

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
Fiscal Year 2017

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; 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.

Please indicate the type of funding you are requesting:

Project Grant
 Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

Promotional or Community Event Grant (maximum \$15,000)
 Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

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

Project Grants:

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

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

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

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs: Texas Downtown Association, Texas Main Street, National Main Street, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

FUNDING

Total amount requested: \$15,000

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

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

Yes

No

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

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: April 7, 2017

Completion Date: April 9, 2017

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

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

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

I. Applying Organization

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

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

II. Project or Promotional/Community Event (whichever is applicable)

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input 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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

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

X Yes

No

Date(s): **Arts in Bloom – 2014 – \$7,000**
 Arts in Bloom – 2016 - \$15,000

Financial

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

What is the total estimated cost for this Project/Promotional/Community Event?

Income: \$133,000

Expense: \$118,200

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 89%

Are Matching Funds available? Yes No

Cash \$35,000	Source Vendor/Artist Fees	% of Total 26%
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.

Nissan of McKinney	5000	Dec 2016/Jan 2017 Ask
Johnson Development Corporation	5000	Dec 2016 Ask
Valliance Bank	2500	Dec 2016/Jan 2017 Ask
Methodist McKinney Hospital	1500	Dec 2016/Jan 2017 Ask
The Dallas Morning News	Matching	Feb 2017 Ask

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

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

Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization’s officials who have signed the application are authorized by the organization to submit the application;

- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 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

Amy Rosenthal

 Signature

Amy Rosenthal
 Printed Name

Date *November 30, 2016*

Representative Completing Application

Amy Rosenthal

 Signature

Amy Rosenthal
 Printed Name

Date *November 30, 2016*

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

CHECKLIST:

Completed Application:

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

Attachments:

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

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

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

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



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

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
Amy Rosenthal Program Director	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817-269-1326 Email: arosenthal@mckinneytexas.org
Jan Elwell Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: jan@jecore.com
Alex Lanio Vice Chair Term End 9/30/17	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: alex@goodiestexas.com
Amber Gutschlag Secretary/Treasurer Term End 9/30/17	1405 Clearwater Dr McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: a_gutschlag@hotmail.com
Edna Brown Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: andenana48@gmail.com
Robert 'Matt' Hamilton Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: matt@localyocal.com
Kaci Lyford Term End 9/30/17	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: info@patinagreenhomeandmarket.com
Ric Anderson Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 rla@andersonbrand.com
Jolie Williams Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX75071	Cell # 214-502-6495 Email: Jolie@Diva-Homes.com
Courtney Ward Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: courtneylaurenward@gmail.com
CoCo Good City Liaison	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: cgood@mckinneytexas.org
Barry Shelton City Liaison	City of McKinney – City Manager's Office 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # 469-534-5254 Email: bshelton@mckinneytexas.org

GEOFF FAIRCHILD, CFEE
423 Daniel Street, Richardson, TX 75080
214.738.5794 geoff4fair@yahoo.com

Relevant Professional Experience

CITY OF MCKINNEY, McKinney, Texas; *January 2016 to present*
Special Events Coordinator, McKinney Main Street Program

CITY OF RICHARDSON, Richardson, Texas; *January 2002 to January 2016*
Special Events Manager, Parks and Recreation Department

SPRINGFEST MUSIC FESTIVAL (501c3), Pensacola, Florida; *December 1996 to July 2001*
Marketing and Public Relations Director

The following summarizes experiences gained from the above three positions:

Marketing

- Developed and implemented the festival's first ever marketing campaign and prepared the annual marketing timeline- resulted in SpringFest's attendance tripling and revenue doubling in just three years.
- Oversee the concept and design of all marketing and advertising including promotional collateral material, print ads, radio & TV spots, outdoor billboards, festival website, street banners, credentials and event handouts.
- Direct ad agency media buys and placements as well as the festival's digital campaign.
- Created and implemented *regional* CVB promotional contests/campaigns that resulted in increased hotel stays.
- Prepared the event's marketing budget and initiated co-op advertising programs with sponsors.
- Winner of industry awards: Best TV Ad, Best Radio Ad, Best Web Site, Best Press Kit, Best Collateral Material.
- Managed the festival's marketing coordinator, intern, street team and volunteer marketing committee.

Communications/Media Relations/Social Media

- Official City of Richardson festival spokesperson- Arranged and led press conferences and currently conduct all media interviews, guest speaker opportunities and City Council presentations.
- Co-produced and hosted local cable TV show promoting the festival.
- Wrote copy for the following: event press releases, print and broadcast advertisements, collateral marketing material, event web site, festival handouts, e-newsletters, calendar/web listings and the festival's Facebook page.
- Managed the Wildflower Festival's contracted Social Media Coordinator and its Publicist.
- Developed the advance press kit and the event Media Guide garnering coverage in *USA Today*, *New York Newsday*, *New Orleans Times-Picayune*, *Atlanta Journal-Constitution*, and *Southern Living* magazine.
- Devised media guidelines for the event (request for interviews, credentials, photo policies, and on-site logistics).

Event Entertainment/Production/Operations

- Directed the planning, production and implementation of Richardson's Wildflower Arts and Music Festival.
- Oversee the entertainment programming strategy including headliner/regional/local band selection and strolling entertainers, contract administration, band technical, publicity advancement and all on-site production.
- Direct all aspects of the event operations including the coordination of logistics, procurement of rentals and temporary services, site layout, concessions, property agreements, volunteers, vendors, fireworks display, public/private utilities, site décor, festival/band merchandise sales, insurance requirements, and risk management. This coordination involves working with City departments as well as community groups and private businesses.
- Oversaw all ticketing operations including pricing strategy, advance outlet and Internet sales, group ticket sales, Richardson Resident Discount Program and day-of-show box office operations.
- Prepare and administer festival/event operating budgets.
- Renegotiated vendor contracts and streamlined operations- resulted in increased revenue and lower expenses.

- Manage and coordinate annual events/festivals produced by the McKinney Main Street Program- Krewe of Barkus Parade, Arts In Bloom, Bike The Bricks, Red White & Boom Patriotic Parade, McKinney Oktoberfest, Scare on The Square, and Home For The Holidays.

Public Relations

- Developed the festival’s public relations plan and implemented strategies that improved the event’s perception by residents and political, corporate, civic, and educational leaders. This included our fundraising efforts, support of the arts and scholarships, use of volunteer groups, award recognition and the positive impact on the economy.
- Established cooperative relationships throughout the Southeast with entertainment/travel editors, convention and visitor bureaus, Radio/TV program directors, on-air media personalities and state/local tourism personnel- resulted in increased coverage and positive perception of the event.
- Authored an emergency crisis Public Relations Media Plan for dealing with both on-site and year round incidents.
- Designed and coordinated event surveys that resulted in improved public and corporate perception of event.

Sponsorship

- Designed solicitation packets for corporate/media outlets; identified and implemented new areas of sponsorship and determined pricing and benefit structure for those areas - resulted in the securing of 60 new sponsors.
- Negotiated and secured cash and in-kind media as well as event services sponsorships totaling over \$400,000.
- Developed post-event sponsor booklets recapping sponsor return-on-investment: media coverage, proof of performance affidavits, on-site photos, copies of ads, samples of marketing materials and event synopsis.
- Coordinated on-site logistics (signage, credentials, booth set-up, promotional giveaways, meet-n-greets, stage backdrops, vehicle placement) for sponsors, media outlets and product promotional vehicles.

Miscellaneous Event Industry Projects and Accomplishments

- Conference speaker (marketing, entertainment, sponsorship) – Texas Festivals and Events Association; International Festivals and Events Association; Texas Event Leadership Program administered by Texas A&M.
- Graduate of The International Festival and Events Association’s **Certified Festival and Event Executive Program (CFEE)** – This is the highest and most recognized certification within the special events industry.
- Authored article- “Alternatives to Marketing Your Event” published in *IE Magazine* (IFEA quarterly periodical).
- Successfully partnered with **FLAUSA** and **Texas Department of Transportation**, respectively, on regional promotional contests, interstate welcome center displays, brochure placement and web presence.
- Prepare and administer third-party Special Event and Film Permits for the City of McKinney.
- Event Management consultant for the City of: Milton, FL; Pensacola, FL; Mesquite, TX; Murphy, TX; Allen, TX
- Directed advance publicity, promotional contests and on-site logistics for: **VH1’s “Rock Across America” Tour, Chevrolet Monte Carlo Tour, Peavey, Gibson Guitar, and The Rock n’ Roll Hall of Fame Museum.**
- Worked with the Pensacola Convention and Visitors Bureau and designed a festival presentation that resulted in SpringFest Music Festival being named the **“2000 Festival of the Year”** by **The Southeast Tourism Society.**
- Secured funding from the Pensacola CVB further leveraging SpringFest’s advertising and promotional budget.

Other Professional Experience

EMPIRE DISTRIBUTORS, Atlanta, GA; *February 1992 to January 1995*; Alcoholic beverage wholesales
QUALITY BEVERAGE, Houston, TX; *August 1990 to January 1995*; Alcoholic beverage wholesales

Education

December 1997

Bachelor of Science in Business Administration; Accounting
UNIVERSITY OF WEST FLORIDA- Pensacola, Florida

May 1990

Bachelor of Science in Business Administration; Marketing
UNIVERSITY OF SOUTHERN MISSISSIPPI- Hattiesburg, Mississippi

Professional Affiliations/Community Involvement

Past **Board of Director/President** of the Texas Festivals and Events Association (TFEA); **Member-** International Festivals and Events Association (IFEA); **Alumni-** Leadership Pensacola, Class of 2000

AMY SHOULTS ROSENTHAL
8001 Tonkawa Trail, McKinney, TX 75070
817-269-1326 amyrosenthal@sbcglobal.net

PROFILE: Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategic thinker with knowledge, motivation and skill set to achieve the dream.

MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER

Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget – combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with *The Dallas Morning News* and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission , McKinney Chamber of Commerce and McKinney Community Development Corporation

DALLAS CHILDREN'S THEATER (1995 – 2006)

Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually – nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

EDUCATION/PROFESSIONAL DEVELOPMENT:

Corporate and Private Sponsorship, IEG (Chicago, IL)

Business of Presenting II, Association of Presenting Arts Professionals (New York, NY)

Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST

**MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
NOVEMBER 30, 2016 – ARTS IN BLOOM 2017 SUPPORT**

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2017. Event overview sheet is attached.

ARTS IN BLOOM 2017 Goals:

- Develop Arts in Bloom operations to lessen the burden of McKinney Oktoberfest as only revenue generating event
- Highlight Historic Downtown McKinney as destination for arts, culture and shopping
- Feature/showcase downtown businesses – such as LAST Gallery, Orisons Gallery, Landon Winery, Lone Star Wine Cellars
- Support McKinney-based artists

III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. ARTS IN BLOOM is Historic Downtown McKinney's annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, that ARTS IN BLOOM would have the potential to generate revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney. ARTS IN BLOOM is also intended to showcase the talents and offerings of McKinney-based artists.

Budget overview for ARTS IN BLOOM is attached, as well as budget information for McKinney Main Street. (McKinney Downtown Business Re-Development, Inc.)

IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote ARTS IN BLOOM 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:

- Potential Television Advertising
- Promoted and paid Social Media opportunities

- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Radio spots
- Direct Mail piece targeted specific Zips meeting economic criteria

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, mckinneyp PerformingArtsCenter.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 2017, 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. Redeemed incentives on direct marketing piece will also be measured. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.



ABOUT MAIN STREET

Main Street consists of 11 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 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by Money Magazine.

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

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

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

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

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



EXPANDED TO THREE DAYS!

Stroll through the colorful sidewalks and streets of Historic Downtown McKinney from Friday, April 7 through Sunday, April 9, 2017 during McKinney's annual spring arts and wine festival, Arts in Bloom. Experience art in all forms as it blossoms throughout the historic district with art, music, food, shopping and fun for the entire family. This expansion help increase exposure to Historic Downtown McKinney as well as helps increase potential for festival income.

Over 20,000 guests will visit more than 150 local and regional painters, sculptors, jewelry-makers, photographers and musicians showcasing their artistic talents throughout the streets of Downtown McKinney.

In addition to great food and live entertainment, visitors may enjoy wine tastings from 15 Texas wineries, including Downtown's Landon Winery and Lone Star Cellars. Wine tastings helps separate Arts in Bloom from other art festivals in North Texas.

McKinney Main Street will work with McKinney artists to provide a special opportunity to showcase their work.

- DECEMBER / JANUARY: Call for Artists through Zapplication (a national art show listing).
- JANUARY / FEBRUARY: Secure sponsorships and funding. Solicit participating artists. Reserve advance media buys.
- FEBRUARY: Coordinate/confirm vendor and entertainment contracts. Reserve infrastructure elements.
- MARCH: Festival layout and design of promotions. File special event permit.
- END MARCH / EARLY APRIL: Recruit volunteer support and staffing arrangements.
- END MARCH / EARLY APRIL: High concentration of promotions.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.





ARTS IN BLOOM 2016 - BUDGET

REVENUE:

Alcohol Sales (Total Collected)	16,863.00
Concession Sales	3,276.00
Wine Glasses	3,710.00
Sponsorship Income	16,971.75
Vendor Income	7,092.00
TOTAL	\$47,912.75

EXPENSES:

Alcohol Expenses (payment to wineries)	13,747.44
Liquor Liability Insurance	600.00
Wine Glasses	2,552.10
Entertainers & Sound Production	2,734.00
Electricity	1,900.00
Fencing	477.60
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	6,121.83
Signage & Banners	1,865.75
Direct Mail & Postage	4,884.28
GuideLive Digital & Social Media	1,666.67
DMN Print	3,037.50
WRR Radio	2,000.00
Cashier Staffing	648.00
Labor Ready	417.44
Food	70.19
TOTAL	\$42,722.80

NET PROFIT

\$5,189.98



ARTS IN BLOOM 2017 – PROJECTED BUDGET

REVENUE:

Alcohol Sales (total collected)	50,000.00
Concession Commissions	15,000.00
Wine Glasses	8,000.00
Sponsorship Income	25,000.00
Vendor/Artist Booths	35,000.00
TOTAL	\$133,000.00

EXPENSES:

Alcohol Expenses (payment to wineries)	38,000.00
Liquor Liability Insurance	1,200.00
Wine Glasses	5,000.00
Entertainers & Sound Production	15,000.00
Electricity	12,000.00
Fencing	3,000.00
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	14,000.00
Signage & Banners	3,000.00
Zapplication	1,500.00
Direct Mail & Postage	8,000.00
Digital & Social Media	2,000.00
Print Advertising	5,000.00
Radio	4,500.00
Cashier Staffing	4,000.00
Porters	1,500.00
Food	500.00
TOTAL	\$118,200.00

NET PROFIT

\$14,800.00

McKinney Main Street

PROFIT AND LOSS
January - September, 2016

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income											6,600.00	\$6,600.00
Events Income												\$0.00
Alcohol Sales	16,863.00											\$16,863.00
Concession Sales Food and Beverage	3,276.03						250.98					\$3,527.01
Ticket Sales							645,197.99					\$645,197.99
Total Events Income	20,139.03						645,448.97					\$665,588.00
Miscellaneous Income							273.75					\$273.75
Non Profit Income						15,151.19					2.01	\$2.01
MPAC Seat Cushion Fundraiser						15,151.19						\$15,151.19
Total Non Profit Income						15,151.19					2.01	\$15,153.20
Programs Income												\$0.00
Shoppers Guide												\$0.00
Total Programs Income												\$2,000.00
Sales of Product Income	3,710.00	225.00										\$2,000.00
Sponsorship Income	16,971.75	5,500.00										\$3,935.00
Vendor Income	7,092.00	0.00										\$70,446.75
Total Income	\$47,912.78	\$5,725.00	\$0.00	\$0.00	\$4,010.00	\$15,151.19	\$713,334.72	\$165.00	\$165.00	\$0.00	\$0.00	\$797,900.70
GROSS PROFIT	\$47,912.78	\$5,725.00	\$0.00	\$0.00	\$4,010.00	\$15,151.19	\$713,334.72	\$165.00	\$165.00	\$0.00	\$0.00	\$797,900.70
EXPENSES												
Administrative Expenses												
Associations/Dues/Subscriptions												6,305.46
Board Expense												7,474.90
Bookkeeping/Audit												\$98.00
Office Expenses												2,385.00
Other Fees												674.62
Bank Service Charges												\$0.00
Credit Card Fees												240.84
Interest												2,919.14
Total Other Fees	2,359.82	288.40	50.00	50.00	50.00	1,125.00	1,125.00	35.00	35.00	35.00	35.00	\$709.62
Postage												\$0.00
Supplies												\$240.84
Food												\$2,919.14
Total Supplies	70.19	70.19	70.19	70.19	70.19	70.19	70.19	70.19	70.19	70.19	70.19	\$164.54
Travel/Training												\$3,324.52
Total Administrative Expenses	2,430.01	338.40	338.40	338.40	338.40	338.40	2,739.51	35.00	35.00	35.00	35.00	\$3,324.52
Event Expenses												49.00
Activities Expense												\$2,697.22
Alcohol Expense	13,747.44											\$1,006.88
Liability Insurance	600.00											499.45
Servers												727.44
TABC Permit												1,868.80
Total Alcohol Expense	14,347.44	338.40	338.40	338.40	338.40	338.40	2,739.51	35.00	35.00	35.00	35.00	\$2,363.80
Decorations Expense												\$543.59
Downtown Christmas Tree Expense												\$4,437.59
Entertainer Expense	2,734.00											\$65,305.21
Event Permit												\$3,460.20
Infrastructure												\$15,221.25
Electricity	1,900.00											\$924.00
Fencing	477.60											\$84,910.66
Ice												\$26,167.75
Portables												\$117.60
Rentals	6,121.83											\$48,100.62
												\$1,270.00
												\$0.00
												\$32,215.47
												\$3,851.99
												\$3,150.00
												\$2,604.72
												\$53,215.67

	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Total Infrastructure	8,499.43			29,827.63	525.00		56,385.79					\$95,037.85
Marketing Expense							3,500.00					\$3,500.00
Billboards				3,800.00								\$3,800.00
Event T-Shirts	3,429.20				596.25		3,545.50					\$3,800.00
Misc Marketing	2,524.46		607.62				1,932.68					\$7,570.95
News Paper	3,037.50			3,727.50			2,500.00		400.00	72.40	4,521.00	\$12,328.50
Radio	2,000.00			5,160.00			7,650.00					\$9,265.00
Signage	1,865.75				339.82		5,011.24					\$16,560.00
Social Media	1,666.67		559.73	112.03			7,067.73			39.65		\$12,118.46
Television				8,825.00							193.72	\$9,667.33
Total Marketing Expense	11,094.38		12,376.84	21,825.53	936.07		31,207.15		961.88	112.05	4,714.72	\$89,636.24
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/Administrative Expenses												
Prize Winnings			715.00								829.98	\$829.98
Staffing Expense												
Cashiers	648.00											\$648.00
Misc Staff												
Porters/Cleanup	417.44											\$417.44
Total Staffing Expense	1,065.44											\$1,065.44
Supplies & Materials												
Ticket Redemption												
Weather Insurance												
Total Event Expenses	40,292.79		18,255.43	60,005.64	2,686.07		560,554.55		1,827.76	412.05	30,005.92	\$714,935.33
Mileage												
Program Expenses												
Seat Cushion Replacement												
Total Program Expenses												
Total Expenses	\$42,722.80		\$18,593.83	\$60,325.57	\$2,686.07		\$9,085.00		\$1,862.76	\$412.05	\$52,893.66	\$752,829.88
NET OPERATING INCOME	\$5,189.98		\$-12,868.83	\$-58,825.57	\$1,323.93		\$6,066.19		\$-362.76	\$-412.05	\$-44,291.65	\$45,070.82
NET INCOME	\$5,189.98		\$-12,868.83	\$-58,825.57	\$1,323.93		\$6,066.19		\$-362.76	\$-412.05	\$-44,291.65	\$45,070.82