

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
Fiscal Year 2023

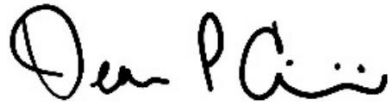
November 28, 2022

McKinney Community Development Corporation
7300 SH 121, SB, Suite 200
McKinney, TX 75070

Dean esteemed board of the McKinney Community Development Corporation,

The following application for Grant Cycle 1 is submitted by MARCHING MUSIC MADE IN MCKINNEY for our 2023 drum corps events to be hosted at Tupps Brewery and the MISD Stadium in July 2023 as detailed in the below application.

Respectfully,



Dean P. Cimini,
President, Marching Music Made in McKinney





APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Marching Music Made in McKinney

Federal Tax I.D.: 84-4264915

Incorporation Date: 2/10/2020

Mailing Address: 7110 Wellington Point Road

City: McKinney

ST: TX

Zip: 75072

Phone: 469-964-0507

Fax: 972-692-5122

Email:

Dean_MMMM@outlook.com

Website: www.marchingmusicmckinney.org

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:

Marching Music Made in McKinney is a nonprofit organization, created to support Drum Corps International (DCI) World Class-level drum and bugle corps competitions that will be held annually in McKinney, starting in July 2022.

The organization's founder and President, Dean Cimini, is a long-time McKinney resident and community-engaged citizen, as is the organization's Treasurer, Sarah Boatman. Secretary Ray Pulver serves on the Advisory Board of DCI, the Board of Directors of Santa Clara Vanguard Drum Corps, the Board of California Festivals and Events, and he is Founder and Proprietor of Upbeat Parade Productions, a successful professional parade management, production, and consulting company based in San Jose, California.



REPRESENTATIVE COMPLETING APPLICATION:

Name: Dean P. Cimini

Title: President

Mailing Address: 7110 Wellington Point Road

City: McKinney

ST: TX

Zip: 75072

Phone: 469-964-0507

Fax: 972-692-5122

Email: Dean_MMMM@outlook.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Dean P. Cimini

Title: President

Mailing Address: 7110 Wellington Point Road

City: McKinney

ST: TX

Zip: 75072

Phone: 469-964-0507

Fax: 972-692-5122

Email: Dean_MMMM@outlook.com

FUNDING

Total amount requested: \$5,600

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: A grant will be requested from VISIT MCKINNEY in their Cycle 2 in February; anticipated amount of \$4,000.

PROMOTIONAL/COMMUNITY EVENT

Start Date: July 24, 2023

Completion Date: July 25, 2023



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

Dean P. Cimini, President

Ray Pulver, Secretary

Sarah Boatman, Treasurer

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

Dean P. Cimini

As MARCHING MUSIC MADE IN MCKINNEY exists for the sole purpose of the events named herein, we are a completely volunteer organization, who adds leads and volunteers around the events in partnership with various McKinney organizations such as MISD & Visit McKinney



I. Applying Organization

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

- **RESPONSE:** The specific purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level marching music performing arts in the McKinney, Texas, community. MARCHING MUSIC MADE IN MCKINNEY helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions, which also benefits the surrounding McKinney community.

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

- **RESPONSE:** There are no organizational changes planned.

II. Promotional/Community Event

Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

- **RESPONSE:**
 - i. As background for our application, drum corps is the fastest growing youth activity in the United States (with participants between 18-21 years old) and is going through an evolution for its world-class touring corps. BUT, DCI fans are a wide-ranging base from kids to adults, from musicians to fans. Think of DCI like marching band meets Broadway show – it’s a spectacular performance event that is both musically amazing, athletically challenging, and visually invigorating. Imagine 150 performers moving in unison across the McKinney-logoed field as music blasts from their instruments and the crowd erupts in cheer and awe! If you were in the stadium in July 2022, you know what this sounds like! We have secured a partnership with DCI to bring 8 of their world-class corps to McKinney on an annual basis starting in July 2022. Making this experience successful for McKinney and our community is what our committee is about and that is why we want to partner with MCDC for this grant. We believe our event can blossom into a mid-summer destination event for music lovers from as far away as Arkansas, Oklahoma, and other parts of Texas!



- ii. So, how did we get here? In 2016, a small group of citizens and DCI began having conversations after learning that DCI sought a new location in North Texas for a summer show. As the talks progressed, MISD and the City were eventually brought into the conversations, and it became clear that a partnership to create the next generation of DCI events was possible in McKinney.
- iii. At a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium. Here is the day-by-day, 3-day schedule of events:
 1. **Sunday, 7/23:** DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps with MISD.
 2. **Monday, 7/24:** two (2) DCI corps will participate in a drum line battle at the Tupps Brewery, who has the event on their calendar for 2023; our 2022 event sold out to 350 fans in the current Tupps location. This event will be a family-friendly event with high-energy drum line competitions and fan involvement. A \$10 cover charge will be assessed, and food trucks will be available.
 3. **Tuesday, 7/25:** will be the big day with the main DCI competition that night in MISD stadium.

Describe how this event will showcase McKinney and promote the City for the purpose of business development and/or tourism.

- **RESPONSE:** A partnership with DCI represents a new path for McKinney as we venture into hosting a world-class marching music event that will showcase our beautiful city and engaged residents:
 - The DCI Competition and surrounding events will showcase the City of McKinney as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.
 - Promote McKinney's quality of life through community engagement by hosting a family-oriented drum line battle and other family-friendly events, including the World Class-level DCI competition itself.
 - Promote businesses in McKinney through sponsorship advertising and any associated events
 - Promote McKinney as a tourist destination through marketing the competition and surrounding events, and by featuring McKinney's unique qualities including downtown, Adriatica, TPC, golf and other highlights such as dining, shopping and the charm that McKinney has to offer through digital marketing.



- Establish McKinney as a viable event destination providing the opportunity for attracting future big events that foster economic growth.
- Finally, this event will give international visibility to McKinney as DCI participants hail from more than 15 countries and drum corps fans from those countries track the DCI competitions through the summer cycle and via DCI's global online network.

Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

- **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY exists for the sole purpose of promoting this series of events to bring DCI world-class performers to McKinney's beautiful city and venues. Through these events, we raise money to donate back to MISD band programs while also exposing the fans, staff and performers to McKinney's unique characteristics and qualities.

Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

- **RESPONSE:** As noted above and at a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium. Here is the day-by-day, 3-day schedule of events:
 - **Sunday, 7/23:** DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps with MISD. We expect to host 6 of the 8 corps in McKinney totaling ~1,080 performers and staff.
 - **Monday, 7/24:** two (2) DCI corps will participate in a drum line battle at the Tupps Brewery, who has the event on their calendar for 2023; our 2022 event sold out to 350 fans in the current Tupps location. This event will be a family-friendly event with high-energy drum line competitions and fan involvement. A \$10 cover charge will be assessed, and food trucks will be available. We are going through planning with Tupps and DCI to prepare for hosting at the new Tupps location. We expect to host ~500 fans for the drumline battle.
 - **Tuesday, 7/25:** will be the big day with the main DCI competition that night in MISD stadium. DCI controls tickets sales through their ticketing platform with prices varying based on ticket locations. In 2022, we sold all available tickets with 4,961 fans in attendance along with over 1,000 performers and staff. MISD has a total capacity for the DCI event of 6,000 fans and we are working with DCI and MISD on plans for 2023.



Provide a timeline to produce the event.

- **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY functions as the promoter of the overall event series and is in full control of all aspects of the Tupps event. The individual corps develop their own choreographed shows and DCI handles ticket sales for the DCI competition set for 7/25. Production for all aspects of coordination of both events at both venues, hosting of the corps, etc. began in September 2022 once the corps lineups were determined.

Detail goals for growth/expansion in future years.

- **RESPONSE:** DCI sought a community that would grow a deep, multi-year partnership with them, as well as a community that appreciates fine arts, and has great facilities and an engaged citizenry. McKinney is that partner, and we and DCI see great potential for growth of our event, especially based on our inaugural years' achievements. We see the potential for a prelude concert downtown, camps for local band kids in partnership with MISD Fine Arts and more.

Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

- **RESPONSE:** Working in partnership with MCDC, Visit McKinney, DCI, and other associated organizations, we will work to target music enthusiasts within a 200-mile radius.



Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

- **RESPONSE:** the following is the full budget from 2022 for both the Drumline Battle held at Tupps Brewery, and the DCI Competition to be held at MISD Stadium. We expect the 2023 budget as follows (VISIT MCKINNEY grant is an estimate):

2023 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)				
Projected Income				
	Units	Rev / Unit	Estimated Revenue	Extended Revenue
Visit McKinney Grant	1		\$ 4,000.00	\$ 4,000.00
MCDC Grant	1		\$ 4,000.00	\$ 4,000.00
Tupps Drum Line Battle ticket sales	500	\$ 10.00	\$ 5,000.00	\$ 5,000.00
DCI Guarantee to Booster Club (guaranteed)	1	-	\$ 5,000.00	\$ 5,000.00
Parking (estimated with 100% to host; assumes 1 car / 4 attendees)	1,250	\$ 5.00	\$ 6,250.00	\$ 6,250.00
Sponsorships (estimated)	10	\$ 500.00	\$ 5,000.00	\$ 5,000.00
Concessions Profit (estimated)	2,250	\$ 5.00	\$ 11,250.00	\$ 11,250.00
Revenue Subtotal			\$ 40,500.00	\$ 40,500.00
Projected Expenses (* = DCI reimbursed cost or City covered cost)				
	Units	Cost / Unit	Estimated Cost	Adjusted Cost
Digital Marketing (targeted digital ads, social medial, print)	10	\$ 300.00	\$ 3,000.00	\$ 3,000.00
Website Enhancements	10	\$ 100.00	\$ 1,000.00	\$ 1,000.00
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ 1,600.00
Drum Corps staying at MISD schools Custodial & Utilities*	6	\$ 2,000.00	\$ 12,000.00	\$ -
Concessions	2,200	\$ 3.00	\$ 6,600.00	\$ 6,600.00
Announcer (DCI provided) *	6	\$ 40.00	\$ 240.00	\$ -
Stadium Mgr (1 person for 12 hours) *	12	\$ 50.00	\$ 600.00	\$ -
Graphics board operator (1 person for 12 hours) *	12	\$ 50.00	\$ 600.00	\$ -
Stadium Security (2 officers for 7 hours each) *	14	\$ 80.00	\$ 1,120.00	\$ -
Traffic Mgt (4 officer for 7 hours) *	28	\$ 80.00	\$ 2,240.00	\$ -
Stadium Utilities *	1		\$ 2,500.00	\$ -
Stadium Clean-up	1		\$ 5,000.00	\$ 5,000.00
Turf cleaning	1		\$ 500.00	\$ 500.00
Corps to perform at Tupps Dumline Battle	2	\$ 1,000.00	\$ 2,000.00	\$ 2,000.00
Misc (staff shirts, event posters, table covers)	1		\$ 750.00	\$ 750.00
Expenses Subtotal			\$ 39,750.00	\$ 20,450.00
Profit / Loss from 2023 Marching Music Made in MCKinney			\$ 750.00	\$ 20,050.00



III. 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.

- **RESPONSE:** Please see above financials. MARCHING MUSIC MADE IN MCKINNEY exists for the sole purpose of promoting this series of events to bring DCI world-class performers to McKinney’s beautiful city and venues. Through these events, we raise money to donate back to MISD band programs while also exposing the fans, staff and performers to McKinney’s unique characteristics and qualities.

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.

- **RESPONSE:** 2022 was our inaugural year and below is the closing financial report. All proceeds to go MISD.

2022 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)						
Projected Income						
	Units	Rev / Unit	Estimated Revenue	Actuals	Variance	Comments
MCVB Grant			\$ 10,000.00	\$ 3,000.00	\$ (7,000.00)	Sought less, didn't update budgetary numbers
Ticket revenue from Drum Line Battle hosted at Tupps Brewery	500	\$ 10.00	\$ 5,000.00	\$ 2,912.00	\$ (2,088.00)	Reduced inaugural tix to \$8; Had to cap attendance at 300 people
DCI Guarantee to Booster Club (guaranteed)	-	-	\$ 5,000.00	\$ 5,000.00	\$ -	
Parking (estimated with 100% to host; assumes 1 car / 4 attendees)	1,250	\$ 10.00	\$ 12,500.00	\$ 6,000.00	\$ (6,500.00)	Reduced tix price to \$5 inline with other MISD band events
Programs (estimated, assumes \$2 to print)	2,250	\$ 3.00	\$ 6,750.00	\$ -	\$ (6,750.00)	Used free electronic program vs. printed program for sale
Sponsorships (estimated)	10	\$ 500.00	\$ 5,000.00	\$ 9,966.35	\$ 4,966.35	Overachieved on sponsorships; does not include in-kind
Patch / Pin Sales	750	\$ 9.00	\$ 6,750.00	\$ 405.00	\$ (6,345.00)	Not in original detail budget; 1st year was our best guess
Concessions Profit (estimated)	2,250	\$ 5.00	\$ 11,250.00	\$ 14,000.00	\$ 2,750.00	1st year was our best guess
Revenue Subtotal			\$ 62,250.00	\$ 41,283.35	\$ (20,966.65)	
Projected Expenses						
	Units	Cost / Unit	Estimated Cost	Actuals	Variance	Comments
Digital Marketing (targeted digital ads, social medial, print)	1		\$ 5,600.00	\$ 483.10	\$ (5,116.90)	Elimiated some items, others came through Website item
Website Enhancements	1		\$ 2,400.00	\$ 5,230.77	\$ 2,830.77	ecommerce set up for drumline battle more complex
Radio ads			\$ 2,000.00	\$ -	\$ (2,000.00)	Did not do radio spots
Drum Corps staying at MISD schools Custodial & Utilities			\$ 6,000.00	\$ -	\$ (6,000.00)	DCI Covered this cost
Programs (estimated, assumes \$2 to print)	2,250	\$ 3.00	\$ 6,750.00	\$ -	\$ (6,750.00)	Decided on electronic program
Concessions	2,250	\$ 2.00	\$ 4,500.00	\$ 7,045.00	\$ 2,545.00	1st year was our best guess
Announcer (DCI provided)	6	40	\$ 240.00	\$ -	\$ (240.00)	DCI Covered this cost
Stadium Mgr (1 person for 12 hours)	12	50	\$ 600.00	\$ -	\$ (600.00)	DCI Covered this cost
CEC Mgr (1 person for 12 hours)	12	50	\$ 600.00	\$ -	\$ (600.00)	Chose not to use CEC
Graphics board operator (1 person for 12 hours)	12	50	\$ 600.00	\$ -	\$ (600.00)	DCI Covered this cost
Stadium Security (2 officers for 7 hours each)	14	80	\$ 1,120.00	\$ -	\$ (1,120.00)	City covered this cost
Traffic Mgt (4 officer for 7 hours)	28	80	\$ 2,240.00	\$ -	\$ (2,240.00)	City covered this cost
Stadium & CEC Utilities			\$ 2,500.00	\$ -	\$ (2,500.00)	Chose not to use CEC
Stadium & CEC Clean-up			\$ 5,000.00	\$ -	\$ (5,000.00)	Chose not to use CEC
Turf cleaning			\$ 500.00	\$ -	\$ (500.00)	Was not needed
Patches / Pins	2,500	1.48	\$ -	\$ 4,141.59	\$ 4,141.59	Not in original detail budget
Cost for Santa Clara Vanguard Performance at Dumline Battle at Tupps			\$ -	\$ 500.00	\$ 500.00	Not in original detail budget
Misc (staff shirts, event posters, table covers)			\$ 500.00	\$ 987.78	\$ 487.78	Not in original detail budget
Expenses Subtotal			\$ 41,150.00	\$ 18,388.24	\$ (23,261.76)	
Profit / Loss from 2020 Marching Music Made in McKinney			\$ 21,100.00	\$ 22,895.11	\$ 2,295.11	



In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.

- **RESPONSE:** the following are the high-level items from our budget shown above in this document.

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$40,500
Projected Expenses	\$20,450
Net Revenue	\$20,050

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.? 12.5%

Sponsorship Revenue	\$5,000
Registration Fees	\$ n/a
Donations	\$ n/a
Other (raffle, auction, etc.)	\$ n/a
Net Revenue	\$20,450

IV. Marketing and Outreach

Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.

- **RESPONSE:** learning from our successes of our inaugural year, we will measure success as follows:
 - Design ad graphics & place digital ads for each event. (Ongoing 1/5/2023)
 - Posters placed in retailers around McKinney (June 2023)
 - Launch economic impact PR blitz via social media, websites, news outlets, (Jan 2023 – June 2023)
 - Social Media posts / boosts (ongoing beginning 1/5/2023)
 - Active Facebook, Instagram and Twitter pages (ongoing beginning 1/5/2023)
 - Video production and distribution through various channels including website, social media channels, Chamber, MISD, VISIT MCKINNEY (April – July 2023)
 - Story submitted to local news outlets (April, June 2023)
 - Enlist the support / service of high school booster clubs (ongoing beginning 1/1/2023)



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.

- **RESPONSE:** learning from our successes of our inaugural year, we will measure success as follows:
 - Digital Marketing (targeted digital ads, social medial, print) \$3,000
 - Website Enhancements \$1,000
 - Radio ads \$1600

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.

- **RESPONSE: for the inaugural year, we will measure success as follows:**
 - Attendance for the Tupps Brewery Drumline Battle above 325 attendees
 - Attendance for the DCI Competition above 4,961 fans
 - Attendance at DCI Competition from more than 5 states
 - Spur economic benefit in the City of McKinney business community through sales tax dollars – increase in hospitality and entertainment receipts and track non-McKinney attendance through DCI Competition ticket sales



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 12 2020**

MARCHING MUSIC MADE IN MCKINNEY
7110 WELLINGTON POINT RD
MCKINNEY, TX 75072-0000

Employer Identification Number:
84-4264915
DLN:
26053445001630
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
February 28
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 10, 2020
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947



-2-

MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947