

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
 Fiscal Year 2022

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Downtown Business Re-Development, Inc

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N Tennessee St.

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenal@mckinneytexas.org

Website: www.downtownmckinney.com

FUNDING

Total amount requested: \$12,000

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

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: Sept 23, 2022

Completion Date: December 31, 2022

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

Matt Hamilton

Chase Schwalls

Doug Willmarth

Kim Howell Black

Von Daniels

Taylor Phelan

Kathryn Waite

Chris Wilkes

Amy Pyeatt

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

Amy Rosenthal

Andrew Jones

Jakia Brunell

Gregory Hearn

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes

No

Date(s): 2016, 2017, 2018, 2019, 2020, 2021

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

McKinney Oktoberfest (McK Okt is the primary revenue source for McK Main Street)

Gross Revenue	\$950,000
Projected Expenses	\$800,000
Net Revenue	\$150,000

Home for the Holidays...A McKinney Christmas

Gross Revenue	\$250,000
Projected Expenses	\$240,000
Net Revenue	\$10,000

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.? MDCDC asks are McKinney Oktoberfest - \$7000 (less than 01% of total revenue) and Home for the Holidays - \$5000 (02% of total revenue) Please see budget sheets

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

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes:

Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Chief Executive Officer


Signature

Amy Rosenthal
Printed Name

Date 5/30/2022

Representative Completing Application


Signature

Amy Rosenthal
Printed Name

Date 5/30/2022

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
McKinney Oktoberfest and Home for the Holidays 2022 Support**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for McKinney Oktoberfest and Home for the Holidays 2022.

McKinney Oktoberfest & Home for the Holidays 2022 Goals:

- Showcase Historic Downtown McKinney Cultural District as destination for arts, culture and shopping
- Promote the cultural district and attract visitors/shoppers
- McKinney Oktoberfest helps raise revenues for the McKinney Main Street program to assist with preservation-based economic development.
- McKinney Oktoberfest features beer from local breweries.
- Home for the Holidays promotes and showcases independently operated businesses for Small Business Saturday.
- Home for the Holidays encourages 'shop small' and 'shop local' to help impact merchant's most important retail quarter.
- Home for the Holidays provides an opportunity for community and families to gather and celebrate the season.

MCKINNEY OKTOBERFEST (September 23, 24, 25) is Historic Downtown McKinney's premiere event. Now in its 15th year, the three-day festival attracts over 75,000 visitors to enjoy Bavarian traditions including beer, brats and polka. As one of the largest Oktoberfest celebrations in North Texas, the festival attracts visitors from across DFW and beyond.

HOME FOR THE HOLIDAYS...A MCKINNEY CHRISTMAS (November 25, 26, 27 and weekends through Christmas) is how McKinney celebrates Christmas. Families build and continue traditions in Historic Downtown McKinney with holiday decorations, entertainment – and shopping options for everyone on your list. For over 40 years, Home for the Holidays (originally Dickens of a Christmas) officially marks the start of the holiday season. The festival weekend brings over 60,000 visitors to a magical destination full of photo opps and Christmas lights – with a real 35' Christmas tree as the centerpiece.

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. MCKINNEY OKTOBERFEST is the primary revenue driver for McKinney Main Street. Proceeds from the event help carry the 501c3 through the rest of the year. HOME FOR THE HOLIDAYS is Historic Downtown McKinney's Annual Christmas Festival. The festival includes expenses related to decorations in Downtown McKinney and the Community Christmas Tree. HOME FOR THE HOLIDAYS is designed to attract visitors to McKinney's Historic Downtown with activities to celebrate the season and to provide visibility for downtown merchants.

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote MCKINNEY OKTOBERFEST and HOME FOR THE HOLIDAYS to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- Promoted and paid Social Media opportunities
- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Direct Mail piece targeted specific Zips meeting economic criteria

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in Neighbors Go, *The Dallas Morning News* and Community Impact News
- Email blasts
- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

V. METRICS TO EVALUATE SUCCESS

The success of these projects will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2022, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. Redeemed incentives on direct marketing piece will also be measured. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.

McKinney Oktoberfest



McKinney meets Bavaria in September 2022 15th Anniversary!

Drawing on the colorful tradition that began in Munich, Germany in 1810, McKinney's Oktoberfest represents many things to many people. This family-friendly event offers a celebration of tradition and the cultural contributions of German immigrants who settled in Texas. Enjoy authentic German music, food and drink, traditional costumes, dancing, and children's activities.

Germans have a special word – *Gemütlichkeit* – suggesting a warm atmosphere of open and generous hospitality, and with that heartfelt welcome, we greet over **75,000 guests** to our Historic Downtown. Oktoberfest has become Historic Downtown McKinney's most attended festival, and the large number of visitors provide a major economic impact on McKinney's 170 year-old square featuring vibrant specialty shops and restaurants.

Many communities have an Oktoberfest celebration, but McKinney's Oktoberfest has established a reputation and an enthusiastic regional following for its dedication to German tradition. From food and drink to entertainment, the weekend is full of German culture - showcasing beer from McKinney's own Tupps Brewery and German brewery, Hofbrau. Most importantly McKinney's Oktoberfest is a free community event that maintains a family-friendly setting with activities, attractions and a VW car show with appeal to a wide variety of ages.

McKinney Oktoberfest 2022 festivities last three days - September 23, 24 and 25. Opening ceremonies begin Friday evening, and the event continues through Sunday afternoon with more food, entertainment and attractions for the entire family.

- JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor contracts. Reserve infrastructure elements.
- SEPTEMBER: Largest concentration of promotions. Recruit volunteer support.
- SEPTEMBER 23-25: Festival
- OCTOBER: Thank you's and reporting



McKinney Main Street Profit and Loss

Oktoberfest 2021 and Projected Oktoberfest 2022

	Oktoberfest 2021	Oktoberfest 2022 Projected
Income		
Downtown Membership Income		
Events Income		
Pre-Sale Ticket Revenue	3,990.00	
PY Event Income - McKinney Oktoberfest	4,000.00	
Red, White & BOOM!		
Ticket Sales	921,927.57	
Vendor Commission		
Total Events Income	\$ 929,917.57	\$ 930,000.00
Grants Received		
Non Profit Income	0.00	
Programs Income		
Sponsorship Income	8,800.00	10,000.00
Vendor Income	26,245.00	25,000.00
Vendor Application Fee		
Total Vendor Income	\$ 26,245.00	
Total Income	\$ 964,962.57	
Gross Profit	\$ 964,962.57	\$ 965,000.00
Expenses		
Administrative Expenses		
Associations/Dues/Subscriptions		
Board Expense		
Bookkeeping/Audit		
Communications		
Contract Labor		
Office Expenses		
Other Fees		
QuickBooks Payments Fees		
Total Other Fees	\$ 0.00	
Postage	23.15	
Printing and Reproduction		
Supplies		
Food		
Total Supplies	\$ 0.00	
Total Administrative Expenses	\$ 23.15	
Event Expenses		
Activities Expense	30,000.00	30,000.00
Alcohol Expense	51,160.00	
Servers	37,975.00	
TABC Permit	614.52	
Total Alcohol Expense	\$ 89,749.52	\$ 90,000.00

Decorations Expense	1,253.97	
Downtown Christmas Tree Expense		
Entertainer Expense	40,680.50	42,000.00
Event Staff	7,173.00	
Hospitality	19.95	
Infrastructure	2,390.00	
Electricity	21,369.00	
Ice	4,175.00	
Portables	2,455.00	
Rentals	41,782.13	
Total Infrastructure	\$ 72,171.13	\$ 75,000.00
Marketing Expense		
Event T-Shirts	382.77	
Misc Marketing	3,400.00	
Newspaper	9,915.00	
Signage	2,730.49	
Social Media	7,299.82	
Total Marketing Expense	\$ 23,728.08	\$ 25,000.00
Merchandise	8,942.71	9,000.00
Other Miscellaneous Service Cost	4,649.59	5,000.00
Prize Winnings		
Special Events Expense		
Advertising/Promotional		
Total Special Events Expense	\$ 0.00	
Staffing Expense	2,000.00	2,000.00
Cashiers	12,043.50	5,000.00
Total Staffing Expense	\$ 14,043.50	\$ 7,000.00
Supplies & Materials	19,180.39	20,000.00
Ticket Redemption	445,941.27	450,000.00
Weather Insurance	7,950.00	10,000.00
Total Event Expenses	\$ 765,483.61	\$ 763,000.00
Payroll Expenses		
Taxes		
Wages		
Total Payroll Expenses	\$ 0.00	
Program Expenses		
Promotional Project Expense		
Board Projects		
Directional Signage		
Other/Promotional Items	135.70	
Total Promotional Project Expense	\$ 135.70	
Total Program Expenses	\$ 135.70	
Repair & Maintenance		
Taxes Paid		
Total Expenses	\$ 765,642.46	\$ 763,000.00
Net Operating Income	\$ 199,320.11	
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	\$	199,320.11	\$ 202,000.00

HOME FOR THE Holidays



A 41 year old family tradition....

Celebrate the magic of Christmas in Historic Downtown McKinney with Home for the Holidays. The event is filled with live entertainment, family activities, festive food and the chance to finish all that holiday shopping in one place with over 150 boutiques, including arts galleries, home décor shops, apparel, gifts and antiques. In 2022, Downtown McKinney welcomes guests on Friday, November 25, Small Business Saturday, November 26; and Sunday, December 27.

Enjoy all the splendor, nostalgia and wonder of a traditional American Christmas in an authentic, nationally-recognized historic downtown. Plus, help fuel the local economy by shopping with independently owned small business.

- JUNE & JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor and entertainment contracts. Reserve infrastructure elements.
- SEPTEMBER: Festival layout and design of promotions. File special event permit.
- OCTOBER: Recruit volunteer support and staffing arrangements.
- NOVEMBER: High concentration of promotions. Festival opens Friday, November 25.



McKinney Main Street Profit and Loss

Home for Holidays 2021 and Projected Home for Holidays 2022

	Home for the Holidays 2021	McKinney Christmas Tree 2021	Home for the Holidays 2022 Projected
Income			
Downtown Membership Income			
Events Income			
Alcohol Sales			
Arts in Bloom			
Concession Sales Food and Beverage			
Home for the Holidays Christmas	3,582.30		
Ticket Sales	214,863.27		
Total Events Income	\$ 218,445.57	\$ 0.00	\$ 240,000.00
Grants Received	55,000.00		50,000.00
Non Profit Income	0.00		
Programs Income			
Sales of Product Income			
Sponsorship Income	18,500.00	5,256.87	20,000.00
Vendor Income	20,190.45		20,000.00
Vendor Application Fee			
Total Vendor Income	\$ 20,190.45	\$ 0.00	
Total Income	\$ 312,136.02	\$ 5,256.87	\$ 330,000.00
Gross Profit	\$ 312,136.02	\$ 5,256.87	\$ 330,000.00
Expenses			
Administrative Expenses			
Associations/Dues/Subscriptions			
Board Expense			
Bookkeeping/Audit			
Communications			
Contract Labor			
Office Expenses			
Other Fees			
Credit Card Fees			
QuickBooks Payments Fees			
Total Other Fees	\$ 0.00	\$ 0.00	
Postage	29.58		
Printing and Reproduction			
Supplies			
Food			
Total Supplies	\$ 0.00	\$ 0.00	
Travel/Training			
Total Administrative Expenses	\$ 29.58	\$ 0.00	
Event Expenses			
Activities Expense	51,438.25		50,000.00

Alcohol Expense			
Cashier Staffing			
Total Alcohol Expense	\$	0.00	\$ 0.00
Decorations Expense		6,872.37	6,500.00
Downtown Christmas Tree Expense			12,000.00
Entertainer Expense		18,544.00	15,000.00
Event Staff		2,342.00	2,500.00
Hospitality		652.72	800.00
Infrastructure		450.00	500.00
Electricity		24,718.68	25,000.00
Ice		3,250.00	3,000.00
Portables		4,164.54	4,000.00
Rentals		23,408.42	1,654.70
Total Infrastructure	\$	55,991.64	\$ 1,654.70
Marketing Expense		700.00	800.00
Billboards		11,135.00	10,000.00
Event T-Shirts		637.25	500.00
Misc Marketing		250.00	250.00
Newspaper		15,255.00	15,000.00
Signage		1,318.45	306.26
Social Media		6,789.87	6,500.00
Total Marketing Expense	\$	36,085.57	\$ 306.26
Merchandise			
Other Miscellaneous Service Cost		495.00	500.00
Prize Winnings			
Special Events Expense			
Arts in Bloom			
Total Special Events Expense	\$	0.00	\$ 0.00
Staffing Expense			
Cashiers		8,133.75	5,000.00
Misc Labor		3,871.00	4,000.00
Porters/Cleanup		2,325.00	2,500.00
Total Staffing Expense	\$	14,329.75	\$ 0.00
Supplies & Materials		0.00	
Ticket Redemption		141,930.92	145,000.00
Weather Insurance		5,105.00	7,000.00
Total Event Expenses	\$	333,787.22	\$ 13,960.96
Mileage			
Payroll Expenses			
Taxes			
Wages			
Total Payroll Expenses	\$	0.00	\$ 0.00
Professional Development			
Program Expenses			
Promotional Project Expense			
Directional Signage			
Other/Promotional Items			

Total Promotional Project Expense	\$	0.00	\$	0.00		
Total Program Expenses	\$	0.00	\$	0.00		
Purchases						
Repair & Maintenance						
Square Fees						
Total Expenses	\$	333,816.80	\$	13,960.96		
Net Operating Income	-\$	21,680.78	-\$	8,704.09		
Other Income						
Interest Earned						
Total Other Income	\$	0.00	\$	0.00		
Other Expenses						
Depreciation Expense						
Total Other Expenses	\$	0.00	\$	0.00		
Net Other Income	\$	0.00	\$	0.00		
Net Income	-\$	21,680.78	-\$	8,704.09	\$	0.00



McKinney Main Street Vision Statement

McKinney Main Street champions a vibrant downtown - the heartbeat of McKinney since 1848.

McKinney Main Street Mission Statement

McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. 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.

McKinney Main Street Core Values

To Preserve Our Historical Assets

- Protect the traditional, historic feel of Downtown McKinney
- Safeguard our historical properties

To Be the Heart of Our Community

- Offer a safe, family-friendly environment for those who live, work, recreate and visit Downtown McKinney
- Support community gatherings

To Support a 'Uniquely McKinney' Experience

- Honor economic, historical and cultural fundamentals
- Embrace cultural diversity and balance of hip and historic
- Harness unique experience to create economic development

To Promote Historic Downtown McKinney as a Destination

- Share Downtown McKinney's shopping, dining and recreational options
- Embrace opportunities to communicate our mission, passion and purpose
- Attract and bring visitors from within and outside of McKinney to Downtown

To Encourage Continuous Economic Development

- Support managed and smart growth
- Advocate opportunities that enhance revenue for businesses and City
- Monitor downtown's accessibility and parking needs
- Champion self-sustainability

McKinney Main Street

Profit and Loss
October 2020 - September 2021

Income	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	JUNETEENTH	LIGHT UP LOUISIANA BLOCK PARTY	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OCTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
DownTown Membership Income		11,371.85											\$11,371.85
Events Income									3,990.00				\$0.00
Pre-Sale Ticket Revenue	3,475.00								4,000.00				\$7,465.00
PY Event Income - McKinney Oktoberfest										2,001.27			\$4,000.00
Red, White & BOOM!									921,927.57		17,244.08		\$2,001.27
Ticket Sales	42,347.69	1,778.64							929,917.57		17,244.08		\$993,297.97
Vendor Commission	14,436.26	2,904.84							929,917.57		17,244.08		\$19,125.91
Total Events Income	60,258.94	89,515.00							929,917.57		17,244.08		\$1,015,900.15
Grants Received											67,406.00		\$166,921.00
Non Profit Income		60.00						1,261.40	0.00				\$1,261.40
Programs Income	15,950.00											245.00	\$305.00
Sponsorship Income	32,027.98	3,352.60			13,350.00				8,900.00	300.00	0.00		\$109,007.89
Vendor Income	2,254.40								26,245.00				\$59,272.88
Vendor Application Fee	34,282.39								26,245.00				\$2,294.40
Total Vendor Income	\$110,491.32	\$117,204.09	\$0.00	\$65,063.45	\$13,350.00	\$0.00	\$6,835.49	\$1,261.40	\$964,962.57	\$2,301.27	\$84,650.08	\$245.00	\$1,295,394.87
GRROSS PROFIT	\$110,491.32	\$117,204.09	\$0.00	\$65,063.45	\$13,350.00	\$0.00	\$6,835.49	\$1,261.40	\$964,962.57	\$2,301.27	\$84,650.08	\$245.00	\$1,295,394.87
Expenses													\$0.00
Administrative Expenses													\$0.00
Associations/Dues/Subscriptions		8,104.60											\$14,033.00
Board Expense		319.97											\$610.27
Bookkeeping/Audit				890.96									\$7,632.50
Communications		125.00											\$990.86
Contract Labor		1,603.62											\$2,115.00
Office Expenses													\$1,603.62
Other Fees													\$0.00
Quit/Books Payments Fees													\$0.00
Total Other Fees													\$0.00
Postage		202.58											\$1,298.65
Printing and Reproduction													\$1,298.65
Supplies		261.15					28.00		23.15				\$253.73
Food	620.90	221.29		41.55			32.46						\$32.46
Total Supplies	690.90	462.44		41.55									\$622.38
Total Administrative Expenses	690.90	10,937.21	890.96	41.55			60.46		23.15				\$1,298.65
Event Expenses													\$0.00
Activities Expense													\$0.00
Alcohol Expense													\$0.00
Services													\$0.00
TABC Permit													\$0.00
Total Alcohol Expense													\$0.00
Decorations Expense	3,654.01	376.86											\$56,640.38
DownTown Christmas Tree Expense													\$51,160.00
Event Staff	2,900.00	1,150.00											\$37,975.00
Hospitality	2,445.00												\$614.52
Infrastructure	412.25	1,798.82											\$98,748.52
Electricity	19,300.03												\$45,961.77
Ice	-212.00												\$100,000.00
Parables	2,290.00												\$100,798.00
Rentals	7,818.50												\$2,789.11
Total Infrastructure	29,186.53	1,110.00											\$40,668.03
Marketing Expense													\$0.00
Event T-Shirts	333.23	90.93											\$4,695.59
Misc. Marketing	2,448.00	2,191.44			3,579.29								\$6,785.75
Newspaper	4,290.00	635.00											\$6,010.00
Signage	541.71	306.25											\$3,930.05
Social Media	4,459.99	1,555.40											\$16,117.57
Total Marketing Expense	12,073.95	4,789.02			3,579.29								\$33,558.96
Merchandise													\$0.00
Other Miscellaneous Service Cost													\$0.00
Prize Winnings		-100.00											\$4,649.59
Special Events Expense													\$0.00
Advertising/Promotional		1,396.75	200.00										\$1,996.75
Total Special Events Expense		1,396.75	200.00										\$2,196.75
Staffing Expense													\$0.00
Cashiers	1,395.00												\$1,040.00
Total Staffing Expense	1,395.00												\$1,040.00
Supplies & Materials													\$0.00
Ticket Redemption	29,055.61	1,119.61											\$24,077.37
													\$474,996.88

McKinney Main Street

Profit and Loss
October 2020 - September 2021

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	JUNETEENTH	LIGHT UP LOUISIANA BLOCK PARTY	MCKINNEY CHRISTMAS TREE	MCKINNEY MUSICIAN RELIEF CAMPAIGN	OKTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	NOT SPECIFIED	TOTAL
Weather Insurance									7,950.00				\$7,950.00
Total Event Expense	\$1,132.23	11,641.06	200.00	57,091.95	12,561.79	10,642.00	10,309.37		705,483.61	2,435.00	56,306.28	281.51	\$1,010,075.50
Payroll Expenses			692.36										\$0.00
Taxes			9,050.25										\$9,050.25
Wages			9,742.61										\$9,742.61
Total Payroll Expenses			19,485.22										\$19,485.22
Program Expenses		10,000.00											\$10,000.00
Promotional Project Expense		99,515.00											\$99,515.00
Board Projects		1,397.83											\$1,397.83
Directional Signage		449.70											\$449.70
Other/Promotional Items		505.00											\$505.00
Total Promotional Project Expense		101,867.53											\$101,867.53
Total Program Expenses		111,867.53											\$111,867.53
Repair & Maintenance		7,035.11	2,218.17										\$9,253.28
Taxes Paid													\$0.00
Total Expenses	\$61,753.23	\$14,370.91	\$13,251.74	\$57,123.50	\$12,561.79	\$10,642.00	\$10,309.37	\$1,250.00	\$765,642.46	\$2,435.00	\$70,306.28	\$28.28	\$1,185,402.17
NET OPERATING INCOME	\$28,738.00	\$ -24,168.82	\$ -13,251.74	\$4,969.95	\$788.21	\$ -10,642.00	\$ -1,534.34	\$11.40	\$198,320.11	\$ -133.73	\$5,343.80	\$ -17,449.83	\$171,892.50
Other Income													\$0.00
Interest Earned													\$0.00
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Expenses													\$0.00
Depreciation Expense													\$0.00
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET OTHER INCOME	\$0.00	\$ -6,359.16	\$ -4,938.78	\$4,969.95	\$788.21	\$ -10,642.00	\$ -1,534.34	\$11.40	\$198,320.11	\$ -133.73	\$5,343.80	\$ -23,419.22	\$154,915.17
NET INCOME	\$28,738.00	\$ -30,527.98	\$ -18,080.52	\$4,969.95	\$788.21	\$ -10,642.00	\$ -1,534.34	\$11.40	\$198,320.11	\$ -133.73	\$5,343.80	\$ -23,419.22	\$154,915.17