



July 26, 2019

McKinney Community Development Corporation
clo: Cindy Schneible
5900 S. Lake Forest Dr., Ste 110
McKinney, TX 75070

Dear Cindy,

On behalf of McKinney Main Street, I would like to take this opportunity to thank you and the McKinney Community Development Board of Directors for granting our request of \$15,000 for promotional support of spring/summer 2019 activities in the Historic Downtown McKinney Cultural District.

The purpose of this document is to submit Cultural District advertising and promotional invoices to MCDC. This investment helps launch branding and recognition of the district to attract visitors and support efforts of our cultural entities and businesses in Downtown McKinney.

Thank you and your board of directors for your continued support with McKinney Main Street. This generous investment is greatly appreciated.

Sincerely,

A handwritten signature in blue ink that reads "Amy Rosenthal".

Amy Rosenthal
Director, MPAC & McKinney Main Street
arosenthal@mckinneytexas.org
972-547-2652



Arts in Bloom 2019

Advertising & Promotions

- Cinemark Movie Theaters & Movie House Eatery – Pre-movie 30 second commercials
- Facebook – Promoted posts
- Dallas Morning News – Friday Guide
- Community Impact – Plano, McKinney, Frisco
- HOA Stonebridge Ranch & Craig Ranch
- Digital billboard – Fairview 75 & Stacy


HISTORIC DOWNTOWN MCKINNEY CULTURAL DISTRICT
HISTORIC GOOD TIMES

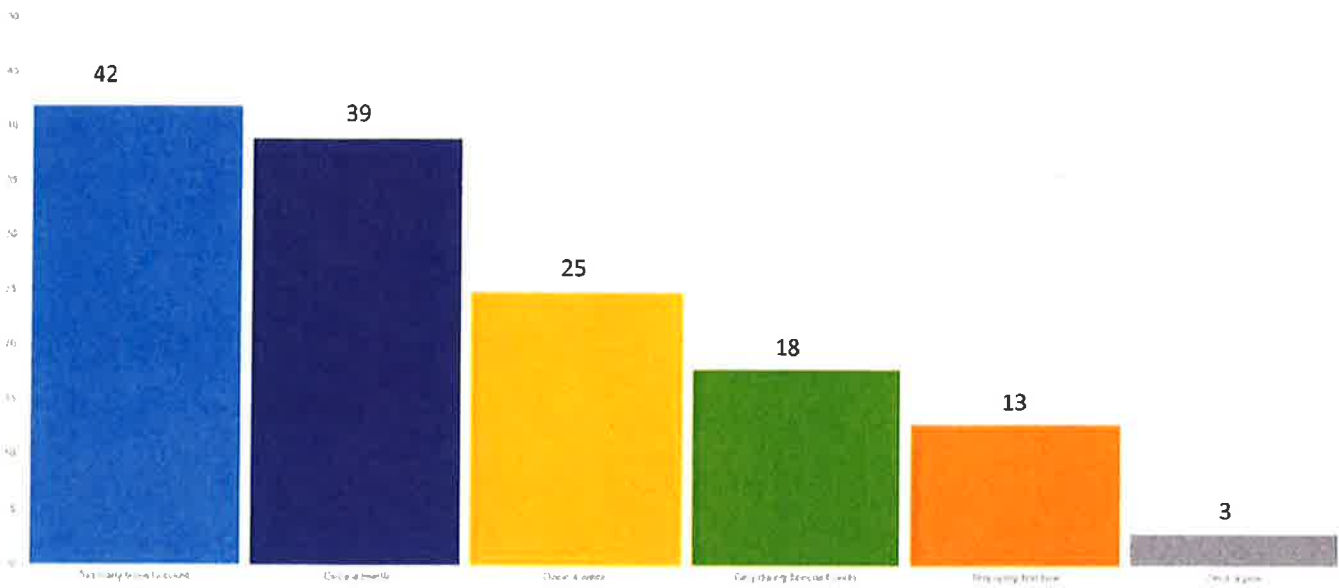
Cultural District Spring 2019

Advertising & Promotions

- Cinemark Movie Theaters & Movie House Eatery – Pre-movie 30 second commercials
- Bi-monthly Brochures
- Community Impact Ads—Plano, Frisco, McKinney

What is your primary source of funding?

Results based on 137 responses to this question



What is your primary source of funding for your research?

Results based on 137 responses to this question



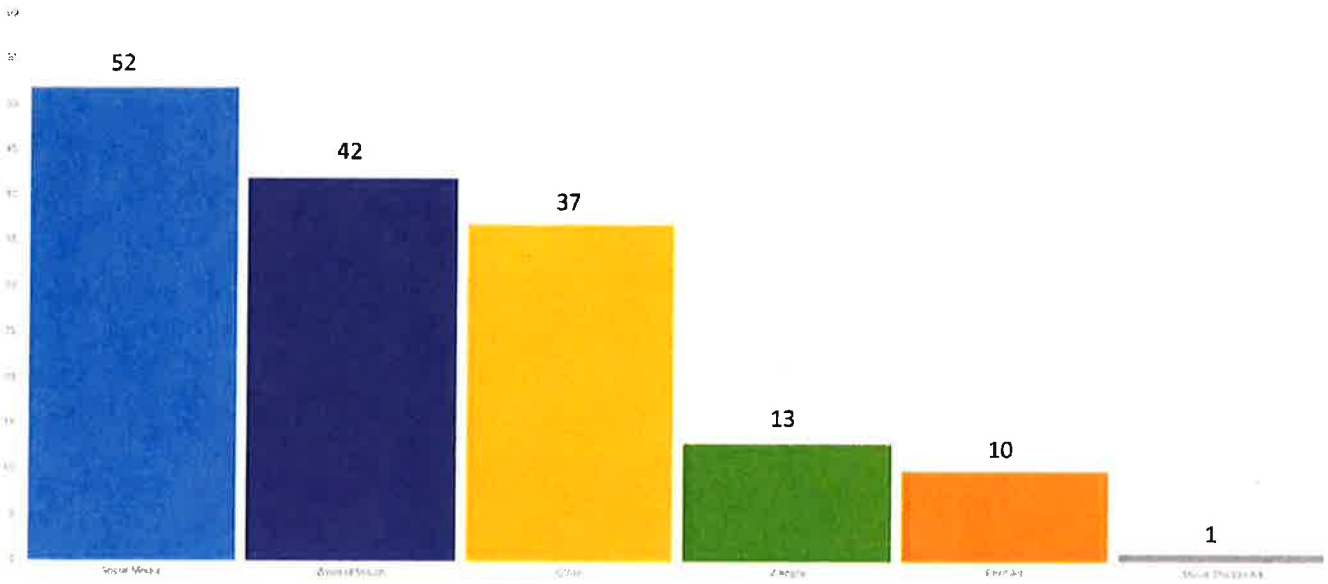
Do you consider any of the following to be a funding source?

Results based on 137 responses to this question



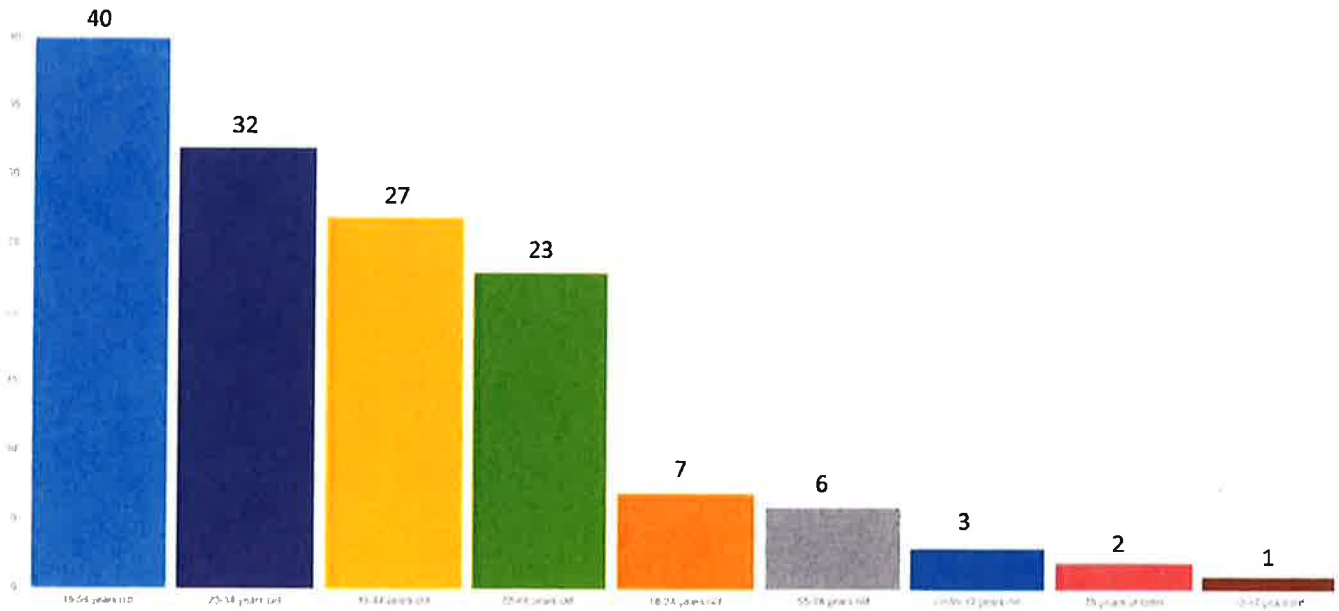
How did you see this ad?

Results based on 157 responses to this question



What is your age range?

Results based on 117 responses to this question



Arts in Bloom Social Media Stats

- Amount Spent - \$4,550
- Total Paid Impressions – 550,995
- Total Paid Reach – 300,917
- Photo Views – 20,542
- Video Plays – 3,954
- Link Clicks – 6,610

Arts in Bloom

A Celebration of Art & Wine

APRIL 12-14

HISTORIC DOWNTOWN MCKINNEY

FRIDAY • 5-10PM | SATURDAY • 11AM-10PM | SUNDAY • 900N-5PM

- MORE THAN 120 LOCAL, REGIONAL & NATIONAL ARTISTS •
- KIDS CREATION STATION • ART DEMONSTRATIONS • 15 TEXAS WINERIES •
- TASTY EATS • UNIQUE DINING & SHOPPING •
- UNIQUE BY NATURE JURIED ART SHOW • FREE PARKING & ADMISSION •

LIVE MUSICAL ENTERTAINMENT
FEATURING
GINA CHAVEZ • MEMPHIS SOUL
MAYLEE THOMAS BAND • NORTHERN NATIONAL



Park Place
LEXUS
PLAZA

children'shealth

T-Mobile



A PART OF
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



WWW.ARTSINBLOOMTX.COM #ARTSINBLOOMTX

HISTORIC GOOD TIMES IN THE DOWNTOWN MCKINNEY CULTURAL DISTRICT

The Historic Downtown McKinney Cultural District is home to McKinney's dynamic art and entertainment scene. You can find new and inspiring things to do year-round in the district from exciting annual events and eclectic creative community to its boutique shopping and rising culinary scene.



MCKINNEY PERFORMING ARTS CENTER

111 N. Tennessee St. • www.mckinneyperformingartscenter.org

- MPAC presents: **The Janoska Ensemble "From Vienna to Liverpool: A Tribute to the Beatles"**
The four young classically trained musicians, Ondrej, Frantisek and Roman Janoska and Julius Darvas pay homage to The Beatles with an out-of-this-world concert.
March 30 at 8 p.m.
\$35 adult, \$30 seniors 65+, \$25 child/student
- **Juried Art Show** April 6-27



ROY AND HELEN HALL MEMORIAL LIBRARY

101 E. Hunt St. • www.mckinneypubliclibrary.org

- **Concert in the Courtyard** featuring Harper Grace April 20



HEARD CRAIG CENTER FOR THE ARTS

205 W. Hunt St. • www.heardcraig.org

- **Art Meets Floral Tea Luncheon** April 12



COLLIN COUNTY HISTORY MUSEUM

300 E. Virginia St.
www.collincountyhistorymuseum.org

- **McKinney Then and Now**



THE COVE

402 N. Tennessee St. • www.thecovemckinney.com

- **Spring Into Art** March 22
- **An Evening with the Artists of Empty Bowls** March 29
- **Naacancy** April 5



CHESTNUT SQUARE

315 S. Chestnut St. • www.chestnutsquare.org

- **McKinney TOUR de COOP** April 27
- **Farmers Market** Every Saturday

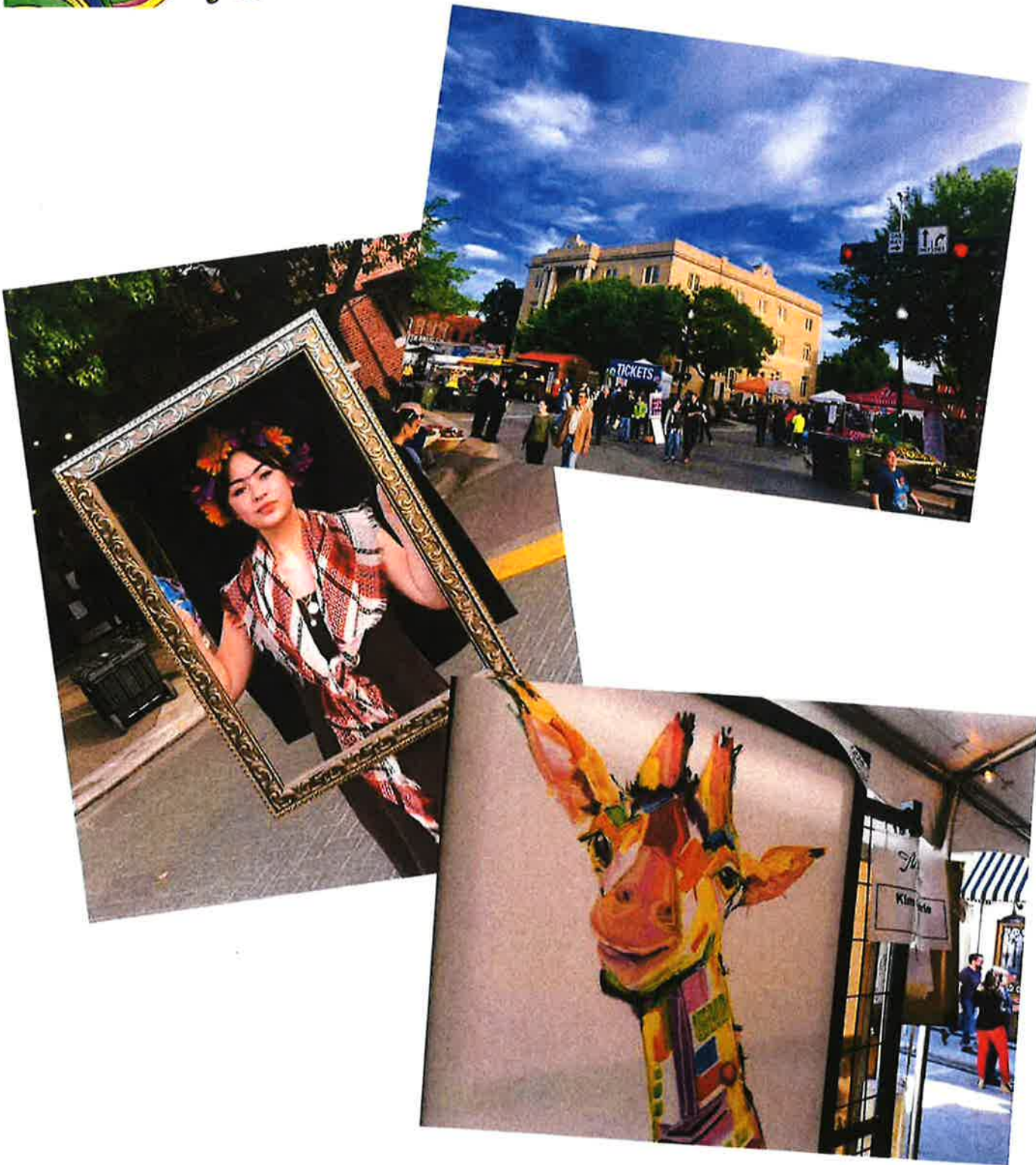
(Events subject to change)

Looking for more to see and do? Check our calendar of events.
www.McKinneyCulturalDistrict.com



Arts in Bloom

in Historic Downtown McKinney





Home | About | Events | Calendar | Contact Us

ABOUT THE DISTRICT

The Historic Downtown McKinney Cultural District (HDNCD) was established in 1944. It is a historic, walkable, pedestrian-friendly neighborhood.

Find City Events

Events on the cultural district calendar are posted by businesses located in the McKinney Cultural District. City-sponsored events may appear on the calendar, but the majority of the events are not city-sponsored. View calendars for city-sponsored events at the links below.

- City calendar
- McKinney Main Street
- Historic Sites and Events
- Commercial District / Covered Walkway / Visitors Bureau



CONTACT US
 1000 McKinney Main Street
 111 N. Tarrant Ave. SE
 McKinney, TX 75069
 972-567-0000

HELPFUL LINKS
[City of McKinney](#)
[City of McKinney Website](#)
[City of McKinney](#)

STAY CONNECTED
 Facebook
 Twitter
 Instagram

MORE INFO
[McKinney Main Street](#)
[Explore Historic Downtown McKinney](#)
[Visitor Information](#)
[McKinney Performing Arts Center](#)

HISTORIC
GOOD TIMES
IN THE DOWNTOWN MCKINNEY
CULTURAL DISTRICT

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111 N. Tennessee St. • www.hiddowntownmckinney.com
• **Arts in Bloom** April 13 - 14



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• **Concert in the Courtyard** featuring
Harper Grace April 20



HEARD CRAIG CENTER FOR THE ARTS
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CHESTNUT SQUARE
315 S. Chestnut St. • www.chestnutsquare.org
• **McKinney TOUR de COOP** April 27
• **Parsons Market** Every Saturday

(Events subject to change)

Looking for more to see and do? Check our calendar of events.
www.McKinneyCulturalDistrict.com



THANK YOU TO OUR SUPPORTERS



111 N. Tennessee St. • McKinney
www.McKinneyPerformingArtsCenter.org



Getting around
Downtown McKinney
just got easier.

Meet DASH. The Downtown Area Shuttle, or DASH for short, is an electric, six seat shuttle that scoots around Historic Downtown McKinney taking shoppers, diners and visitors where they need to go. Best of all, riding with DASH is **FREE!** Just give him a wave or call 469-733-DASH and hop on! For more information, including operating schedules, visit www.McKinneyTexas.org/DASH.

HISTORIC DOWNTOWN
MCKINNEY
CULTURAL DISTRICT

EVENT CALENDAR
MARCH - APRIL 2019

