

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 Chamber of Commerce

Federal Tax I.D.: 75-0428690

Incorporation Date: October 4, 19547

Mailing Address: 1700 N. Redbud Blvd., Ste. 180

City McKinney

ST: TX

Zip: 75069

Phone: 972-542-0163

Fax:

Email: kblank@mckinneychamber.com

Website: mckinneychamber.com mckinneyonline.com

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- X Other 501 (c) (6)- Business Association- Chamber of Commerce

Professional affiliations and organizations to which your organization belongs:

Association of Chamber of Commerce Executives (ACCE)	Texas Restaurant Association
US Chamber of Commerce	North Texas Commission
Main Street McKinney	Texas Association of Business

REPRESENTATIVE COMPLETING APPLICATION:

Name: Kathy Blank, CCE, IOM

Title: Vice President

Mailing Address: McKinney Chamber, 1700 N. Redbud Blvd., Ste. 180

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-0163

Fax:

Email: kblank@mckinneychamber.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: 15,000

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

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: Requested \$5K Visit McKinney

PROMOTIONAL/COMMUNITY EVENT

Start Date: December 9, 2021

Completion Date: December 31, 2022

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

Julie Williams , Chair	Erin Blair	Mari McGowen	Troy Skidmore
Nate Pike, Chair Elect	James Craig	Harold McLeod	Brandon Tomes
Brian Mantzey, Past Chair	Barbara Delk	Don McKneely	Robbin Wells
Leroy Armstrong, Treasurer	Peggy Ellis	Jessica Rattan	
Katy Bettner	John Manganilla	Derrick Robinson	

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

Lisa Hermes, CCE, IOM

Kathy Blank, CCE, IOM

Linda Imai-Dixon, MBA, IOM

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):

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	\$30,000
Projected Expenses	\$30,000
Net Revenue	\$0

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.?

Sponsorship Revenue	\$12,500- total from Guitar Sanctuary/TUPPS/Tomes Auto Group
Registration Fees	\$0
Donations	\$0
Other (raffle, auction, etc.)	\$0
Net Revenue	\$12,500

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



Lisa Hermes

11/30/21

Representative Completing Application

Signature

Printed Name

Date



Kathy Blank

11/30/21

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 MDCDC 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 COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

I.B Applying Organization- McKinney Restaurant Council/McKinney Chamber of Commerce

For well over 100 years, the McKinney Chamber has been supporting businesses and our community. However, when the COVID Pandemic hit, the Chamber has been working tirelessly on the frontlines helping businesses get connected with resources that have helped them stay afloat during a most challenging time, especially for the hospitality industry. As part of the McKinneyStrong initiatives to support businesses during the pandemic, the Chamber worked collaboratively with our restaurants to form the **McKinney Restaurant Council (MRC)**. During COVID, the MRC was instrumental in collective efforts to provide resources for restaurants who were hardest hit by the impact of the pandemic.

On September 20, 2021, the Chamber announced their collaboration with the [Greater Dallas Chapter of the Texas Restaurant Association](#) to grow the impact of the MRC and provide more resources to this hard-hit industry by leveraging the industry expertise of the TRA. [CLICK HERE](#) to view our recent news release announcing this partnership.

The MRC's Mission is to unify the food and beverage sector in McKinney to leverage resources, share operational and strategic best practices, grow our businesses and support our community as McKinney continues to grow and develop.

The MRC's Goals and Strategies include (1) partner, (2) promote and (3) protect

1. **We aim to partner** with one another as well as with stakeholders throughout the city and beyond to grow the profitability of our sector and to enhance our positive impact on our community by establishing a mechanism for routine collaboration and communication to share resources and opportunities for success. This will be accomplished, for example, by meeting monthly with MRC members to share resource and knowledge and by having MRC members serve as liaisons to groups like MCDC, Visit McKinney, Main Street McKinney, and the City staff and council.
2. **We aim to promote** the culture and economic importance of our sector to McKinney's growth and development by developing cohesive marketing initiatives and opportunities to emphasize the diversity, vibrancy and allure of our restaurants to McKinney residents, visitors and tourists.
3. **We aim to protect** our interests by representing a unified collective voice for our industry and commit to working collaboratively with our community and City of McKinney partners to advocate for the best interests of our food and dining establishments for sustainability and profitability.

MRC Membership and Participation- MRC membership is at no cost to restaurants but membership in the McKinney Chamber is required in order to participate. We invite all food and dining establishments operating in McKinney to come to any of our MRC meetings to learn more about the Chamber and the MRC. While we partner with the Greater Dallas Chapter of the Texas Restaurant Association, there is not a TRA membership requirement.

1.B Applying Organization- McKinney Chamber of Commerce

The McKinney Chamber of Commerce is an advocate for the McKinney business community and proudly serves as the unified business voice of McKinney. The Chamber, which celebrated its Centennial in 2014, represents over 40,000 employees from more than 1,100 business investors in McKinney and throughout the North Texas region. With a rich heritage of leadership and collaboration, the Chamber works in concert with the City of McKinney, community partners and the corporate community to promote, advocate for and expand business.

Our mission is to lead, connect and empower our stakeholders to advance business and community excellence. Our Vision is a globally competitive, vibrant community for current and future generations

II. McKinney Made- Promotional/Community Event



**12.09
2021**

**LIVE AT
7:00PM**

**McKinney
Made '21**

Featuring Live Performances by
ZANE WILLIAMS
MAYLEE THOMAS
REMY REILLY
KIRK THURMOND
RYAN BERG

A live-streaming event celebrating the culture of entertainment & dining in McKinney, TX

PRESENTED BY
TUPPS BREWERY &
THE GUITAR SANCTUARY

The McKinney Restaurant Council is partnering with the McKinney Chamber, Greater Dallas Chapter of the Texas Restaurant Association and Cereal Head Media to create a **McKinney Made** inaugural event and yearlong initiative that will feature a Livestreaming Virtual Festival promoting local musicians, restaurants and entertainment/hospitality venues

in McKinney. Our marketing partner is Cereal Head Media- a McKinney based marketing agency with experience in the production of large-scale events. [CLICK HERE](#) to see the complete **McKinney Made Event Slide Deck**.



OVERVIEW

To promote the City of McKinney as a music destination and as a culinary destination, McKinney Made will be a collaborative, virtual festival featuring local restaurants, musicians, and more.

This live streamed festival will be free for everyone in the greater McKinney area, and will be distributed through participating Facebook Pages by leveraging the native "Crossposting" tool.

The purpose of **McKinney Made** is to promote the City of McKinney as a music, culinary and arts/entertainment destination using the power of collective and collaborative marketing channels to feature local restaurants, musicians, hospitality and entertainment venues.

The livestream festival will be free and distributed through participating Facebook Pages by leveraging the native "Crossposting" Tool. During the one-hour Livestream event, viewers will be able to chat and interact.

HOW IT WORKS:



One Hour Livestream on Facebook where viewers will be able to chat and interact



5-6 Bands/Musicians will play (pre-recorded) from various music friendly restaurants in McKinney



An MC will be hosting the show



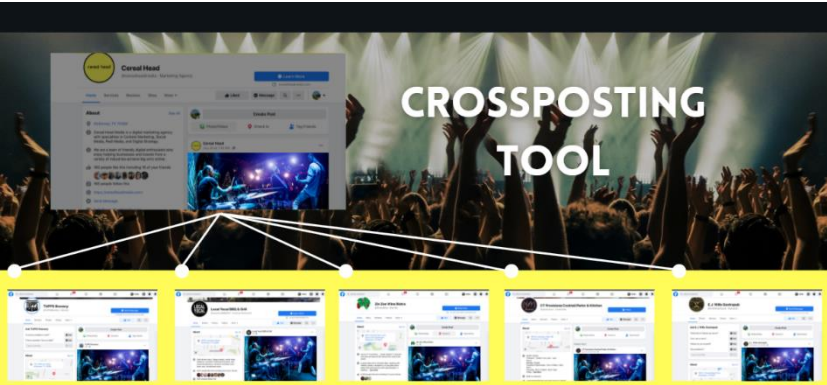
5-6 Mini-docs (pre-recorded) featuring restaurants in McKinney

The Livestream **McKinney Made** will feature 5-6 Bands/Musicians playing (pre- recorded) from various McKinney based music- friendly restaurants or venues. We will have an MC hosting the show- Von Daniel from The Comedy Arena.

Included will be 5 Mini-docs (pre-recorded) featuring local restaurants, entertainment and hospitality venues in McKinney. These Mini-docs can be edited down and used post event to expand the marketing reach.

The most crucial aspect of this Livestream Festival is the power of Facebook’s Crossposting Tool. This tool allows the event producer- Cereal Head Media- to provide a permission-based collaboration that will be offered to all the event sponsors and funders, area food and dining establishments, hospitality industry as well as local musicians and music friendly venues.

CROSSPOSTING TOOL



Reach: 39.5K Reach: 8.1K Reach: 5.3K Reach: 2.3K Reach: 3.6K

The broadcast will be shared with all participating restaurants and will look like it is streaming from their own account. The more restaurants that participate, the higher the reach.

The coordinated promotion will generate excitement and interest in the McKinney “VIBE” and showcase McKinney as a culinary, music and entertainment district in order to attract visitors from DFW and beyond **and launch a yearlong campaign building on the McKinney Made theme.** For instance- follow

up events can include the following food, dining and entertainment/hospitality collaboratives such as:

- **McKinney Made Restaurants** - Restaurant Week or Taste of McKinney type collaborative
- **McKinney Made “On the Rocks”** Cocktail Themed Events/Contest
- **McKinney Made D2- Tacos, Tequila and Cerveza**
- **McKinney Made: Ruin Your Resolution** themed event in January
- **McKinney Made The AT&T Byron Nelson**- tie in to hospitality and dining/entertainment vibe

The grant funds requested of \$15,000 will fund a portion of the production costs of the event and subsequent events that follow the inaugural **McKinney Made Livestream Festival**. The Grant Support from McKinney CDC will help underwrite the professionally produced Mini Docs- which are video segments that will feature the interesting stories behind our owners, managers, chefs, servers, and the story behind McKinney history, venues, hospitality gems such as The Grand Hotel, area Bed and Breakfast venues, local hotels, etc. All these mini docs will focus on the incredible food/dining/entertainment vibe offered at our unique food/entertainment/hospitality venues in McKinney. Mayor Fuller has committed his support of the project by providing a lead donation of \$5,000 from the Guitar Sanctuary and his willingness to sit on the committee and enlist the support of fellow musicians and businesses throughout McKinney. Mayor Fuller would like us to launch the first week in December 2021 and then plan subsequent events in 2022.

With the power of the McKinney Chamber, the Greater Dallas Chapter of the Texas Restaurant Association and the support of Mayor Fuller, we are actively fundraising with the goal of fully underwriting the cost of the Mini Docs so no out of pocket expenses are required by those hard hit restaurants and



venues featured in the Mini Docs. On the heel of the pandemic and the ongoing struggles during a difficult economic recovery, the MRC feels strongly that our funders and sponsorships should cover expenses to anyone participating in the inaugural event.

III. Financials - Budget

We have created a very conservative budget based on the current response and the support of the collaborative approach with the Dallas Chapter of the TRA. We expect to raise \$30,000 in a combination of grants and sponsorships to fund this project including the requested grant funds from Visit McKinney and McKinney CDC. As of the date of this grant application, we have the commitment of \$5,000 each from the Guitar Sanctuary and TUPPS as lead sponsors as well as \$2500 Countdown Sponsorship from Tomes Auto Group. We have submitted \$5,000 grant request to Visit McKinney and will hear shortly.

The expenses for the project will be based on the cost of producing high quality engaging Mini Docs to feature McKinney restaurants and venues. Cereal Head Media has provided an estimate of their costs for Creative Direction/Project Management to produce the Livestream. In addition, there will be some costs to secure the artists to participate- they too have been hard hit during the pandemic when venues were closed. In addition, there will be cost for the gear- renting lighting, mics, tripods, lenses, etc. The last expenditure will include some costs for incidentals such as licenses for background music, color correction, software expenses for the livestream, etc.

Revenue		
Sponsors		
Guitar Sanctuary	\$ 5,000.00	
Additional Sponsors	\$ 10,000.00	
Grants		
Visit McKinney	\$ 5,000.00	
McKinney CDC	\$ 10,000.00	
Total Revenue		\$ 30,000.00
Expense		
6 Mini Docs - Production	\$3000 each	\$ 18,000.00
Creative Direction and Project Management		\$ 5,500.00
Artist Buys		\$ 1,500.00
Gear/Miscellaneous		\$ 5,000.00
Total Expense		\$ 30,000.00

IV Marketing and Outreach

This inaugural Livestream McKinney Made event and the yearlong campaign will provide a fun, entertaining and innovative way for both residents and those visitors from North Texas and beyond to learn about the cool entertainment, dining and hospitality options in McKinney. The Livestream will be viewed, not only in real time but live on all the collective Facebook pages and the content will be available for all partnering and participating organizations to use in promotional ways! This marketing collaborative fits exactly the purpose of MDCD funds in support of cultural, entertainment and

**McKinney Made
Grant Request - MCDC
November 30, 2021**

community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue. It is also a very unique and innovative way to highlight and promote McKinney as a unique destination for residents and visitors alike.

In addition, we will leverage the MRC to foster a collaborative approach to the **McKinney Made Inaugural Festival** to ensure a spirit of cross promotion, so we encourage **ALL** restaurants and entertainment and hospitality venues to participate in the Crosspoint Livestream event. Each participating organization and business will have the ability to communicate with their own audience of viewers for social media engagement. In addition, partnerships with influencers, the media, event and conference planners, etc. will be encouraged to generate interest before during and after the event and throughout our yearlong campaign. The produced content will also be leveraged AFTER this initial livestream. So, the big grand total of potential crossposting viewers number is just from the initial livestream impact. Beyond that, there will be a whole year or more of this content being leveraged and available to the host organizations (McKinney Chamber and McKinney Restaurant Council), City of McKinney partners such as Visit McKinney, McKinney CDC, City of McKinney and all the sponsors and participants of the event.

The chart below showcases the potential viewers utilizing the power of Crossposting. Additional crossposting partners are coming onboard daily including new restaurants like Stix Ice House.

OFFICIAL WATCH PARTY LOCATIONS			COMMITTED
Tupps Brewery			Yes
Sheraton			Pending
The Comedy Arena			Pending
E.J. Wills			Yes
CROSSPOSTING PARTNERS	REACH	SOCIAL HANDLE	COMMITTED
McKinney Chamber of Commerce	13,261	@mckinneychamber	Yes
City of McKinney	-	@mckinneytx	Said No
Visit McKinney	13,403	@VisitMcKinney	Yes
Historic Downtown McKinney	39,241	@downtownmckinney	Pending
Mayor George Fuller	16,942	@MayorGeorgeFuller	Yes
McKinney Online	5,042	@mckinneyonline	Yes
Texas Restaurant Association	12,505	@TXRestAssoc	Yes
Tupps Brewery	21,128	@TUPPSBrewery	Yes
The Guitar Sanctuary	55,518	@GuitarSanctuary	Yes
Bob Tomes Ford	7,615	@bobtomesford13	Yes
Brandon Tomes Subaru	5,222	@BrandonTomesSubaru	Yes
Brandon Tomes Volkswagen	7,251	@McKinneyVW	Yes
Local Yocal (Grill)	9,073	@LocalYocalBBQGrill	Yes
Local Yocal (Market)	17,886	@localyocalfarmtomarket	Yes
Hugs Cafe	18,801	@HugsCafe	Yes
CT Provisions	2,852	@CTProvisions	Yes
Comedy Arena	2,716	@TheComedyArena	Yes
EJ Wills	3,999	@EJWillsGastropub	Yes
Zin Zen	5,687	@ZinZenWine	Yes
Rick's Chophouse	9,861	@RicksChophouse	Yes
Harvest	9,583	@HarvestTX	Yes
The Grand Hotel	32	@GrandHotelMcKinneyTX	Yes
The Celt	25,124	@TheCeltMcKinney	Yes
Filtered	2,597	@getmefiltered	Yes
Mad For Chicken	714	@mfcckinney	Yes
Sugarbacon	2,404	@sugarbaconproperkitchen	Yes
Arcade 92	5,265	@arcade92mckinney	Yes
POTENTIAL VIEWERS:	313,722		

V. Metrics to Evaluate Success

Thanks to all the many engagement measurements available with social media, Cereal Head Media will be able to provide a very detailed report about the reach and engagement for the inaugural event and additional campaigns. Among the measure of success will be:

1. Number of McKinney based restaurants, entertainment and hospitality participants in the Livestream Event via Crosspoint on Facebook
2. Crossposting metrics from Facebook – collective viewers on all participating FB pages.
3. The feedback, interaction and engagement from the collective social media audiences
4. Pre and Post event interest in the event from the media and resulting publicity
5. Ability to leverage the marketing campaign to collaborate in subsequent 2022 events.
6. Increased visitors to events and resulting overnight stays as a result of promotions via the Livestream and subsequent marketing campaigns

Summary

The McKinney Restaurant Council- A partnership between the McKinney Chamber and the Greater Dallas Chapter of the Texas Restaurant Associations is respectfully submitting a grant request to McKinney Community Development Corporation in the amount of \$15,000 to be one of the lead funders for the McKinney Made Livestream Event and subsequent 2022 marketing campaign to highlight and feature the food, dining and entertainment scene in McKinney. This lead support will provide the resources to secure the services of Cereal Head Media in order to execute and produce a Livestream Event that we plan to launch in December 2021 that will kick off the campaign. The resulting marketing collateral including the min documentaries will be debuted on Dec 9th and will be featured marketing collateral for our yearlong McKinney Made campaign.

We believe this request fits under your promotional and community event grant funds as the McKinney Made inaugural event and subsequent yearlong campaign promotes the City of McKinney and our unique restaurants, hospitality venues, musicians and entertainment venues. This innovative and cutting-edge marketing initiative will directly attract visitors to McKinney and showcase the charm, character and fun vibe of our entertainment, dining, and hospitality venues not just at the inaugural event- but throughout the year. It will also underscore the way our McKinney community comes together in community pride and collective support as an extension of the resilience that was showcased during our #McKinneyStrong initiatives- many that were underwritten by the MCDC grant funding to keep these same businesses afloat during COVID. How great it will be to celebrate all the charm and attraction that makes McKinney the incredible community we all love.

Thank you for consideration of this grant proposal!

Respectfully submitted by the McKinney Restaurant Council

McKinney Chamber of Commerce, Inc.
Profit & Loss Budget Overview
 January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
40001 · Membership services revenue	827,646.01
41000 · Publication revenue	75,000.00
50250 · Management Services	180.00
50000 · Advocacy Income	32,250.00
51050 · Business Development Income	22,750.00
51000 · Community Development Income	47,000.00
50211 · Administrative Income	1,200.00
54000 · PAC Reimbursements	0.00
55000 · Other revenue	(300.00)
Total Income	1,005,726.01
Expense	
82091 · SSA - Resource Guide Expense	17,000.00
82000 · Membership Expense	300.00
82999 · Women's Alliance	7,000.00
82699 · Luncheons Expense	13,000.00
84999 · Membership Services - Other	91,660.00
86000 · Advocacy Expense	42,199.96
89950 · Business Development Expenses	4,000.00
83950 · Community Development Expense	38,500.00
90000 · Personnel & benefits	647,993.79
91000 · Facility costs	90,900.00
92000 · General administrative expense	36,500.00
93000 · Office operations	29,436.00
Total Expense	1,018,489.75
Net Ordinary Income	(12,763.74)
Other Income/Expense	
Other Income	
99740 · Gain on asset disposal	0.00
99710 · Interest income	3,300.00
Total Other Income	3,300.00
Other Expense	
99820 · Loss on asset disposal	0.00
Total Other Expense	0.00
Net Other Income	3,300.00
Net Income	(9,463.74)

McKinney Chamber of Commerce, Inc.
Profit & Loss Budget Overview
January through December 2020

	<u>Jan - Dec 20</u>
Ordinary Income/Expense	
Income	
40001 · Membership services revenue	1,044,229.00
41000 · Publication revenue	78,000.00
50250 · Management Services	30.00
50000 · Advocacy Income	47,300.00
51050 · Business Development Income	29,500.00
51000 · Community Development Income	140,250.00
50211 · Administrative Income	1,200.00
54000 · PAC Reimbursements	0.00
55000 · Other revenue	(300.00)
Total Income	<u>1,340,209.00</u>
Expense	
82091 · SSA - Resource Guide Expense	16,200.00
82000 · Membership Expense	20,008.00
82999 · Women's Alliance	13,300.00
82699 · Luncheons Expense	19,000.00
84999 · Membership Services - Other	110,200.00
86000 · Advocacy Expense	36,500.00
89950 · Business Development Expenses	13,250.00
83950 · Community Development Expense	84,490.00
90000 · Personnel & benefits	813,060.87
91000 · Facility costs	95,400.00
92000 · General administrative expense	50,350.00
93000 · Office operations	71,700.00
Total Expense	<u>1,343,458.87</u>
Net Ordinary Income	<u>(3,249.87)</u>
Other Income/Expense	
Other Income	
99710 · Interest income	11,100.00
Total Other Income	<u>11,100.00</u>
Net Other Income	<u>11,100.00</u>
Net Income	<u><u>7,850.13</u></u>

McKinney Chamber of Commerce, Inc.

Balance Sheet

As of December 31, 2020

	Dec 31, 20	Nov 30, 20	\$ Change	% Change	Comments
ASSETS					
Current Assets					
Checking/Savings					
10001 · Cash in Bank-Operating Reserves					
10078 · First United Bank - CD	217,904.75	217,868.94	35.81	0.02%	
10077 · Independent Financial - MM 7352	72,410.04	72,394.71	15.33	0.02%	
10045 · Prosperity Bank-MMIA-5714	54,828.98	54,824.34	4.64	0.01%	
10073 · Prosperity Bank - CD	161,187.35	160,989.41	197.94	0.12%	
10074 · First United Bank and Trust-CD	118,552.96	118,533.47	19.49	0.02%	
10072 · Prosperity Bank-New Vent-7757	32,471.00	32,469.62	1.38	0.0%	
Total 10001 · Cash in Bank-Operating Reserves	657,355.08	657,080.49	274.59	0.04%	
10000 · Cash in bank, Chamber					
10041 · Prosperity Bank Op Acct -1642	174,360.67	158,135.18	16,225.49	10.26%	
10070 · Petty Cash, Chamber	200.00	200.00	0.00	0.0%	
Total 10000 · Cash in bank, Chamber	174,560.67	158,335.18	16,225.49	10.25%	
Total Checking/Savings	831,915.75	815,415.67	16,500.08	2.02%	
Accounts Receivable					
14050 · Security Deposit - First United	5,857.25	5,857.25	0.00	0.0%	Lease Deposit
14002 · Accounts receivable, Chamber	6,851.83	652.91	6,198.92	949.43%	Map Income
Total Accounts Receivable	12,709.08	6,510.16	6,198.92	95.22%	
Other Current Assets					
14011 · CM-Receivables	23,995.32	26,867.00	(2,871.68)	(10.69%)	
14001 · Accounts receivable, other	100.22	100.22	0.00	0.0%	
14020 · Prepaid expenses	39,880.80	35,645.33	4,235.47	11.88%	
Total Other Current Assets	63,976.34	62,612.55	1,363.79	2.18%	
Total Current Assets	908,601.17	884,538.38	24,062.79	2.72%	
Fixed Assets					
20055 · Property & Equip - CMSI	1,212.49	1,212.49	0.00	0.0%	
20000 · Property & equipment, at cost					
20010 · Equipment, chamber	5,234.92	9,417.92	(4,183.00)	(44.42%)	
20030 · Furniture & fixtures, Chamber	12,033.63	22,482.63	(10,449.00)	(46.48%)	
20045 · Computer Hardware	24,953.90	33,089.89	(8,135.99)	(24.59%)	
20050 · Technology	7,450.00	7,611.30	(161.30)	(2.12%)	
20060 · Leasehold improvements	1,016.81	3,308.83	(2,292.02)	(69.27%)	
Total 20000 · Property & equipment, at cost	50,689.26	75,910.57	(25,221.31)	(33.23%)	
20099 · Less accumulated depreciation	(32,301.68)	(52,248.64)	19,946.96	38.18%	
Total Fixed Assets	19,600.07	24,874.42	(5,274.35)	(21.2%)	
TOTAL ASSETS	928,201.24	909,412.80	18,788.44	2.07%	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
30000 · Accounts payable	468.00	10,521.91	(10,053.91)	(95.55%)	
Total Accounts Payable	468.00	10,521.91	(10,053.91)	(95.55%)	

McKinney Chamber of Commerce, Inc.

Balance Sheet

As of December 31, 2020

	Dec 31, 20	Nov 30, 20	\$ Change	% Change	Comments
Credit Cards					
Citi Card - Costco	0.00	225.00	(225.00)	(100.0%)	
Credit Card-MC 1786	1,058.32	2,356.84	(1,298.52)	(55.1%)	
Total Credit Cards	1,058.32	2,581.84	(1,523.52)	(59.01%)	
Other Current Liabilities					
30131 · Cheers to Charity	0.00	5,885.89	(5,885.89)	(100.0%)	
30120 · Scholarship Funds	4,693.53	4,968.53	(275.00)	(5.54%)	Leadership
30110 · Leadership Class Projects					
30114 · Leadership 9/11 Class Project (9/11 C	3,442.93	3,442.93	0.00	0.0%	
Total 30110 · Leadership Class Projects	3,442.93	3,442.93	0.00	0.0%	
30101 · Due to/Due From - CIVBIC	0.00	(47.34)	47.34	100.0%	
32001 · Unearned Rental Income	900.00	1,000.00	(100.00)	(10.0%)	Imp/Exp Bank
32010 · Unearned revenue, chamber	91,495.00	106,282.50	(14,787.50)	(13.91%)	CRG/Pkgs
30010 · Accrued payroll liabilities					
30080 · Health insurance withheld	0.00	0.00	0.00	0.0%	
Total 30010 · Accrued payroll liabilities	0.00	0.00	0.00	0.0%	
31000 · Accrued expenses					
31010 · Accrued operating expenses	19,153.01	19,819.68	(666.67)	(3.36%)	Audit Accrual
31011 · Accrued Liabilities	13,671.74	8,971.55	4,700.19	52.39%	Accrued PTO
Total 31000 · Accrued expenses	32,824.75	28,791.23	4,033.52	14.01%	
Total Other Current Liabilities	133,356.21	150,323.74	(16,967.53)	(11.29%)	
Total Current Liabilities	134,882.53	163,427.49	(28,544.96)	(17.47%)	
Total Liabilities	134,882.53	163,427.49	(28,544.96)	(17.47%)	
Equity					
39000 · Accumulated earnings, Chamber					
39100 · Board Designated Reserves	274,700.75	274,700.75	0.00	0.0%	
39000 · Accumulated earnings, Chamber - Other	515,729.09	502,939.06	12,790.03	2.54%	
Total 39000 · Accumulated earnings, Chamber	790,429.84	777,639.81	12,790.03	1.65%	
Net Income	2,888.87	(31,654.50)	34,543.37	109.13%	
Total Equity	793,318.71	745,985.31	47,333.40	6.35%	
TOTAL LIABILITIES & EQUITY	928,201.24	909,412.80	18,788.44	2.07%	

McKinney Chamber of Commerce, Inc.

Balance Sheet

As of December 31, 2019

	Dec 31, 19	Nov 30, 19	\$ Change	% Change	Comments
ASSETS					
Current Assets					
Checking/Savings					
10001 · Cash in Bank-Operating Reserves					
10078 · First United Bank - CD	212,707.06	212,157.78	549.28	0.26%	
10077 · Independent Bank - MM 7352	72,244.24	72,228.90	15.34	0.02%	
10045 · Legacy Texas Bank-MMIA-5714	55,249.29	55,242.25	7.04	0.01%	
10073 · Legacy Texas Bank - CD	158,815.40	108,815.40	50,000.00	45.95%	\$50K from operating
10074 · First United Bank and Trust-CD	116,303.99	116,003.65	300.34	0.26%	
10072 · Legacy Texas Bank-New Vent-7757	32,433.10	32,428.97	4.13	0.01%	
Total 10001 · Cash in Bank-Operating Reserves	647,753.08	596,876.95	50,876.13	8.52%	
10000 · Cash in bank, Chamber					
10041 · Legacy Texas Bank Op Acct -1642	202,588.64	230,252.79	(27,664.15)	(12.02%)	
10070 · Petty Cash, Chamber	200.00	200.00	0.00	0.0%	
Total 10000 · Cash in bank, Chamber	202,788.64	230,452.79	(27,664.15)	(12.0%)	
Total Checking/Savings	850,541.72	827,329.74	23,211.98	2.81%	
Accounts Receivable					
14002 · Accounts receivable, Chamber	591.07	1,609.39	(1,018.32)	(63.27%)	
Total Accounts Receivable	591.07	1,609.39	(1,018.32)	(63.27%)	
Other Current Assets					
14011 · CM-Receivables	14,372.50	12,982.50	1,390.00	10.71%	
14001 · Accounts receivable, other	189.56	130.09	59.47	45.72%	
14020 · Prepaid expenses	54,519.60	56,812.80	(2,293.20)	(4.04%)	
Total Other Current Assets	69,081.66	69,925.39	(843.73)	(1.21%)	
Total Current Assets	920,214.45	898,864.52	21,349.93	2.38%	
Fixed Assets					
20055 · Property & Equip - CMSI	1,212.49	1,212.49	0.00	0.0%	
20000 · Property & equipment, at cost					
20010 · Equipment, chamber	9,417.92	11,400.54	(1,982.62)	(17.39%)	
20030 · Furniture & fixtures, Chamber	21,060.66	21,968.97	(908.31)	(4.14%)	
20045 · Computer Hardware	30,889.97	38,819.16	(7,929.19)	(20.43%)	
20050 · Technology	7,611.30	7,611.30	0.00	0.0%	
20060 · Leasehold improvements	3,308.83	10,428.49	(7,119.66)	(68.27%)	
Total 20000 · Property & equipment, at cost	72,288.68	90,228.46	(17,939.78)	(19.88%)	
20099 · Less accumulated depreciation	(45,403.78)	(61,079.72)	15,675.94	25.67%	
Total Fixed Assets	28,097.39	30,361.23	(2,263.84)	(7.46%)	
TOTAL ASSETS	948,311.84	929,225.75	19,086.09	2.05%	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
30000 · Accounts payable	3,353.14	0.00	3,353.14	100.0%	
Total Accounts Payable	3,353.14	0.00	3,353.14	100.0%	
Credit Cards					

McKinney Chamber of Commerce, Inc.

Balance Sheet

As of December 31, 2019

	Dec 31, 19	Nov 30, 19	\$ Change	% Change	Comments
Credit Card-MC 4946	8,428.14	8,108.12	320.02	3.95%	
Total Credit Cards	8,428.14	8,108.12	320.02	3.95%	
Other Current Liabilities					
30131 · Cheers to Charity	548.00	468.00	80.00	17.09%	
30120 · Scholarship Funds	3,243.53	3,118.53	125.00	4.01%	
30110 · Leadership Class Projects					
30114 · Leadership 9/11 Class Project (9)	3,472.04	3,472.04	0.00	0.0%	
30109 · Oper Appreciation-Class Project	45.51	45.51	0.00	0.0%	
Total 30110 · Leadership Class Projects	3,517.55	3,517.55	0.00	0.0%	
30101 · Due to/Due From - CIVBIC	0.00	0.00	0.00	0.0%	
32001 · Unearned Rental Income	900.00	1,000.00	(100.00)	(10.0%)	
32010 · Unearned revenue, chamber	95,995.00	80,095.00	15,900.00	19.85%	
31000 · Accrued expenses					
31010 · Accrued operating expenses	12,900.00	12,979.35	(79.35)	(0.61%)	
31011 · Accrued Liabilities	41,786.67	11,748.33	30,038.34	255.68%	
Total 31000 · Accrued expenses	54,686.67	24,727.68	29,958.99	121.16%	
Total Other Current Liabilities	158,890.75	112,926.76	45,963.99	40.7%	
Total Current Liabilities	170,672.03	121,034.88	49,637.15	41.01%	
Total Liabilities	170,672.03	121,034.88	49,637.15	41.01%	
Equity					
39000 · Accumulated earnings, Chamber					
39100 · Board Designated Reserves	274,700.75	274,700.75	0.00	0.0%	
39000 · Accumulated earnings, Chamber - Other	501,112.62	501,112.62	0.00	0.0%	
Total 39000 · Accumulated earnings, Chamber	775,813.37	775,813.37	0.00	0.0%	
Net Income	1,826.44	32,377.50	(30,551.06)	(94.36%)	
Total Equity	777,639.81	808,190.87	(30,551.06)	(3.78%)	
TOTAL LIABILITIES & EQUITY	948,311.84	929,225.75	19,086.09	2.05%	

McKinney Chamber of Commerce, Inc.
Profit & Loss Budget vs. Actual
 December 2020

	Dec 20	Budget	\$ Over Budget	Jan - Dec 20	Budget	\$ Over Budget	Comments
Ordinary Income/Expense							
Income							
40001 - Membership services revenue	117,473.55	105,467.48	12,006.07	865,983.34	1,044,229.00	(178,245.66)	
41000 - Publication revenue	6,609.20	8,000.00	(1,390.80)	80,516.84	78,000.00	2,516.84	
50250 - Management Services	0.00	0.00	0.00	125.00	30.00	95.00	
50000 - Advocacy Income	2,000.00	4,500.00	(2,500.00)	26,455.00	47,300.00	(20,845.00)	
51050 - Business Development Income	4,240.00	5,000.00	(760.00)	20,970.00	29,500.00	(8,530.00)	
51000 - Community Development Income	13,075.00	500.00	12,575.00	95,615.00	140,250.00	(44,635.00)	
50211 - Administrative Income	100.00	100.00	0.00	1,200.00	1,200.00	0.00	
54000 - PAC Reimbursements	(0.94)	0.00	(0.94)	46.40	0.00	46.40	
55000 - Other revenue	(75.00)	(25.00)	(50.00)	(370.00)	(300.00)	(70.00)	
Total Income	143,421.81	123,542.48	19,879.33	1,090,541.58	1,340,209.00	(249,667.42)	
Expense							
82091 - SSA - Resource Guide Expense	15,895.74	16,200.00	(304.26)	15,895.74	16,200.00	(304.26)	
82000 - Membership Expense	208.37	1,209.00	(1,000.63)	3,528.93	20,008.00	(16,479.07)	
82999 - Women's Alliance	0.00	1,000.00	(1,000.00)	4,885.60	13,300.00	(8,414.40)	
82699 - Luncheons Expense	1,624.50	0.00	1,624.50	7,668.46	19,000.00	(11,331.54)	
84999 - Membership Services - Other	724.59	1,350.00	(625.41)	89,803.33	110,200.00	(20,396.67)	
86000 - Advocacy Expense	2,333.33	1,666.63	666.70	24,823.91	36,500.00	(11,676.09)	
89950 - Business Development Expenses	0.00	2,500.00	(2,500.00)	1,475.42	13,250.00	(11,774.58)	
83950 - Community Development Expense	(1,490.02)	1,320.00	(2,810.02)	51,022.15	84,490.00	(33,467.85)	
90000 - Personnel & benefits	60,914.42	101,838.10	(40,923.68)	718,730.39	813,060.87	(94,330.48)	No Bonuses/Open position
91000 - Facility costs	11,296.09	7,950.00	3,346.09	96,248.59	95,400.00	848.59	
92000 - General administrative expense	2,270.12	3,825.00	(1,554.88)	32,051.11	50,350.00	(18,298.89)	
93000 - Office operations	1,870.04	3,975.00	(2,104.96)	38,207.81	71,700.00	(33,492.19)	Minimal Training
Total Expense	95,647.18	142,833.73	(47,186.55)	1,084,341.44	1,343,458.87	(259,117.43)	
Net Ordinary Income	47,774.63	(19,291.25)	67,065.88	6,200.14	(3,249.87)	9,450.01	
Other Income/Expense							
Other Income							
99740 - Gain on Asset Disposal	0.00	0.00	0.00	50.00	0.00	50.00	
99710 - Interest income	282.02	925.00	(642.98)	10,152.01	11,100.00	(947.99)	
Total Other Income	282.02	925.00	(642.98)	10,202.01	11,100.00	(897.99)	
Other Expense							
99820 - Loss on asset disposal	723.25	0.00	723.25	723.25	0.00	723.25	
Total Other Expense	723.25	0.00	723.25	723.25	0.00	723.25	
Net Other Income	(441.23)	925.00	(1,366.23)	9,478.76	11,100.00	(1,621.24)	
Net Income	47,333.40	(18,366.25)	65,699.65	15,678.90	7,850.13	7,828.77	

McKinney Chamber of Commerce, Inc.
Profit & Loss Budget vs. Actual
January through December 2019

	Dec 19	Budget	\$ Over Budget	Jan - Dec 19	Budget	\$ Over Budget
Ordinary Income/Expense						
Income						
40001 - Membership services revenue	86,742.70	103,524.77	(16,782.07)	964,123.56	998,014.54	(33,890.98)
41000 - Publication revenue	(375.00)	0.00	(375.00)	77,248.60	80,000.00	(2,751.40)
50250 - Management Services	0.00	5.00	(5.00)	622.21	60.00	562.21
50000 - Advocacy Income	50.00	0.00	50.00	47,200.00	49,250.00	(2,050.00)
51050 - Business Development Incom	775.00	5,000.00	(4,225.00)	33,075.00	29,500.00	3,575.00
51000 - Community Development Inco	195.00	5,500.00	(5,305.00)	135,595.27	139,500.00	(3,904.73)
50211 - Administrative Income	875.00	1,200.00	(325.00)	14,640.00	14,400.00	240.00
54000 - PAC Reimbursements	(202.00)	0.00	(202.00)	0.00	0.00	0.00
55000 - Other revenue	(10.00)	(25.00)	15.00	(85.00)	(300.00)	215.00
Total Income	88,050.70	115,204.77	(27,154.07)	1,272,419.64	1,310,424.54	(38,004.90)
Expense						
82091 - SSA - Resource Guide Expens	0.00	0.00	0.00	16,200.00	15,000.00	1,200.00
82000 - Membership Expense	2,319.42	825.00	1,494.42	10,181.65	17,400.00	(7,218.35)
82999 - Women's Alliance	323.69	0.00	323.69	12,785.47	9,300.00	3,485.47
82699 - Luncheons Expense	0.00	0.00	0.00	18,299.26	19,000.00	(700.74)
84999 - Membership Services - Other	1,665.31	780.00	885.31	102,727.35	95,360.00	7,367.35
86000 - Advocacy Expense	1,666.66	1,666.67	(0.01)	41,297.41	35,000.00	6,297.41
89950 - Business Development Expen	126.10	2,250.00	(2,123.90)	10,026.85	8,250.00	1,776.85
83950 - Community Development Exp	1,908.68	1,020.00	888.68	70,607.13	80,090.00	(9,482.87)
90000 - Personnel & benefits	87,313.40	88,666.63	(1,353.23)	752,338.59	801,246.98	(48,908.39)
91000 - Facility costs	15,422.68	9,629.00	5,793.68	122,114.25	115,548.00	6,566.25
92000 - General administrative expens	1,992.37	6,055.00	(4,062.63)	46,692.84	54,660.00	(7,967.16)
93000 - Office operations	3,509.39	2,786.00	723.39	75,351.49	56,432.00	18,919.49
Total Expense	116,247.70	113,678.30	2,569.40	1,278,622.29	1,307,286.98	(28,664.69)
Net Ordinary Income	(28,197.00)	1,526.47	(29,723.47)	(6,202.65)	3,137.56	(9,340.21)
Other Income/Expense						
Other Income						
99740 - Gain on asset disposal	1,845.00	0.00	1,845.00	1,845.00	0.00	1,845.00
99710 - Interest income	876.13	900.00	(23.87)	11,259.28	10,800.00	459.28
Total Other Income	2,721.13	900.00	1,821.13	13,104.28	10,800.00	2,304.28
Other Expense						
99820 - Loss on asset disposal	5,075.19	0.00	5,075.19	5,075.19	0.00	5,075.19
Total Other Expense	5,075.19	0.00	5,075.19	5,075.19	0.00	5,075.19
Net Other Income	(2,354.06)	900.00	(3,254.06)	8,029.09	10,800.00	(2,770.91)
Net Income	(30,551.06)	2,426.47	(32,977.53)	1,826.44	13,937.56	(12,111.12)

APPROVED AND FILED IN THE OFFICE OF
THE SECRETARY OF STATE

THIS 14th DAY OF October 1947

William E. Staff
CHIEF CHARTER DIVISION

STATE OF TEXAS |

: KNOW ALL MEN BY THESE PRESENTS:

COUNTY OF COLLIN |

That we, W. B. FINNEY, C. M. COOPER, W. T. DUNGAN,
GLYDE HORN, R. F. NEWSOME, JACK R. RYAN, WOFFORD THOMPSON,
GIBSON CALDWELL, W. A. DOWELL, F. D. PERKINS, G. H. RAY,
A. M. SCOTT, H. L. SHOAP, H. W. WARDEN, CARL COX, H. L.
DYER, BRADLEY HOOVER, GEORGE JAMES, J. H. SNAPP,
WILBUR THOMPSON, H. S. WARE, all citizens of Collin
County, Texas, under and by virtue of the laws of this
State, do hereby voluntarily associate ourselves
together for the purpose of forming a private non-profit
corporation under the terms and conditions hereinafter
set out, as follows:

I.

The name of this corporation is the MCKINNEY
CHAMBER OF COMMERCE.

II.

The purpose for which it is formed is to organize
and maintain a Chamber of Commerce with power to provide
and maintain suitable rooms for the conduct of their
business, and to establish and maintain uniformity in the
commercial usages of cities and towns, to acquire,
preserve and disseminate valuable business information
for the exclusive benefit of the City of McKinney.

III.

The place where the business of the corporation
is to be transacted is in McKinney, Collin County, Texas.

IV.

The term for which it is to exist is fifty (50)
years.

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V.

The number of the Directors shall be twenty-one (21) and the names and residences of those who are appointees for the first year are as follows:

W. B. Finney	McKinney, Texas
G. M. Cooper	McKinney, Texas
W. T. Dungan	McKinney, Texas
Glyde Horn	McKinney, Texas
R. F. Newsome	McKinney, Texas
Jack R. Ryan	McKinney, Texas
Wofford Thompson	McKinney, Texas
Gibson Caldwell	McKinney, Texas
W. A. Dowell	McKinney, Texas
F. D. Perkins	McKinney, Texas
G. H. Ray	McKinney, Texas
A. M. Scott	McKinney, Texas
H. L. Shoap	McKinney, Texas
H. W. Warden	McKinney, Texas
Carl Cox	McKinney, Texas
H. L. Dyer	McKinney, Texas
Bradley Hoover	McKinney, Texas
George James	McKinney, Texas
J. H. Snapp	McKinney, Texas
Wilbur Thompson	McKinney, Texas
H. S. Ware	McKinney, Texas

VI.

The corporation is without capital stock, and no shares of stock will be issued and the corporation owns no property. The corporation is organized to serve for the purpose defined in its charter without any pecuniary profit to any member. No Director or officer of this corporation shall receive, or be lawfully entitled to receive, any salary or remuneration for services connected with the administration of the affairs of this corporation.

IN TESTIMONY WHEREOF, we hereunto subscribe our
names, this the 4 day of October, A.D. 1947.

J. B. Finney
W. B. Finney

Chas M Cooper
C. M. Cooper

W. T. Duggan
W. T. Duggan

Clyde Horn
Clyde Horn

R. F. Newsome
R. F. Newsome

Jack R. Ryan
Jack R. Ryan

Wofford Thompson
Wofford Thompson

Gibson Caldwell
Gibson Caldwell

W. A. Dowell
W. A. Dowell

F. D. Perkins
F. D. Perkins

C. H. Ray
C. H. Ray

A. M. Scott
A. M. Scott

H. L. Shoap
H. L. Shoap

H. W. Warden
H. W. Warden

Carl Cox
Carl Cox

H. L. Byer
H. L. Byer

Bradley Hoover
Bradley Hoover

George James
George James

J. H. Snapp
J. H. Snapp

Willis Thompson
Willis Thompson

H. S. Ware
H. S. Ware

STATE OF TEXAS *
*
COUNTY OF COLLIN *

BEFORE ME, the undersigned authority, on this day personally appeared W. B. FINNEY, G. M. COOPER, W. T. DUNGAN, GLYDE HORN, R. F. NEWSOME, JACK R. RYAN, WOFFORD THOMPSON, GIBSON CALDWELL, W. A. DOWELL, F. D. PERKINS, C. H. RAY, A. M. SCOTT, H. L. SHOAP, H. W. WARDEN, CARL COX, H. L. DYER, BRADLEY HOOVER, GEORGE JAMES, J. H. SNAPP, WILBUR THOMPSON, and H. S. WARE, known to me to be the persons whose names are subscribed to the foregoing instrument, and also known to me to be citizens of said State, and each acknowledged to me that he executed the same for the purposes and consideration therein expressed.

IN TESTIMONY WHEREOF, I hereunto subscribed my hand and affix the seal of my office this the 4th day of Octy, A. D. 1947.



Marian P. Young
Notary Public, Collin County, Texas
MARIAN P. YOUNG

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ARTICLES OF AMENDMENT
TO ARTICLES OF INCORPORATION OF
THE MCKINNEY CHAMBER OF COMMERCE

Pursuant to the provisions of Article 4.02(a) of the Texas Non-Profit Corporation Act, the directors of McKinney Chamber of Commerce (the "Corporation") adopt the following articles of Amendment to the Articles of Incorporation of McKinney Chamber of Commerce.

ARTICLE ONE

The Name of the Corporation is McKinney Chamber of Commerce.

ARTICLE TWO

The following amendment to the Article of Incorporation was adopted by the Board of Directors of the Corporation at a regularly called meeting on August 23, 2001.

The amendment alters Paragraph 4 of the original Articles of Incorporation to read as follows:

IV.

The term for which it is to exist is perpetual.

ARTICLE THREE

The forgoing amendment was adopted by the unanimous consent of the entire Board of Directors.

Dated: August 23, 2001.

MCKINNEY CHAMBER OF COMMERCE

By: Terri Ricketts

Printed Name: Terri Ricketts
Its: President

ATTEST:

By: Terrie Keith *Terrie Keith*

Printed Name: Terrie Keith
Its: Secretary

**McKinney Chamber
Board of Directors & Committee Chairs
2001**

*"To build, strengthen and improve a business environment that promotes the economic well-being
of all citizens and enhances the quality of life for the entire community."*

RUSS LESSMANN – CHAIR
Bank of Texas

LARRY ROBINSON – PAST CHAIR
City of McKinney

DAVID ANTHONY
McKinney ISD

JENNIFER BUCHANAN
Jennifer Buchanan, DDS, MS

MARK HEIDENHEIMER – SECTOR CHAIR
*Attracting and Building New Business
Mark Heidenheimer, PLLC*

DANIEL JONES
Encore Wire

JANET KOPEC
Raytheon

LEONARD MCGOWAN
McKinney Housing Authority

GEORGE MILLER
North Central Medical Center

PAUL RALEEH
Justice of the Peace

KEVIN SLAY
TXU Electric & Gas

MARK TURMAN – SECTOR CHAIR
*Advancing Quality of McKinney Community
Crosspoint Church*

JOHN VALENCIA – MCKINNEY LIVING
*Financial Board Chair
Primo Microphone*

PEGGY BROUGHTON – AMBASSADORS
*Club President
Mary Kay Cosmetics*

SARA THOMAS – CHAIR ELECT
Square One Mortgage

KIRBY JONES - TREASURER
Independent Bank

DENNIS BAKER – SECTOR CHAIR
*Assisting/Strengthening Business & Organizations
Baker State Farm Insurance*

JOHN GUSTAFSON
IESI

RANDY HULLETT
Abernathy, Roeder, Boyd & Joplin

DAVID JORDAN
David Jordan Farmers Insurance

SCOTT LEWIS – COMMITTEE CHAIR
*Business Development
Hibernia National Bank of Texas*

CAROLYN MCGOWN
Little Red Hen

VICKY NEWSOM
Collin County Community College

JOHN RATTAN – SECTOR CHAIR
*Administering Chamber Development
The Body Shop*

JAN TEMPLES
Home on the Range

MARY BETH WILLIAMS – SECTOR CHAIR
*Advocating Economic/Community Concerns
Keller Williams Realty*

DIANA GULOTTA – MCKINNEY LIVING
*Editorial Board Chair
McKinney Independent School District*

BELINDA NEWMAN – LEGISLATIVE ISSUES
*Committee Chair
Collin County Community College*