

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
 Fiscal Year 2019

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Contact us to discuss your plans for submitting an application prior to completing the form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
 5900 S. Lake Forest Blvd., Suite 110
 McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

2019 Project Grant Application Schedule

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 28, 2018	January 24, 2019	February 28, 2019
Cycle II: March 29, 2019	April 25, 2019	May 23, 2019
Cycle III: June 28, 2019	July 25, 2019	August 22, 2019

APPLICATION

Project Grants support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community (city/public access) Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children’s Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Low Income Housing
- Mass Transit-Related Facilities
- Airport Facilities

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 Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, 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: Same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$60,000

Matching Funds Available (Y/N and amount): \$40,000

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

Yes

No

Please provide details and funding requested:

PROJECT

Start Date: September 1, 2019

Completion Date: November 30, 2019

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

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

Am Rosenthal

Aaron Werner

Jakia Brunell

Andrew Jones

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

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

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

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, end user.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.
- Please also include planned support activities, timeframe/schedule, and estimated use and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project – from design to completion.
- Will the project be competitively bid?
- Are there plans for growth/expansion in future years?

Please provide the information requested below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" 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 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 and/or page 1 of this application)
- 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

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

- 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

Has a request for funding, for this Project been submitted to MCDC in the past?

Yes

No

Date(s):

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission, goals and business model.
- 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?

\$100,000

Please provide a detailed budget specific to the proposed Project.

What percentage of Project funding will be provided by the Applicant? 40%

Are Matching Funds available? Yes No

Cash: \$40,000	Source: Texas Commission on the Arts	% of Total 35%
Cash: \$5,000	Source: Foundation Support	% of Total 5%
In-Kind \$	Source	% of Total

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

Grant application was submitted to Texas Commission on the Arts – Cultural District Project funding source. Commissioners meet in September to determine project awards.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project 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. 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:

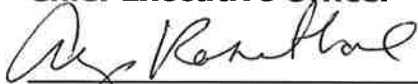
- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. 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 for which funds were awarded.

- A final report detailing the successful completion of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld **until the final report on completion of the Project is provided to MCDC.**

- 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 120th 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



Signature

Amy Rosenthal

Printed Name

June 28, 2019

Date

Representative Completing Application



Signature

Amy Rosenthal

Printed Name

June 28, 2019

Date

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

MCDC PROJECT GRANT APPLICATION – JUNE 2019 DOWNTOWN NEON SIGNS



The Historic Downtown McKinney Cultural District (HDMCD) has been the heart of the community since 1848. It is lovable, durable, walkable, adaptable - and thus it is sustainable.

Economically Vital:

The HDMCD attracts citizens and visitors for shopping, dining and arts through a variety of independently-owned shops and restaurants; through events like McKinney Oktoberfest, Arts in Bloom and the July 4th Hometown Parade; and through strong support and preservation of the historic features that influence economic vitality.

The HDMCD is McKinney's Identity:

This emphasis on authentic form, activities and character cannot be reproduced. HDMCD is McKinney's identity, and it is the city's primary attraction. The HDMCD is a nexus where the community gathers for inspiration, celebration and commemoration.

A Unique Destination for Visitors:

The HDMCD is a vibrant district with over 120 independently-owned businesses. Generations have shopped, worked, lived and celebrated life's milestones in the same buildings that today make up the lively downtown. It's still a place to gather, with its sophisticated charm, eclectic shopping and rising culinary scene.

Visitor accommodations include The Grand, a boutique hotel located in the heart of downtown, or there is a variety of B&Bs in the neighboring residential historic district.

Dining- and Entertainment-Friendly:

The HDMCD continues to develop its reputation as a food destination with acclaimed chefs and restaurants. Guests have many options from wineries, to pubs to coffee shops where they can experience the welcoming environment and congenial companionship. City ordinances have recently been modified to extend late night hours for restaurants and bars. This 'entertainment friendly' decision helps keep guests in the district to expand economic impact - encouraging theater and gallery patrons to continue enjoying the area - and encourage overnight stays at local hotels.

Thriving artist population:

HDMCD is home to a creative community that helps shape the look and feel of the district.

NEON SIGNS – PROJECT OVERVIEW:

Vintage neon signs delight with designs and connections to the past. These signs were unique works of art and craftsmanship. They evoke memories and are a tribute to locally-owned businesses. From the 1920's-1970's, American streets by night were magical wonderlands of light, color and movement. Today, many downtowns have been stripped of their original signs. – Vintage Signs of America by Debra Jane Seltzer

Historic Downtown McKinney Cultural District will install three new neon signs to help identify the district and highlight parking. The neon signs will take inspiration from original signs hanging in the district in the 1940's - 1950's.

McKinney's downtown neon project is patterned after the success of Deep Ellum's iconic sign and Austin's Red River

Cultural District sign. Both signs are highly photographed and help distinguish these entertainment districts. Other examples can be found in Memphis, Nashville, San Antonio and Portland.

McKinney's Cultural District neons will reinforce the district as a destination with vibrant night life, help establish sense of place, and provide a unique attraction for visitors.

The three signs have been designed as companion pieces and are based on actual signs hanging in downtown McKinney during the 1940's - 1950's.

- A pole mounted sign will be installed at the west entrance of the district – welcoming visitors to Downtown McKinney Cultural District.
- A rooftop sign will be installed on the east side of the district on top of a four story parking garage adjacent to Highway 5.
- The third blade sign will also be installed on the parking garage, a replica of the traditional parking with an arrow sign.

McKinney Main Street staff are working in coordination with the Historic Preservation Officer and neon artist for sign design and installation.

Timeline:

- August 2019 – Finalize designs
- September 2019 – Approval process
- October 2019 – Electrical preparation and sign creation
- November 2019 – Sign placement and unveiling

ATTRACT CULTURAL TOURISTS & MARKETING/OUTREACH

Neon signs are true examples of American folk art, and neon continues to hold a firm place in the heart of today's culture. Enthusiasts capture neon signs through photography and art. Instagrams are filled with examples of neon signs from across the country.

Installation of landmark neon signs in McKinney help guests know the district is 'open' for business. The highly visible signs will enchant tourists and offer something special to greet visitors at district entrances.

The pole sign will be installed in a manner that allows for 'selfies.' A small plaque will be attached to the pole with a customizable hashtag to help track interaction.

A comprehensive marketing campaign will be deployed in conjunction with the installation of the neon signs. The signs will be captured in ads for the district and included in the promotional materials for 'Home for the Holidays...A

McKinney Christmas,' a 39 year old festival attracting visitors from across North Texas and beyond.

At the time of sign installation, the district sparkles with thousands of Christmas lights added to trees and buildings. As well, the neons will complement the glow of the old water tour that was retrofitted with LED lights in 2018.

TRACKING ECONOMIC IMPACT & METRICS FOR SUCCESS

Historic Downtown McKinney Cultural District neon sign locations have been carefully selected to ensure highest visibility.

Traffic engineer reports document:

- Pole Sign – 5,000 vehicles daily on Louisiana Street
- Roof Top Sign – 50,000 vehicles daily / north and south bound on Highway 5
- Blade Parking Sign – 2,000 vehicles daily on Virginia Street

Exposure to this number of vehicles informs visitors of the district. The parking sign specifically identifies where visitors can park to enjoy the district. The intent of the neon signs is also to develop nighttime activity at our entertainments venues and restaurants.

Economic impact will be measured through sales tax and property values. HDMCD has the ability to track sales tax on a monthly basis and property values on an annual basis within the district.

Management consistently seeks to measure impact through monthly reports of Key Performance Indicators – including number of attendees at programs, activities, new businesses, and employees. All data is readily available.

Management will also track percentage of businesses open past 9pm and number of nighttime entertainment events.

QUALITY OF PROJECT

Historic Downtown McKinney Cultural District is located in an area that overlaps commercial and residential districts on the National Register of Historic Places. With this designation, there are specific guidelines that shape the aesthetics of the district. Guidelines reference use of certain materials to help protect and preserve the distinct feel and environment of Downtown McKinney. These guidelines also support an artistic and craftsman approach to area.

The neon signs will be created to reflect signs hanging in the district from days gone by. Old photographs of the district have been accessed to help inform neon sign shape, size, color and style. McKinney's historic preservation officer has been involved with the project to ensure project integrity. Initial designs have been crafted by a top neon sign maker in North Texas.

The glow of neon light has a particular magic. It harkens back to an age of 'mom-and-pop' stores yet elicits a modern and fresh feel. The three neon signs for Historic Downtown McKinney Cultural District offer an artistic, unique and authentic welcome to visitors.

INCOME OVERVIEW

Foundation Support	\$5,000
Texas Commission on the Arts	\$35,000
MCDC Request	\$60,000

TOTAL **\$100,000**

EXPENSE OVERVIEW

Marketing	\$5,000
Sign fabrication & installation	\$95,000 **

TOTAL **\$100,000**

** At time of grant submission, final estimates of sign fabrication and installation have not been provided.

Initial estimates from Mello Signs:

- Roof top \$50,000
- Pole \$20,000
- Parking \$25,000

INSPIRATION SIGNS – MCKINNEY SIGNS



INSPIRATION SIGNS – MCKINNEY SIGNS



INSPIRATION SIGNS – ACROSS COUNTRY





Downtown

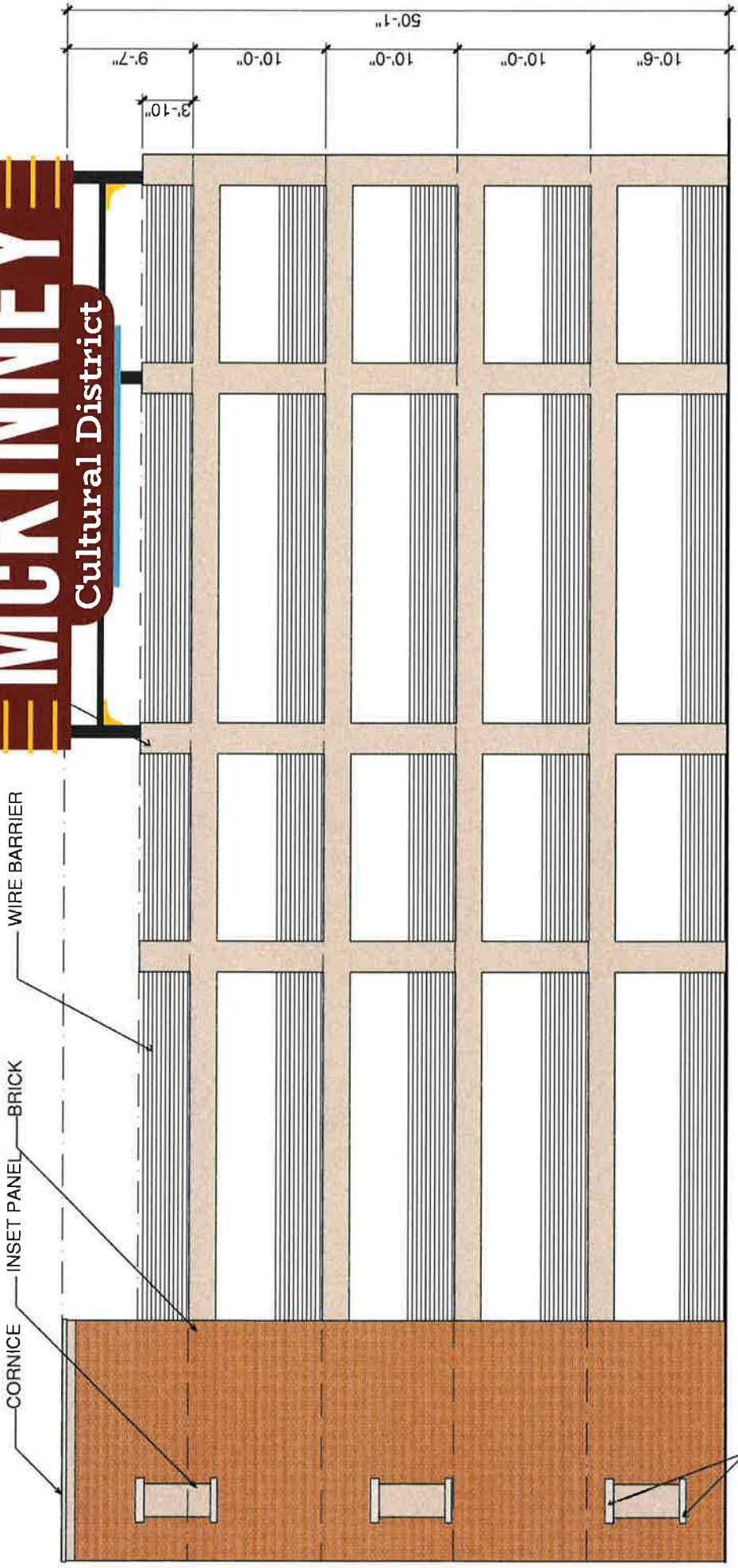
MCKINNEY

Cultural District



DRAFT 6.28.19

Downtown
MCKINNEY
Cultural District



3 EAST GARAGE ELEVATION
SCALE: 1/8" = 1'-0"

DRAFT 6.28.19

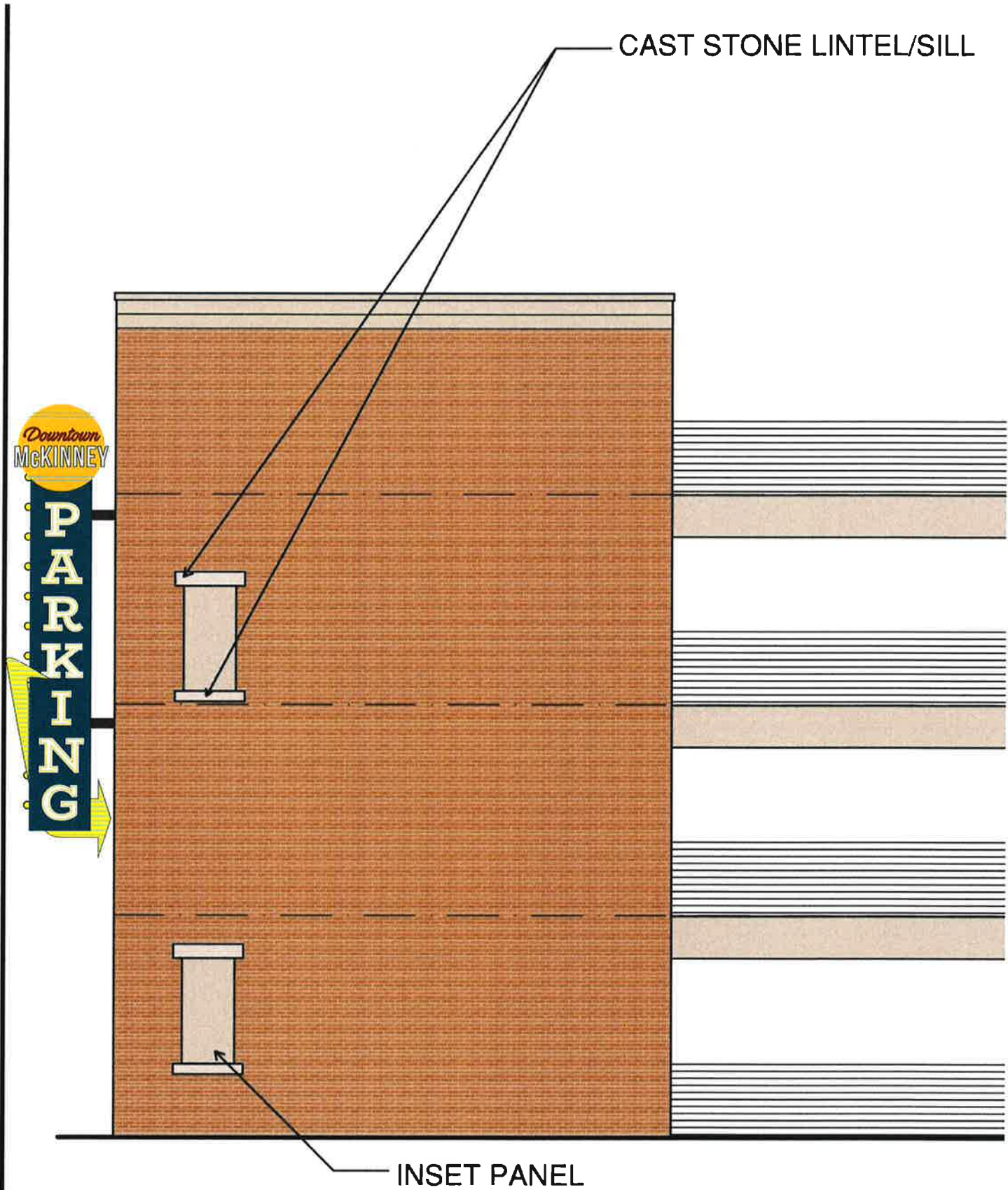


Downtown

MCKINNEY

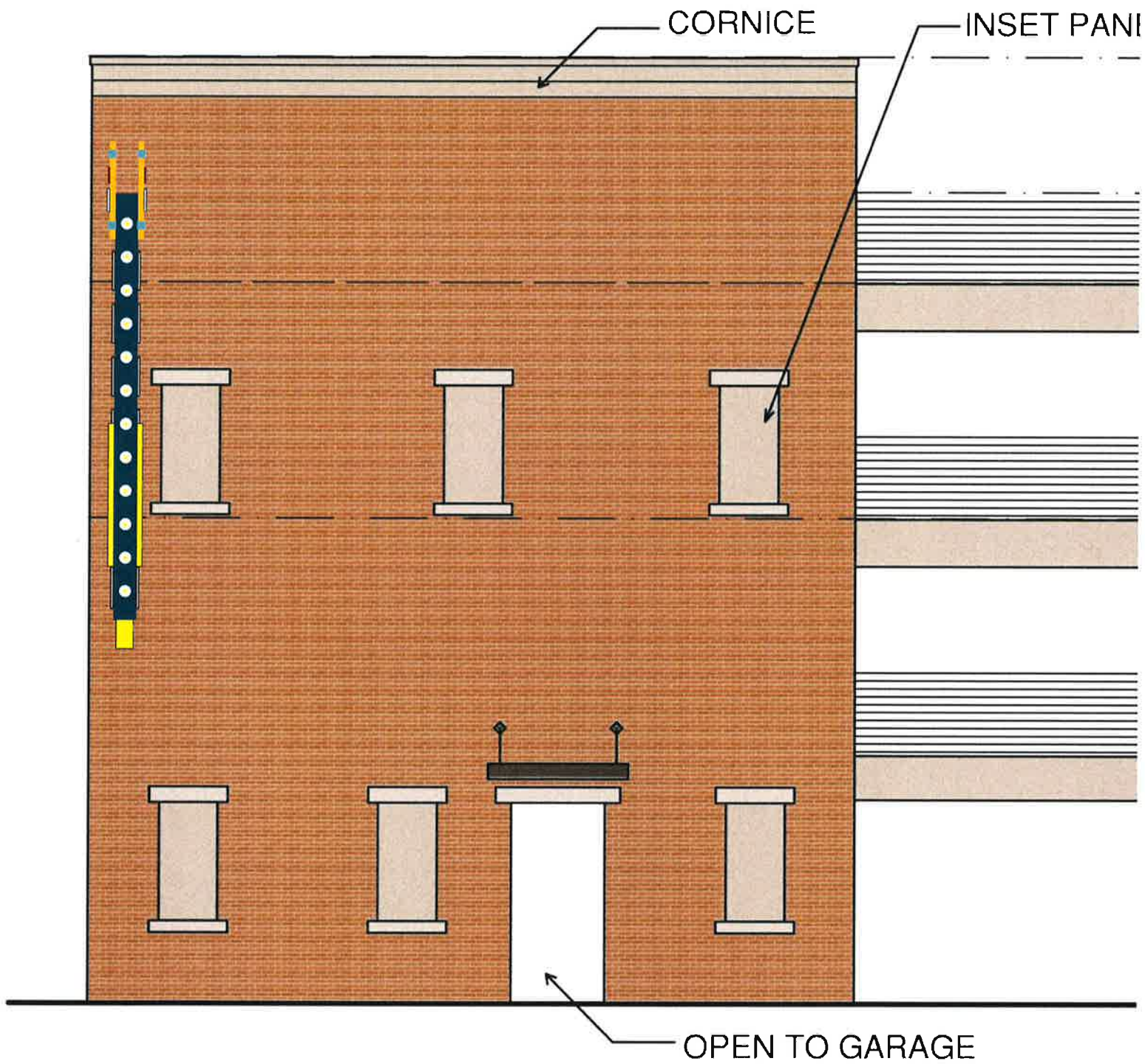
Cultural District





1 SOUTH GARAGE ELEVATION

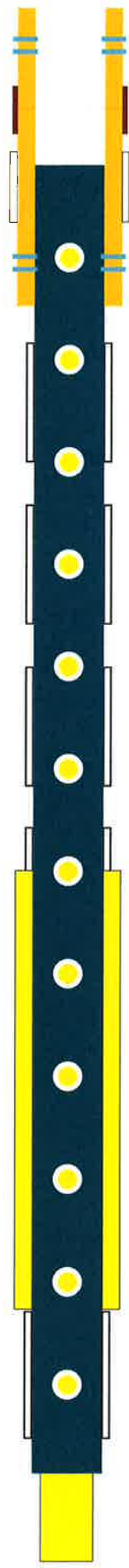
SCALE: 1/8" = 1'-0"



4 WEST GARAGE ELEVATION

SCALE: 1/8" = 1'-0"

DRAFT
6.28.19





**McKinney Main Street
Board of Directors
2018-2019**

**Matt Hamilton
Chair**

**Jolie Williams
Vice Chair**

**Kathryn Waite
Secretary/Treasurer**

Edna Brown

Jim Smith

Kaci Lyford

Ric Anderson

Doug Willmarth

Julie Williams

**Barry Shelton
City Liaison**

**Amy Rosenthal
Program Director**

**Aaron Werner
Program Coordinator**

**Andrew Jones
Special Events**

**Jakia Brunell
Marketing/Development**

McKinney Main Street

PROFIT AND LOSS

October 2017 - September 2018

Income	ARTS IN BLOOM	BIKE THE BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY C-CHRISTMAS TREE	MPAC SEAT CUSHION	OCTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE SQUARE ON THE SQUARE	SECOND SATURDAYS	VOTE MAN STREET/MPAC	NOT SPECIFIED	TOTAL
Administrative Income																
DownTown Membership Income				28.50		3,606.54		0.00				2,704.82			28.50	\$2,808.65
Events Income															2,808.65	\$0.00
Activities Income																\$2,733.12
DownTown Christmas Tree Fund																\$3,808.54
Event/raiser Grant																\$1,250.00
Pre-Sale Ticket Revenue																\$30,087.22
Registration Fees																\$24,322.44
Ticket Sales																\$94,421.93
Vendor Commission																\$26,516.15
Event/raiser Grant																\$1,033,947.40
Total Events Income																\$15,077.50
Miscellaneous Income																\$75,000.00
National Trust Grant																\$0.00
Non Profit Income																\$0.00
Curfain Campaign MPAC																\$11,981.01
Total Non Profit Income																\$11,981.01
Sales of Product Income																\$314.50
Sponsorship Income																\$1,950.00
Vendor Income																\$1,195.00
Vendor Application Fee																\$1,776.20
Total Vendor Income																\$119,498.98
Total Income																\$1,403,646.54
EXPENSES																\$1,403,646.54
Administrative Expenses																\$170.02
Associations/Dues/Subscriptions																\$10,228.37
Board Expense																\$318.30
Bookkeeping/Audit																\$6,789.70
Communications																\$1,012.98
Conical Labor																\$1,012.98
Office Expenses																\$3,848.00
Other Expenses																\$2,051.00
Bank Service Charges																\$0.00
Credit Card Fees																\$279.00
Interest																\$15,037.13
Online/Bank Payments Fees																\$176.62
Total Chair Fees																\$2,661.67
Postage																\$19,214.42
Printing and Reproduction																\$13,021.14
Storage Unit																\$173.35
Supplies																\$266.42
Food																\$3,128.00
Travel/Training																\$3,128.00
Event Expenses																\$1,411.18
Activities Expense																\$1,097.85
Alcohol Expense																\$1,302.51
TABC Permit																\$1,097.85
Decorations Expense																\$1,097.85
DownTown Christmas Tree Expense																\$1,097.85
Event Permit																\$1,097.85
Event Staff																\$1,097.85
Hospitality																\$1,097.85
Infrastructure																\$1,097.85
Electricity																\$1,097.85
Fencing																\$1,097.85
Ice																\$1,097.85
Portables																\$1,097.85
Rentals																\$1,097.85
Total Infrastructure																\$1,097.85
Marketing Expense																\$1,097.85
Billboards																\$1,097.85
Event T-Shirts																\$1,097.85
Misc. Marketing																\$1,097.85
Newspaper																\$1,097.85
Radio																\$1,097.85
Signage																\$1,097.85
Social Media																\$1,097.85
Television																\$1,097.85
Total Marketing Expense																\$1,097.85
Merchandise																\$1,097.85
Office/Administrative Expenses																\$1,097.85
Prize Winnings																\$1,097.85
Special Events Expense																\$1,097.85
Advertising/Promotional																\$1,097.85
Bike the Bricks																\$1,097.85

	ARTS IN BLOOM	BIKE THE BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MPAC SEAT CUSHION	OCTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE	SCORE ON THE SQUARE	SECOND SATURDAYS	STREET FIMPAC	NOTE MAIN	NOT SPECIFIED	TOTAL
Special Events Liability Inc.																		
VIP Experience Expenses	1,549.00																	\$2,269.00
Total Special Events Expense	1,717.40	1,625.00																\$7,232.00
Staffing Expense	2,657.82		29,109.39	3,865.50				7,332.00										\$12,016.83
Misc Labor	3,530.00							16,727.50										\$92,330.21
Portals/Cleanup	1,362.75				415.44			5,719.87										\$4,750.00
Total Staffing Expense	7,960.57		29,109.39	3,865.50	415.44			23,687.17										\$67,797.65
Supplies & Materials	452.69	161.14		721.65				3,389.47										\$6,105.95
Ticket Redemption				16,143.16				444,102.58										\$488,883.35
Weather Insurance	28,637.61							10,500.00										\$10,500.00
Total Event Expenses	129,814.80	64,357.70	29,353.19	180,001.29	4,180.43	16,057.13		739,737.79	84,046.13		2,004.08	2,300.00	1,992.71	4,076.72	10,857.85			\$1,229,206.16
Maintenance			1,635.39															\$55,063.52
Program Expenses																		\$0.00
Provisional Project Expense							1,710.00											\$0.00
Directional Sign Expense																		\$1,710.00
Marketing Plan/Implementation																		\$555.20
Other/Promotional Items																		\$3,403.73
Total Promotional Project Expense																		\$3,403.73
Total Program Expenses																		\$350.00
Total Expenses	\$191,161.22	\$64,877.50	\$31,595.51	\$183,493.97	\$4,180.43	\$16,140.78	\$1,710.00	\$739,498.74	\$84,046.13	\$0.00	\$2,004.08	\$2,300.00	\$1,992.71	\$7,460.45	\$11,137.85			\$1,379,790.06
NET OPERATING INCOME	\$11,007.72	\$-18,128.40	\$-21,265.51	\$1,973.57	\$-545.43	\$-7,254.24	\$-1,710.00	\$173,133.16	\$-9,046.13	\$11,981.01	\$-721.64	\$404.62	\$452.29	\$7,229.55	\$-11,137.85			\$32,856.46
Other Income																		\$0.00
Interest Earned																		\$72.42
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$72.42
Other Expenses																		\$0.00
Depreciation Expense			4,838.78															\$4,838.78
Total Other Expenses	\$0.00	\$0.00	\$4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$4,838.78
NET OTHER INCOME	\$0.00	\$0.00	\$-4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$-4,838.78
NET INCOME	\$11,007.72	\$-18,128.40	\$-26,104.29	\$1,973.57	\$-545.43	\$-7,254.24	\$-1,710.00	\$173,133.16	\$-8,046.13	\$11,981.01	\$-721.64	\$404.62	\$452.29	\$7,229.55	\$-11,137.85			\$56,361.43