunteers, and support and collaboration among organizations, such as AEYL, McKinney Chamber of Commerce, and Collin County NAACP, to name a few.

Juneteenth has been celebrated in McKinney, Texas, by the African American community for more than 125 years, with festivities such as picnics, music, parades, and pageants – most memorably at Finch Park and the historic Doty School. In 2006 the McKinney Parks & Recreation department joined that tradition by offering special activities at Old Settler's Recreation Complex. The 2008 program featured among its festivities a parade through east McKinney neighborhoods, and a community gospel and jazz concert which attracted approximately 2,000 visitors to Old Settler's. In later years, other locations, such as Towne Lake and Bonnie Wenk Park, were host sites for the Cultural Music Series, which also included Juneteenth recognitions.

Plans for 2022 are focused on continuing to provide an inclusive cultural experience, increasing the number of participant agencies, and developing this event as regional destination for Juneteenth.

2021 Supporters / Contributors

- ★ 3e McKinney – McKinney United
- ★ AEYL
- ★ City of McKinney
- ★ Collin County Black Chamber of Commerce
- ★ Collin County NAACP

- ★ Delta Sigma Theta Sorority, Inc.
- ★ East McKinney 1848
- ★ Hint Water
- ★ Jack & Jill of America, Inc.
- ★ Junior Players
- ★ Legacy Keepers of Old East McKinney
- ★ McKinney Chamber of Commerce
- ★ MCDC
- ★ New Jerusalem Baptist Church
- ★ Visit McKinney
- ★ Zeta Phi Beta Sorority, Inc.

JUNETEENTH 2021 – MDBR Budget

Income

MCDC	2000
Volunteer McKinney	400
Anonymous	250
AEYL	8000
Delta Sigma	200
Visit McKinney	1500
McKinney Chamber	1000

TOTAL **13,350**

Expenses

Imprint – Tshirts	3251.29
Sound Productions – Backline	745
Kingsmen (W. Spearman)	1300
DM Event Production	2257.50
Eric Allen (DJ)	400
Kourtney White	500
Alicia Williams	340
Angela Walker	600
Big Easy Brass Band	600
ZRomeo	2000
Executive Press	220
Advertising	1500
TOTAL	13,713.79