

Promotional and Community Event Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing Info@McKinneyCDC.org.
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**
- If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online [Letter of Inquiry](#).

Organization Information

Name	Andrew Jones
Federal Tax ID Number	04-3615798
Incorporation Date	5/28/2024
Mailing Address	111 N. Tennessee St.
City	McKinney
State	TX
Zip Code	75072
Phone Number	9725472661
Email Address	ajones2@mckinneytexas.org
Website	downtownmckinney.com
Facebook	https://www.facebook.com/downtownmckinney

Instagram	https://www.instagram.com/downtownmckinney
Twitter	<i>Field not completed.</i>
LinkedIn	<i>Field not completed.</i>
Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.	<p>McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. Home to 180 small businesses, we encourage economic vitality through diverse partnerships and buy-local support. We build strong relationships through shared purposes - all in honor of Historic Downtown McKinney.</p> <p>Our core values include preservation of historical assets, offer a save family-friendly environment for those who live, work, and recreate while visiting Downtown McKinney, embrace cultural diversity, and advocate opportunities that enhance revenue for businesses and City.</p> <p>The McKinney Main Street staff works diligently to create and execute events and festivals that influence economic development and provide advocacy support to Downtown small businesses.</p> <p>The team members include Director, Andrew Jones, Downtown Development Manager, Graham Meyers, Special Events Manager, Gregory Hears, Program Coordinator, Ryan Phelan, and Marketing and Development Specialist, Jakia Brunell.</p> <p>The combined total of attendees during Downtown McKinney Signature festivals (Oktoberfest, Home for the Holidays, Arts in Boom) is over 180k guests! And over 6.3 million visits annually. Additionally, business landscape in Downtown McKinney has experienced a net gain of 31 businesses since 2018.</p> <p>Businesses continues to boom across highway 5 with the expansion of Downtown businesses and entertainment opportunities. In January of 2024, Tupps Brewery opening its doors to one of the largest breweries in the state. And as construction concludes on the new City Hall and apartment complex, McKinney Main Street anticipates more opportunities to engage our community through thoughtfully curated events and more small businesses.</p> <p>Most recently, Downtown McKinney has acquired a refurbished trolley to transport guests from all around the Cultural District. Designed to resemble the original interurban</p>

that travelled through Downtown, guests will have an opportunity to elevate their McKinney experience and be transported in nostalgia and comfort.

Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
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IRS Determination Letter	IRS Determination Letter.pdf
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Noteworthy recognitions or awards in the last two years.	<i>Field not completed.</i>
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Representative & Contact Information

Representative Completing Application:

Name	Jakia Brunell
Title	Marketing and Development Specialist
Mailing Address	111 North Tennessee Street
City	McKinney
State	TX
Zip Code	75069
Phone Number	9725479023
Email Address	jbrunell@mckinneytexas.org

(Section Break)

Contact for Communications Between MCDC and Organization:

Name	Andrew Jones
Title	McKinney Cultural District Director
Mailing Address	111 North Tennessee Street
City	McKinney
State	TX
Zip Code	75069

Phone Number	9725472661
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Email Address	ajones2@mckinneytexas.org
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Project Information

Funding - Total Amount Requested	13,000
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Are matching funds available?	Yes
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Matching Funds Available:	13,000
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Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
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Have you received or will funding be requested from other organizations / foundations for this event(s)?	No
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Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	Yes
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Please list.	2022, 2021, 2020, 2019, 2018
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Board of Directors	Lauren Smith, Secretary-Treasurer Chris Wilkes, Alternate Ginger Hayes Kim Black Taylor Phelan AJ Micheletto, Vice Chair Amy Pyeatt, Chair Mike Buchanan, Alternate Onel Perez
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	Preston Schwalls Von Daniel
Leadership Staff	Andrew Jones, Graham Meyers, Gregory Hearn, Ryan Phelan, Jakia Brunell
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>
Promotional / Community Event Information	
Information provided for promotional / community event for which you are seeking funding.	
Date(s) of Event	Friday, September 27 to Sunday, September 29
Ticket Prices	Free admission
Describe the target attendee for the event(s)?	This celebration of Bavarian culture welcomes all ages. We are proud to be family-friendly event that also caters to beer German aficionados.
Is this the first time for this event?	No
If not, what is the history for the event (beginning in what year and how often is event held)?	The first McKinney Oktoberfest was in 2008 and we're still going strong 16 years later. This annual event has grown to become a hometown and regional fan favorite event. Spanning over three days, Oktoberfest fans that can't make it over to Munich, happily attend McKinney's version to celebrate Bavarian culture and Texas weather in the fall!
How will the event showcase McKinney for tourism and / or business development?	McKinney Oktoberfest takes place right in the middle of our charming Downtown. Guests will be surrounded by authentic historic buildings filled with unique local and small businesses. We will also feature an authentic German beer, Hofbrau, that is only served at this event...unless you're in Munich!
Expected attendance	75,000
Expected number or percentage of attendees	40,000

coming from outside
McKinney

Location(s) of event(s)	Downtown McKinney
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Does the event support a non-profit (other than applicant)?	No
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What percentage of revenue will be donated(indicate net or gross)?	0
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Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>McKinney Oktoberfest is a family favorite, offering authentic German music, food and drink, traditional costumes, dancing, children's activities, and much more!</p> <p>Oktoberfest covers a total of 14 blocks throughout McKinney's Historic Downtown square so you can enjoy all downtown McKinney has to offer with a German beer in one hand and a bratwurst in the other. McKinney Main Street, supporting sponsors and the shops in Historic Downtown McKinney will host nonstop activities in the heart of our great city.</p> <p>Free to attend, Oktoberfest begins with a happy hour on Friday, September 27th from 2 - 4:30 p.m. Then festival officially opens at 5 p.m. with an annual parade followed by keg tapping at 6:30 p.m. Festival concludes at 11 p.m. and reopens on Saturday, September 28th 11 a.m. to 11 p.m. The last day is Sunday, September 29th with operation hours from noon to 5 p.m.</p> <p>Guests can participate in a plethora of activities which include stein holding competition, bier stein races, weenie dog races, brat eating competition, marionette drinking game, petting zoo, and carnival. Those who wish to sip and enjoy the atmosphere can listen to music on two stages and watch traditional dances.</p>
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Specific Marketing Plans and Budget

Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio,	<p>We are asking for 13,000 to help support our marketing campaign. With the support from this grant we will engage in such marketing tactics like print ads in Community Impacts for McKinney, Frisco, and Plano. digital banner campaigns in Local Profile and Dallas Observer, social media campaigns and ads with the participation of local influencers.</p>
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posters, flyers, yard signs, etc.).

Attach marketing plan	okt mkt budget.pub
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Total Promotional Budget	38,000
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What percentage of the total marketing budget does the grant represent?	34%
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Marketing lessons learned from past (what worked and what did not).	We have learned from previous marketing campaigns that our audience reads Community Impact and loves to engage with our social media channels. We plan to partner with charismatic and trustworthy content creators to activate an exciting and engaging promotional campaign.
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How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	For every event we review cell phone data provided by Retail Coach, beer and food sales, survey data from businesses owners, social media engagement, activity ticket sales, like stein holding, weenie dog races, etc.
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Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)	Please see attached documents
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Additional details related to marketing efforts.	<i>Field not completed.</i>
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Budget	okt mkt budget 1.pub
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What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	66%
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Are matching funds available?	Yes
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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.?	
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Sponsorship Revenue	30,000
Registration Fees	\$50,000
Donations	0
Other (raffle, auction, etc.)	0
Net Revenue	\$80,000

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.	Our staff will survey vendors and business owners about their weekend sales and traffic. We will also compare our registration fee totals from previous years to determine if sales went up or depressed. In addition to survey replies, we'll also take a look at cell phone data to see the amount of guests in attendance. Lastly, we'll take analytic data from our online promotion to see review engagement metrics.
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Financial Goals of Promotional / Community Event

Gross Revenue	600,000
Projected Expenses	450,000
Net Revenue	150,000
Other Funding Sources	No other funding sources are used for this event.

Financial Status of Applying Organization

- Provide an overview of the organization's financial status including the projected impact of the event(s) on the organization's mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why and attach a copy of the 990 filed with the IRS.

Budget	McKinney+Main+Street_Profit+and+Loss.xlsx
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Financial Statements	McKinney+Main+Street_Profit+and+Loss_2.xlsx
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W9	2024 MDBR W-9.pdf
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IRS Determination Letter (if applicable)	IRS Determination Letter_3.pdf
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990 Filed with IRS (if applicable)	<i>Field not completed.</i>
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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 on the [Grants page](#) of this website. Presentations will be limited to five (5) minutes followed by time for Board questions. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

Acknowledgements

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

- An application is considered complete when it is submitted on time and when it contains all information in this application.
 - 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.
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- 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 MCDC 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's 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.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).
- 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.**

(Section Break)

Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
Chief Executive Officer	Andrew Jones
Date	6/4/2024
Representative Completing Application	Jakia Brunell
Date	6/4/2024
Notes	

- *Incomplete applications or those received after the deadline will not be considered.*
 - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
 - *Final payment of funding awarded will be made upon receipt of final report.*
 - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
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MCKINNEKY OKTOBERFEST MARKETING BUDGET 2024

Billboards	1,200
Event T-Shirts	4,500
Misc Marketing	150
Newspaper	15,000
• Community Impact	
• Dallas Observer	
Signage	4,500
Social Media	11,500
• <i>Ads</i>	
• <i>Boosted Posts</i>	
• <i>Influencer Collaborations</i>	
TOTAL	45,850

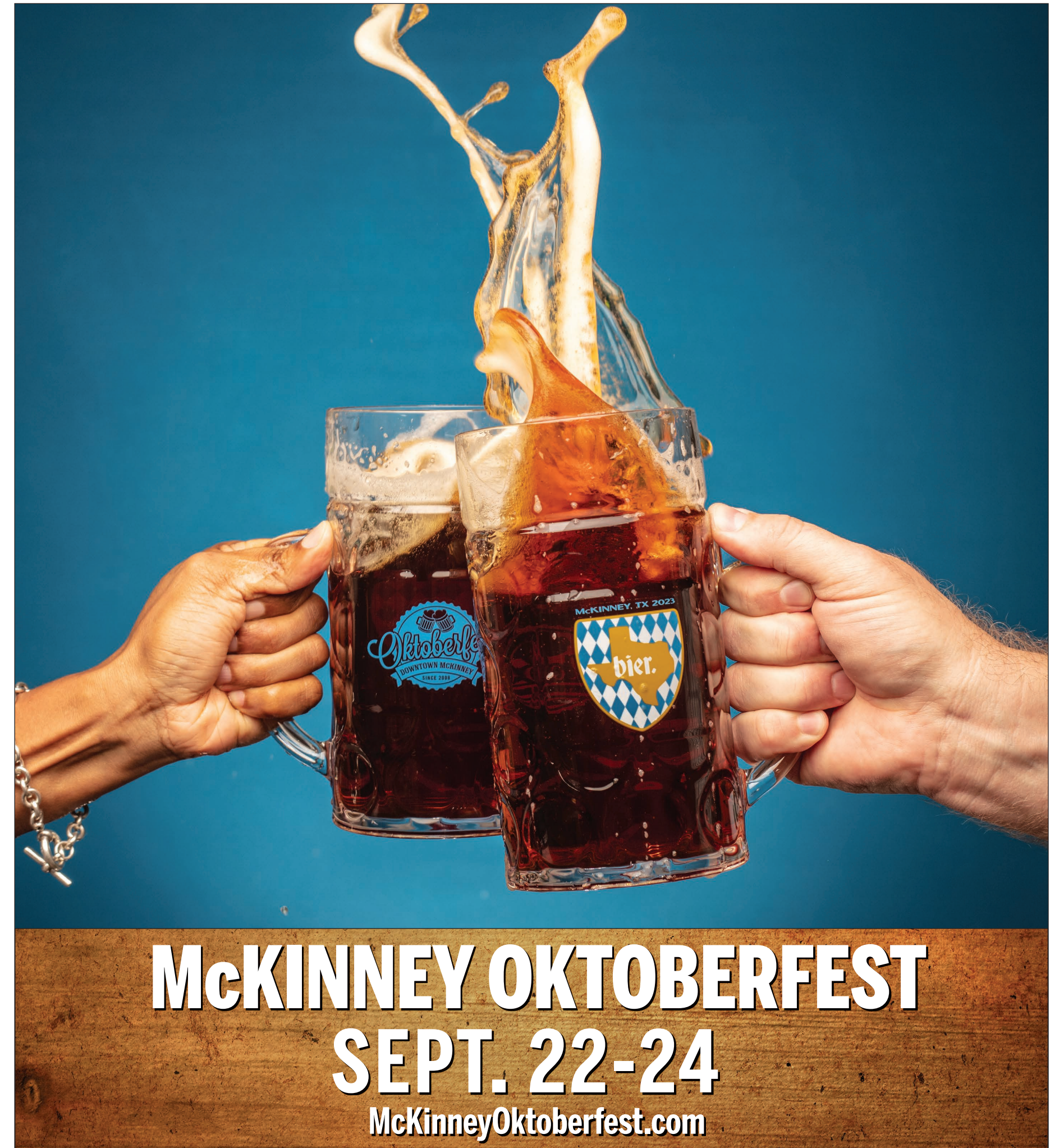
SHOP DOWNTOWN MCKINNEY

SMALL TOWN FEEL. BIG HOLIDAY SPIRIT.

- Shop for one-of-a-kind gifts
- Celebrate with holiday events
- DowntownMcKinney.com



ADVERTISEMENT



MCKINNEY

Oktoberfest

SEPT. 22-24



BLUE BOX VIP BIERGARTEN



- Private retreat
- Exclusive craft beer
- Delicious food offerings by Rye
- Live beer hall-style music
- VIP exclusive restrooms

\$95 Multi-day pass + swag
\$35 Single-day pass



Kids Activities

- Carnival
- Petting Zoo
- Arts & Crafts
- Climbing Wall
- Face Painting
- Inflatables



FREE ROUND TRIP SHUTTLE

From First McKinney Baptist Church

1615 W. Louisiana St.

Friday: 4 p.m. - Midnight

Saturday: 10 a.m. - Midnight

Sunday: 12:30 - 6 p.m.

DEPARTS EVERY 15 MINUTES



Parade & Keg Tapping



FESTIVAL HOURS & LOCATION DOWNTOWN MCKINNEY

Friday, Sept. 23: Happy Hour 2 - 4:30 p.m.
5 - 11 p.m.

Saturday, Sept. 24: 11 a.m. - 11 p.m.

Sunday, Sept. 25: Noon - 5 p.m.



Visit McKinneyOktoberfest.com for updated information and entertainment. • Free Admission

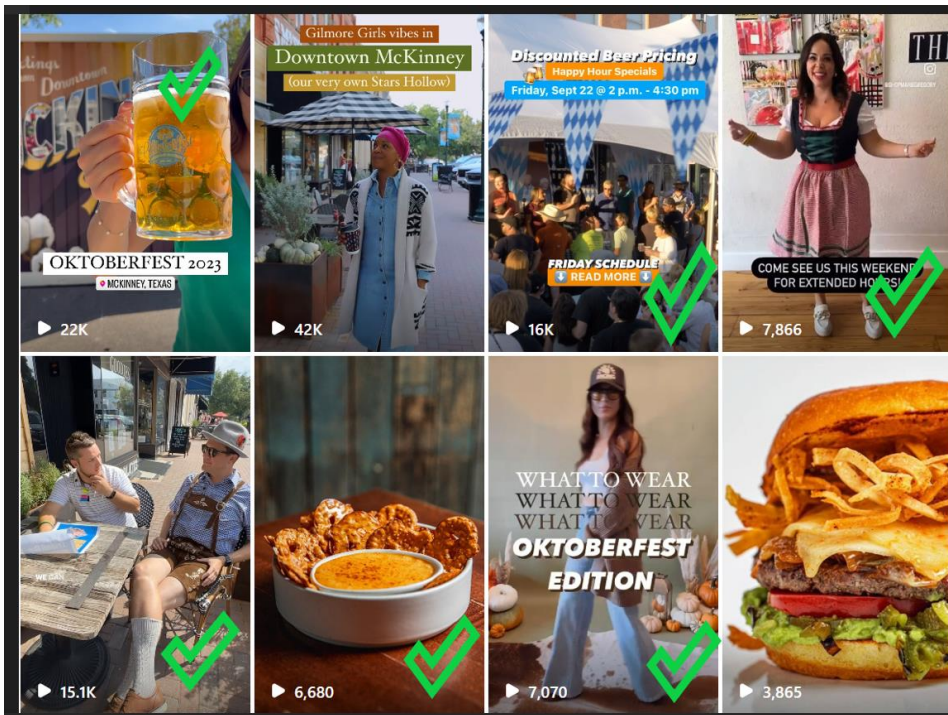
Oktoberfest is ticketless - save time with fewer lines! Credit cards and digital pay options encouraged.

Publication	Link	Notes
Community Impact	https://communityimpact.com/dallas-fort-worth/mckinney/events/2023/08/24/celebrate-oktoberfest-crochet-a-hat-5	
Texas Travel Talk	https://texastraveltalk.com/texas-fall-festivals/	
Dallas News	https://www.dallasnews.com/event/76c439b2-ac25-87cc-2217-e72c40afdc6f/	Dallas Editor Pick
Brave Combo	https://bravecombo.com/events/mckinney-oktoberfest-9/	
Yelp	https://www.yelp.com/biz/mckinney-oktoberfest-mckinney	
All Events	https://allevents.in/mckinney/mckinney-oktoberfest-2023/200024793385421	
Stay Happening	https://stayinghappening.com/e/mckinney-oktoberfest-2023-E2ISVO7XFQB	
County Line Magazine	https://www.countylinemagazine.com/calendar/mckinney-oktoberfest-2023/event_74037816-0c80-11ee-9055-43e	
AARP	https://local.aarp.org/event/mckinney-oktoberfest-2023-09-22-mckinney-tx.html	
FunTober	https://www.funtober.com/fest/mckinney-oktoberfest/	
NTXE News	http://www.ntxe-news.com/artman/publish/article_134497.shtml	
American Towns	https://www.americiantowns.com/event/mckinney-oktoberfest-2023-09-24-mckinney-tx.html	
Paper City Mag	https://www.papercitymag.com/culture/oktoberfests-dallas-north-texas-2023/	
Visit McKinney	https://www.visitmckinney.com/oktoberfest/	
Dallas Kids Out and About	https://dallas.kidsoutandabout.com/content/mckinney-oktoberfest-0	
Czech and Then Some	https://czechandthensome.com/event/5150804/642767579/mckinney-oktoberfest	
Taste Atlas	https://www.tasteatlas.com/mckinney-oktoberfest	
Deep Ellum Texas	http://calendar.deepellumtexas.com/events/2023/9/22/mckinney-oktoberfest-2023-tickets	
Culture Map Dallas	https://dallas.culturemap.com/eventdetail/historic-downtown-mckinney-presents-mckinney-oktoberfest/	
DFW Child	https://dfwchild.com/events/mckinney-oktoberfest/	
Collin County Moms	submitted	
Festival Net	https://festivalnet.com/61056/Mckinney-Texas/Festivals/McKinney-Oktoberfest	
Texas Highways	https://texashighways.com/events/results/?selectedEvent=40860668	
Plano Magazine	https://planomagazine.com/all-plano-events/?_evDiscoveryPath=%2Fevent%2F1948251-mckinney-oktoberfest&t	
Modern Mom Life	https://modernmomlife.com/ultimate-dallas-fall-bucket-list/	
Events Near Here	https://www.eventsnearhere.com/find-events/All-States/All-Cities/All/All/addetail/226434/Oktoberfest/	
McKinney Courier Gazette	https://starlocalmedia.com/mckinneycouriergazette/mckinney-news-roundup-downtown-mckinney-to-host-its-annu	
Denton Record Chronicle	https://app.evnt.com/reports/ZKJ1HCGVWDHVF?utm_campaign=welcoming_email&utm_medium=email&utm_so	
In Forney	https://www.inforeny.com/local-events/?_evDiscoveryPath=%2Fevent%2F1948318-mckinney-oktoberfest&touch=	

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Oktoberfest

DOWNTOWN MCKINNEY

SINCE 2008

INTRODUCING:

SPONSORED BY:

VIP tickets and info:

SEPT. 22-24

DOWNTOWN MCKINNEY • FREE ADMISSION

OKTOBERFEST IS TICKET-LESS! CREDIT CARDS & DIGITAL PAY OPTIONS ENCOURAGED.

MCKINNEYOKTOBERFEST.COM

ATLANTA GA 39901-0001

In reply refer to: 0752857837
Apr. 20, 2016 LTR 4168C 0
04-3615798 000000 00
00029561
BODC: TE

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

020666

Employer ID Number: 04-3615798
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in October 2002, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

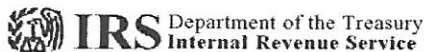
0752857837
Apr. 20, 2016 LTR 4168C 0
04-3615798 000000 00
00029562

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson
Operations Manager, AM Ops. 3



ATLANTA GA 39901-0001

020666.655390.319170.32384 1 AT 0.399 530



MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,
EVEN IF YOU ALSO HAVE AN INQUIRY.

The IRS address must appear in the window.

0752857837

BODCD-TE

Use for inquiries only

Letter Number: LTR4168C
Letter Date : 2016-04-20
Tax Period : 000000

INTERNAL REVENUE SERVICE

ATLANTA GA 39901-0001



043615798

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

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The IRS address must appear in the window.

0752857837

BODCD-TE

Use for payments

Letter Number: LTR4168C
Letter Date : 2016-04-20
Tax Period : 000000

INTERNAL REVENUE SERVICE

KANSAS CITY MO 64999-0204



043615798

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

043615798 AJ MCKI 00 2 000000 670 000000000000

McKinney Main Street

Profit and Loss

October 2022 - September 2023

	Oktoberfest	Budget
Income		
Events Income	467,371.73	
Sponsorship Income	30,000.00	
Vendor Income	102,072.59	
Total Income	\$ 599,444.32	
Gross Profit	\$ 599,444.32	\$ 600,000.00
Expenses		
Administrative Expenses		
Other Fees		
Bank Service Charges	25.00	
Total Other Fees	\$ 25.00	\$ 25.00
Total Administrative Expenses	\$ 25.00	\$ 25.00
Event Expenses	34,694.03	
Activities Expense	61.76	
Alcohol Expense	88,861.50	
TABC Permit	613.76	
Total Alcohol Expense	\$ 89,475.26	\$ 89,475.26
Bar Staff	66,125.08	
Decorations Expense	5,497.15	
Entertainer Expense	58,364.00	
Infrastructure		
Electricity	25,836.90	
Fencing	4,907.35	
Ice	10,500.00	
Portables	5,143.00	
Rentals	58,059.36	
Total Infrastructure	\$ 104,446.61	\$ 104,446.61
Marketing Expense	2,300.00	
Billboards	1,142.86	
Event T-Shirts	4,218.82	
Misc Marketing	100.00	
Newspaper	15,000.00	
Signage	4,267.55	
Social Media	11,142.31	
Total Marketing Expense	\$ 38,171.54	\$ 38,171.54
Merchandise	1,165.00	
Other Miscellaneous Service Cost	3,806.81	
Prize Winnings	1,500.00	
Staffing Expense	5,750.50	
Cashiers	1,960.00	
Misc Labor	1,260.00	

Porters/Cleanup	4,930.00		
Total Staffing Expense	\$ 13,900.50	\$	13,900.50
Supplies & Materials	1,402.54		
Weather Insurance	12,361.00		
Total Event Expenses	\$ 430,971.28	\$	430,971.28
Total Expenses	\$ 430,996.28	\$	430,996.28
Net Operating Income	\$ 168,448.04	\$	168,448.04
Net Income	\$ 168,448.04	\$	168,448.04

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
McKinney Downtown Business Redevelopment

2 Business name/disregarded entity name, if different from above
McKinney Main Street

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
111 N Tennessee Street

6 City, state, and ZIP code
McKinney TX 75069

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

				-				-				
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or

Employer identification number

0	4	-	3	6	1	5	7	9	8
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person ►

Date ► 1/10/24

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid) /

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.