

Print

Final Grant Report - Submission #113089

Date Submitted: 5/30/2019

City of McKinney Arts Commission

When your Arts-Commission-funded project is complete, please submit this form and the following two items within thirty days after the event or season, depending on the type of event. These items must be submitted electronically.

- 1) A detailed Final Project Report covering all receipts and expenditures for the funded project.
- 2) A narrative report of the project.

Please review carefully before submitting. Final Grant Reports may only be submitted once.

Grantee Name*	Grant Amount*
McKinney Main Street	3000

Email *
arosenthal@mckinneytexas.org

Event(s)

Name of Event* Arts in Bloom	Date & Time of Event* April 12, 13, 14	Location of Event * Historic Downtown McKinney	More Events? <input type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events? <input type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events? <input type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events? <input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
			<input type="radio"/> Yes <input type="radio"/> No

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			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event

Total Revenue
 Include grant award funds.

Budget*	Actual*
157,221.68	157,221.68

Total Expenses

Budget*	Actual*
157,713.59	157,713.59

Total Number in Attendance*

10,000

Number of Performances*

130 artists, 200 student artists, 6 entertainers

Total Number of Tickets Sold*

81,516.36 concession tkts

Number of Tickets Comped*

400.00

Promotion

Did you include in all promotion, publicity and advertising the following line: "This project is funded in part by the City of McKinney through the City of McKinney Arts Commission."

Choose One*

Yes

No

If no, why not?

Logo

Did you use the City of McKinney logo on printed material?

Choose One*

Yes

No

If no, why not?

Goals

How successful was your event in accomplishing the Arts Commission goal, "To create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to McKinney residents and visitors?"

Choose One*

Very Successful

Somewhat Successful

Not Successful

Comments

Arts in Bloom 2019 featured local, regional and national artists representing 16 states. At the festival, patrons could enjoy wines from 14 Texas Wineries. Over \$20,000 was spent on marketing to attract visitors from across North Texas. This year, the festival was substantially impacted by inclement weather on Saturday, April 13. Event organizers ultimately decided to close the event on Saturday. Arts in Bloom also celebrated the mural unveiling of McKinney Blooms, a McKinney Arts Commission project. Thanks to the McKinney Arts Commission, Arts in Bloom continues to establish itself as a destination spring arts festival.

Attach Financial Report*

AIB19 Profit Loss Financials.pdf

Attach Narrative Summary*

AIB19 Narrative.pdf

Receipts

AIB19 Peerless Invoice.pdf

Additional Attachments

ArtsInBloom_CIPlano.pdf

Additional Attachments

AIB19 Foxiis Invoice.pdf

McKinney Main Street Profit and Loss

October 1, 2018 - May 30, 2019

Arts in Bloom

Income	
Administrative Income	
Downtown Membership Income	
Events Income	
Activities Income	
Downtown Christmas Tree Fund	
Entertainer Grant	
PY Event Income - McKinney Oktoberfest	
Ticket Sales	81,516.36
Vendor Commission	
Total Events Income	\$ 81,516.36
Miscellaneous Income	
National Trust Grant	
Non Profit Income	
Sponsorship Income	25,500.00
Vendor Income	47,905.16
Vendor Application Fee	2,300.16
Total Vendor Income	\$ 50,205.32
Total Income	\$ 157,221.68
Gross Profit	\$ 157,221.68
Expenses	
Administrative Expenses	
Associations/Dues/Subscriptions	
Board Expense	
Bookkeeping/Audit	
Communications	
Contract Labor	
Office Expenses	
Other Fees	
Bank Service Charges	
Credit Card Fees	
Interest	
QuickBooks Payments Fees	
Total Other Fees	\$ 0.00
Postage	
Storage Unit	
Supplies	19.79
Travel/Training	
Food	
Total Travel/Training	\$ 0.00

Total Administrative Expenses	\$	19.79
Event Expenses		
Activities Expense		
Decorations Expense		3,275.49
Downtown Christmas Tree Expense		
Entertainer Expense		18,364.90
Event Staff		7,693.50
Hospitality		1,047.33
Infrastructure		
Electricity		15,134.28
Fencing		2,026.90
Ice		357.50
Portables		1,700.00
Rentals		15,255.09
Total Infrastructure	\$	34,473.77
Marketing Expense		
Billboards		
Event T-Shirts		352.39
Misc Marketing		6,752.50
Newspaper		8,438.50
Radio		
Signage		1,550.02
Social Media		4,663.54
Total Marketing Expense	\$	21,756.95
Merchandise		3,007.17
Office/General Administrative Expenses		
Prize Winnings		
Special Events Expense		
Advertising/Promotional		
Total Special Events Expense	\$	0.00
Staffing Expense		
Misc Labor		3,206.25
Porters/Cleanup		1,620.00
Total Staffing Expense	\$	4,826.25
Supplies & Materials		198.69
Ticket Redemption		62,399.75
Total Event Expenses	\$	157,043.80
Maintenance		
Program Expenses		
Promotional Project Expense		
Board Projects		
Image Campaign		
Marketing Plan/Implementation		
Total Promotional Project Expense	\$	0.00
Total Program Expenses	\$	0.00
Repair & Maintenance		650.00
Total Expenses	\$	157,713.59

Net Operating Income	-	491.91
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	-	491.91

Thursday, May 30, 2019 03:10:35 PM GMT-7 - Accrual Basis



Arts in Bloom 2019 Advertising & Promotions

- Cinemark Movie Theaters & Movie House Eatery – Pre-movie 30 second commercials
- Facebook – Promoted posts
- Dallas Morning News – Friday Guide
- Community Impact – Plano, McKinney, Frisco
- HOA Stonebridge Ranch & Craig Ranch
- Digital billboard – Fairview 75 & Stacy



Arts in Bloom 2019

MISD Tent

20'x40' Tent, display fencing, lighting, sidewalls
Featured work from 200 student artists

McKinney Arts Tent

30'x60' Tent, water barrels, lighting, side walls, café lighting
Featured 20 McKinney Artists

- 120 artists representing 16 states
- 14 Texas Wineries
- 20 McKinney artists
- 13 Entertainment Groups
- MISD tent - featured work from 200 student artists

Tent rental expenses: \$3,200.50

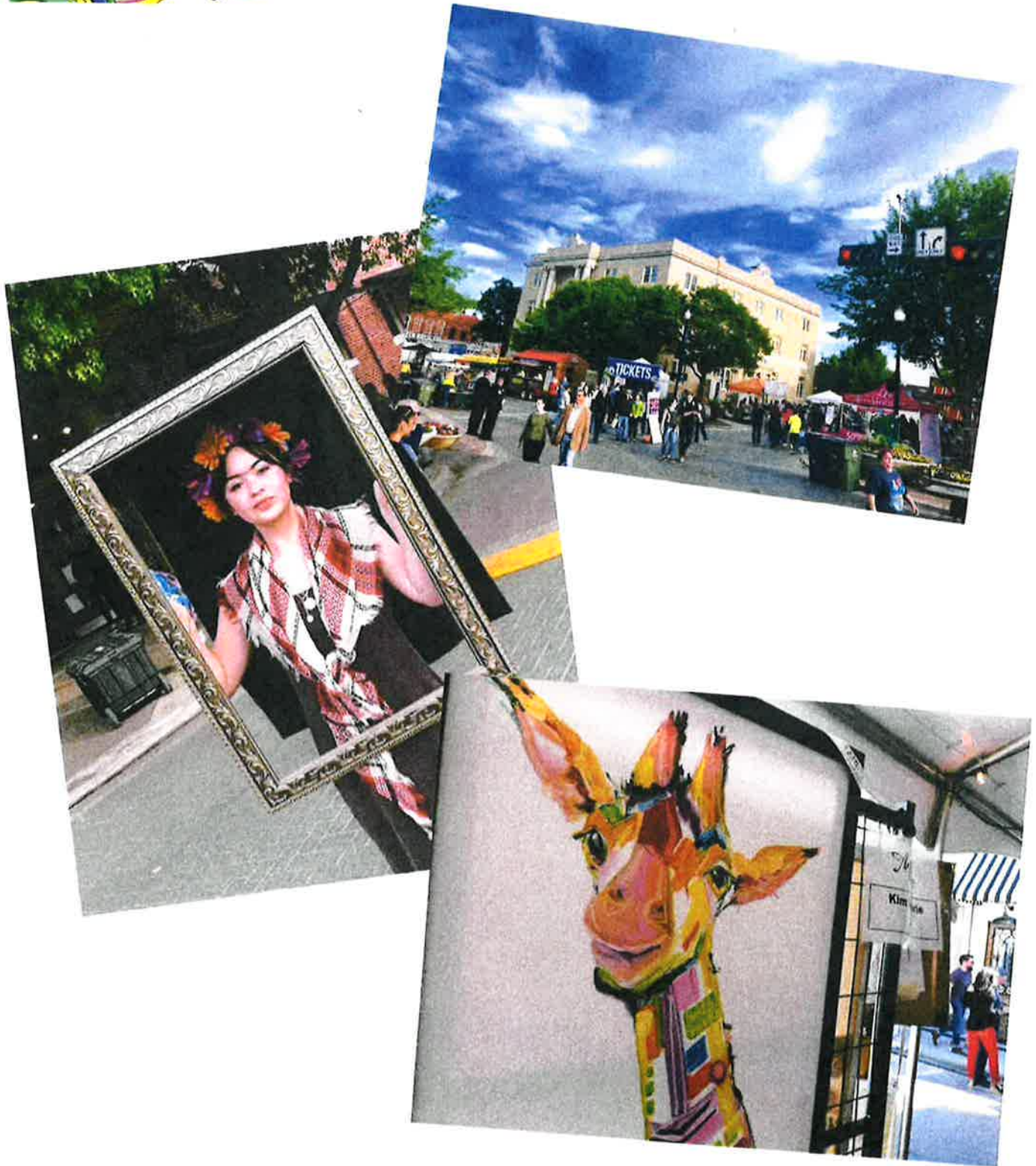
Foxiis reception: \$378.00

McKinney Main Street respectfully requests \$3,000 from McKinney Arts Commission to help cover expenses for MISD Visual Arts Tent & McKinney Arts Tent. McKinney Main Street also paid for reception for mural unveiling at Foxiis



Arts in Bloom

in Historic Downtown McKinney





3301 E. Randol Mill Road
 Arlington, TX 76011
 PeerlessDFW.com
 972-602-3303 Phone
 972-767-0000 Fax

Status: Reservation

Contract #: 60442-1

Event Beg: Thu 4/11/2019

Event End: Sun 4/14/2019

Operator: Dawn Ortiz

Terms: On Account

Customer #: 6819

City of McKinney

972-547-7480 Phone

PO BOX 517

Job Descr: 2019 Arts of Bloom-4/12-4/14 (NO OVERNIGHT SETUP)

Mc Kinney, TX 75070

Ordered By: Andrew Jones 219 246-6958

Salesman: Dawn Ortiz Dawn@peerlesseventsandtents.com

Qty	Items	Each	Status	Price	Pickup	Unload
TENT RENTALS						
1	TENT, 30X105 FRAME TENSION Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$1,611.90	Reserved	\$1,611.90	<input type="checkbox"/>	<input type="checkbox"/>
1	TENT, 30X80 FRAME TENSION Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$987.60	Reserved	\$987.60	<input type="checkbox"/>	<input type="checkbox"/>
2	TENT, 20X40 FRAME Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$488.00	Reserved	\$936.00	<input type="checkbox"/>	<input type="checkbox"/>
1	TENT, 20X30 FRAME TENSION Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$364.50	Reserved	\$364.50	<input type="checkbox"/>	<input type="checkbox"/>
2	TENT, 10X20 FRAME TENSION 1 Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$175.50	Reserved	\$351.00	<input type="checkbox"/>	<input type="checkbox"/>
8	TENT, 10X10 FRAME Customer responsible for all applicable tent permits as required by local city ordinance (call your city inspections department at least 2-weeks prior to tent installation). Customer responsible for DIGS Test between 4-14 days prior to tent installation (800) 245-4545. Peerless not responsible for any damage to subsurface water, gas or electric lines.	\$112.50	Reserved	\$900.00	<input type="checkbox"/>	<input type="checkbox"/>
WATER BARRELS						
112	BARREL WITH WATER ON SITE	\$8.10	Reserved	\$907.20	<input type="checkbox"/>	<input type="checkbox"/>
10	50' WATER HOSE	\$0.00	Reserved	\$0.00	<input type="checkbox"/>	<input type="checkbox"/>
LIGHTING						
1	LIGHTING KIT 30X105 FRAME Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$368.55	Reserved	\$368.55	<input type="checkbox"/>	<input type="checkbox"/>
1	LIGHTING KIT 30X60 FRAME Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$210.60	Reserved	\$210.60	<input type="checkbox"/>	<input type="checkbox"/>
2	SAFE LIGHT STRAND 100' FOR 30X60 TENT (IN ADDITION TO THE LIGHTING KIT) 100' LIGHT STRAND WITH 50 LIGHT BULBS PER STRAND	\$180.00	Reserved	\$360.00	<input type="checkbox"/>	<input type="checkbox"/>
2	LIGHTING KIT 20X40 Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$93.80	Reserved	\$187.20	<input type="checkbox"/>	<input type="checkbox"/>
1	LIGHTING KIT 20X30 Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$70.20	Reserved	\$70.20	<input type="checkbox"/>	<input type="checkbox"/>
2	LIGHTING KIT 10x20 Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$23.40	Reserved	\$46.80	<input type="checkbox"/>	<input type="checkbox"/>
8	LIGHTING KIT 10x10 Lighting Kit includes lights for tent and an extension cord that reaches the ground. Customer responsible for running power to outlet.	\$11.70	Reserved	\$93.60	<input type="checkbox"/>	<input type="checkbox"/>

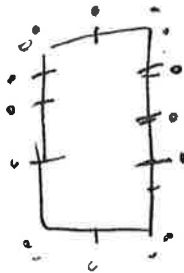
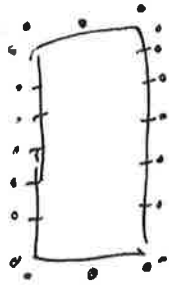
Fri 8:00-5:00PM, Sat By Appt Only, Closed Sunday

Wed 4/10/2019 11:14:59AM

Software by Point-of-Rental Software www.point-of-rental.com

Modification #6

Contract-Params.SQL.rpt (1)



Rental Contract

This is a contract. The back of this contract contains important terms and conditions including lessor's disclaimer from all liability for injury or damage and details of customer's obligations. These terms and conditions are a part of this contract - READ THEM!

If equipment does not function properly notify lessor within 30 minutes of occurrence or no refund or allowance will be made. 972.602.3303 after hours select "AFTER HOURS EMERGENCY"

Cancellation Policy
 30-11 days - 25% of total
 10 days or less: 50% of total

If cancelled prior to 30 days - 10% of total

Once the equipment is loaded for delivery there will be no refund for cancellation
 Heaters/Evap Coolers must be cancelled 14 days prior to delivery date for refund

Standard delivery is within 50 feet. A minimum of \$100.00 charge will be added to all orders requiring delivery personnel to carry equipment over 50 feet. Additional charges may apply based on the situation and location.
 \$75.00 will be added for stairs and \$50.00 for elevator.

Rental w/ 10% Disc:	\$9,661.78
Sales:	\$750.00
Delivery Charge:	\$330.00
Subtotal:	\$10,741.78
Handling:	\$227.05
Total:	\$10,968.83
Paid:	\$0.00
Amount Due:	\$10,968.83

Signature:

City of McKinney

Amy Rosenthal

From: Diego Ruiz <diego.aruiz@yahoo.com>
Sent: Friday, April 5, 2019 7:55 PM
To: Amy Rosenthal
Subject: Re: Arts in Bloom - Mural Unveiling Reception - 4/13

Great we will have that set up ready
Just send me an estimated time again please.

Sent from Yahoo Mail for iPhone

On Friday, April 5, 2019, 5:26 PM, Amy Rosenthal <arosenthal@mckinneytexas.org> wrote:

Hi Kim and Diego – Thank you for putting together proposal.

Looks great!

30-35 people

Buffet – Quesadillas & Wings

Water with lemon

$\$315 + 20\% (\$63) = \$378$

We are tax-exempt.

Thank you!!

Amy Rosenthal

Director, MPAC & Main Street

City of McKinney

Arts in Bloom

A Celebration of Art & Wine

APRIL 12-14

HISTORIC DOWNTOWN MCKINNEY

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

- MORE THAN 120 LOCAL, REGIONAL & NATIONAL ARTISTS •
- KIDS CREATION STATION • ART DEMONSTRATIONS • 15 TEXAS WINERIES •
- TASTY EATS • UNIQUE DINING & SHOPPING •
- UNIQUE BY NATURE JURIED ART SHOW • FREE PARKING & ADMISSION •

LIVE MUSICAL ENTERTAINMENT
FEATURING
GINA CHAVEZ • MEMPHIS SOUL
MAYLEE THOMAS BAND • NORTHERN NATIONAL



Park Place
LEXUS
PLANO

children'shealth

T-Mobile



FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



WWW.ARTSINBLOOMTX.COM



#ARTSINBLOOMTX

HISTORIC GOOD TIMES

IN THE DOWNTOWN MCKINNEY
CULTURAL DISTRICT

The Historic Downtown McKinney Cultural District is home to McKinney's dynamic art and entertainment scene.

You can find new and inspiring things to do year-round in the district from exciting annual events and eclectic creative community to its boutique shopping and rising culinary scene.



MCKINNEY PERFORMING ARTS CENTER

111 N. Tennessee St. • www.mckinneyp performingartscenter.org

- **MPAC presents: The Janoska Ensemble "From Vienna to Liverpool: A Tribute to the Beatles"**

The four young classically trained musicians, Ondrej, František and Roman Janoska and Julius Darvas pay homage to The Beatles with an out-of-this-world concert.

March 30 at 8 p.m.

\$35 adult, \$30 seniors 65+, \$25 child/student

- **Juried Art Show** April 6-27



ROY AND HELEN HALL MEMORIAL LIBRARY

101 E. Hunt St. • www.mckinneypubliclibrary.org

- **Concert In the Courtyard** featuring Harper Grace April 20



HEARD CRAIG CENTER FOR THE ARTS

205 W. Hunt St. • www.heardcraig.org

- **Art Meets Floral Tea Luncheon** April 12



COLLIN COUNTY HISTORY MUSEUM

300 E. Virginia St.

www.collincountyhistorymuseum.org

- **McKinney Then and Now**



THE COVE

402 N. Tennessee St. • www.thecovemckinney.com

- **Spring Into Art** March 22

- **An Evening with the Artists of Empty Bowls** March 29

- **Nascency** April 5



CHESTNUT SQUARE

315 S. Chestnut St. • www.chestnutsquare.org

- **McKinney TOUR de COOP** April 27

- **Farmers Market** Every Saturday

(Events subject to change)

Looking for more to see and do? Check our calendar of events.
www.McKinneyCulturalDistrict.com