

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
 Fiscal Year 2020

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.

2020 Project Grant Application Schedule

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2019	January 23, 2020	February 27, 2020
Cycle II: March 31, 2020	April 23, 2020	May 28, 2020
Cycle III: June 30, 2020	July 23, 2020	August 27, 2020

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 (facilities and/or equipment)
- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: 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: contact-mainstreet@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

Mailing Address: Same as above

City:

ST:

Zip:

Phone:972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: Same as above

City:

ST:

Zip:

Phone: Cell 817-269-1326

Fax:

Email: arosenthal@mckinneytexas.org

FUNDING

Total amount requested: \$66,000

Matching Funds Available (Y/N and amount): Yes – for marketing - \$5,000

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: Partnership with Better Block to build custom mobile unit and implement opening event for unit

PROJECT

Start Date: June 2020

Completion Date: October 2020

BOARD OF DIRECTORS *(may be included as an attachment)***Robert Matthew Hamilton, Chair****Jolie Williams, Vice Chair****Kathryn Waite, Secretary/Treasure****Doug Wilmarth****Ric Anderson****Kaci Lyford****Julie Williams****Preston Chase Schwalls****Jim Smith****Taylor Phelan, Alternate**

LEADERSHIP STAFF (may be included as an attachment)

Amy Rosenthal

Aaron Werner

Andrew Jones

Jakia Brunell

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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input checked="" type="checkbox"/> Yes | <input 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
 - Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
-

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 the following:
 - Organization budget and Profit & Loss Statement for current and previous year
 - Organization 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?

\$71,000

Please attach a detailed Project budget specific to the request for funds.

What percentage of Project funding will be provided by the Applicant? 07%

Are Matching Funds available? Yes No

Cash: \$5000	Source: Sponsorship	% of Total: 07%
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.

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.
- Funded Projects must be completed within one year of the date the grant is approved by the MCDC board.

- Property owner will be responsible for maintaining the improvements made with funding from a Project Grant for ten (10) years.
- Grant recipients must maintain financial books and records of the funded project and of their operations as a whole for at least two years, should MCDC or the City of McKinney require an audit. The books and records must be available upon request, and create a clear audit trail documenting revenues and expenses of the funded project.
- 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.**
- A performance agreement will be required and 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

Date 3/31/2020

Representative Completing Application



 Signature

Amy Rosenthal
 Printed Name

Date 3/31/2020

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: description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project
- Project timeline and location
- Plans for advertising, marketing and outreach
- Evaluation metrics
- List of board of directors and staff
- Financials provided: organization's budget and P&L for current and previous fiscal year; 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 MCDC WITHIN 30 DAYS OF THE COMPLETION OF THE PROJECT

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

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



MCDC PROJECT GRANT APPLICATION – MARCH 2020 BETTER BLOCK IN A BOX & EVENT

I. APPLYING ORGANIZATION: Historic Downtown McKinney Cultural District & McKinney Main Street

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.

II. BETTER BLOCK IN A BOX – PROJECT OVERVIEW:

According to some economists, 20-30% of all small businesses are expected to close permanently after impacts related to COVID-19. As part of recovery, McKinney Main Street is looking at way to help support downtown businesses and bring community together.

Retail is evolving and becoming more experiential. New developments incorporate gathering spaces and community areas within their centers. Consumers enjoy this amenity with increased opportunities for entertainment and community.

City administrators and planners recognize the need for placemaking within our 170 year old historic cultural district.

Better Block is a Dallas-based 501c3 “that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods.”

Their program, Better Block in a Box, has all the elements needed for a placemaking event assembled into one shipping container. Including places for people to sit, string lights, shade, and activities for people of all ages. The elements are packaged all together, organized into a shipping container, and available to easily be set up. Once emptied, the shipping container becomes a bar, a checkin kiosk, or an inside gallery.

Better Block in a Box will work with McKinney Main Street to create a customized box. The box will primarily be used within the district and may also be available for activities with McKinney’s Parks and Recreation Department, Neighborhood Services and other local non-profits. The box will be revealed at a free inaugural event on Saturday, October 24, 2020.

We know downtown merchants experience increased foot traffic and increased sales in conjunction with downtown events. Better Block in a Box will provide McKinney Main Street with a quick and easy way to generate ‘pop-up’ events. These events will provide important insight to area that may be developed as pedestrian spaces in the future.

Project Goals include:

- Encourage Community Involvement
- Strengthen Local Economy
- Test new ideas & demonstrate value of pedestrian spaces

Timeline – Please reference proposal from Better Block:

- June 2020 – Begin consultation with Better Block for container and event
- July 2020 – Identify element for container and design concepts
- August 2020 – Begin build-out, work with stakeholders, call for volunteers
- September 2020 – Market event, event feedback tools
- October 2019 – Inaugural event with Better Block – Tentatively scheduled 10/24

III. FINANCIALS – ATTACHED

IV. MARKETING & OUTREACH

McKinney Main Street will primarily use social media to advertise the inaugural Better Block in a Box event tentatively scheduled for Saturday, October 24, 2020. McKinney Main Street will also use conventional forms of advertising including posters, flyers and print ads.

V. TRACKING ECONOMIC IMPACT & METRICS FOR SUCCESS

McKinney Main Street will issue surveys to visitors attending event to gage feedback about amenities and activities, track zip codes, and learn about visitors' engagement with downtown businesses.

McKinney Main Street will also issue surveys to downtown businesses to learn more about foot traffic and sales during the 'pop-up' event.

INCOME OVERVIEW

MCDC Request	\$66,000
Marketing Sponsor	\$5,000
TOTAL	\$71,000

EXPENSE OVERVIEW

Marketing	\$5,000
Better Block Event & Box	\$66,000
TOTAL	\$71,000

Better Block in a Box

Proposal



WWW.BETTERBLOCK.ORG

The Proposal

Working with your team, we will design and fabricate a highly mobile unit for rapid implementation of community-built items to attract people to the park.

Our team will rethink a 20-foot shipping container, which will serve as storage when not activated, and as a pop-up kiosk and marketing tool while activated. Along with placemaking elements, such as seating, games, and lighting, we will also work with you and local stakeholders to determine custom-build elements that will accentuate your placemaking activities.

We would begin the process with a meeting with your team, and then we'd enter the Design Phase where we will create the elements as well as work on the marketing of the container. Our commitment includes three rounds of design edits. Then we'll enter the Build and Implementation Phases. Once all the elements are in place, we will have an Opening Event (optional).

Together, we will create a unit that can not only engage the community but also activate public spaces.



One of our pop-up container activations and some placemaking elements creating an urban plaza.

Who Does What

I-INITIAL BRAINSTORMING

This will give the team a chance to do a site survey, meet with stakeholders, and begin thinking through the design elements. It will also give us a chance to see what obstacles (if any) we'll need to consider for the container.

DELIVERABLES FROM BETTER BLOCK:

- Assessment of the site
- Assessment of best next steps

DELIVERABLES FROM LOCAL TEAM:

- Help connect with stakeholders, as needed

II-DESIGN PHASE

Better Block will begin putting together conceptual plans for elements to go into the Box, as well as working with your team to identify branding opportunities on the box (including perhaps having local muralists leave their mark). This will include three rounds of revisions.

After finalizing the list of elements, Better Block will create a build plan and materials list. Better Block will work with you to organize volunteers to execute the interventions the week of the opening event. Better Block will create a volunteer plan, Better Block guide, and assist with follow-up to generate volunteer commitments and success.

DELIVERABLES FROM BETTER BLOCK:

- Discussion with project team
- Build plan and workshop instructions
- Materials
- Email and phone coordination with locals, city officials, and volunteers
- Assist with volunteer plan

DELIVERABLES FROM LOCAL TEAM:

- Join brainstorming of interventions list
- Help source items for the materials list
- Help coordinate volunteers

III-BUILD, IMPLEMENT, EVENT

Better Block will cut and pack the elements in the shipping container, and then ship it to you. Once there, we will work with you to organize and lead workshops to paint and stain the elements, and then build them for an opening event. These workshops typically take place in the four to five days leading up to the event date. Your team, along with Better Block, will ensure that all necessary materials are onsite and organized prior to the start of each workshop, and provide safety materials, instructions, and guidance to volunteers.

The workshops will culminate in a one-day showcase of the Box, programmed by the community. Better Block volunteer workshops will include setup and teardown of the event.

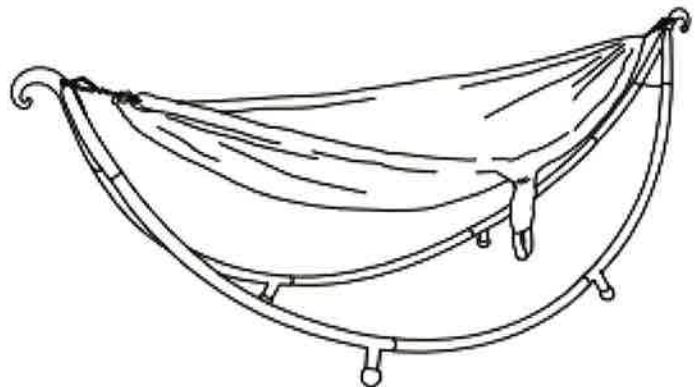
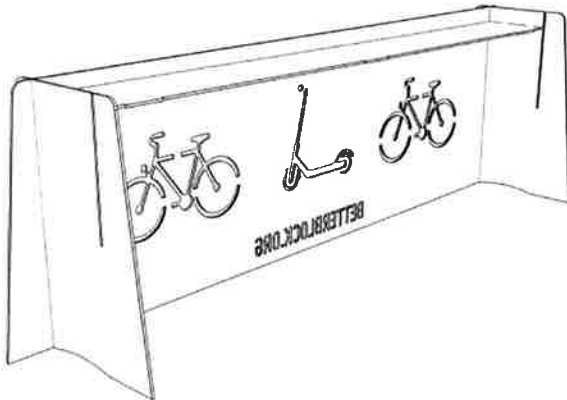
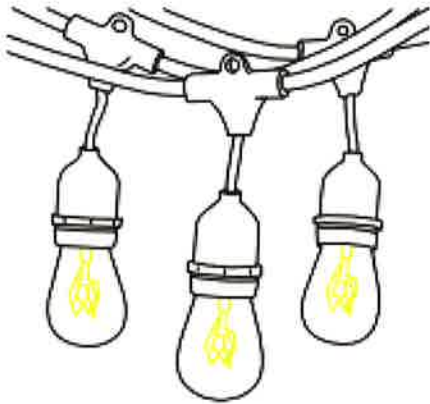
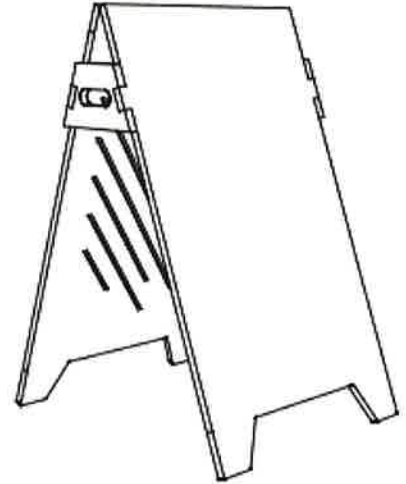
DELIVERABLES FROM BETTER BLOCK:

- Instruction to volunteers before and during each workshop
- Volunteer waiver of liability
- Onsite monitoring and assisting
- Staging plan
- Mobilization and installation
- Onsite management and operation

DELIVERABLES FROM LOCAL TEAM:

- Help facilitate any permitting needs
- Help gather volunteers for the workshops
- Help with implementation and teardown

Potential Elements



Potential Elements

PLACEMAKING ELEMENTS

- Cafe Sets
- Hammocks
- Umbrellas
- String Lights
- PA System
- Games
- Custom, Wheeled Storage Crates
- Bike Racks
- Branded Bike Lane Planters / Delineators

MARKETING MATERIALS

- Custom, branded shipping container
- Various sandwich boards and posters

Proposed Budget

Opening Event	
Better Block installation	\$2,500
Workshop management	\$2,500
Better Block teardown	\$1,000
Videographer (Video and Photos)	\$5,000
Community Programming	\$10,000
Better Block in a Box (proposed elements/estimated costs)	
Shipping Container	4000
Shipping	1000
Cutting Window 1	1250
Cutting Window 2	1250
Bar	2000
Branding	5000
Generator	330
Toolbox	500
Misc (sealant and such)	1500
Ramp	450
16 Umbrellas	1280
3 A-Frame Signs	375
String Lights (48 feet each)	350
Cornhole	180
2 kids seesaws	360
3 kid rockers	540
4 Hammocks	1300
Trampoline Parklet	560
Shade Option	1000
Modular System (Custom design)	600
5 Storage Boxes	1250
Shelving System for PA (Custom)	500
Shelving System for back wall	2500
Bicycle Rack (Custom)	1000
Better Block in a Box Design Fee	
Includes three rounds of revisions	15000
TOTAL With Event	\$65,075
TOTAL Without Event	\$44,075

Let's Work Together



McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

Income	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS
Administrative Income						
Downtown Membership Income						
Events Income						
Activities Income					1,205.00	
Downtown Christmas Tree Fund						
Entertainer Grant					4,950.00	
Registration Fees						
Ticket Sales	81,516.36				268,112.67	
Vendor Commission					2,672.25	
Total Events Income	81,516.36				276,939.92	
Miscellaneous Income						
National Trust Grant						
Non Profit Income		0.00				
Sponsorship Income	25,500.00					
Vendor Income	47,905.16		12,500.00	5,500.00	37,000.00	3,500.00
Vendor Application Fee	2,300.16				19,215.00	2,290.00
Total Vendor Income	50,205.32				19,215.00	2,290.00
Total Income	\$157,221.68	\$0.00	\$12,500.00	\$5,500.00	\$333,154.92	\$5,790.00
GROSS PROFIT	\$157,221.68	\$0.00	\$12,500.00	\$5,500.00	\$333,154.92	\$5,790.00

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

Expenses	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS
Administrative Expenses						
Associations/Dues/Subscriptions	1,100.00					
Board Expense						
Bookkeeping/Audit						
Communications				984.00		
Contract Labor						
Office Expenses						
Other Fees						
Bank Service Charges				2.00	25.00	
Credit Card Fees					3,415.75	
Interest						
QuickBooks Payments Fees						
Total Other Fees				2.00	3,440.75	
Postage						
Storage Unit						
Supplies	19.79				20.00	
Travel/Training			1,283.91		66.12	
Food						
Total Travel/Training			1,283.91			
Total Administrative Expenses	1,119.79		1,283.91	986.00	3,526.87	

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS
Event Expenses						
Activities Expense						
Alcohol Expense					52,850.00	
Liability Insurance						
TABC Permit						
Total Alcohol Expense						
Bar Staff						
Decorations Expense	3,275.49		49.51		4,018.20	26.98
Downtown Christmas Tree Expense						
Entertainer Expense	10,614.90		9,980.00		34,150.00	1,225.00
Event Staff	7,693.50				4,538.50	
Hospitality	1,047.33		968.48		1,309.22	
Infrastructure						
Electricity	15,274.28				21,058.76	
Fencing	2,026.90				2,475.40	
Ice	357.50					
Portables	1,700.00					
Rentals	15,255.09				1,535.00	326.32
Total Infrastructure	34,613.77		667.29		18,647.30	326.32
Marketing Expense						
Billboards			2,000.00			
Event T-Shirts	352.39		5,750.00			
Misc Marketing	6,752.50		1,710.00		429.78	464.65
Newspaper	8,438.50		8,429.50		3,651.43	152.00
Radio					4,413.50	
Signage	1,550.02		1,234.74	1,247.00	4,468.33	1,000.00
Social Media	4,864.04		131.80		1,674.43	90.00
Total Marketing Expense	21,957.45		19,256.04	1,247.00	19,330.32	1,907.52
Merchandise	3,007.17					

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS
Office/General Administrative Expenses						
Other Miscellaneous Service Cost			5,090.00			
Prize Winnings		-565.00				
Special Events Expense			22.50	200.00	138.85	
Advertising/Promotional			22.50	200.00	138.85	
Total Special Events Expense				36,904.19		
Staffing Expense						
Misc Labor	3,206.25					
Porters/Cleanup	1,620.00				11,036.25	
Total Staffing Expense	4,826.25			36,904.19	12,417.49	
Supplies & Materials	198.69				2,434.85	39.68
Ticket Redemption	62,399.75				167,963.57	
Weather Insurance						
Total Event Expenses	149,634.30	-565.00	36,033.82	38,351.19	342,867.46	3,525.50
Maintenance				714.24		
Program Expenses						
Promotional Project Expense						
Board Projects						
Image Campaign						
Marketing Plan/Implementation						
Other/Promotional Items						
Website Development/Maintenance						
Total Promotional Project Expense						
Total Program Expenses						
Repair & Maintenance	650.00					
Taxes Paid						
Total Expenses	\$151,404.09	\$ -565.00	\$37,317.73	\$40,051.43	\$346,394.33	\$3,525.50
NET OPERATING INCOME	\$5,817.59	\$565.00	\$ -24,817.73	\$ -34,551.43	\$ -13,239.41	\$2,264.50

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS
Other Income						
Interest Earned						
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Expenses						
Depreciation Expense				4,838.78		
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$4,838.78	\$0.00	\$0.00
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$ -4,838.78	\$0.00	\$0.00
NET INCOME	\$5,817.59	\$565.00	\$ -24,817.73	\$ -39,390.21	\$ -13,239.41	\$2,264.50

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	MCKINNEY CHRISTMAS TREE	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!
Income					
Administrative Income					
Downtown Membership Income					
Events Income					
Activities Income					
Downtown Christmas Tree Fund	2,892.66				
Entertainer Grant					
Registration Fees					
Ticket Sales		872,083.67			2,045.58
Vendor Commission					
Total Events Income	2,892.66	872,083.67			2,045.58
Miscellaneous Income		0.00			0.00
National Trust Grant			75,000.00		
Non Profit Income					
Sponsorship Income		19,600.00			
Vendor Income	4.30	37,268.00	46,000.00		1,200.00
Vendor Application Fee					
Total Vendor Income		37,268.00			
Total Income	\$2,896.96	\$928,951.67	\$121,000.00	\$0.00	\$3,245.58
GROSS PROFIT	\$2,896.96	\$928,951.67	\$121,000.00	\$0.00	\$3,245.58

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	MCKINNEY CHRISTMAS TREE	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!
Expenses					
Administrative Expenses					
Associations/Dues/Subscriptions					
Board Expense					
Bookkeeping/Audit					
Communications					
Contract Labor					
Office Expenses					
Other Fees		140.00			
Bank Service Charges		25.00			
Credit Card Fees		0.00			
Interest					
QuickBooks Payments Fees					
Total Other Fees		165.00			
Postage					
Storage Unit	296.35			6.70	
Supplies					
Travel/Training					
Food					
Total Travel/Training					
Total Administrative Expenses	296.35	165.00	6.70		

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	MCKINNEY CHRISTMAS TREE	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!
Event Expenses					
Activities Expense		5,473.96			
Alcohol Expense		63,436.25			
Liability Insurance		2,072.00			
TABC Permit		924.00			
Total Alcohol Expense		66,432.25			
Bar Staff		29,878.75			
Decorations Expense	80.52	794.73			
Downtown Christmas Tree Expense	9,750.00				
Entertainer Expense		39,030.00			825.00
Event Staff		7,694.50			
Hospitality		3,749.01			
Infrastructure	36.04				
Electricity		17,713.08			
Fencing		2,942.52			
Ice		4,282.00			
Portables		6,150.00			
Rentals		44,337.81			
Total Infrastructure	2,520.72	75,425.41			
Marketing Expense		0.00			
Billboards		3,950.00			
Event T-Shirts		6,587.16			
Misc Marketing	301.02	8,946.43			
Newspaper		24,164.00			
Radio		8,400.00			
Signage		2,442.57			100.45
Social Media		7,465.61			
Total Marketing Expense	607.27	61,955.77			100.45
Merchandise		16,801.94			

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	MCKINNEY CHRISTMAS TREE	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!
Office/General Administrative Expenses		144.47			
Other Miscellaneous Service Cost		3,000.00			
Prize Winnings					950.00
Special Events Expense					
Advertising/Promotional					
Total Special Events Expense					
Staffing Expense		1,000.00			
Misc Labor		10,792.50			
Porters/Cleanup		1,188.00			
Total Staffing Expense		12,980.50			
Supplies & Materials		4,584.44		8,844.60	129.95
Ticket Redemption		457,222.43			
Weather Insurance		8,770.00			
Total Event Expenses	12,994.55	793,938.16		8,844.60	2,005.40
Maintenance			122,938.00		
Program Expenses					
Promotional Project Expense					
Board Projects					
Image Campaign					
Marketing Plan/Implementation					
Other/Promotional Items		252.00			
Website Development/Maintenance					
Total Promotional Project Expense		252.00			
Total Program Expenses		252.00			
Repair & Maintenance		2,100.00			
Taxes Paid		677.33			
Total Expenses	\$13,290.90	\$797,132.49	\$122,944.70	\$8,844.60	\$2,005.40
NET OPERATING INCOME	\$ -10,393.94	\$131,819.18	\$ -1,944.70	\$ -8,844.60	\$1,240.18

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	MCKINNEY CHRISTMAS TREE	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!
Other Income					
Interest Earned					
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Expenses					
Depreciation Expense					
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET INCOME	\$ -10,393.94	\$131,819.18	\$ -1,944.70	\$ -8,844.60	\$1,240.18

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	SANTA HOUSE	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Income					
Administrative Income					\$2,030.00
Downtown Membership Income				2,030.00	\$2,030.00
Events Income				13,113.63	\$13,113.63
Activities Income				\$0.00	\$0.00
Downtown Christmas Tree Fund					\$1,205.00
Entertainer Grant					\$2,892.66
Registration Fees					\$4,950.00
Ticket Sales					\$2,045.58
Vendor Commission					\$1,221,712.70
Total Events Income					\$2,672.25
Miscellaneous Income					\$8,360.00
National Trust Grant			8,360.00		\$8,360.00
Non Profit Income					\$75,000.00
Sponsorship Income				1,800.00	\$1,800.00
Vendor Income		1,600.00			\$238,724.30
Vendor Application Fee		1,195.00		86,320.00	\$107,873.16
Total Vendor Income		1,195.00			\$2,300.16
Total Income	\$0.00	\$2,795.00	\$8,360.00	\$103,263.63	\$110,173.32
GROSS PROFIT	\$0.00	\$2,795.00	\$8,360.00	\$103,263.63	\$1,684,679.44

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	SANTA HOUSE	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Expenses					
Administrative Expenses				140.73	\$140.73
Associations/Dues/Subscriptions				10,469.06	\$11,569.06
Board Expense				1,386.31	\$1,386.31
Bookkeeping/Audit				5,480.51	\$5,480.51
Communications					\$984.00
Contract Labor			8,604.00		\$8,604.00
Office Expenses			448.15		\$448.15
Other Fees					\$140.00
Bank Service Charges					\$52.00
Credit Card Fees					\$12,010.07
Interest				8,594.32	\$255.38
QuickBooks Payments Fees				2,551.85	\$2,551.85
Total Other Fees				11,401.55	\$15,009.30
Postage					\$303.05
Storage Unit				3,468.00	\$3,488.00
Supplies				219.15	\$305.06
Travel/Training				6,993.41	\$8,277.32
Food				814.25	\$814.25
Total Travel/Training				7,807.66	\$9,091.57
Total Administrative Expenses				49,425.12	\$56,809.74

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	SANTA HOUSE	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Event Expenses					\$0.00
Activities Expense					\$58,323.96
Alcohol Expense					\$63,436.25
Liability Insurance					\$2,072.00
TABC Permit					\$924.00
Total Alcohol Expense					\$66,432.25
Bar Staff					\$29,878.75
Decorations Expense	25.00			36,551.81	\$44,822.24
Downtown Christmas Tree Expense					\$9,750.00
Entertainer Expense		1,000.00	1,350.00	427.86	\$98,602.76
Event Staff				225.00	\$20,151.50
Hospitality			108.24	2,287.36	\$9,505.68
Infrastructure					\$0.00
Electricity					\$54,046.12
Fencing					\$7,444.82
Ice					\$4,639.50
Portables					\$9,711.32
Rentals					\$84,668.54
Total Infrastructure				3,240.33	\$160,510.30
Marketing Expense				155.94	\$2,155.94
Billboards				1,200.00	\$10,900.00
Event T-Shirts					\$8,135.00
Misc Marketing				13,757.08	\$34,969.44
Newspaper					\$45,445.50
Radio					\$13,868.33
Signage				1,879.67	\$10,525.13
Social Media			6,021.30	819.24	\$24,195.71
Total Marketing Expense			6,021.30	17,811.93	\$150,195.05
Merchandise					\$19,809.11

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	SANTA HOUSE	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Office/General Administrative Expenses				124.82	\$269.29
Other Miscellaneous Service Cost					\$8,090.00
Prize Winnings		160.81			\$545.81
Special Events Expense					\$0.00
Advertising/Promotional		25.06		927.99	\$1,314.40
Total Special Events Expense		25.06		927.99	\$1,314.40
Staffing Expense					\$37,904.19
Misc Labor					\$26,268.00
Porters/Cleanup		169.00		1,233.00	\$4,443.24
Total Staffing Expense		169.00		1,318.00	\$68,615.43
Supplies & Materials					\$18,157.94
Ticket Redemption				1,925.73	\$687,585.75
Weather Insurance					\$8,770.00
Total Event Expenses	25.00	1,354.87	7,479.54	64,840.83	\$1,461,330.22
Maintenance					\$123,652.24
Program Expenses					\$0.00
Promotional Project Expense					\$0.00
Board Projects					\$5,344.05
Image Campaign				5,344.05	\$118.61
Marketing Plan/Implementation				118.61	\$947.72
Other/Promotional Items			947.72		\$252.00
Website Development/Maintenance				900.00	\$900.00
Total Promotional Project Expense			947.72	6,362.66	\$7,562.38
Total Program Expenses			947.72	6,362.66	\$7,562.38
Repair & Maintenance					\$36,478.62
Taxes Paid				33,728.62	\$677.33
Total Expenses	\$25.00	\$1,354.87	\$8,427.26	\$154,357.23	\$1,696,510.53
NET OPERATING INCOME	\$ -25.00	\$1,440.13	\$ -67.26	\$ -51,093.60	\$ -1,831.09

McKinney Main Street

PROFIT AND LOSS

October 2018 - September 2019

	SANTA HOUSE	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Other Income					
Interest Earned				262.83	\$262.83
Total Other Income	\$0.00	\$0.00	\$0.00	\$262.83	\$262.83
Other Expenses					
Depreciation Expense				6,498.67	\$11,337.45
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$6,498.67	\$11,337.45
NET OTHER INCOME		\$0.00	\$0.00	\$ -6,235.84	\$ -11,074.62
NET INCOME	\$ -25.00	\$1,440.13	\$ -67.26	\$ -57,329.44	\$ -12,905.71