

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
 Fiscal Year 2017

**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:**

- |   |  |
|---|--|
| <p><input checked="" type="checkbox"/> <b>Project Grant</b><br/>                 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.</p> | <p><input type="checkbox"/> <b>Promotional or Community Event Grant (maximum \$15,000)</b><br/>                 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.</p> |
|---|--|

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

**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 MDCD 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: \$25,000 (not to exceed \$25,000 cost of Polaris GEM e6 – dealer estimate \$23,751)

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

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

Yes

No

Please provide details and funding requested: Promotional support requested for an expanded Arts in Bloom 2017 will help increase festival attendance (attracting visitors surrounding communities), increase exposure of businesses in Historic Downtown McKinney, and provide residents with cultural and artistic experiences.

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: Service start March 17, 2017

Completion Date:

**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?            | X 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
- 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
- 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?**

Yes

X No

**Date(s):**

**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: \$50,000**

**Expense: \$50,000**



**(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? 50%**

**Are Matching Funds available?** Yes  No

Cash:	Source:	% of Total
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.***

ASKS IN PROCESS – WILL UPDATE AT PRESENTATION ON JANUARY 26, 2017

**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

*January 5, 2017*  
 Date

**Representative Completing Application**

*Amy Rosenthal*  
 \_\_\_\_\_  
 Signature

*Amy Rosenthal*  
 Printed Name

*January 5, 2017*  
 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 Project/Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- Project/Promotional/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### **Attachments:**

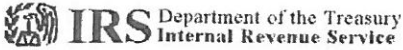
- Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO 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.***





ATLANTA GA 39901-0001

In reply refer to: 0752857837  
Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029561  
BODC: TE

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319



020666

Employer ID Number: 04-3615798  
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in October 2002, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c) (3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

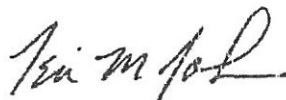
For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752857837  
Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029562

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

Sincerely yours,



Teri M. Johnson  
Operations Manager, AM Ops. 3



**McKinney Main Street  
Board of Directors  
2016-2017**

<b>Name</b>	<b>Business Address</b>	<b>Phone #, Cell #, Fax #, E-Mail</b>
<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>Jan Elwell</b> Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: <a href="mailto:jan@jecore.com">jan@jecore.com</a>
<b>Alex Lanio</b> Vice Chair Term End 9/30/17	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: <a href="mailto:alex@goodiestexas.com">alex@goodiestexas.com</a>
<b>Amber Gutschlag</b> Secretary/Treasurer Term End 9/30/17	1405 Clearwater Dr McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: <a href="mailto:a_gutschlag@hotmail.com">a_gutschlag@hotmail.com</a>
<b>Edna Brown</b> Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: <a href="mailto:andenana48@gmail.com">andenana48@gmail.com</a>
<b>Robert 'Matt' Hamilton</b> Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: <a href="mailto:matt@localyocal.com">matt@localyocal.com</a>
<b>Kaci Lyford</b> Term End 9/30/17	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: <a href="mailto:info@patinagreenhomeandmarket.com">info@patinagreenhomeandmarket.com</a>
<b>Ric Anderson</b> Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 <a href="mailto:rla@andersonbrand.com">rla@andersonbrand.com</a>
<b>Jolie Williams</b> Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX75071	Cell # 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>Courtney Ward</b> Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: <a href="mailto:courtneylaurenward@gmail.com">courtneylaurenward@gmail.com</a>
<b>CoCo Good</b> City Liaison	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: <a href="mailto:cgood@mckinneytexas.org">cgood@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**



## **ABOUT MAIN STREET**

Main Street consists of 11 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.

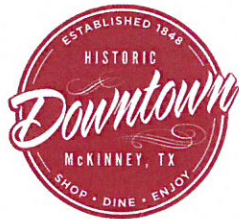
## **PROMOTION**

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 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.

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 150,000 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.



## **MCDC PROJECT GRANT APPLICATION – JANUARY 2017 MCKINNEY GEM – 6 SEAT ELECTRIC SHUTTLE**

Historic Downtown McKinney is recognized at the state and national level for its authentic and vibrant setting. It is a destination for McKinney residents and visitors. It is the gathering place for our community - and home to over 100 independently owned businesses. Historic Downtown McKinney is considered one of McKinney's greatest assets.

As Collin County and North Texas continues to experience intense growth, Historic Downtown McKinney is also undergoing a transformation. New development and construction is occurring at several points throughout the Historic Downtown area, but most significantly at nine acres located slightly south of the downtown square.

The nine acres will begin construction mid to late January 2017, and **Downtown McKinney will also lose a significant portion of its free, unlimited remote parking.** Consumers will need to be re-educated for alternate parking options – with most of the parking inventory north of the downtown square.

The City of McKinney will continue to negotiate additional public/private parking opportunities to help increase parking inventory.

**In the meantime, Historic Downtown McKinney is desperate for additional parking accessibility and ways to increase consumer convenience.**

The Polaris GEM e6 is an affordable, uniquely-styled, electric, minimal maintenance, six-seat vehicle that has been utilized as a shuttle option on university campuses, hotel and entertainment facilities, areas like the Dallas Arts District, downtown San Diego - to tourist destinations such as Aspen, CO; Tampa, FL; Newport Beach, CA.

In McKinney, this vehicle would be offered to transport shoppers, diners, visitors and residents between remote parking areas and the commercial core. This vehicle would be offered to help assist patrons with purchase packages back to their vehicles. This vehicle will help transport patrons from Chestnut Square, Heard-Craig House, and Collin County History Museum to the downtown square.

**This service would be provided at NO COST to riders.**

Following the practices of other GEM shuttle service operators, the McKinney GEM would not operate on a fixed route – but would circulate high pedestrian areas and remote parking lots to actively promote services to potential riders. The McKinney GEM would be 'on call' and accessed by a phone number advertised on the vehicle in addition with promotion through McKinney Main Street, the City of McKinney and Downtown Merchants.

McKinney Main Street would identify and recruit sponsors to help cover the salary of a PT driver in addition to supplemental costs associated with the project. **The Polaris GEM offers a wide variety of sponsor visibility branding options including coupons and promotional handouts provided to passengers.**



## MCKINNEY GEM OPERATIONS

Intended operations would begin at a minimum of 20 hours per week with a schedule to maximize usage:

- Friday – 2pm to 10pm (8 hours)
- Saturday – 2pm to 10pm (8 hours)
- Sunday – Noon to 4pm (4 hours)

20 / 30 passengers per hour x 20 hours per week = Goal 2,000 riders per month

## TIMELINE

- January 2017 – Vehicle and operations research. Recruitment of partners.
- February 2017 – Experimental test drives. Production of promotional materials. Vehicle order. Driver interviews.
- March 2017 – Branding/wrapping of vehicle.
- March 17, 2017 – Begin service of McKinney GEM.
- July 2017 – First status report to investors.

## GROWTH/EXAPNSION

Growth and expansion opportunities involve increased hours of operations and the potential of additional vehicles.

## MCKINNEY GEM BUDGET

### INCOME

Vehicle Sponsorship	\$25,000
Driver/Maintenance Sponsorships	\$30,000

**TOTAL** **\$50,000**

### EXPENSES

Vehicle	\$25,000
PT Driver(s)	\$20,000
Insurance	\$ 4,000
Cell Phone	\$ 1,000
Vehicle Maintenance	\$ 2,000
Marketing	\$ 3,000

**TOTAL** **\$50,000**



## **MARKETING / OUTREACH**

Marketing the McKinney GEM will include promotional materials distributed to merchants, visibility on the McKinney Main Street website, the City of McKinney website and social media outlets. Vehicle launch will include media releases in addition to a launch event. The unique appearance of the vehicle will also help promote its services during peak traffic times.

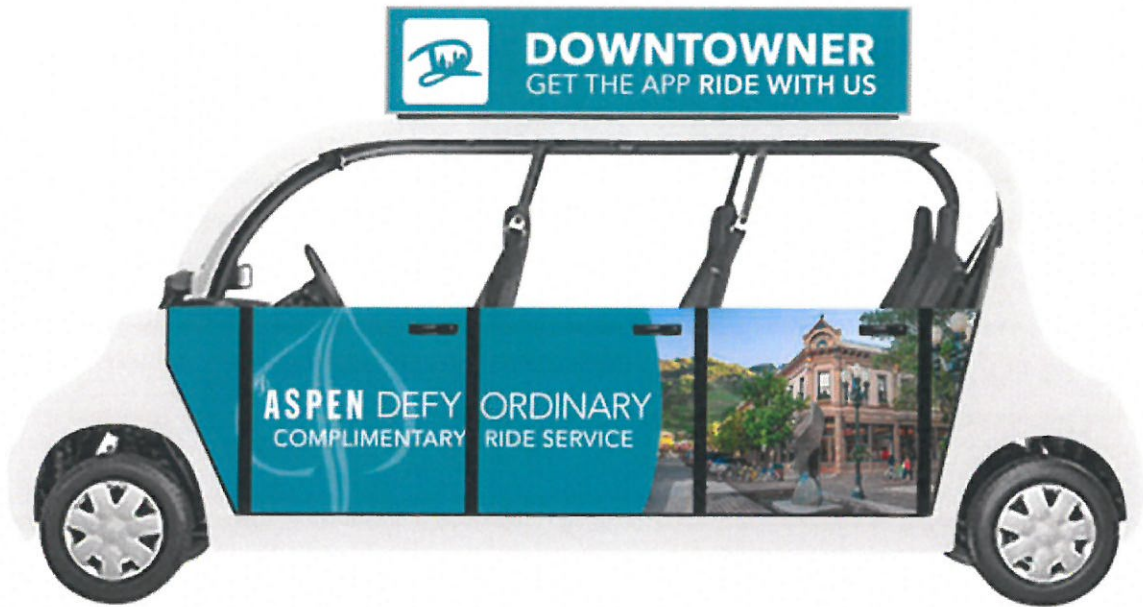
## **METRICS TO EVALUATE SUCCESS**

McKinney Main Street will track data and stats in relation to the operation of the McKinney GEM. Metrics include:

- Number of operational hours
- Number of riders – tracking peak times
- Number of calls to McKinney GEM phone number
- Number of printed promotional materials distributed
- Zip codes of riders
- Number of social media posts about McKinney GEM
- Reach of social media posts about McKinney GEM



**DALLAS ARTS DISTRICT – ONE ARTS CART**



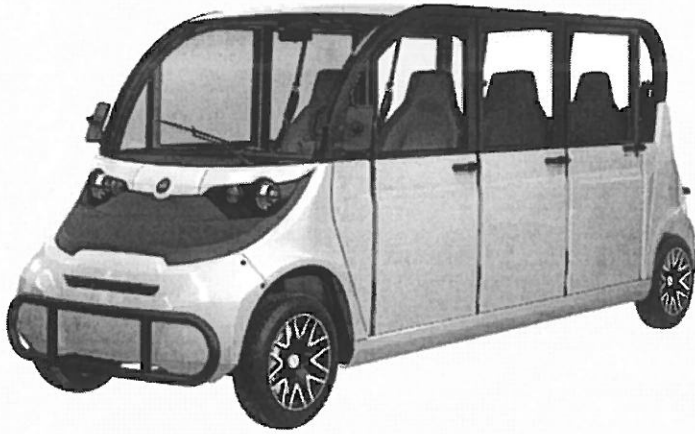
ASPEN, COLORADO - DOWNTOWNER



CAPE MAY, NEW JERSEY - FREE RIDE

Categories

Select Color



GEM® e6®

Starting At

**\$14,999**

US MSRP

As Configured

**\$23,751**

US MSRP

Plus Freight & Setup

Save & Share

Custom Quote Add-Ons

Item	Price
GEM® e6®	\$14,999.00
White <a href="#">More Info</a> ▼	\$0.00
Full Doors - White (Includes Rear Window) <a href="#">More Info</a> ▼	\$4,524.00
S-Bed <a href="#">More Info</a> ▼	\$700.00
Rugged Front and Rear Bumper w/ Receiver <a href="#">More Info</a> ▼	\$700.00
14" Aluminum Wheels and Rims <a href="#">More Info</a> ▼	\$626.00
Left Hand Tilt Steering with EPS <a href="#">More Info</a> ▼	\$999.00
Left Hand with Lightning Audio Stereo and Heater <a href="#">More Info</a> ▼	\$1,073.00
Rubber Floor Mats <a href="#">More Info</a> ▼	\$130.00
<b>Subtotal \$23,751</b>	





	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MFAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
<b>Total Infrastructure</b>	<b>8,499.43</b>			<b>29,627.63</b>	<b>525.00</b>		<b>56,385.79</b>					<b>\$95,037.85</b>
Marketing Expense							3,500.00					\$3,500.00
Billboards				3,800.00								\$3,800.00
Event T-Shirts	3,429.20				596.25		3,545.50					\$7,570.95
Misc Marketing	2,270.34		607.62				1,982.68	400.00		72.40	4,521.00	\$12,328.50
Newspaper	3,037.50			3,727.50			2,500.00					\$9,265.00
Radio	2,000.00			5,160.00			7,650.00					\$16,560.00
Signage	1,865.75				339.82		5,011.24	534.08				\$12,118.46
Social Media	1,666.67						7,067.73	27.80		39.65	193.72	\$9,667.33
Television				112.03								\$8,826.00
<b>Total Marketing Expense</b>	<b>11,094.38</b>		<b>607.62</b>	<b>21,625.53</b>	<b>936.07</b>		<b>31,207.15</b>	<b>961.88</b>	<b>112.05</b>	<b>4,714.72</b>	<b>829.98</b>	<b>\$83,636.24</b>
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/General Administrative Expenses												\$0.00
Prize Winnings												\$0.00
Staffing Expense												\$0.00
Cashiers	648.00											\$648.00
Misc Staff							7,830.00					\$7,830.00
Porters/Cleanup	417.44						4,550.00					\$5,000.00
<b>Total Staffing Expense</b>	<b>1,065.44</b>						<b>2,257.16</b>					<b>\$2,674.60</b>
Supplies & Materials							<b>14,637.16</b>					<b>\$15,702.80</b>
Ticket Redemption							2,652.35				14.62	\$2,666.97
Weather Insurance							319,796.78					\$319,796.78
Mileage							10,600.00					\$10,600.00
<b>Total Event Expenses</b>	<b>40,292.79</b>		<b>795.12</b>	<b>60,005.64</b>	<b>2,686.07</b>		<b>560,554.55</b>	<b>1,827.76</b>	<b>412.05</b>	<b>30,005.92</b>	<b>829.98</b>	<b>\$714,935.33</b>
Program Expenses												\$58.96
Seat Cushion Replacement												\$0.00
<b>Total Program Expenses</b>							<b>9,085.00</b>					<b>\$9,085.00</b>
<b>Total Expenses</b>	<b>\$42,722.80</b>		<b>\$18,593.83</b>	<b>\$60,325.57</b>	<b>\$2,686.07</b>		<b>\$563,353.02</b>	<b>\$1,862.76</b>	<b>\$412.05</b>	<b>\$52,893.66</b>	<b>\$9,085.00</b>	<b>\$752,829.88</b>
<b>NET OPERATING INCOME</b>	<b>\$5,189.98</b>		<b>\$-12,868.83</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$149,981.70</b>	<b>\$-382.76</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>		<b>\$45,070.82</b>
<b>NET INCOME</b>	<b>\$5,189.98</b>		<b>\$-12,868.83</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$149,981.70</b>	<b>\$-382.76</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>		<b>\$45,070.82</b>