

July 30, 2019

Ms. Cindy Schneible
President
McKinney Community Development Corporation
5900 S. Lake Forest Dr. Suite 110
McKinney, TX 75070

Dear Cindy,

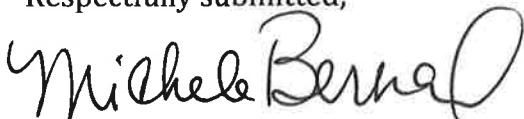
Thank you again for your support of McKinney's 2019 Star-Spangled Salsa Fest! With the support of MCDC, we were able to support business development for several small food-industry businesses, tourism to McKinney, and raise funds for the Community Garden Kitchen of Collin County, while showcasing McKinney, Texas in a fun, nourishing and memorable way.

Please accept this request for reimbursement of qualifying expenses we incurred for marketing, advertising and promotions the event. Please find enclosed, our Final Report, copies of our paid marketing, advertising and promotion invoices, as well as accompanying tear-sheets. Total amount submitted for reimbursement to Salsa Fest McKinney is \$5907.00.

If you have any questions, or if I may be of service to you, please feel free to reach out to me at 214-726-2203, or at michele@bernardsgourmetfoods.com.

Thank you again for the many ways you support our community. We are truly grateful.

Respectfully submitted,

A handwritten signature in black ink that reads "Michele Bernard". The signature is written in a cursive, flowing style.

Michele Bernard, Chair
McKinney Star-Spangled Salsa Fest Committee
214-726-2203
michele@bernardsgourmetfoods.com

2nd Annual McKinney Star-Spangled Salsa Fest Final Report

McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County fulfilled it's 2019 Strategic Goals and Objectives. The 2019 Salsa Fest McKinney Committee produced a community-wide event that brought residents and visitors together to celebrate Independence Day while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many members of the McKinney community. Upon arrival, guests were greeted by members of the Community Garden Kitchen of Collin County Team, members of the McKinney Hunger-Free Coalition, and RBFCU, each sharing information and volunteer opportunities regarding hunger and nutritional issues impacting our community. Additionally, each guest was provided with a reusable shopping bag, courtesy of the Texas Department of Agriculture GOTEXAN program. Each bag contained literature sharing information pertaining to hunger/nutritional issues, and summer feeding programs, as well as beneficial community information provided by MCDC, MCVB and the Texas Department of Agriculture. This event created an opportunity for all involved to address and play a significant role in the reduction of food insecurity in our community, aligning to MCDC's goal of meeting citizen needs for quality of life improvements.

By all accounts, the 2019 RBFCU Star-Spangled Salsa Fest presented by Bernard's Gourmet Foods and benefitting Community Garden Kitchen of Collin County was a success. Residents and visitors enjoyed a family-friendly, safe and fun way to celebrate Independence Day. This event took place after the morning downtown parade and prior to the evening fireworks display. Guests, Vendors, Partners and Beneficiary agree that this year's event met and exceeded all expectations. Those who attended last year's successful festival also shared that this year's event was even better.

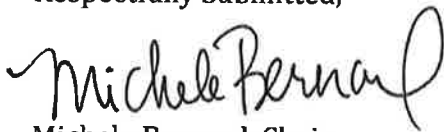
By the Numbers

The 2nd Annual McKinney Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County featured the following:

- 25 Vendors for guests to enjoy
 - 15 of the best Salsa/Spicy food Vendors in the State of Texas
 - 11 Returning from Last Year
 - 4 New to Festival
 - All GO TEXAN members representing 14 different Texas cities
 - Majority of vendors present boast Award-Winning Salsas and Products
 - 2 vendors members of the elite H-E-B Quest for Texas Best Class
 - 5 Ready to eat/Restaurant Vendors
 - 5 Partner Vendors

- 5 Entertainers and Miss McKinney too!
 - DJ Bull
 - James Gabriano
 - Alex Smolen
 - Salsa Dallas!
 - Ovation Academy
- 3 Culinary Demonstrations
- 43 Entries in Salsa Contest featuring 3 Divisions with 3 Categories each (Red, Green, Special Variety)
 - Individual
 - Commercial
 - Restaurant
- Crowds estimated at approximately 3,000
- Festival Improvements over last year:
 - Improved parking – parking garage is an asset
 - Improved communication with guests (shopping bags/info for each guest passing through ticket booth)
 - Improved ambiance, walkability and festival lay-out– No construction and ability to close entire campus/utilize Chestnut St and Anthony St.
 - Improved entertainment options for guests
 - Enhanced entertainment slate
 - Enhanced Kid Zone
 - Enhanced Cool Zone
 - Enhanced People’s Choice Contest
 - Relocation of Parks & Rec Car Show “next door” in Playful Parking Lot provides even more midday 4th of July fun for downtown McKinney guests
- Funds raised on behalf of Community Garden Kitchen: \$14, 204.00

Respectfully Submitted,



Michele Bernard, Chair
 Star-Spangled Salsa Fest Committee
 214-726-2203




- Promote
- Overview**
- All Ads
- Audiences

Advertising Summary for RBFCU McKinney Star-Spangled Salsa Fest

You've spent **\$333.09** on **6** ads in the last **90** days. Last 90 days

| | | |
|----------------|------------------|-------------|
| | | |
| People Reached | Post Engagements | Link Clicks |
| 22,287 | 868 | 536 |

Ads on RBFCU McKinney Star-Spangled Salsa Fest + Create Ad

| | | | | | | |
|---|--|-----------------|----------------|------------|-------------|--|
|  <p>Local Reach ...</p> <p>Completed</p> <p>Come out to the RBFCU McKinney...</p> <p>People Reached</p> <p style="font-size: 24pt;">2K</p> |  <p>Post Engagements ...</p> <p>Completed</p> <p>Want it? #ComeAndTakeIt! Enter...</p> <table border="0" style="width: 100%;"> <tr> <td>Post Engagement</td> <td>People Reached</td> </tr> <tr> <td style="font-size: 24pt;">190</td> <td style="font-size: 24pt;">1.1K</td> </tr> </table> | Post Engagement | People Reached | 190 | 1.1K |  <p>Ticket Sales ...</p> <p>Completed</p> <p>RBFCU Star-Spangled Salsa Fest...</p> |
| Post Engagement | People Reached | | | | | |
| 190 | 1.1K | | | | | |

[See All >](#)



CONGRATULATIONS E.J. Wills Gastropub! 2019 RBFCU Star-Spangled SalsaFest Judge's Choice Winner! #SalsaFestMcKinney
Posted on Jul 6, 2019 by

Boost Your Post

Boost this post to connect with new people and get more reactions, comments and shares.

2,627
People Reached

31
Reactions, Comments & Shares

[Choose Another Post](#)

Boost Post

Chat (70)



RBFCU McKinney Star-Spangled Salsa Fest



Michele

Home

Create

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Overview







All Ads

Audiences

Recent Ads on RBFCU McKinney Star-Spangled Salsa Fest

Create Ad

Ads activity is reported in the time zone of your ad account.

| | | | | |
|---|---|-------------------------|-------------------------|---|
|  | Local Reach Get Directions Promoted by Michele Stevens Bernard on Jun... Completed | 2,038 People Reached | 2,038 People Reached | \$9.98 Spent at \$1.00 per... View Results |
|  | Post Engagements Want it? #ComeAndTakeIt! Enter contest here... Promoted by Michele Stevens Bernard on Jun... Completed | 1,129 People Reached | 190 Post Engagement | \$65.00 Spent of \$65.00 View Results |
|  | Ticket Sales RBFCU Star-Spangled Salsa Fest presented b... Promoted by Michele Stevens Bernard on Jun... Completed | 2,558 People Reached | -- Total Purchases | \$64.84 Spent of \$65.00 View Results |
|  | Post Engagements Does your Salsa Sizzle? Enter here: https://sa... Promoted by Michele Stevens Bernard on Ma... Completed | 4,947 People Reached | 197 Link Clicks | \$65.00 Spent of \$65.00 View Results |
|  | Post Engagements Does your Salsa Sizzle? Enter here: https://sa... Promoted by Michele Stevens Bernard on Ma... Completed | 8,388 People Reached | 198 Link Clicks | \$65.00 Spent of \$65.00 View Results |
|  | Event Responses RBFCU McKinney Salsa Fest presented by Be... Promoted by Michele Stevens Bernard on Apr... Completed | 5,080 People Reached | 109 Event Responses | \$64.89 Spent of \$65.00 View Results |

Show more details in Ads Manager

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English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch हिन्दी 日本語

Chat (73)

Join Us!

JULY 4th Chestnut Square



SalsaFestMcKinney.com



FOUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



benefits



COMMUNITY
GARDEN KITCHEN
A MEMBER OF OUR FAMILY



PEOPLE'S CHOICE SCORECARD

Visit Our Salsa Shop & Cocina Zones

Enjoy! Meet, Greet, Shop & Taste till your tastebuds tingle with delight

Vote Often and Early! Leave 1 or more tickets in your fave vendors' ballot boxes located at their booths (Voting ends at 2:30pm)

Extra tickets available at People's Choice Ticket Booth and from designated SalsaFest Volunteers

| Color/Texture | Aroma/Flavor | Heat |
|---------------|--------------|------|
| | | |
| | | |
| | | |



presented by
BERNARD'S
EST. GOURMET FOODS 2016
MADE IN TX

ORDER OF EVENTS

11:00AM-3:00PM:

Musical Performances
featuring

James Gabriano,

Alex Kennedy, DJ Bull, and Salsa Dallas!

Culinary demonstrations

Holy Family School Kid Zone featuring

Arts-n-Crafts, Games, Face Painting and special performances by Ovation Academy

People's Choice Beat The Heat

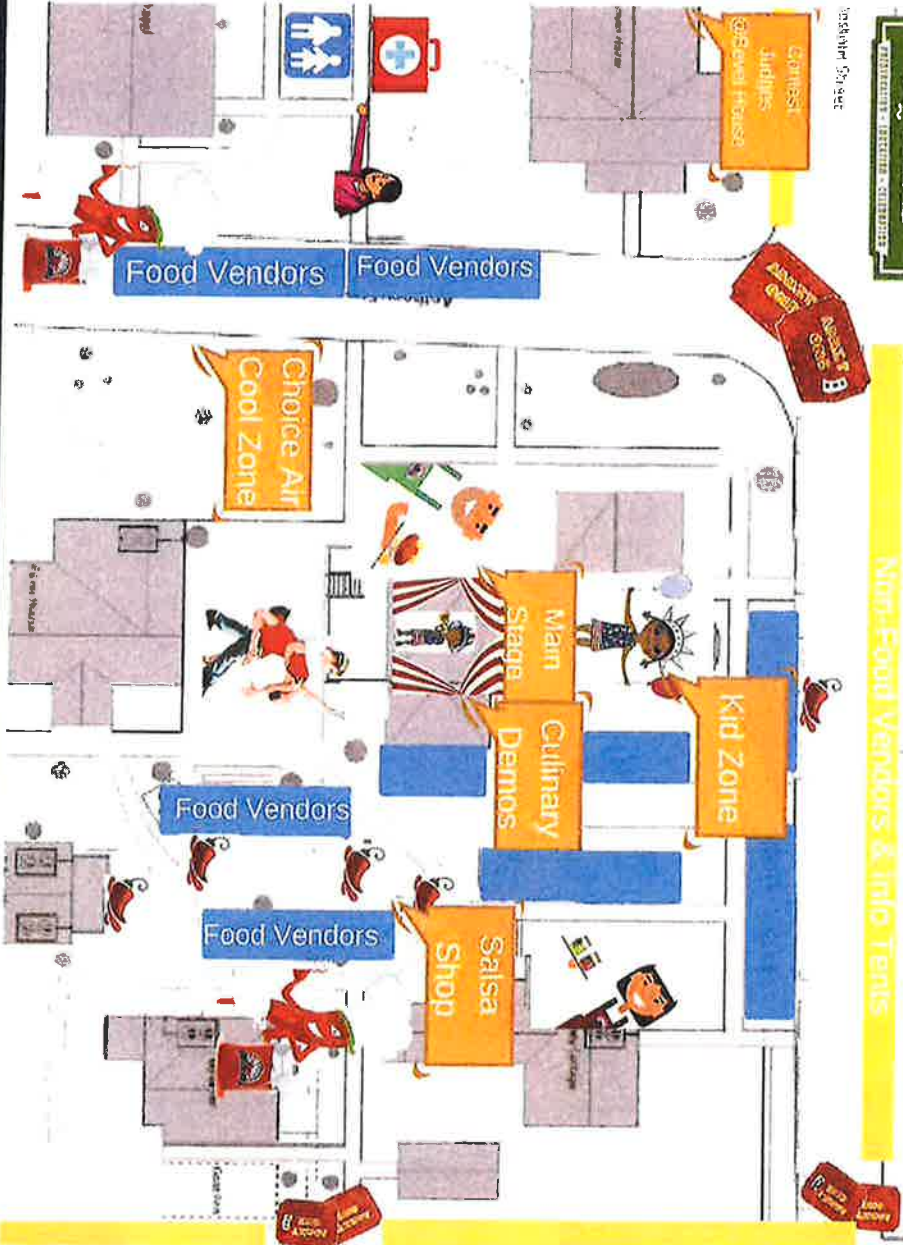
Hot Sauce/Salsa Contest Voting

3:00PM: Beat The Heat Awards Ceremony





Herby Street



*Thank you
on behalf of*



BERNARD'S
EST. GOURMET FOODS 2016
MADE IN TX



DEVISED BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

RBFCU 
rbfcu.org




STAR-SPANGLED
2019
SALSA FEST

presented by

Bernard's Gourmet Foods

JULY 4TH

IMMEDIATELY FOLLOWS RED, WHITE & BOOM PARADE, 11AM-3PM



HERITAGE VILLAGE AT
CHESTNUT
SQUARE
PRESERVATION • EDUCATION • CELEBRATION

315 S CHESTNUT ST. 1 BLOCK SOUTHEAST OF DOWNTOWN MCKINNEY SQUARE

Proceeds Benefit



FUNDED IN PART BY
**MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**



COMMUNITY
GARDEN KITCHEN
SHARING OUR TABLE

