

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
 Fiscal Year 2018

**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.***

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

**Project Grant**

Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

**X Promotional or Community Event Grant (maximum \$15,000)**

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2017	December 2017	January 2018
Cycle II: May 31, 2018	June 2018	July 2018

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2018	January 2018	February 2018
Cycle II: March 30, 2018	April 2018	May 2018
Cycle III: June 29, 2018	July 2018	August 2018

**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.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, McKinney Chamber of Commerce

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 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 & McKinney Main Street

Mailing Address: 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

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: N/A

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: November 23, 2018

Completion Date: November 25, 2018

**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/Community Event for which funds are requested.

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

- Outline details of the Project/Promotional/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/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

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

X Yes

No

**Date(s): Home for the Holidays – 2015 – \$15,000**

**Financial**

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

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

**Income: \$172,470**

**Expense: \$169,494**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 91%**

**Are Matching Funds available?**  Yes  No

Cash \$15,000	Source Vendor Fees	% of Total 09%
In-Kind \$	Source	% of Total

***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 marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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/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.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/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**

*Amy Rosenthal*

Signature

*Amy Rosenthal*

Printed Name

*3/31/18*

Date

**Representative Completing Application**

*Amy Rosenthal*

Signature

*Amy Rosenthal*

Printed Name

*5/31/18*

Date

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



**MCKINNEY MAIN STREET  
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION  
MAY 31, 2018 – HOME FOR THE HOLIDAYS 2018 SUPPORT**

**I. APPLYING ORGANIZATION**

McKinney Main Street organization information is attached.

**II. PROMOTION / COMMUNITY EVENT**

McKinney Main Street respectfully requests promotional support for HOME FOR THE HOLIDAYS 2018.

Event overview sheet is attached:

HOME FOR THE HOLIDAY 2018 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 and compete with local offerings.
- 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 impact 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 is Historic Downtown McKinney's Annual Christmas Festival. The festival includes expenses related to decorations in Downtown McKinney and the Community Christmas Tree. HOME FOR THE HOLIDAYS is designed to attract visitors to McKinney's Historic Downtown with activities to celebrate the season and to provide visibility for downtown merchants.

Budget overview for HOME FOR THE HOLIDAYS is attached.

**IV. MARKETING AND OUTREACH**

Support from MCDC will allow Main Street to advertise and promote HOME FOR THE HOLIDAYS 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:

- Movie Theater advertising – commercials before film
- 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](http://downtownmckinney.com), [mckinneyp Performing Arts Center.org](http://mckinneyp Performing Arts Center.org), [mckinneytexas.org](http://mckinneytexas.org), [visitmckinney.com](http://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 2018, 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.



## 🎄 A MCKINNEY CHRISTMAS 🎄

### **A 38 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 2018, Main Street welcomes guests on Friday, November 23, Small Business Saturday, November 24; and Sunday, November 25.

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.

- JUNE & JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor and entertainment contracts. Reserve infrastructure elements.
- SEPTEMBER: Festival layout and design of promotions. File special event permit.
- OCTOBER: Recruit volunteer support and staffing arrangements.
- NOVEMBER: High concentration of promotions. Festival opens Friday, November 27.



**McKinney Main Street  
Profit and Loss  
October 2017 - May 2018**

	<i>2017</i> Home for the Holidays	<i>2017</i> McKinney Christmas Tree	<i>2017</i> Not Specified
<b>Income</b>			
Administrative Income			28.50
Downtown Membership Income			-150.00
<b>Events Income</b>			
Activities Income	28.50		
Downtown Christmas Tree Fund		3,606.54	
Entertainer Grant			
Registration Fees			
Ticket Sales	91,369.25		
Vendor Commission	14,112.09		
<b>Total Events Income</b>	<b>\$ 105,509.84</b>	<b>\$ 3,606.54</b>	<b>\$ 0.00</b>
Miscellaneous Income	0.00		
National Trust Grant			
Sales of Product Income			
Sponsorship Income	46,750.00	5,000.00	
Vendor Income	20,210.00		
Vendor Application Fee			
<b>Total Vendor Income</b>	<b>\$ 20,210.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>Total Income</b>	<b>\$ 172,469.84</b>	<b>\$ 8,606.54</b>	<b>-\$ 121.50</b>
<b>Gross Profit</b>	<b>\$ 172,469.84</b>	<b>\$ 8,606.54</b>	<b>-\$ 121.50</b>
<b>Expenses</b>			
Administrative Expenses			1,046.00
Associations/Dues/Subscriptions			4,759.40
Board Expense			153.30
Bookkeeping/Audit			3,742.20
Communications			
Office Expenses			1,502.50
<b>Other Fees</b>			
Bank Service Charges			85.00
Credit Card Fees	0.00		9,259.37
Interest			93.70
QuickBooks Payments Fees			1,288.23
<b>Total Other Fees</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 10,726.30</b>
Postage		70.00	
Printing and Reproduction			
Storage Unit			2,040.00
Supplies			1,302.51
Food			109.71
<b>Total Supplies</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,412.22</b>
Travel/Training	492.68		2,355.72

Total Administrative Expenses	\$	492.68	\$	70.00	\$	27,737.64
<b>Event Expenses</b>						
Activities Expense		58,525.00				
Decorations Expense - LIGHT POLE DECOR		3,317.45		2,255.78		28,985.92
Downtown Christmas Tree Expense				13,535.10		
Entertainer Expense		20,765.00				1,843.00
Event Permit						
Event Staff		3,604.00				920.00
Hospitality		710.52				1,567.45
<b>Infrastructure</b>						
Electricity		20,256.40				
Fencing		1,032.88				
Ice		589.00				
Portables						224.68
Rentals		16,726.88				
Total Infrastructure	\$	38,605.16	\$	0.00	\$	224.68
<b>Marketing Expense</b>						
Billboards						7,344.00
Event T-Shirts		1,293.44				
Misc Marketing		2,656.66				4,915.75
Newspaper		10,907.50				
Radio		2,352.00				4,730.00
Signage		1,850.82		266.25		
Social Media		824.50				628.07
Television						
Total Marketing Expense	\$	22,743.65	\$	266.25	\$	23,076.55
<b>Merchandise</b>						
Office/General Administrative Expenses						25.89
Prize Winnings						
<b>Special Events Expense</b>						
Advertising/Promotional						
Bike the Bricks						
Special Events Liability Ins.						
Total Special Events Expense	\$	0.00	\$	0.00	\$	0.00
<b>Staffing Expense</b>						
Porters/Cleanup		3,865.50				
Total Staffing Expense	\$	3,865.50	\$	0.00	\$	0.00
Supplies & Materials		721.85				365.93
Ticket Redemption		16,143.16				
Total Event Expenses	\$	169,001.29	\$	16,057.13	\$	57,009.42
<b>Maintenance</b>						
<b>Program Expenses</b>						
Promotional Project Expense						
Directional Sign Expense						655.20
Marketing Plan/Implementation						
Total Promotional Project Expense	\$	0.00	\$	0.00	\$	655.20
Total Program Expenses	\$	0.00	\$	0.00	\$	655.20

<b>Repair &amp; Maintenance</b>					
<b>Uncategorized Expense</b>					
<b>Total Expenses</b>	<b>\$</b>	<b>169,493.97</b>	<b>\$</b>	<b>16,127.13</b>	<b>\$</b> <b>85,402.26</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>2,975.87</b>	<b>-\$</b>	<b>7,520.59</b>	<b>-\$</b> <b>85,523.76</b>
<b>Other Income</b>					
<b>Interest Earned</b>					<b>32.33</b>
<b>Total Other Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b> <b>32.33</b>
<b>Other Expenses</b>					
<b>Depreciation Expense</b>					<b>1,159.12</b>
<b>Total Other Expenses</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b> <b>1,159.12</b>
<b>Net Other Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b>	<b>0.00</b>	<b>-\$</b> <b>1,126.79</b>
<b>Net Income</b>	<b>\$</b>	<b>2,975.87</b>	<b>-\$</b>	<b>7,520.59</b>	<b>-\$</b> <b>86,650.55</b>



## **ABOUT MAIN STREET**

Main Street consists of 9 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 our goals, we focus 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 our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our 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 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 180,000 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.

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  
Board of Directors  
2017-2018**

<b>Name</b>	<b>Business Address</b>	<b>Home Address</b>	<b>Phone #, Cell #, Fax #, E-Mail</b>
<b>Ric Anderson</b> Term End 9/30/19	1501 Timberline McKinney, TX 75070	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 Email: rla@andersonbrand.com
<b>Edna Brown</b> Term End 9/30/18	1103 Hyde Park Ct McKinney, TX 75069	1103 Hyde Park Ct McKinney, TX 75069	Phone #: 214-673-8975 Email: andenana48@gmail.com
<b>Amber Gutschlag</b> Term End 9/30/18	1405 Clearwater Drive McKinney, TX 75071	1405 Clearwater Drive McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: a_gutschlag@hotmail.com
<b>Robert 'Matt' Hamilton</b> Term End 9/30/18	207 Byrne St McKinney, TX 75069	207 Byrne St McKinney, TX 75069	Phone #: 469-952-3838 Email: matt@localyocal.com
<b>Alex Lanio</b> Term End 9/30/18	Goodies Texas 114 N Tennessee St McKinney, TX 75069	1412 Union Ct McKinney, TX 75071	Phone # 401 924-4552 Email: alex@goodiestexas.com
<b>Kaci Lyford</b> Term End 9/30/19	Patina Green Home and Market 116 N Tennessee, Suite 102 McKinney, TX 75069	2802 Colonial Circle McKinney, TX 75070	Phone # 972-548-9141 Cell# 469-233-2472 Email: <a href="mailto:info@patinagreenhomeandmarket.com">info@patinagreenhomeandmarket.com</a>
<b>Courtney Ward</b> Term End 9/30/19	907 West St McKinney, TX 75069	907 West St McKinney, TX 75069	Cell # 817-614-7015 Email: <a href="mailto:courtneylaurenward@gmail.com">courtneylaurenward@gmail.com</a>
<b>Jolie Williams</b> Term End 9/30/19	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX 75071	3613 Cockrill Drive McKinney, TX 75070	Cell # 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>Doug Willmarth</b> Term End 9/30/19	804 N College St McKinney, TX 75069	804 N College St McKinney, TX 75069	Phone # Cell # Email:
<b>Amy Rosenthal</b> Program Director	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>Barry Shelton</b> City Liaison	City of McKinney – City Manager's Office 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>

**AMY SHOULTS ROSENTHAL**  
8001 Tonkawa Trail, McKinney, TX 75070  
817-269-1326 amyrosenthal@sbcglobal.net

**PROFILE:** Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategic thinker with knowledge, motivation and skill set to achieve the dream.

**MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER**

Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget – combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with *The Dallas Morning News* and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission, McKinney Chamber of Commerce and McKinney Community Development Corporation

**DALLAS CHILDREN'S THEATER (1995 – 2006)**

Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually – nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

**EDUCATION/PROFESSIONAL DEVELOPMENT:**

Corporate and Private Sponsorship, IEG (Chicago, IL)  
Business of Presenting II, Association of Presenting Arts Professionals (New York, NY)  
Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

**WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST**

**McKinney Main Street**  
**PROFIT AND LOSS**  
 October 2016 - September 2017

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	DASH	EXPLORER CLUB	HOMES FOR THE HOLIDAYS	REWE OF BARRIUS	MCKINNEY CHRISTMAS TREE	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCAPE ON THE SQUARE	VOTE MAIN STREET/MPAC	NOT SPECIFIED	TOTAL
Administrative Income														
Downtown Membership Income														\$28.00
Events Income														\$22,882.15
Activitas Income														\$0.00
Downtown Christmas Tree Fund					69,778.19		7,138.25							\$69,778.19
Entrepreneur Grant														\$7,138.25
Registration Fees		22,875.00												\$22,875.00
Ticket Sales		47,182.00												\$47,182.00
Vendor Commission		12,743.46												\$12,743.46
Total Events Income		82,800.46			11,948.16		7,138.25		782,385.83				-100.00	\$829,467.83
Grants Received					\$1,728.35				782,386.83				-100.00	\$890,462.82
Miscellaneous Income														\$20,000.00
Polaris Gam Advertising Income					167.50							20,000.00		\$20,167.50
Programs Income														\$0.00
Total Programs Income														\$15,000.00
Sponsorship Income														\$16,000.00
Vendor Income					19,800.00		5,000.00		20,500.00		1,750.00		-1,000.00	\$128,750.00
Vendor Application Fee					1,875.00		2,885.00		45,458.00		1,780.00		-150.00	\$108,390.95
Total Vendor Income					17,463.00		2,885.00		45,458.00		1,780.00		-150.00	\$108,825.71
Total Income	\$139,319.92	\$48,431.83	\$43,883.88	\$0.00	\$139,598.85	\$5,385.00	\$12,138.25	\$0.00	\$849,341.83	\$0.00	\$3,510.00	\$20,000.00	\$21,857.15	\$1,281,244.82
GROSS PROFIT	\$139,319.92	\$48,431.83	\$43,883.88	\$0.00	\$139,598.85	\$5,385.00	\$12,138.25	\$0.00	\$849,341.83	\$0.00	\$3,510.00	\$20,000.00	\$21,857.15	\$1,281,244.82
EXPENSES														
Administrative Expenses														\$0.00
Associations/Dues/Subscriptions	2,800.00				250.00									\$3,050.00
Board Expense	500.00													\$1,000.00
Bookkeeping/Audit														\$109.18
Communications														\$5,037.22
Office Expenses														\$458.44
Other Fees														\$2,688.95
Bank Service Charges														\$0.00
Credit Card Fees														\$220.00
Out/Books Payments Fees														\$7,816.27
Total Other Fees														\$14.28
Postage														\$7,800.00
Printing and Reproduction														\$408.05
Storage Unit														\$4,150.83
Supplies														\$3,575.00
Food														\$956.81
Total Supplies														\$861.75
Travel/Training														\$1,818.38
Food														\$2,282.86
Total Travel/Training														\$187.45
Total Administrative Expenses	\$27.00	\$22.89	\$2,067.47	\$2,125.29	\$4,029.84	\$5,950.00	\$440.08	\$0.00	\$27.00	\$0.00	\$102.46	\$219.45	\$2,085.52	\$48,000.89
Event Expenses														\$14,800.00
Activities Expense														\$53,850.00
Alcohol Expense														\$54,055.00
TABC Permit														\$683.00
Total Alcohol Expense														\$54,748.00
Bar Staff														\$24,397.90
Decorations Expense														\$38,003.74
Downtown Christmas Tree Expense														\$12,675.28
Event Permit														\$80,323.86
Event Staff														\$2,912.50
Hospitality														\$19,503.48
Infrastructure														\$3,899.83
Electricity														\$0.00
Fencing														\$54,679.13
Ice														\$14,207.13
Portables														\$2,384.00
Permits														\$5,514.65
Total Infrastructure														\$78,236.85
Marketing Expense														\$164,781.78
														\$10,000.00

	ARTS IN BLOOM	BKE THE BRICKS	DASH	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREW OF BIRKUS	CHRISTMAS TREE	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOONI!	SCARE ON THE SQUARE	VOTE MAIN STREET/MPAC	NOT SPECIFIED	TOTAL
BIBOATS					12,276.00									
Event T-Shirts	276.80	2,809.50			611.90				3,885.60			3,012.97	6,589.19	\$12,276.00
Misc Marketing	5,803.33	1,250.00			4,205.00	144.00	448.04		-0.00					\$10,696.77
Newspaper	8,022.28				4,040.00				5,280.00					\$14,234.47
Rack	7,000.00				1,500.00				8,180.00					\$17,807.96
Shirts	3,768.77	1,170.78	1,129.98		1,392.02	183.00			3,701.60	455.64		404.67		\$90,700.00
Social Media	4,825.62	606.01			3,155.14				10,840.08		54.74	193.45	95.42	\$12,116.52
Television									5,000.00					\$19,678.64
Total Marketing Expense	29,796.98	5,890.29	1,129.98		25,994.06	1,627.00	448.04		36,997.29	455.64	54.74	3,611.09	16,894.81	\$55,000.00
Merchandise	3,847.55								14,900.00					\$18,447.55
Office/Administrative Expenses	20.57	26,285.00												\$26,285.00
Special Events Expense														\$0.00
Bike the Bricks														\$-421.05
Home for the Holidays...A MeK														\$-50.00
McKinney Oktoberfest														\$-24.94
Pizza Winnings						33.75				625.79				\$659.54
Special Events Liability Inc.	1,546.00					33.75								\$1,549.00
Total Special Events Expense	1,546.00					33.75				625.79				\$1,512.55
Staffing Expense														\$21,947.24
Cashiers	1,090.80		12,065.24		2,772.00				9,282.00					\$31,692.20
Misc Staff	550.00								1,500.00					\$2,775.00
Ponics/Cleanup	1,021.72													\$1,021.72
Total Staffing Expense	2,662.52		12,065.24		2,772.00				10,782.00					\$28,478.16
Supplies & Materials	257.08		45.75						3,941.32					\$4,484.85
Ticket Redemption	33,791.01				19,551.10				421,301.13					\$474,743.24
Ticket Redemption - prior year correction														\$-4,088.09
Total Ticket Redemption	33,791.01				19,551.10				421,301.13					\$470,705.15
Total Event Expenses	128,194.05	64,280.68	13,290.87		169,224.06	3,368.01	13,123.30	3,926.83	676,059.85	1,290.64	1,045.29	6,323.86	67,968.80	\$1,132,086.80
Maintenance														\$3,371.93
Message	87.65		5.00											\$94.17
Program Expenses														\$0.00
Promotional Project Expense														\$0.00
Directional Sign Expense														\$715.20
Shoppers Guide Expense														\$500.00
Total Promotional Project Expense														\$1,215.20
Total Program Expenses														\$1,215.20
Total Expenses	\$130,163.11	\$64,413.05	\$15,313.44	\$2,125.29	\$173,254.80	\$3,368.01	\$13,293.39	\$3,368.83	\$676,783.48	\$1,383.10	\$1,045.29	\$6,543.43	\$62,317.00	\$1,163,640.89
NET OPERATING INCOME	\$6,188.81	\$-15,881.82	\$38,590.45	\$-2,125.29	\$-33,657.75	\$1,986.89	\$-1,423.14	\$-3,368.83	\$171,578.57	\$-1,383.10	\$2,484.72	\$13,456.57	\$-70,859.85	\$67,994.23
OTHER INCOME														\$0.00
Interest Earned	\$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	\$11.34
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	\$11.34
NET 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	\$11.34
NET INCOME	\$6,188.81	\$-15,881.82	\$38,590.45	\$-2,125.29	\$-33,657.75	\$1,986.89	\$-1,423.14	\$-3,368.83	\$171,578.57	\$-1,383.10	\$2,484.72	\$13,456.57	\$-70,859.85	\$67,815.57