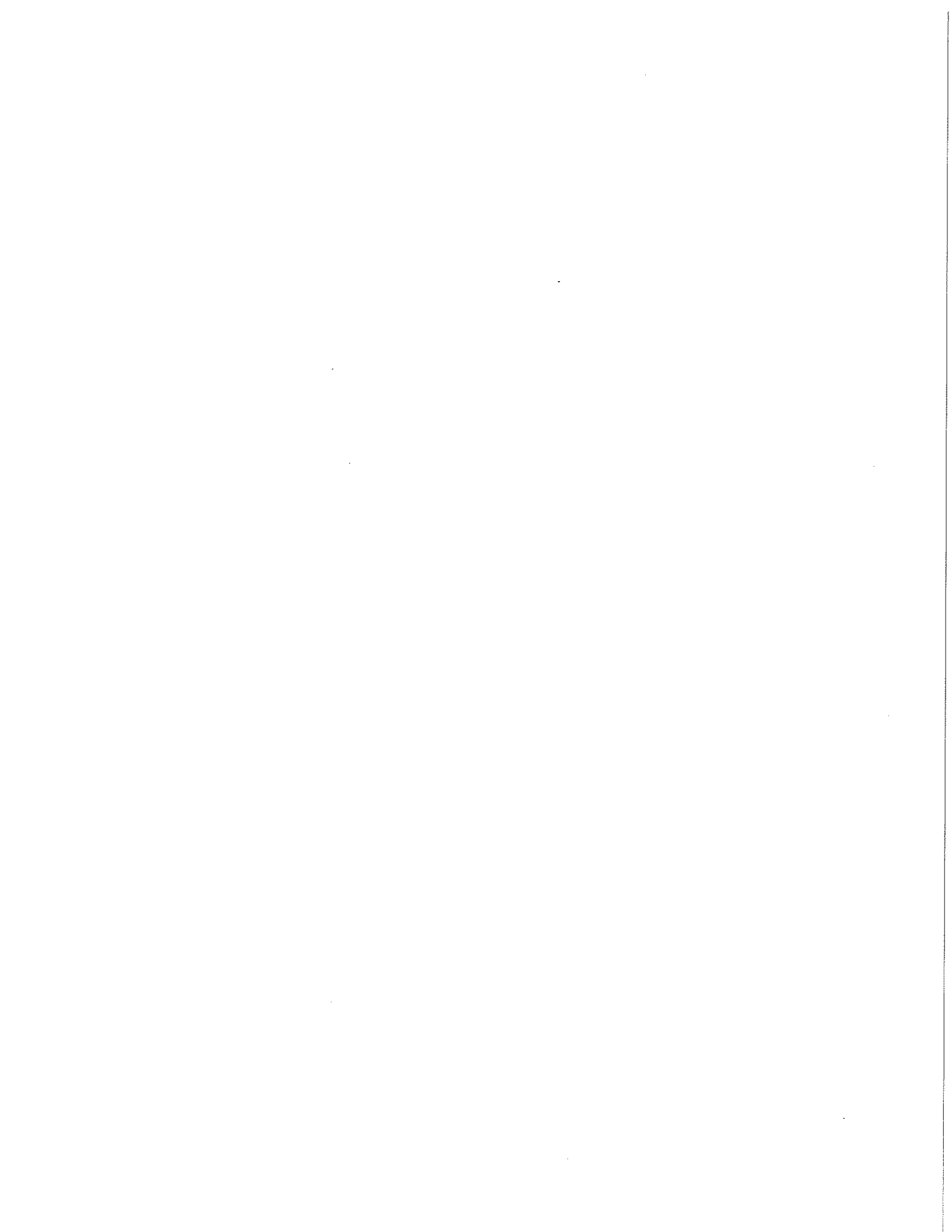


# Oktoberfest



# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2013

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto:cgibson@mckinneycdc.org)
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary 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 214.544.0296 or emailing [cgibson@mckinneycdc.org](mailto:cgibson@mckinneycdc.org).*

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

**Please indicate the type of funding you are requesting:**

- |  |  |
|--|--|
| <p><input type="checkbox"/> <b>Project Grant</b><br/>Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).</p> | <p><input type="checkbox"/> <b>Promotional Activity or Community Event Grant (maximum \$15,000)</b><br/>Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.</p> |
|--|--|

**Promotional Activity and/or Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 20, 2012	January 2013	February 2013
Cycle II: June 28, 2013	July 2013	August 2013

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2013	February 2013	March 2013
Cycle II: April 30, 2013	May 2013	June 2013
Cycle III: July 31, 2013	August 2013	September 2013

## APPLICATION

### ORGANIZATION INFORMATION

Name: McKinney Main Street

Federal Tax I.D.: 04-3615798

Incorporation Date: 2004

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@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: Texas Downtown Association, Texas Main Street, National Main Street

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

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

Name: Amy Rosenthal

Title: Director, MPAC & Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

**FUNDING**

Total amount requested: \$15,000

**PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT**

Start Date: Friday, September 26

Completion Date: Sunday, September 28

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

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

**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 Activity/Community Event for which funds are requested.

**II. Project or Promotional Activity/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional Activity/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotional Activity/Community Event?
- Provide a timeline for the Project/Promotional Activity/Community Event.
- Detail goals for growth/expansion in future years.

**Project Grants – please complete the section below:**

- |                             |                              |                             |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

**Provide specific information to illustrate how this Project/Promotional Activity/Event will enhance quality of life and further business development in the City of McKinney, and support one or more of MCDC's goals:**

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability

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

X Yes  No

### III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

**What is the estimated total cost for this Project/Promotional Activity/Community Event?**

\$145,000

**(Please include a budget for the proposed Project/Promotional Activity/Community Event.)**

**What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? 82%**

**Are Matching Funds available?**  Yes  No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

**Are other sources of funding available?** *If so, please list source and amount.*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.*

### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotional Activity/Community Event for which you are requesting funding -- and how they are designed to help you achieve current and future goals.

### V. Metrics to Evaluate Success

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

### Acknowledgements

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


- The Project/Promotional Activity/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 the purpose described in this application;

**Acknowledgements - continued**

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed Performance Agreement;
- 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 Project/Promotional Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

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

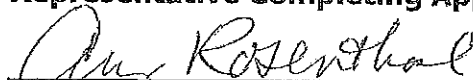
**Chief Executive Officer**

  
\_\_\_\_\_  
Signature

Amy Rosenthal  
Printed Name

June 30, 2014  
Date

**Representative Completing Application**

  
\_\_\_\_\_  
Signature

Amy Rosenthal  
Printed Name

June 30, 2014  
Date

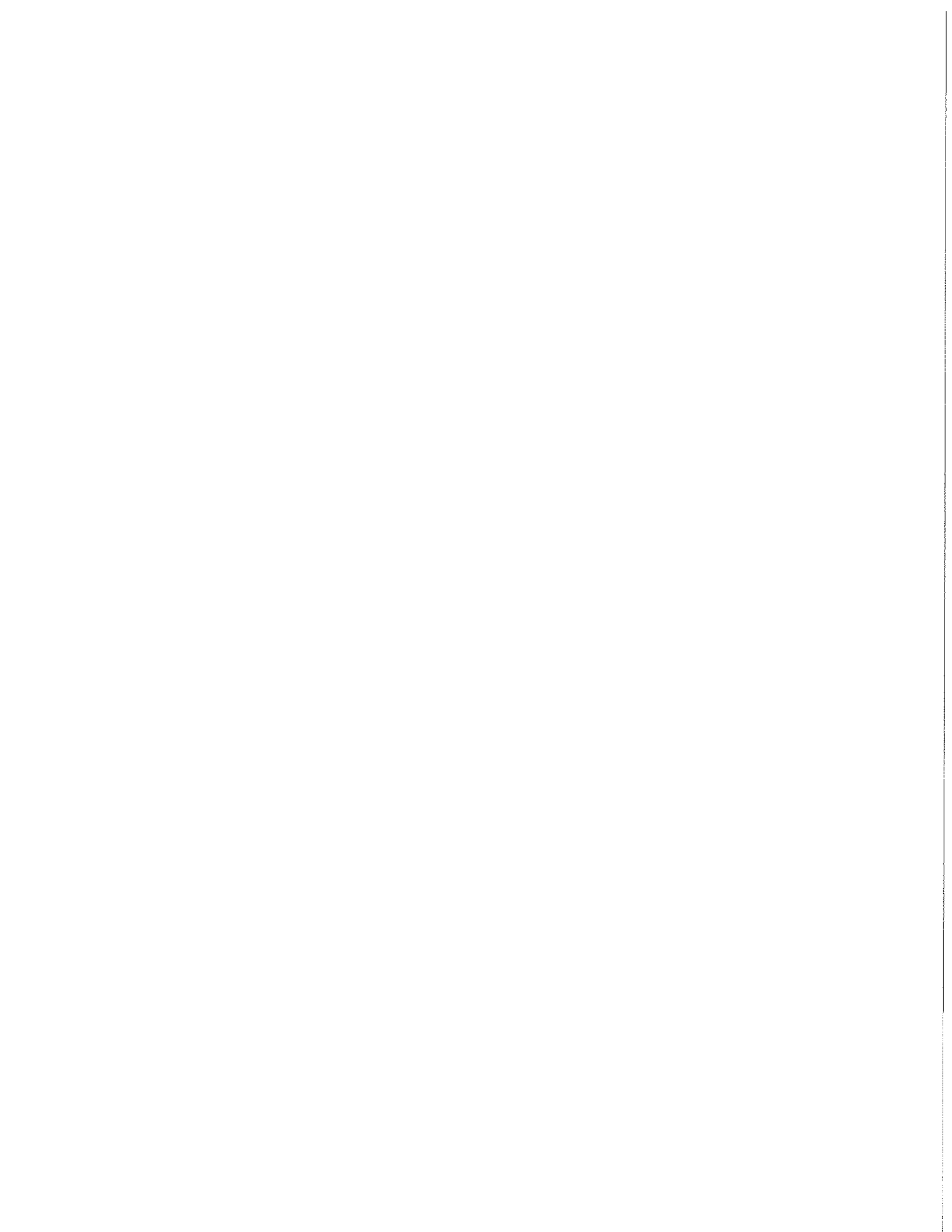
**INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.**





**McKinney Main Street  
Board of Directors  
2013-2014**

<b>Name</b>	<b>Business Address</b>	<b>Phone #, Cell #, Fax #, E-Mail</b>
<b>Amy Rosenthal Program Director</b>	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817-269-1326 Email: <a href="mailto:arosenthal@mckinneytexas.org">arosenthal@mckinneytexas.org</a>
<b>Michelle Hancock Program Coordinator</b>	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2661 Cell# 817-657-1260 Email: <a href="mailto:mhancock@mckinneytexas.org">mhancock@mckinneytexas.org</a>
<b>Jan Temples Chair Term End 9/30/14</b>	6400 CR 124 McKinney, TX 75071	Phone # 972-562-9877 Cell # 972-408-6675 Email: <a href="mailto:jan@homeontherangetx.com">jan@homeontherangetx.com</a>
<b>Karen Dawkins Vice-Chair Term End 9/30/14</b>	The Smitten Flea 203-A E. Virginia St. McKinney, TX 75069	Phone # 972-529-6994 Cell # 972-989-1900 Email: <a href="mailto:karendawkins@msn.com">karendawkins@msn.com</a>
<b>Jon Dell'Antonia Treasurer Term End 9/30/16</b>	8609 Grand Haven Lane McKinney, TX 75071	Phone # 972-540-5067 Cell # 920-279-1004 Email: <a href="mailto:jdellantonia@tx.rr.com">jdellantonia@tx.rr.com</a>
<b>Bonnie Shafto Term End 9/30/14</b>	Plum Creek Primitives 200 E. Louisiana St McKinney, TX 75069	Phone # 972-542-8485 Cell # 214-850-9581 Email: <a href="mailto:plumcreekprim@yahoo.com">plumcreekprim@yahoo.com</a>
<b>Jan Elwell Term End 9/30/15</b>	The Zepp Company 700 Central Expressway S, Ste. 360, Allen, TX 75013	Phone # 214-306-2532 Cell # 972-658-3225 Email: <a href="mailto:jan@zeppcompany.com">jan@zeppcompany.com</a>
<b>Jodi Ann LaFreniere Chamber Rep. Term End 9/30/16</b>	McKinney Chamber of Commerce Summit Office Park 1 2150 S. Central Expressway, Suite 150 McKinney, Texas 75070	Phone # 972-542-0163 Cell # 214-551-3281 Email: <a href="mailto:jodi@mckinneychamber.com">jodi@mckinneychamber.com</a>
<b>Molly Brewer Term End 9/30/15</b>	B Innovative 711 Parker McKinney, TX 75069	Cell # 214-684-5271 Email: <a href="mailto:binnovative@me.com">binnovative@me.com</a>
<b>Renee Funderburgh Term End 9/30/15</b>	Carey Cox Company 321 N. Central Expressway, # 370 McKinney, 75070	Phone # 972-562-8003 Cell # 214-649-9523 Email: <a href="mailto:renee@careycoxcompany.com">renee@careycoxcompany.com</a>
<b>Kaci Lyford Term End 9/30/15</b>	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: <a href="mailto:info@patinagreenhomeandmarket.com">info@patinagreenhomeandmarket.com</a>
<b>Alex Lanio Term End 9/30/15</b>	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: <a href="mailto:alex@goodiestexas.com">alex@goodiestexas.com</a>
<b>Jolie Williams Term End 9/30/15</b>	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX75071	Cell# 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>CoCo Good City Liaison</b>	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: <a href="mailto:cgood@mckinneytexas.org">cgood@mckinneytexas.org</a>
<b>Barry Shelton City Liaison</b>	City of McKinney – Development Services 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # 469-534-5254 Email: <a href="mailto:bshelton@mckinneytexas.org">bshelton@mckinneytexas.org</a>



**MCKINNEY MAIN STREET  
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION  
JUNE 30, 2014 – MCKINNEY OKTOBERFEST SUPPORT**

**I. APPLYING ORGANIZATION**

McKinney Main Street organization information is attached.

**II. PROMOTION / COMMUNITY EVENT**

McKinney Main Street respectfully requests promotional support of Oktoberfest 2014.

**III. FINANCIAL**

Currently, the majority of McKinney Main Street's financials are founded by event revenues. Typically, event revenues are then spent on the event. However, Oktoberfest is Main Street's only event that potentially generates a profit which is directly invested into holiday decorations and activities for Home for the Holidays. Thus, Oktoberfest is a fundraiser for Home for the Holidays. (Home for the Holidays has the biggest economic impact for the merchants of Historic Downtown McKinney.)

Budget overview for Oktoberfest is attached.

**IV. MARKETING AND OUTREACH**

Support from MCDC will allow Main Street to advertise and promote Oktoberfest 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:

- WFAA commercials and website advertising
- Digital billboards
- Frisco and Plano magazine ads
- Clear Channel radio spots – 102.9 FM
- TAPS buses with routes in Allen

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- McKinney Living
- Ads in Neighbors Go, The Dallas Morning News and Star Local Media
- Email blasts

- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyp performingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

**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. In 2014, Main Street will work with a third party organization 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. As customary with all Main Street events, a post-event survey is conducted to all vendors in downtown.



## **ABOUT MAIN STREET**

Main Street consists of 11 board members (two-year staggered terms) and two full time staff members. The board meets the 2<sup>nd</sup> Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve these goals, McKinney Main Street focuses on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

## **DESIGN**

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

## **ORGANIZATION**

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of the program. Main Street needs both public and private allies and advocates to make our revitalization a priority for the community.

## **PROMOTION**

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

## **ECONOMIC REDEVELOPMENT**

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy



## ABOUT DOWNTOWN

McKinney enjoys one of the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by *Money Magazine*.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

McKinney Main Streets work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boost downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.

# OKTOBERFEST 2014



## McKinney meets Bavaria in September 2014 Oktoberfest Expands to Three Days!

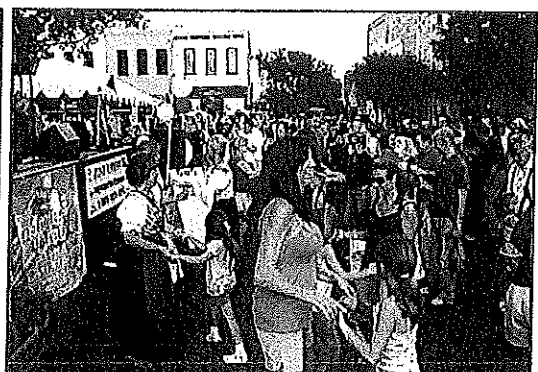
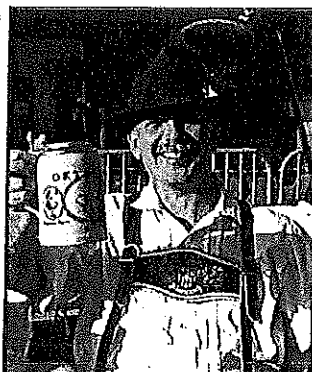
Drawing on the colorful tradition that began in Munich, Germany in 1810, McKinney's Oktoberfest represents many things to many people. This family-friendly event offers a celebration of tradition and the cultural contributions of German immigrants who settled in Texas. Enjoy authentic German music, food 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 **40,000 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 165 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 German brewery - Franconia. 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.

Based on the success of previous years and in celebrations of the event's 7th anniversary, Oktoberfest 2014 expands to three days - September 26, 27 and 28. 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 18:** VIP Kickoff Event
- **SEPTEMBER 26-28:** Festival
- **OCTOBER:** Thank you's and reporting



# OKTOBERFEST 2014



## BUDGET

Proceeds for McKinney Oktoberfest are reinvested into Home for the Holidays to purchase lighting and decorations for downtown. Increased sponsorships and adding a third day will help increase income. Expenses will be increased through additional marketing, more entertainment, and professional services for alcohol serving support.

INCOME	2012 Final	2013 Final	2014 Budget
Sponsorships, Vendor Booths & Merchandise / Alcohol Revenue	\$111,333.84	\$171,437.83	\$196,438
	*Weather severely impacted 2012 Festival		
EXPENSES	2012 Final	2013 Final	2014 Budget
Infrastructure / Logistics	50,010.10	37,491.04	45,000
Entertainment	15,650.00	21,150.00	25,000
Marketing	20,582.90	13,245.83	25,000
Beer Fees	21,521.70	42,301.30	50,000
Total Estimated Cost:	\$107,764.70	\$114,188.17	\$145,000

