

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event 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
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2018	December 20, 2018	January 24, 2019
Cycle II: May 31, 2019	June 27, 2019	July 25, 2019

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
☐ Governmental entity
☐ For profit corporation
☐ Other

Professional affiliations and organizations to which your organization belongs: Texas 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: \$15,000

Matching Funds Available (Y/N and amount): Yes - \$15,000

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

☐ Yes

☒ No

Please provide details and funding requested: N/A

PROMOTIONAL/COMMUNITY EVENT

Start Date: November 29, 2019

Completion Date: December 1, 2019

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

Matt Hamilton

Edna Brown

Jolie Williams

Doug Wilmarth

Kathryn Waite

Kaci Lyford

Julie Williams

Ric Anderson

Jim Smith

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

Amy Rosenthal

Andrew Jones

Aaron Werner

Jakia Dudley-Faine

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

I. Applying Organization

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

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

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned. **(Please note: if admission/registration fees are charged, they must be limited to \$35 or less; event must be open to the public.)**
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

☒ Yes

☐ No

Date(s): November 2018, November 2015

III. Financial

- Provide an overview of the organization's financial status including the impact of this event on organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Overview of Promotional/Community Event financial goal?

Expenses relating to Marketing of Cultural District Activities Only

Gross Revenue	\$335,000
Projected Expenses	\$346,000
Net Revenue	\$(-11,000)

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 96%

Are Matching Funds available? ☒ Yes ☐ No

Cash	\$15,000	Source Sponsorships	% of Total
In-Kind	\$	Source	% of Total

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

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Promotional/ Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- 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 the Promotional/Community Event is provided to MCDC.

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

May 31, 2019
Date

Representative Completing Application


Signature

Amy Rosenthal
Printed Name

May 31, 2019
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 Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall event budget that includes plans and budget for advertising, marketing and outreach included
- ☒ Evaluation metrics are outlined
- ☒ List of board of directors and staff
- ☒ Financials: organization's budget for current fiscal year; Promotional/Community Event budget; audited financial statements are provided
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

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

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
MAY 31, 2019 – HOME FOR THE HOLIDAYS 2018 SUPPORT**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for HOME FOR THE HOLIDAYS 2019.

Event overview sheet is attached:

HOME FOR THE HOLIDAY 2019 Goals:

- North Texas has high concentration of Christmas/Holiday family activities. Home for the Holidays is designed to attract residents and visitors to Historic Downtown McKinney and compete with local offerings.
- Home for the Holidays promotes and showcases independently-operated businesses for Small Business Saturday.
- Home for the Holidays encourages 'shop small' and 'shop local' to help impact merchant's most important retail quarter.
- Home for the Holidays provides an opportunity for community and families to gather and celebrate the season.

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. HOME FOR THE HOLIDAYS is Historic Downtown McKinney's Annual Christmas Festival. The festival includes expenses related to decorations in Downtown McKinney and the Community Christmas Tree. HOME FOR THE HOLIDAYS is designed to attract visitors to McKinney's Historic Downtown with activities to celebrate the season and to provide visibility for downtown merchants.

Budget overview for HOME FOR THE HOLIDAYS is attached.

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote HOME FOR THE HOLIDAYS to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- Movie Theater advertising – commercials before film
- Digital billboards
- Social media influencers and promotions
- Frisco and Plano direct mail
- Major market radio spots

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in Neighbors Go, *The Dallas Morning News* and Community Impact News
- Email blasts
- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

V. METRICS TO EVALUATE SUCCESS

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2019, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.

HOME FOR THE Holidays



A 39 year old family tradition....

Celebrate the magic of Christmas in Historic Downtown McKinney with Home for the Holidays. The event is filled with live entertainment, family activities, festive food and the chance to finish all that holiday shopping in one place with over 120 boutiques, including arts galleries, home décor shops, apparel, gifts and antiques. In 2019, Main Street welcomes guests on Friday, November 29, Small Business Saturday, November 30; and Sunday, December 1.

Enjoy all the splendor, nostalgia and wonder of a traditional American Christmas in an authentic, nationally-recognized historic downtown. Plus, help fuel the local economy by shopping with independently owned small business.

- JUNE & JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor and entertainment contracts. Reserve infrastructure elements.
- SEPTEMBER: Festival layout and design of promotions. File special event permit.
- OCTOBER: Recruit volunteer support and staffing arrangements.
- NOVEMBER: High concentration of promotions. Festival opens Friday, November 29.



McKinney Main Street

Profit and Loss

October 2018 - May 2019

	Home for the Holidays	McKinney Christmas Tree
Income		
Administrative Income		
Downtown Membership Income		
Events Income		
Activities Income	1,205.00	
Downtown Christmas Tree Fund		2,892.66
Entertainer Grant	4,950.00	
PY Event Income - McKinney Oktoberfest		
Ticket Sales	268,112.67	
Vendor Commission	2,672.25	
Total Events Income	\$ 276,939.92	\$ 2,892.66
Miscellaneous Income		
National Trust Grant		
Non Profit Income		
Sponsorship Income	39,000.00	
Vendor Income	19,215.00	
Vendor Application Fee		
Total Vendor Income	\$ 19,215.00	\$ 0.00
Total Income	\$ 335,154.92	\$ 2,892.66
Gross Profit	\$ 335,154.92	\$ 2,892.66
Expenses		
Administrative Expenses		
Associations/Dues/Subscriptions		
Board Expense		
Bookkeeping/Audit		
Communications		
Contract Labor		
Office Expenses		
Other Fees		
Bank Service Charges	25.00	
Credit Card Fees	3,415.75	
Interest		
QuickBooks Payments Fees		
Total Other Fees	\$ 3,440.75	\$ 0.00
Postage		296.35
Storage Unit	20.00	
Supplies	66.12	
Travel/Training		
Food		
Total Travel/Training	\$ 0.00	\$ 0.00

Total Administrative Expenses	\$	3,526.87	\$	296.35
Event Expenses				
Activities Expense		52,850.00		
Decorations Expense		4,018.20		80.52
Downtown Christmas Tree Expense				9,750.00
Entertainer Expense		34,150.00		
Event Staff		4,538.50		
Hospitality		1,309.22		36.04
Infrastructure				
Electricity		21,058.76		
Fencing		2,475.40		
Ice				
Portables		1,535.00		
Rentals		18,647.30		2,520.72
Total Infrastructure	\$	43,716.46	\$	2,520.72
Marketing Expense				
Billboards				
Event T-Shirts		429.78		301.02
Misc Marketing		3,651.43		
Newspaper		5,789.50		
Radio		4,468.33		
Signage		1,674.43		306.25
Social Media		4,692.85		
Total Marketing Expense	\$	20,706.32	\$	607.27
Merchandise				
Office/General Administrative Expenses				
Prize Winnings				
Special Events Expense				
Advertising/Promotional		138.85		
Total Special Events Expense	\$	138.85	\$	0.00
Staffing Expense				
Misc Labor		11,036.25		
Porters/Cleanup		1,381.24		
Total Staffing Expense	\$	12,417.49	\$	0.00
Supplies & Materials		2,434.85		
Ticket Redemption		167,963.57		
Total Event Expenses	\$	344,243.46	\$	12,994.55
Maintenance				
Program Expenses				
Promotional Project Expense				
Board Projects				
Image Campaign				
Marketing Plan/Implementation				
Total Promotional Project Expense	\$	0.00	\$	0.00
Total Program Expenses	\$	0.00	\$	0.00
Repair & Maintenance				
Total Expenses	\$	347,770.33	\$	13,290.90

Net Operating Income	-	\$ 12,615.41	-	\$ 10,398.24
Other Income				
Interest Earned				
Total Other Income	\$	0.00	\$	0.00
Other Expenses				
Depreciation Expense				
Total Other Expenses	\$	0.00	\$	0.00
Net Other Income	\$	0.00	\$	0.00
Net Income	-	\$ 12,615.41	-	\$ 10,398.24

Friday, May 31, 2019 12:43:09 PM GMT-7 - Accrual Basis



ABOUT MAIN STREET

Main Street consists of 9 board members (two-year staggered terms) and two full time staff members. The board meets the 2nd Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve our goals, we focus on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

DESIGN

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

ORGANIZATION

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our community.

PROMOTION

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

ECONOMIC REDEVELOPMENT

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy



ABOUT DOWNTOWN

McKinney enjoys one of the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 180,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by Money Magazine.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

Our work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boost downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.



**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

	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	VOTE MAIN STREET/MPAC	NOT SPECIFIED	TOTAL
Income																	
Administrative Income																28.50	\$28.50
Downtown Membership Income																2,608.65	\$2,608.65
Events Income																	\$0.00
Activities Income												2,704.62					\$2,704.62
Downtown Christmas Tree Fund																	\$0.00
Entertainer Grant																	\$3,808.54
Pre-Sale Ticket Revenue	1,250.00					3,608.54											\$1,250.00
Registration Fees		23,050.00						33,087.22									\$33,087.22
Ticket Sales				91,389.25				810,351.68			1,282.44						\$824,332.44
Vendor Commission		40,701.00															\$942,421.93
Vendor Application Fee		2,604.10															\$26,516.15
Total Events Income		25,654.10		105,509.84				843,438.90			1,282.44	2,704.62					\$1,033,947.40
Miscellaneous Income																	\$0.00
National Trust Grant																	\$15,017.50
Non Profit Income									75,000.00					15,010.00			\$75,000.00
Curtain Campaign MPAC										11,981.01							\$11,981.01
Total Non Profit Income										11,981.01							\$11,981.01
Sales of Product Income																	\$314.50
Sponsorship Income	32,500.00		10,300.00	45,750.00	3,500.00	5,000.00							1,250.00				\$149,250.00
Vendor Income	56,161.78	2,100.00		20,210.00	135.00								1,195.00				\$116,722.78
Vendor Application Fee	57,887.98																\$1,776.20
Total Vendor Income	\$142,186.94	\$10,300.00	\$10,300.00	\$171,469.84	\$3,635.00	\$3,606.54	\$0.00	\$32,631.90	\$75,000.00	\$11,981.01	\$1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$1,406,646.54
GROSS PROFIT	\$142,186.94	\$46,754.10	\$10,300.00	\$171,469.84	\$3,635.00	\$3,606.54	\$0.00	\$32,631.90	\$75,000.00	\$11,981.01	\$1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$1,406,646.54
Expenses																	
Administrative Expenses																	
Accountants Fees/Disbursements	1,100.00		75.50						0.02							170.00	\$170.02
Bank Expenses																10,228.37	\$11,403.87
Bookkeeping/Audit																318.30	\$318.30
Communications			1,012.98													6,769.70	\$6,769.70
Contract Labor																	\$1,012.98
Office Expenses																3,848.00	\$3,848.00
Office Furniture																1,771.00	\$2,051.00
Bank Service Charges															280.00		\$0.00
Credit Card Fees																85.00	\$279.00
Insurance																10,037.85	\$15,097.13
Out-Of-Pocket Payments Fees																176.62	\$176.62
Total Other Fees																2,661.67	\$2,661.67
Postage																13,021.14	\$18,214.42
Printing and Reproduction																	\$173.35
Storage Unit																\$266.42	\$266.42
Supplies																3,128.00	\$3,128.00
Food			39.14													1,302.51	\$1,411.18
Total Supplies			39.14													109.71	\$109.71
Travel/Training																1,412.22	\$1,412.22
Total Administrative Expenses	1,386.42	518.80	49.32	482.68				68.53					0.00			4,034.30	\$5,096.10
Event Expenses			1,178.94	482.68													\$5,096.10
Activities Expense																	\$0.00
Alcohol Expense																	\$53,975.05
TABC Permit																	\$0.00
Total Alcohol Expense																	\$0.00
Decorations Expense	635.79		103.79	3,317.45												26,986.92	\$31,407.95
Downtown Christmas Tree Expense																	\$0.00
Entertainer Expense	14,065.00			20,765.50	1,225.00												\$35,055.50
Event Permit																	\$0.00
Event Staff	9,060.00			3,604.00													\$12,664.00
Hospitality	1,325.92			710.52													\$2,036.44
Infrastructure																	\$0.00
Electricity	14,444.31			20,256.40													\$34,700.71
Fencing	1,803.00			599.00													\$2,402.00
Ice																	\$0.00
Portables	1,335.00			1,704.79													\$3,039.79
Rentals	15,421.28			16,726.88													\$32,148.16
Total Infrastructure	33,000.59			38,606.16													\$71,606.75
Marketing Expense																	\$0.00
Billboards	5,750.00			1,293.44													\$7,043.44
Event T-Shirts	817.60			2,656.66													\$3,474.26
Misc Marketing	1,837.76			10,907.50													\$12,745.26
Newspaper	6,032.50			2,332.00													\$8,364.50
Radio	7,700.01				1,500.00												\$9,200.01
Signage	1,864.83		140.00	1,850.82													\$3,855.65
Social Media	864.04			824.50													\$1,688.54
Television	5,000.00																\$5,000.00
Total Marketing Expense	30,086.74		140.00	22,743.65													\$52,970.39
Merchandise																	\$0.00
Office/General Administrative Expenses	2,954.71																\$2,954.71
Prize Winnings	354.78																\$354.78
Special Events Expense																	\$0.00
Advertising/Promotional																	\$0.00
Bike the Bricks	168.40																\$168.40

	ARTS IN BLOOM	BIKE THE BACKS	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	SATURDAYS	NOTE MAIN STREET/MPAC	NOT SPECIFIED	TOTAL
Special Events Liability P/L	1,549.00	600.00															\$2,149.00
VIP Experience Expenses	1,717.40	1,625.00						7,332.00					71.28		979.43		\$7,332.00
Total Special Events Expense	2,627.82		29,109.39	3,865.50				7,529.72									\$12,316.83
Staffing Expense	3,530.00							16,727.50									\$32,330.21
Misc. Labor	1,362.75							1,220.00									\$4,750.00
Porter/Cleanup	7,520.57		29,109.39	3,895.50	415.44			5,719.67						778.55	441.03		\$6,717.44
Total Staffing Expense	452.69	161.14		721.85	415.44			23,657.17					99.43	778.55	441.03		\$65,797.65
Supplies & Materials	28,637.61			16,143.16				3,369.47								1,282.37	\$6,105.95
Ticket Redemption								444,102.88									\$488,863.35
Weather Insurance								10,500.00									\$10,500.00
Total Event Expenses	129,814.90	64,357.70	29,353.18	169,001.29	4,180.43	16,057.13		733,737.79	84,048.13		2,004.08	2,300.00	1,892.71	4,076.72	10,857.85	60,472.48	\$1,229,206.16
Maintenance			1,035.39														\$85,083.52
Program Expenses																	\$0.00
Promotional Project Expense							1,710.00										\$1,710.00
Directional Sign Expense																655.20	\$655.20
Marketing Plan/Implementation							1,710.00	408.42						3,463.73			\$3,403.79
Other/Promotional Items								408.42								350.00	\$758.42
Total Promotional Project Expense							1,710.00	408.42						3,463.73		1,005.20	\$6,527.35
Total Program Expenses																1,005.20	\$6,527.35
Total Expenses	\$131,181.22	\$64,877.50	\$31,565.51	\$169,489.97	\$4,180.43	\$16,140.78	\$1,710.00	\$739,498.74	\$84,048.13	\$0.00	\$2,004.08	\$2,300.00	\$1,892.71	\$7,460.45	\$11,137.85	\$106,178.71	\$1,273,790.08
NET OPERATING INCOME	\$11,007.72	\$-18,123.40	\$-21,285.51	\$1,975.87	\$-545.43	\$-7,534.24	\$-1,710.00	\$173,133.16	\$-9,048.13	\$11,981.01	\$-721.64	\$404.62	\$432.29	\$7,529.55	\$-11,137.85	\$-103,541.96	\$32,859.46
Other Income																	
Interest Earned																72.42	\$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	\$0.00	\$72.42
Other Expenses																	
Depreciation Expense			4,838.78													1,738.87	\$6,577.45
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	\$1,738.87	\$6,577.45
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	\$-1,686.25	\$-6,565.08
NET INCOME	\$11,007.72	\$-18,123.40	\$-26,104.29	\$1,975.87	\$-545.43	\$-7,534.24	\$-1,710.00	\$173,133.16	\$-9,048.13	\$11,981.01	\$-721.64	\$404.62	\$432.29	\$7,529.55	\$-11,137.85	\$-105,207.81	\$26,387.43