

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2020

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; by calling 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.McKinneyCulturalDistrict.com / 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 Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: Same as Business

City: _____ ST: _____ Zip: _____
Phone: _____ Fax: _____ Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Same as Above

Title:

Mailing Address:

City: _____ ST: _____ Zip: _____
Phone _____ Fax: _____ Email: _____

FUNDING

Total amount requested: \$7,500

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

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?

Yes

No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: November 1, 2020

Completion Date: December 31, 2020

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

Matt Hamilton
Jolie Williams
Julie Williams
Jim Smith
Kathryn Waite

Chase Schwalls
Doug Wilmarth
Kaci Lyford
Ric Anderson
Taylor Phelan

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

Amy Rosenthal
Aaron Werner

Jakia Brunell
Andrew Jones

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): 2019
2018
2017

Financial

- Provide an overview of the organization's financial status including the impact of this event on organization mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$20,750
Projected Expenses	\$39,500
Net Revenue	\$

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 50%

Are Matching Funds available? Yes No

Cash \$20,750 Source Sponsorships, Concession Sales, Donations
Request is % of Total: 36%

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

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.

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

Amy Rosenthal
Printed Name

May 29, 2020
Date

Representative Completing Application



Signature

Amy Rosenthal
Printed Name

May 29, 2020
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 the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall 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.



ABOUT HISTORIC DOWNTOWN MCKINNEY

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.

Downtown offers more than 120 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.

Our 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.

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
MAY 29, 2020 - Fourth Quarter, Downtown Holiday Activities 'Home for the Holidays...A
McKinney Christmas'**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for Fourth Quarter, Downtown Holiday Activities, including 'Home for the Holidays....A McKinney Christmas.'

Event overview sheet is attached:

Fourth Quarter, Downtown Holiday Activities - 2020 Goals:

- North Texas has high concentration of Christmas/Holiday family activities. 'Home for the Holidays' is designed to attract residents and visitors to Historic Downtown McKinney. The intent of increased traffic is to increase commerce and economic impact.
- 'Home for the Holidays' promotes and showcases independently-operated businesses for Small Business Saturday.
- 'Home for the Holidays' encourages 'shop small' and 'shop local' to help support merchant's most important retail quarter.
- 'Home for the Holidays' provides an opportunity for community and families to gather and celebrate the season.

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. 'Home for the Holidays...A McKinney Christmas' is Historic Downtown McKinney's Annual Christmas Festival. The festival includes expenses related to decorations in Downtown McKinney and the Community Christmas Tree. The activities are designed to attract visitors to McKinney's Historic Downtown to celebrate the season and to provide visibility for downtown merchants.

Downtown Holiday Revenues:

Sponsorships	15,000
Donations	5,000
Concessions	2,750
Total	\$20,750

Downtown Holiday Expenses:

Tree & downtown decor	20,000
Entertainment	12,000
Advertising	7,500
Total	\$39,500

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote Fourth Quarter and Downtown Holiday Activities 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:

- Digital billboards
- Social media influencers and promotions
- Frisco and Plano direct mail
- Major market radio spots

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in *Neighbors Go*, *The Dallas Morning News* and *Community Impact News*
- Email blasts
- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyperformingartscenter.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 2020, 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. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.

HOME FOR THE Holidays A MCKINNEY CHRISTMAS

Nov 27 - Nov 29
DOWNTOWN MCKINNEY

A 40 year old family tradition....

Celebrate the magic of Christmas in Historic Downtown McKinney with Home for the Holidays. The event is filled with live entertainment, family activities, festive food and the chance to finish all that holiday shopping in one place with over 120 boutiques, including arts galleries, home décor shops, apparel, gifts and antiques. In 2020, Main Street welcomes guests on Friday, November 27, Small Business Saturday, November 28; and Sunday, November 29.

Enjoy all the splendor, nostalgia and wonder of a traditional American Christmas in an authentic, nationally-recognized historic downtown. Plus, help fuel the local economy by shopping with independently owned small business.

COVID-19 will impact our regular approach to this event. Typically, proceeds from McKinney Oktoberfest fund decorations and Home for the Holiday festival components. Staff is anticipating a decreased amount of revenues from McKinney Oktoberfest. We are thinking creatively about Home for the Holidays and are looking at a variety of set-ups that would support social distancing guidelines and attendee safety.

We believe this holiday season will be critical for our downtown businesses as they recover from COVID-19 sales loss. **Our efforts will help focus on attracting visitors during the entire season—beyond the Home for the Holidays festival weekend.**



McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	ARTS IN BLOOM 62,399.75	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS 167,963.57	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	OCTOBERFEST 457,222.43	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOONI	SANTA HOUSE	SCORE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Travel/Registration																\$687,595.76
Weather Insurance																\$9,770.00
Total Event Expenses	149,634.30		36,059.82	39,351.19	342,867.46	3,295.50	12,594.55	8,770.00							64,846.83	\$1,461,300.22
Maintenance		-585.00		71,424					122,838.00		6,544.80	25.00	1,354.87	7,479.54		\$123,652.24
Program Expenses																\$0.00
Pranational Project Expense																\$0.00
Board Projects								252.00								\$0.00
Image Campaign								252.00								\$0.00
Marketing Plan/Implementation								252.00								\$0.00
Other/Promotional Items								2,100.00								\$900.00
Website Development/Maintenance								677.33								\$7,562.38
Total Promotional Project Expense																\$7,562.38
Total Program Expenses	650.00															\$33,728.62
Repair & Maintenance																\$677.33
Taxes Paid																\$677.33
NET OPERATING INCOME	\$15,404.09	\$-585.00	\$37,317.73	\$40,051.43	\$346,394.33	\$9,252.50	\$13,290.90	\$797,132.49	\$122,844.70	\$2,005.40	\$2,005.40	\$25.00	\$1,354.87	\$8,427.29	\$154,357.28	\$1,898,510.53
Other Income	\$5,817.59		\$-24,817.73	\$-24,251.43	\$-13,259.41	\$2,294.50	\$-10,393.94	\$191,919.18	\$-1,844.70	\$1,240.18	\$1,240.18	\$-25.00	\$1,440.13	\$-67.28	\$-51,093.00	\$-1,351.08
Interest Earned																\$0.00
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$252.63	\$252.63
Other Expenses																\$0.00
Depreciation Expense																\$0.00
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	6,488.67	\$11,337.45
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$-4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-6,236.84	\$-11,074.82
NET INCOME	\$5,817.59	\$585.00	\$-24,817.73	\$-39,300.21	\$-13,259.41	\$2,294.50	\$-10,393.94	\$191,919.18	\$-1,844.70	\$1,240.18	\$1,240.18	\$-25.00	\$1,440.13	\$-67.28	\$-57,299.44	\$-12,905.71