

# 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](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  
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](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, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: Adriatica Business Association

Federal Tax I.D.: 84-3136763

Incorporation Date:

Mailing Address: 6841 Virginia Pkwy, Suite 103-143

City: McKinney

ST: TX

Zip: 75071

Phone: (361) 578-7333

Fax:

Email: [customercare@greenhousemgt.com](mailto:customercare@greenhousemgt.com)

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

**Check One:**

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other *application for non-profit status submitted to the IRS*

Professional affiliations and organizations to which your organization belongs:

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Caroline Perry

Title: Director of Operations at Greenhouse Management Association

Mailing Address: 6841 Virginia Pkwy, Suite 103-305

City: McKinney

ST: TX

Zip: 75071

Phone: (469) 215-5321

Fax:

Email: caroline.perry@greenhousemgt.com

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

Name: Caroline Perry

Title: Director of Operations at Greenhouse Management Association

Mailing Address: 6841 Virginia Pkwy, Suite 103-305

City: McKinney

ST: TX

Zip: 75071

Phone: (214) 215-3693

Fax:

Email: caroline.perry@greenhousemgt.com

**FUNDING**

Total amount requested: \$2,500

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

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

Yes

No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: 9/18/2022

Completion Date: 12/10/2022

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

**Kara Brinley**

**President**

**Jennifer Buschman**

**Vice President**

**Caroline Perry**

**Secretary**

**Patrick Cline**

**Treasurer**

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

**Lesa Perry**

**Social Media & Membership Chair**

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

## **I. Applying Organization**

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

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

## **II. Promotional/Community Event**

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

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

Yes

No

**Date(s):**

## Financial

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

### Overview of Promotional/Community Event financial goal?

Gross Revenue	\$
Projected Expenses	\$
Net Revenue	\$

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

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

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

**Chief Executive Officer**

  
Signature: \_\_\_\_\_

Printed Name:

Kara Brinley

Date:

5/31/22

**Representative Completing Application**

  
Signature: \_\_\_\_\_

Printed Name:

Caroline Perry

Date:

5/31/22

**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  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

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

**Streamlined Application for Recognition of Exemption  
Under Section 501(c)(3) of the Internal Revenue Code**

Do not enter Social Security numbers on this form as it will be made public.

Information about Form 1023-EZ and its separate instructions is at [www.irs.gov/form1023ez](http://www.irs.gov/form1023ez)

**Note:** If exempt status is approved, this application will be open for public inspection.

**Check this box to attest that you have completed the Form 1023-EZ Eligibility Worksheet in the current instructions, are eligible to apply for exemption using Form 1023-EZ, and have read and understand the requirements to be exempt under section 501(c)(3).**

Have your annual gross receipts exceeded \$50,000 in any of the past 3 years and/or do you project that your annual gross receipts will exceed \$50,000 in any of the next 3 years? If yes, stop. Do not file Form 1023-EZ. See Instructions.  Yes  No

Do you have total assets the fair market value of which is in excess of \$250,000? If yes, stop. Do not file Form 1023-EZ. See Instructions.  Yes  No

**Part I Identification of Applicant**

<b>1a</b> Full Name of Organization ADRIATICA BUSINESS ASSOCIATION		<b>b</b> Care Of Name (if applicable)			
<b>c</b> Mailing Address (number, street, and room/suite). If a P.O. box, see instructions. 6841 VIRGINIA PARKWAY 103-143		<b>d</b> City MCKINNEY		<b>e</b> State TX	<b>f</b> Zip code + 4 75071
<b>2</b> Employer Identification Number 84-3136763	<b>3</b> Month Tax Year Ends (MM) 06	<b>4</b> Person to Contact if More Information is Needed CATHERINE OZMENT			
<b>5</b> Contact Telephone Number 361-578-7333		<b>6</b> Fax Number (optional)		<b>7</b> User Fee Submitted \$275.00	
<b>8</b> List the names, titles, and mailing addresses of your officers, directors, and/or trustees. (If you have more than five, see instructions.)					
First Name: REGINA		Last Name: REED		Title: PAST CHAIR	
Street Address: 6841 VIRGINIA PARKWAY SUITE 104		City: MCKINNEY		State: TX	Zip code + 4: 75071
First Name: KARA		Last Name: BRINLEY		Title: CURRENT CHAIR	
Street Address: 6851 VIRGINIA PARKWAY 103		City: MCKINNEY		State: TX	Zip code + 4: 75071
First Name: JENNIFER		Last Name: BUSCHMAN		Title: CHAIR ELECT	
Street Address: 6633 VIRGINIA PARKWAY		City: MCKINNEY		State: TX	Zip code + 4: 75071
First Name: CAROLINE		Last Name: PERRY		Title: SECRETARY	
Street Address: 470 ADRIATIC PARKWAY 1401		City: MCKINNEY		State: TX	Zip code + 4: 75071
First Name: PATRICK		Last Name: CLINE		Title: TREASURE	
Street Address: 6625 MEDITERRANEAN DRIVE		City: MCKINNEY		State: TX	Zip code + 4: 75071
<b>9a</b> Organization's Website (if available):					
<b>b</b> Organization's Email (optional):					

**Part II Organizational Structure**

- To file this form, you must be a corporation, an unincorporated association, or a trust. **Select the box** for the type of organization.  
 Corporation  Unincorporated association  Trust
- Check this box** to attest that you have the organizing document necessary for the organizational structure indicated above. (See the instructions for an explanation of **necessary organizing documents**.)
- Date incorporated if a corporation, or formed if other than a corporation (MMDDYYYY): 09202019
- State of Incorporation or other formation: Texas
- Section 501(c)(3) requires that your organizing document must limit your purposes to one or more exempt purposes within section 501(c)(3).  
 **Check this box** to attest that your organizing document contains this limitation.
- Section 501(c)(3) requires that your organizing document must not expressly empower you to engage, otherwise than as an insubstantial part of your activities, in activities that in themselves are not in furtherance of one or more exempt purposes.  
 **Check this box** to attest that your organizing document does not expressly empower you to engage, otherwise than as an insubstantial part of your activities, in activities that in themselves are not in furtherance of one or more exempt purposes.
- Section 501(c)(3) requires that your organizing document must provide that upon dissolution, your remaining assets be used exclusively for section 501(c)(3) exempt purposes. Depending on your entity type and the state in which you are formed, this requirement may be satisfied by operation of state law.  
 **Check this box** to attest that your organizing document contains the dissolution provision required under section 501(c)(3) or that you do not need an express dissolution provision in your organizing document because you rely on the operation of state law in the state in which you are formed for your dissolution provision.

**Part III Your Specific Activities**

**1** Briefly describe the organization's mission or most significant activities (limit 250 characters)

Adriatica's mission is to promote the local community and benefit the people of Collin County, Texas. Adriatica Village will host events that celebrate fun, families, and festivities to bring the community closer together.

**2** Enter the appropriate 3-character NTEE Code that best describes your activities (See the instructions):     A27    

**3** To qualify for exemption as a section 501(c)(3) organization, you must be organized and operated exclusively to further one or more of the following purposes. By checking the box or boxes below, you attest that you are organized and operated exclusively to further the purposes indicated. **Check all that apply.**

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Charitable  | <input type="checkbox"/> Religious                                    | <input checked="" type="checkbox"/> Educational    |
| <input type="checkbox"/> Scientific   | <input type="checkbox"/> Literary                                     | <input type="checkbox"/> Testing for public safety |
| <input type="checkbox"/> To foster national or international amateur sports competition | <input type="checkbox"/> Prevention of cruelty to children or animals |  |

**4** To qualify for exemption as a section 501(c)(3) organization, you must:

- Refrain from supporting or opposing candidates in political campaigns in any way.
- Ensure that your net earnings do not inure in whole or in part to the benefit of private shareholders or individuals (that is, board members, officers, key management employees, or other insiders).
- Not further non-exempt purposes (such as purposes that benefit private interests) more than insubstantially.
- Not be organized or operated for the primary purpose of conducting a trade or business that is not related to your exempt purpose(s).
- Not devote more than an insubstantial part of your activities attempting to influence legislation or, if you made a section 501(h) election, not normally make expenditures in excess of expenditure limitations outlined in section 501(h).
- Not provide commercial-type insurance as a substantial part of your activities.

**Check this box** to attest that you have not conducted and will not conduct activities that violate these prohibitions and restrictions.

**5** Do you or will you attempt to influence legislation? \_\_\_\_\_  Yes  No  
(If yes, consider filing Form 5768. See the instructions for more details.)

**6** Do you or will you pay compensation to any of your officers, directors, or trustees? \_\_\_\_\_  Yes  No  
(Refer to the instructions for a definition of **compensation**.)

**7** Do you or will you donate funds to or pay expenses for individual(s)? \_\_\_\_\_  Yes  No

**8** Do you or will you conduct activities or provide grants or other assistance to individual(s) or organization(s) outside the United States? \_\_\_\_\_  Yes  No

**9** Do you or will you engage in financial transactions (for example, loans, payments, rents, etc.) with any of your officers, directors, or trustees, or any entities they own or control? \_\_\_\_\_  Yes  No

**10** Do you or will you have unrelated business gross income of \$1,000 or more during a tax year? \_\_\_\_\_  Yes  No

**11** Do you or will you operate bingo or other gaming activities? \_\_\_\_\_  Yes  No

**12** Do you or will you provide disaster relief? \_\_\_\_\_  Yes  No

**Part IV Foundation Classification**

**Part IV is designed to classify you as an organization that is either a private foundation or a public charity. Public charity status is a more favorable tax status than private foundation status.**

**1** Are you applying for recognition as a church, school, or hospital (described in section 170(b)(1)(A)(i), (ii), or (iii) of the Internal Revenue Code)? If yes, stop. Do not file Form 1023-EZ. See Instructions  Yes  No

**2** If you qualify for public charity status, check the appropriate box (**2a - 2c** below) and skip to **Part V** below.

- a**  **Select this box** to attest that you normally receive at least one-third of your support from public sources or you normally receive at least 10 percent of your support from public sources and you have other characteristics of a publicly supported organization. **Sections 509(a)(1) and 170(b)(1)(A)(vi).**
- b**  **Select this box** to attest that you normally receive more than one-third of your support from a combination of gifts, grants, contributions, membership fees, and gross receipts (from permitted sources) from activities related to your exempt functions and normally receive not more than one-third of your support from investment income and unrelated business taxable income. **Section 509(a)(2).**
- c**  **Select this box** to attest that you are operated for the benefit of a college or university that is owned or operated by a governmental unit. **Sections 509(a)(1) and 170(b)(1)(A)(iv).**

**3** If you are not described in items **2a - 2c** above, you are a private foundation. As a private foundation, you are required by section 508(e) to have specific provisions in your organizing document, unless you rely on the operation of state law in the state in which you were formed to meet these requirements. These specific provisions require that you operate to avoid liability for private foundation excise taxes under sections 4941-4945.

**Select this box** to attest that your organizing document contains the provisions required by section 508(e) or that your organizing document does not need to include the provisions required by section 508(e) because you rely on the operation of state law in your particular state to meet the requirements of section 508(e). (See the instructions for explanation of the section 508(e) requirements.)

**Part V Reinstatement After Automatic Revocation**

**Complete this section only if you are applying for reinstatement of exemption after being automatically revoked for failure to file required annual returns or notices for three consecutive years, and you are applying for reinstatement under section 4 or 7 of Revenue Procedure 2014-11. (Check only one box.)**

- 1  **Check this box** if you are seeking retroactive reinstatement under section 4 of Revenue Procedure 2014-11. By checking this box, you attest that you meet the specified requirements of section 4, that your failure to file was not intentional, and that you have put in place procedures to file required returns or notices in the future. (See the instructions for requirements.)
- 2  **Check this box** if you are seeking reinstatement under section 7 of Revenue Procedure 2014-11, effective the date you are filing this application.

**Part VI Signature**

**I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization and that I have examined this application, and to the best of my knowledge it is true, correct, and complete.**



(Type name of signer)

Regina Reed

Past President

(Type title or authority of signer)

05262022

(Date)

## **Adriatica Business Association MCDC Grant Application**

Adriatica Business Association (ABA) is a non-profit organization dedicated to championing the growth and enrichment of the businesses within Adriatica Village and enhancing the lives of the residents in the community through collaboration and communication. Adriatica Village provides a scenic and European feel to host events that celebrate fun, families, and festivities to attract visitors, bring the community closer together, and promote local businesses. Members of the ABA are businesses located in Adriatica who are dedicated to bringing people to Adriatica Village and promoting the City of McKinney as a thriving community for family, travel, and commerce. As a service in exchange for their monthly dues, members receive promotional services such as newsletter shout-outs, social media posts, and exclusive opportunity to participate in events sponsored by the ABA to bring awareness and traffic to their businesses. There are currently 4 active board members who meet monthly to plan, coordinate, and procure funding for these events utilizing dues from the 15 current members. 2022 dues are projected to be \$21,110 which will be used to fund all the events scheduled in Adriatica Village. Volunteers are procured on an as-needed basis based on the needs of each event. These volunteer opportunities are heavily attended by McKinney ISD students and residents who enjoy giving back to their community.

## **Fall Flavors Wine Walk & Shop**

The Fall Flavors Wine Walk & Shop event is an opportunity for residents and visitors to stroll through the beautiful Croatian scenery of Adriatica with family or friends, tasting wines at various village restaurant, shops, and businesses. It is scheduled to take place on Sunday September 18<sup>th</sup> from 1:30pm-5:30pm. The goal of this event is to showcase and bring awareness to Adriatica Village businesses as well as provide a space for local McKinney businesses to come set up a booth to market themselves and generate revenue. Our target audience is McKinney residents and their families. The ABA will begin reaching out to vendors for participation two months before the event, and registration will continue until the week of. Admission will be \$20 per person and will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of (\$150). The proceeds from ticket sales and vendor registrations will go to the ABA to offset costs for wine, cups, promotional flyers, village maps, signage, golf-cart rentals to help attendees get around, and tokens for attendees to use at participating Adriatica businesses. We expect to have 300 people in attendance.

<b>Gross Revenue</b>	<b>\$9,750</b>
<b>Projected Expenses</b>	<b>\$1,166</b>
<b>Net Revenue</b>	<b>\$8,584</b>

**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.? 9,750, 100%**

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$9,750</b>
<b>Donations</b>	<b>\$</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$8,584</b>

### **Chili Cook Off Tailgate Party**

The Chili Cook Off Tailgate Party is a family-friendly event featuring fun activities and a charity chili cook off benefitting the Love Life Foundation. This event is scheduled to take place in Adriatica Village on Sunday October 9<sup>th</sup> from 1pm-6pm. The goal of the event is to bring the community together in the beautiful setting of Adriatica Village and promote the surrounding businesses. Hosting this event in Adriatica Village strategically gathers people together in one of the most photographed and visited areas in McKinney and positions them in a venue with proximity to several local businesses and vendors who don't normally receive the benefit of street viewing. Our target audience is McKinney residents and families as well as attendees from neighboring cities who want to experience the City of McKinney in a beautiful, Croatian-inspired setting. Admission will be \$20 per person and will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of \$150. The proceeds from ticket sales and vendor registration will go to the Love Life Foundation to offset costs for a stage for live music, signage, Facebook advertising, clean-up, and Osky Blue social media post creation. 100% of the remainder of the funds will be donated to the Love Life Foundation. We expect to have 300 people in attendance.

<b>Gross Revenue</b>	<b>\$9,000</b>
<b>Projected Expenses</b>	<b>\$1,986</b>
<b>Net Revenue</b>	<b>\$7,014</b>

**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.? 9,000, 100%**

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$</b>
<b>Donations</b>	<b>\$9,000</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$7,014</b>

### **Adriatica Pumpkin Patch**

Adriatica Pumpkin Patch is a fun free pumpkin event in Adriatica Village with plenty of activities for the entire family to enjoy including pumpkin painting, petting zoo, face painting, pumpkin patch, fall characters for photo ops, and more! This event will take place on Sunday October 30<sup>th</sup> from 11am-2pm. Attendees will be invited to explore the European-inspired scenery around King's Lake as they engage in the many activities provided and visit the surrounding businesses. The goal of this event to bring awareness to the various businesses located in Adriatica Village and promote commerce in the City of McKinney by inviting vendors from around the city to participate and showcase their services and products. Our target audience is people from all across Texas who want a one-of-a-kind experience here in McKinney. Admission will be free and the event will be open to the public. The ABA will incur costs for signage, the petting zoo, event insurance, Facebook advertising, voucher tokens, pumpkin rentals, printing flyers, and Osky Blue social media post creation. We expect to have 500 people in attendance.

<b>Gross Revenue</b>	<b>\$0</b>
<b>Projected Expenses</b>	<b>\$2,014</b>
<b>Net Revenue</b>	<b>\$-2,014</b>

**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.?**

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$</b>
<b>Donations</b>	<b>\$</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$-2,014</b>

## **Friendsgiving Wine Walk & Shop**

The Friendsgiving Wine Walk & Shop event is an opportunity for people to spend the afternoon strolling through beautiful Adriatica with family or friends, tasting delectable wines, enjoying delicious foods, and shopping at retail and pop-up shops, enjoying live music, free gifts, and other goodies at various village businesses. This event is scheduled to take place on Sunday November 13<sup>th</sup> from 1:30pm-5:30pm. Our goal for this event is to encourage commerce by capitalizing on the pre-Christmas gift rush while also providing a special and memorable experience in Adriatica Village. Our target audience is residents of McKinney and surrounding cities who are looking for the perfect Thanksgiving and Christmas gifts while also creating memories with their loved ones. Admission will be \$20 per person and will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of \$150. The proceeds from ticket sales and vendor registration will go to the ABA to offset costs for wine, cups, signage, flyers, maps, golf-cart rentals to help attendees get around, and tokens for attendees to use at participating Adriatica businesses. The remainder of the funds will be donated to a Smiles Charity. We expect to have 300 people in attendance.

<b>Gross Revenue</b>	<b>\$9,750</b>
<b>Projected Expenses</b>	<b>\$1,166</b>
<b>Net Revenue</b>	<b>\$8,584</b>

**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.? 9,750, 100%**

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$9,750</b>
<b>Donations</b>	<b>\$</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$8,584</b>

## **Christmas in Adriatica**

The Christmas in Adriatica event is our most popular event every year, bringing families from across Texas to celebrate the holidays. There will be an abundance of fun, family activities including cookie decorating, a petting zoo, Christmas ornaments decorating, s'more, letter to Santa, face painting, pictures with Santa, live music, train rides, and more! This is a free event with the donation of a toy and is scheduled to take place on Saturday December 10<sup>th</sup> from 11am-4pm. Revenue from voucher tokens purchased by



attendees and vendor registration fees will benefit the Boys & Girls Club and the SPCA. The Boys & Girls Club will receive 100% of the toy donations and the SPCA will receive \$10 towards each adoption fee. Our target audience is families from across Texas. Admission will be free and the event will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of \$150. The proceeds from vendor registration will go to the ABA to offset costs of a stage for live music, signage, Osky blue social media post creation, Facebook advertising, clean-up, golf cart rental, and miscellaneous supplies. We expect to have 600 people in attendance.

<b>Gross Revenue</b>	<b>\$0</b>
<b>Projected Expenses</b>	<b>\$3,939</b>
<b>Net Revenue</b>	<b>\$-3,939</b>

**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.?**

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$</b>
<b>Donations</b>	<b>\$</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$-3,939</b>

**Planned Marketing & Outreach**

The social media and outreach plan is consistent for each event. One month prior to the event, ABA’s social media contractor, Osky Blue will create a feature in an email newsletter to promote and bring awareness to the event. This newsletter will be disseminated to an email list that is comprised of previous event attendees and subscribers since the creation of the ABA. Two months prior to the event, Osky Blue will create a Facebook event to capture sign-ups, an Eventbrite event to track ticket sales and collect revenue, and two social media posts to market the event and illicit engagement and interest from the public. These posts will be disseminated on both Facebook and Instagram, where Adriatica Village has a substantial following. The cost for Osky Blue to create the necessary promotional materials is \$450 per event. Each event will incur an additional cost of \$100 for Facebook advertising. The monthly dues amount to \$1,600-\$1,800 per month. Those funds are allocated toward Osky Blue’s social media promotion for each business as well as the ABA’s management of a

unique profile page on the main Adriatica Village website. The remainder of these funds are used to cover expenses for events.

### **Goals for Growth and Expansion**

Our objective is to provide a fun and memorable experience for our participants as well as a profitable event for our vendors. For each event we offer an online form for vendors and participants to provide feedback on the event and ask for recommendations on how to improve it in the future. We take this feedback to heart and do our best to improve our vendors' profits, our turnout, and our participants' experience year after year.

As the City of McKinney grows and business development in Adriatica Village increases, the ABA intends to capitalize on this growth to help fund public works projects that improve the appearance, accessibility, and notoriety of Adriatica Village so that it continues to be the most photogenic destination in McKinney, TX.

### **Economic Impact on the City of McKinney**

Adriatica Village is one of the McKinney's most visited and photographed locations. It attracts visitors from all corners of Texas and currently has over 420K views on TikTok, 2,322 followers on Instagram, and is averaging over 200+ new follows every month. Awareness and visitation to the City of McKinney is exponentially increasing due to the events produced in Adriatica Village.

Hosting these events in Adriatica allows the ABA to put the City of McKinney on the map as a unique and memorable destination for food, shopping, and nature-lovers. The level of public engagement Adriatica Village receives makes it a prime spot for business owners, retailers, and restaurateurs to plant roots and grow their businesses.

### **Metrics for Success**

The ABA looks at overall engagement on social media platforms, attendance, and in some cases, ticket sales to gauge an event's success. We also look at growth and development of events over time.



**2021 PROFIT & LOSS**

<b>INCOME</b>	<b>TOTAL</b>
SQUARE: MONTHLY DUES	\$ 11,773.00
SQUARE: MISC VENDOR FEES	\$ 770.00
SQUARE: EASTER EGG TOKENS	\$ 68.00
SQUARE: CHRISTMAS VENDORS	\$ 4,790.00
SQUARE: CHRISTMAS TOKENS	\$ 1,486.00
SQUARE: PUMPKIN PATCH	\$ 1,020.00
SQUARE: PUMPKIN PATCH TICKETS	\$ 1,630.00
SQUARE: MISC	\$ 402.00
FACEBOOK DEBIT	\$ -
REGULAR DEPOSIT	\$ 2,070.00
<b>TOTAL</b>	<b>\$ 24,009.00</b>

<b>EXPENSES</b>	
CPA TEXAS TAX	\$ 51.00
REGULAR CHECK - LAUREN	\$ 378.88
SIGNS.COM	\$ 309.05
TEXAS JOHNS	\$ 255.74
OSKY BLUE	\$ 10,260.00
DBT CW DESIGNS	\$ 650.43
UPS STORE	\$ 753.00
COSTUMES	\$ 558.00
BUILD-A-SIGN / BANNERS	\$ 372.00
CATHY'S CRITTERS PETTING ZOO	\$ 1,005.00
CPH INSURANCE	\$ 176.00
PUMPKIN VENDOR TICKETS	\$ 1,026.00
STEVE MATZKE - PUMPKIN GUY	\$ 1,000.00
FACEBOOK	\$ 350.00
GOLF CARTS	\$ 487.00
B3 ENTERTAINMENT	\$ 368.00
OVATION ACADEMY	\$ 250.00
MISC	\$ (279.00)
SQUARE FEES	\$ 750.00
<b>TOTAL</b>	<b>\$ 18,721.10</b>

<b>INCOME / (LOSS)</b>	<b>\$ 5,287.90</b>
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**2022 PROFIT & LOSS YTD AS OF 4/30/22**

	<u>TOTAL</u>
<b>INCOME</b>	
SQUARE: MONTHLY DUES	<b>\$7,401</b>
SQUARE: VENDOR FEES	<b>\$600</b>
SQUARE: CHRISTMAS TOKENS/TICKETS	-
SQUARE: CHRISTMAS VENDORS	-
SQUARE: PUMPKIN TOKENS/TICKETS	-
SQUARE: PUMPKIN PATCH VENDORS	-
<b>TOTAL</b>	<b>\$8,001</b>
<b>EXPENSES</b>	
B3 ENTERTAINMENT	-
BROCHURES	-
BUILD-A-SIGN / BANNERS	-
CATHY'S CRITTERS PETTING ZOO	-
CHRISTMAS VENDOR TICKET REIMB.	-
COSTUMES	-
CPA TEXAS TAX	-
CPH INSURANCE	-
DBT CW DESIGNS	-
FACEBOOK	<b>\$170</b>
GOLF CARTS	-
MISC	<b>\$375</b>
OSKY BLUE	<b>\$5,058</b>
OVATION ACADEMY	-
PUMPKIN VENDOR TICKET REIMB.	-
SQUARE FEES	<b>\$283</b>
STEVE MATZKE - PUMPKIN GUY	-
TEXAS JOHNS	-
UPS STORE	-
<b>TOTAL</b>	<b>\$5,886</b>
<b>INCOME / (LOSS)</b>	<b>\$2,115</b>