

**VISIT MCKINNEY**  
**Grant Application**  
Fiscal Year 2019-20

**IMPORTANT:**

- Please read the VISIT MCKINNEY Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or by emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the VISIT MCKINNEY board. Please submit the application to:

VISIT MCKINNEY  
200 W. Virginia  
McKinney, TX 75069

If emailing, please send to [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

- If you are interested in a preliminary review by the VISIT MCKINNEY Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

**Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, Dropbox or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below.**

**VISIT MCKINNEY Promotional Grants for Event or Project**

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "Texas Hotel Tax Expenditure Requirements," for qualifying uses for hotel tax.)

**Advertising/Promotional Grants for Events/Projects:**

| <b>Application Deadline</b> | <b>Presentation to VISIT MCKINNEY Board</b> | <b>Board Vote and Award Notification</b> |
|-----------------------------|---------------------------------------------|------------------------------------------|
| October 1, 2019             | October 22, 2019                            | November 26, 2019                        |
| February 3, 2020            | February 25, 2020                           | March 24, 2020                           |

## GRANT APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Dean P. Cimini

Title: President

Mailing Address: 7110 Wellington Point Rd

City: McKinney

ST: TX

Zip: 75072

Phone: 469-964-0507

Fax: N/A

Email: dean.cimini@live.com

### Check One:

**XX Nonprofit – 501(c) Attach a copy of IRS Determination Letter, EIN= 84-4264915**

Governmental entity

For profit corporation

Other

### Professional affiliations and organizations to which your organization belongs:

Marching Music Made in McKinney is a newly-formed 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 2020.

The organization's founder and President, Dean Cimini, is a long-time McKinney resident and community-engaged citizen, as is the organization's Treasurer, Kenneth Ussery. 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 Owner 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 Rd

City: McKinney

ST: TX

Zip: 75072

Phone: 469-964-0507

Fax: N/A

Email: dean.cimini@live.com

**CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY AND ORGANIZATION:**

Name: Dean P. Cimini  
Title: President  
Mailing Address: 7110 Wellington Point Rd  
City: McKinney ST: TX Zip: 75072  
Phone: 469-964-0507 Fax: N/A Email: dean.cimini@live.com

**FUNDING**

Total amount requested: \$10,000

Matching Funds Available (Y/N and if yes, please indicate amount and source): NO

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

Yes  **XX- No**

Please provide details and funding requested:

**TOURISM-RELATED EVENT OR PROJECT**

Start Date: July 20, 2020

Completion Date: July 21, 2020

**APPLICANT'S BOARD OF DIRECTORS** (list may be included as an attachment)

- Dean P. Cimini, President
- Kenneth Ussery, Treasurer
- Ray Pulver, Secretary

**APPLICANT'S LEADERSHIP STAFF** (may be included as an attachment)

MARCHING MUSIC MADE IN MCKINNEY is comprised of a volunteer board and a volunteer supporting committee. Our volunteers come from across McKinney and include citizens, civic leaders and school district officials.

**Use the outline below to prepare a written narrative no more than seven 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.**

- **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.

**II. Tourism-Related Event or Project**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
  - **RESPONSE:**
    - 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, the 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! We have secured a partnership with DCI to bring 9 of their world-class corps to McKinney on an annual basis starting in July 2020. Making this experience successful for McKinney and our community is what our committee is about and that is why we want to partner with MCVB 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!
    - 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.
    - 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, 7/19**, 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.
  - **Monday, 7/20**, three (3) DCI corps will participate in a drum line battle at Tupps Brewery, who has the event on their calendar. 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.
  - **Tuesday, 7/21**, will be the big day with an all-day middle school band camp called BANDtastic followed by the main DCI competition that night in MISD stadium. The BANDtastic campers will have a chance to play on the field with the DCI Corps.
    - While we are breaking new ground with DCI, we are working closely with our friends on the NCAA D2 committee to learn from them and build upon their successes.
    -
- **RESPONSE: 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 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 competition itself.
  - Promote business in McKinney through storytelling using digital media-promoting 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, The Dye Course at Stonebridge Ranch 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.

| MARKETING GOALS                                                                                                                                                  | TIMELINE (for Marketing) | MEASURABLE METRICS                                                                                                                     | TRACKING                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>Attract more visitors to McKinney</b>                                                                                                                         | Mar 2020 – July 2020     | ➤ Attendance for the Drumline Battle (to be held at Tupps Brewery) above 300, and DCI Competition above 4,500                          | ➤ Tupps and DCI Ticket sales                                        |
| <b>Inaugural Attendance</b>                                                                                                                                      | Mar 2020 – July 2020     | ➤ Attendance for the Tupps Drumline Battle above 300 and<br>➤ DCI Competition above 4,500                                              | ➤ Tupps and DCI Ticket sales                                        |
| <b>Promote hospitality industry</b> <ul style="list-style-type: none"> <li>• Drumline Battle</li> <li>• DCI Competition</li> <li>• Plan Your Trip App</li> </ul> | Mar 2020 – July 2020     | ➤ Sales in hospitality business for self-identified guests.<br>➤ Track business through Chamber and business community for event days. | ➤ Main Street McKinney<br>➤ McKinney Chamber                        |
| <b>Promote Community Engagement</b>                                                                                                                              | Mar 2020 – July 2020     | ➤ Track number of volunteers and attendees who are local                                                                               | ➤ Track: Merchant input<br>Website info gathering<br>➤ Ticket sales |
| <b>Attract visitors to McKinney</b>                                                                                                                              | Mar 2020 – July 2020     | ➤ Increase in number of visitors during event days                                                                                     | ➤ Hotel sales, ticket sales<br>➤ MCVB statistics                    |

- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
  - **RESPONSE:** DCI provides entertainment to millions of fans through live performances and nationally-broadcast competitions, culminating in the World Championship in Indianapolis each August. Drum corps is currently the **fastest-growing youth activity in the U.S.** and DCI touches lives around the world:
    - Active participants in U.S.-based drum and bugle corps hail from more than 15 countries
    - The annual DCI Tour is made up of more than 100 events throughout North America
    - Each summer, some 400,000 fans attend live drum corps events

Our event will host 9 of the top corps, which have a large fan base in North Texas and the surrounding area. Drum corps fans are passionate about this event, and the shows draw large crowds; we ultimately expect to sell out our stadium of ~6,000 fans (DCI corps perform to one side of the stadium.)

DCI events draw fans from hundreds of miles away and we believe our unique program of the drum line battle, BANDtastic middle school camp and main-event competition will drive hotel nights, restaurant sales and tourism to our unique McKinney experience.

- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
  - **RESPONSE:** The 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. This DCI event aligns with this objective.
  
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
  - **RESPONSE:** please see information in the below timeline. Events will be held at Tupps Brewery and MISD Stadium.
  
- Provide the venue/location for the Event or Project.
  - **RESPONSE:** please see information in the below timeline. Events will be held at Tupps Brewery and MISD Stadium.
  
- Provide a timeline for the Event or Project.
  - **RESPONSE:** this is a multi-day, multi-venue event as follows:
    - **Sunday, 7/19**, 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.
    - **Monday, 7/20**, three (3) DCI corps will participate in a drum line battle at Tupps Brewery, who has the event on their calendar. 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.
    - **Tuesday, 7/21**, will be the big day with an all-day middle school band camp called BANDtastic followed by the main DCI competition that night in MISD stadium. The BANDtastic campers will have a chance to play on the field with the DCI Corps.
  
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous 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, including prelude concerts, overnight BANDtastic events and more.

- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.
  - **RESPONSE:** Working in partnership with MCVB, DCI, and other associated organizations, we will work to target music enthusiasts from a 200-mile radius; DCI has already introduced us to numerous organizations who are ready to engage with our community and MARCHING MUSIC MADE IN MCKINNEY.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
  - **RESPONSE:** the following is the full budget for both the Drumline Battle to be held at Tupps Brewery, and the DCI Competition to be held at MISD Stadium; for the BANDTastic event, all proceeds of the camp go to DCI and all costs are covered by DCI, hence a net neutral event for MARCHING MUSIC MADE IN MCKINNEY.

| <b>Drum Corps International: 2020 Marching Music Made in MCKinney</b> |              |                   |                          |
|-----------------------------------------------------------------------|--------------|-------------------|--------------------------|
| <b>Projected Income</b>                                               |              |                   |                          |
|                                                                       | <b>Units</b> | <b>Rev / Unit</b> | <b>Estimated Revenue</b> |
| MCVB Grant                                                            |              |                   | \$ 10,000.00             |
| Ticket revenue from Drum Line Battle hosted at Tupps Brewery          | 500          | 10                | \$ 5,000.00              |
| DCI Guarantee to Booster Club (guaranteed)                            | -            | -                 | \$ 5,000.00              |
| Parking (estimated with 100% to host; assumes 1 car / 4 attendees)    | 1,250        | \$ 10.00          | \$ 12,500.00             |
| Programs (estimated, assumes \$2 to print)                            | 250          | \$ 3.00           | \$ 750.00                |
| Sponsorships (estimated)                                              | 10           | \$ 500.00         | \$ 5,000.00              |
| Concessions Profit (estimated)                                        | 1,000        | \$ 2.00           | \$ 2,000.00              |
| <b>Revenue Subtotal</b>                                               |              |                   | <b>\$ 40,250.00</b>      |
| <b>Projected Expenses</b>                                             |              |                   |                          |
| Digital Marketing (targeted digital ads, social medial, print)        |              |                   | \$ 5,600.00              |
| Website Enhancements                                                  |              |                   | \$ 2,400.00              |
| Radio ads                                                             |              |                   | \$ 2,000.00              |
| Drum Corps staying at MISD schools Custodial & Utilities              |              |                   | \$ 6,000.00              |
| Announcer (DCI provided)                                              |              |                   | \$ -                     |
| Stadium Mgr (1 person for 12 hours)                                   |              |                   | \$ 800.00                |
| CEC Mgr (1 person for 12 hours)                                       |              |                   | \$ 600.00                |
| Graphics board operator (1 person for 12 hours)                       |              |                   | \$ 600.00                |
| Stadium Security (2 officers for 7 hours each)                        |              |                   | \$ 1,100.00              |
| Traffic Mgt (4 officer for 7 hours)                                   |              |                   | \$ 2,000.00              |
| Stadium & CEC Utilities                                               |              |                   | \$ 2,500.00              |
| Stadium & CEC Clean-up                                                |              |                   | \$ 5,000.00              |
| Turf cleaning                                                         |              |                   | \$ 500.00                |
| <b>Expenses Subtotal</b>                                              |              |                   | <b>\$ 29,100.00</b>      |
| <b>Profit / Loss from 2020 Marching Music Made in MCKinney</b>        |              |                   | <b>\$ 11,150.00</b>      |

- Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.
  - **RESPONSE:** Our event is scheduled for July 19-21, 2020



**Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and VISIT MCKINNEY.\***

- Ensure application eligibility for VISIT MCKINNEY consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying document.) To be considered for VISIT MCKINNEY grant eligibility, your request must satisfy both Category 1 and at least one of the eight state approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

- **RESPONSE:** The DCI events will continue to market and highlight McKinney as a unique destination for residents and visitors alike as described in this application.

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**Has a request for funding for this Event or Project been submitted to VISIT MCKINNEY in the past?**

Yes

**XX- No**

**Date(s):**

**Financial**

- Provide an overview of the organization’s financial status including the impact of this grant request on the organization’s mission and goals.
  - **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY is a newly-formed nonprofit organization as stated above. The current, sole purpose of MARCHING MUSIC MADE IN MCKINNEY is to facilitate the DCI Competition and related events as stated above. We expect that all revenues generated from the event will be distributed to the MISD band boosters once expenses are covered.
- 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.
  - **RESPONSE:** MARCHING MUSIC MADE IN MCKINNEY is a newly-formed organization with no paid staff. The only revenues and expenses are those associated with this event.

**What is the total estimated cost for this Event or Project?**

- **RESPONSE:** \$29,100; please see detail budget above.

**What percentage of the Event or Project funding will be provided by the Applicant?**

Are Matching Funds available?  Yes

No

|             |        |            |
|-------------|--------|------------|
| Cash \$0    | Source | % of Total |
| In-Kind \$0 | Source | % of Total |

**Please provide details regarding other potential sources for funding. Include the 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 Event or Project for which you are requesting funding, and how they are designed to help you achieve current and future goals.

- **RESPONSE:** for the inaugural year, we will measure success as follows:
  - Design ad graphics & place digital ads for each event. (Ongoing 3/1/20)
  - Posters placed in retailers around McKinney (June 2020)
  - Launch economic impact PR blitz via social media, websites, news outlets, (April 2020 – June 2020)
  - Social Media posts / boosts (ongoing beginning 4/1/20)
  - Active Facebook, Instagram and Twitter pages (ongoing beginning 4/1/20)
  - Video production and distribution through various channels including website, social media channels, Chamber, MISD, MCVB (April – July 2020)
  - Story submitted to local news outlets (April, June 2020)
  - Enlist the support / service of high school booster clubs (ongoing beginning 1/1/20)
  
- A grant for promotional funding from MCVB would make it possible to:
  - Increase the digital ad spend, reaching a greater target audience, providing more information about McKinney, the DCI competition and surrounding events to a larger, but more defined audience Utilize radio to engage an audience of music enthusiasts
  - Enhance website to promote “Plan Your Trip” options, encouraging prospective visitors to plan their entire trip through the M3McKinney.com website. This addition would allow the event team and MCVB to more effectively track the number of visitors, where they stay, dine and seek entertainment.

## V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project. 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 300 attendees
  - Attendance for the BANDtastic camp above 200 students (this event is specifically planned for MISD middle school students)
  - Attendance for the DCI Competition above 4,500 fans
  - 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

## Acknowledgements

### If funding is approved by the VISIT MCKINNEY board of directors, Applicant will assure:

- The Event or Project 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 purposes described in this application.
- VISIT MCKINNEY will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and VISIT MCKINNEY and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part by Visit McKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the VISIT MCKINNEY Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to VISIT MCKINNEY no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. (The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project.) The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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 upon interest rate, not later than the 120<sup>th</sup> day after the date VISIT MCKINNEY requests repayment.

**The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.**

**Chief Executive Officer**

**Representative Completing Application**



Signature



Signature

Dean P. Cimini

Printed Name

Dean P. Cimini

Printed Name

February 2, 2020

Date

February 2, 2020

Date

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

**CHECKLIST:**

**Completed Application:**

- Use the form/format provided
- Organization Description
- Outline of Event or Project - description, budget, goals and objectives
- Indicate the VISIT MCKINNEY goal(s) that will be supported by this Event or Project
- Event or Project timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

**Attachments:**

- A one-page summary of the goals/activities involved in the Event or Project for which you are seeking VISIT MCKINNEY grant funding.
- Financials: organization's budget for current fiscal year
- Event or Project 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 VISIT MCKINNEY WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE EVENT OR PROJECT.**

**FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.**

**PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.**



## **VISIT MCKINNEY**

### **Final Report**

**Organization:**

**Funding Amount:**

**Event or Project:**

**Start Date:**

**Completion Date:**

**Location of Event or Project:**

**Please include the following in your report:**

- Narrative report on the Event or Project
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Tear sheets from print advertisements/promotions □ Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following completion of the Event or Project to:**

VISIT MCKINNEY  
200 W. Virginia  
McKinney, TX 75069

Attn: Dee-dee Guerra