

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2023

## 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](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto: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  
7300 SH 121, SB, Suite 200  
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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto: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, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

## 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: 972-547-2661

Fax: 972-547-2615

Email: [ajones2@mckinneytexas.org](mailto:ajones2@mckinneytexas.org)

Website: [www.downtownmckinney.com](http://www.downtownmckinney.com)

**Check One:**

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs: Professional affiliations and organizations to which your organization belongs: Texas Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Andrew Jones  
Title: Director  
Mailing Address: 111 N Tennessee St  
City: McKinney ST: Texas Zip: 75069  
Phone: 972-547-2661 Fax: 972-547-2615 Email: ajones2@mckinneytexas.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Andrew Jones  
Title: Director  
Mailing Address: Same as above  
City: ST: Zip:  
Phone Fax: Email:

**FUNDING**

Total amount requested: \$11,000

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

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

Yes

No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: April 14-16, 2023

Completion Date: June 15<sup>th</sup>, 2023

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

**Matt Hamilton**

**Chase Schwalls**

**Doug Willmarth**

**Kim Howell Black**

**Von Daniels**

**Taylor Phelan**

**Toby Thomason**

**Chris Wilkes**

**Amy Pyeatt**

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

**Andrew Jones**

**Jakia Brunell**

**Gregory Hearn**

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

**I. Applying Organization**

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

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

**II. Promotional/Community Event**

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

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

Yes                       No

**Date(s): Arts in Bloom - 2016, 2017, 2018, 2019, 2021, 2022**

## 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	\$130,000
Projected Expenses	\$115,434
Net Revenue	\$14,565

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? Arts in Bloom - \$11,000 (8%)**

See Attached.

## 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](mailto: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 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 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**

**Representative Completing Application**

  
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Andrew Jones  
Printed Name

\_\_\_\_\_  
Printed Name

11/30/22  
Date

\_\_\_\_\_  
Date

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

## **CHECKLIST:**

### **Completed Application:**

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

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

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

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





## **McKINNEY 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  
7300 SH 21, SB, Suite 200  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

**MCKINNEY MAIN STREET  
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION  
ARTS IN BLOOM 2023 SUPPORT**

**I. APPLYING ORGANIZATION**

McKinney Main Street organization information is attached.

**II. PROMOTION / COMMUNITY EVENT**

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2023.

**ARTS IN BLOOM 2023 Goals:**

- Invite guests to explore the Cultural District and all its offerings
- Champion McKinney-based artists and support local fine art initiative
- Promote Cultural District as an arts and entertainment destination
- Showcase Downtown McKinney's unique shopping tourism experience
- Continue to develop Arts in Bloom as a prestigious arts festival
- Feature local wineries and Downtown McKinney sipping rooms

**III. FINANCIAL**

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

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

#### **IV. MARKETING AND OUTREACH**

Support from MCDC will allow McKinney Main Street to advertise and promote ARTS IN BLOOM 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
- Influencer promotional partnerships
- Pop-up public art installations
- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Local news lifestyle feature

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Press releases
- Ads in *Neighbors Go*, *The Dallas Morning News* and *Community Impact News*
- Email blasts
- Downtown marquees and digital kiosks
- Website presence, [downtownmckinney.com](http://downtownmckinney.com), [mckinneyp Performing Arts Center.org](http://mckinneyp Performing Arts Center.org), [mckinneytexas.org](http://mckinneytexas.org), [visitmckinney.com](http://visitmckinney.com)
- Social media promotions – Facebook, Twitter, and Instagram

#### **V. METRICS TO EVALUATE SUCCESS**

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

# McKinney Main Street Profit and Loss Comparison

October 2021 - September 2022

	Total	Projected '23
<b>Income</b>		
<b>Events Income</b>		
Alcohol Sales	22,033.69	
Arts in Bloom	913.82	
Ticket Sales	41,881.00	
<b>Total Events Income</b>	<b>\$ 64,828.51</b>	<b>\$ 60,000.00</b>
Non Profit Income	0.00	
Sponsorship Income	20,000.00	15,000.00
Vendor Income	53,481.40	40,000.00
Vendor Application Fee	9,039.08	
<b>Total Vendor Income</b>	<b>\$ 62,520.48</b>	<b>\$ 55,000.00</b>
<b>Total Income</b>	<b>\$ 147,348.99</b>	<b>\$ 130,000.00</b>
<b>Gross Profit</b>	<b>\$ 147,348.99</b>	<b>\$ 130,000.00</b>
<b>Expenses</b>		
<b>Event Expenses</b>	300.00	
<b>Alcohol Expense</b>		
Staffing	3,149.25	3,500.00
<b>Total Alcohol Expense</b>	<b>\$ 3,149.25</b>	<b>\$ 3,500.00</b>
Decorations Expense	3,549.85	
Entertainer Expense	5,900.00	
Event Staff	1,365.00	
Hospitality	1,764.64	
<b>Infrastructure</b>		
Electricity	22,505.70	
Ice	970.00	
Rentals	20,612.71	
<b>Total Infrastructure</b>	<b>\$ 44,088.41</b>	<b>\$ 45,000.00</b>
<b>Marketing Expense</b>		
Event T-Shirts	375.27	
Misc Marketing	1,350.00	
Newspaper	5,700.00	
Signage	2,353.16	
Social Media	7,777.50	
<b>Total Marketing Expense</b>	<b>\$ 17,555.93</b>	<b>\$ 18,000.00</b>
Merchandise	4,616.04	4,616.04
Other Miscellaneous Service Cost	520.00	520.00
<b>Special Events Expense</b>		
Arts in Bloom	426.80	426.80
<b>Total Special Events Expense</b>	<b>\$ 426.80</b>	<b>\$ 426.80</b>
<b>Staffing Expense</b>		
Misc Labor	170.00	

<b>Porters/Cleanup</b>		1,875.00		
<b>Total Staffing Expense</b>	<b>\$</b>	<b>2,045.00</b>	<b>\$</b>	<b>2,500.00</b>
<b>Supplies &amp; Materials</b>		11.24		11.24
<b>Ticket Redemption</b>		40,860.30		40,860.30
<b>Total Event Expenses</b>	<b>\$</b>	<b>126,152.46</b>	<b>\$</b>	<b>115,434.38</b>
<b>Total Expenses</b>	<b>\$</b>	<b>126,152.46</b>	<b>\$</b>	<b>115,434.38</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>21,196.53</b>	<b>\$</b>	<b>14,565.62</b>
<b>Net Income</b>	<b>\$</b>	<b>21,196.53</b>	<b>\$</b>	<b>14,565.62</b>

Wednesday, Nov 30, 2022 09:27:10 AM GMT-8 - Accrual Basis