

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event 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
- **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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

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.McKinneyCulturalDistrict.com / 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 Business

City: ST: Zip:

Phone: Fax: 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 -

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:

PROMOTIONAL/COMMUNITY EVENT

Start Date: February 1, 2020

Completion Date: June 30, 2020

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

Matt Hamilton
Jolie Williams
Julie Williams
Jim Smith
Kathryn Waite

Chase Schwalls
Doug Wilmarth
Kaci Lyford
Ric Anderson
Taylor Phelan

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

Amy Rosenthal
Aaron Werner

Jakia Brunell
Andrew Jones

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

I. Applying Organization

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

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/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.
- Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.
- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- 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.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- 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): Spring 2019

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 and Profit and Loss statement for the current and previous fiscal years 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?

Gross Revenue	\$30,000
Projected Expenses	\$30,000
Net Revenue	\$

(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? 50%

Are Matching Funds available? Yes No

Cash \$15,000	Source Sponsorships	% of Total 50%
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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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 11/29/19

Representative Completing Application



Signature

Amy Rosenthal

Printed Name

Date 11/29/19

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 and P&L statement for current and previous 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 COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

HISTORIC DOWNTOWN MCKINNEY CULTURAL DISTRICT

HISTORIC GOOD TIMES

Creating Cultural Vision & Mission

VISION

Historic Downtown McKinney Cultural District is a thriving town center that nurtures a love for art, history and culture.

- We honor our historic legacy and offer a gathering place for artists, residents and visitors.
- We value and support opportunities for creative enterprises.
- We foster organic growth of culture and creative industries in support of economic development.
- We engage residents and visitors alike with diverse and extensive cultural experiences showcasing artistic and cultural programming.

MISSION

Historic Downtown McKinney Cultural District is a unique destination where historic treasures, cultural attractions, independently-owned businesses, and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors.





HISTORIC DOWNTOWN MCKINNEY CULTURAL DISTRICT

HISTORIC GOOD TIMES

Historic Downtown McKinney Cultural District celebrates arts, culture & heritage (as defined in Cultural District Plan June 2018)

GOAL 1) TO CREATE AN ENVIRONMENTALLY PLEASING DISTRICT

- Public art - Add a minimum of 4 works, 2022, McKinney Arts Commission (MAC)
- Streetscapes - Enhance seating and landscaping, 2021, McKinney Parks (MP)
- Street performance - Designate 4 street performance areas, 2020, McKinney Main Street (MMS)
- Wireless Sound System - Install wireless sound system in district, 2019, MCDC

GOAL 2) TO CREATE A STRONG, UNIFIED DISTRICT

- Regular meetings - Meet 6 times per year, Immediate/Ongoing, All
- Promotional materials - Develop and disseminate district brand, MMS
- Educational sessions - Offer 3 trainings on management, mktg & revenue development, 2021, All

GOAL 3) TO CREATE A RICHLY DIVERSE DISTRICT

- Programs featuring all disciplines - Showcase all art forms, Immediate, All
- Programs reaching all age groups - Build consistent audience tracking mechanisms, 2019, MAC
- Programs including all heritages - Minimum of 4 cultural diverse programs annually, 2020, All

GOAL 4) TO CREATE A UNIQUE, ONE-OF-A-KIND DISTRICT

- Historic facilities - Schedule & promote historic building walking tours, 2019, Historic Preservation
- Adaptive reuse - Develop 6 pop-up gallery locations 2022, Business Representative
- Commemorated local heritage - Design & install cultural & heritage markers, 2022, MMS

GOAL 5) TO CREATE AN ECONOMICALLY VITAL DISTRICT

- Sustainable population of local artists - Raise artist visibility through promotion, Immediate, MAC & MMS
- Healthy arts and culture non-profits - Increase number of arts/non-profit organizations, 2022, All
- Variety of artisan retailers - Develop packet outlining district benefits, 2022, Chamber of Commerce

II. Promotional/Community Event

Historic Downtown McKinney Cultural District – Spring/Summer 2020 (February to June 2020)

Support from McKinney Community Development Corporation will be applied to help showcase events and activities within the Historic Downtown McKinney Cultural District beginning February 1, 2020 to June 30, 2020.

This funding helps advertise and promote activities in HDMCD. A unified look helps package and advertise events in district.

The events include (but not limited to):

- Wine & Chocolate (5,000 attendees)
- Second Saturdays (5,000 attendees x March, April, May, June)
- Black History Month (400 attendees)
- Krewe of Barkus (5,000 attendees)
- 'Unique By Nature' Juried Art Competition & Exhibition (1,000 attendees)
- Arts in Bloom (35,000 attendees)
- Monarchs of McKinney unveiling (100 attendees)
- Juneteenth at Finch Park (500 attendees)

Events, activities and programs within the Historic Downtown McKinney Cultural District are intended to attract cultural tourists. An increased number of visitors will also patronize businesses located within the district.

January 2020	Finalize compilation of activities and sponsorships
February 2020	Distribute packaged Cultural District activities
March 2020	Distribute packaged Cultural District activities
April 2020	Leverage exposure of Cultural District activities at Arts in Bloom
May 2020	Distribute packaged Cultural District activities

IV. Marketing and Outreach

Plans for marketing include creation of branded look for Cultural District events to help build campaign awareness.

• Friday Guide – The Dallas Morning News	\$ 4,000
• KERA/KXT/Art & Seek	\$ 2,500
• Billboard – 3 months	\$ 6,500
• Movie Theater Pre-show	\$ 5,000
• Local Profile	\$ 7,000
• Social Media	\$ 5,000
▪ TOTAL	\$30,000

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. McKinney Main Street will work with partner entities within the district to help track attendance. During Arts in Bloom, McKinney Main Street will survey participants and attending to understand more about demographics. Following major events, McKinney Main Street will gather information from downtown business owners about activity impact.

McKinney Main Street

PROFIT AND LOSS
October 2018 - September 2019

	ARTS IN BLOOM	BIKE THE CULTURAL DISTRICT BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	OCTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE	SCORE ON THE SQUARE	SECONDS SATURDAYS	NOT SPECIFIED	TOTAL
Administrative Income														2,030.00	\$2,030.00
Downtown Membership Income														13,113.63	\$13,113.63
Events Income															\$0.00
Activities Income				1,205.00		2,892.86									\$1,205.00
Downtown Christmas Tree Fund				4,950.00											\$4,950.00
Enhancer Grant															\$2,045.59
Registration Fees							862,518.41								\$2,045.59
Ticket Sales	81,516.36			268,112.67											\$1,212,147.44
Vendor Commission				2,872.25											\$2,872.25
Total Events Income	81,516.36			278,958.92		2,892.86	862,518.41								\$1,225,912.89
Miscellaneous Income													8,360.00		\$8,360.00
National Trust Grant								75,000.00							\$75,000.00
Non Profit Income		0.00													\$0.00
Sponsorship Income	25,500.00		5,500.00	37,000.00	3,500.00	4.30	19,600.00	46,000.00		1,200.00	1,600.00			1,800.00	\$116,000.00
Vendor Income	47,905.16			19,215.00	2,290.00		37,298.00				1,950.00				\$107,873.16
Vendor Application Fee	2,300.16														\$2,300.16
Total Vendor Income	50,205.32			19,215.00	2,290.00		37,298.00				1,950.00				\$110,178.32
Total Income	\$157,221.68	\$0.00	\$5,500.00	\$333,154.82	\$5,790.00	\$2,896.86	\$919,386.41	\$121,000.00	\$0.00	\$3,245.59	\$0.00	\$2,795.00	\$0,390.00	\$103,293.63	\$1,875,114.18
GROSS PROFIT	\$157,221.68	\$0.00	\$5,500.00	\$333,154.82	\$5,790.00	\$2,896.86	\$919,386.41	\$121,000.00	\$0.00	\$3,245.59	\$0.00	\$2,795.00	\$0,390.00	\$103,293.63	\$1,875,114.18
Expenses															
Administrative Expenses															\$140.73
Associations/Dues/Subscriptions	1,100.00														\$1,100.00
Board Expense															\$10,469.06
Bookkeeping/Audit															\$1,386.31
Communications			894.00												\$5,480.51
Contract Labor															\$984.00
Office Expenses															\$0,604.00
Other Fees															\$448.15
Bank Service Charges			2.00	25.00			25.00								\$0.00
Credit Card Fees				3,415.75			0.00								\$3,415.75
Internet															\$255.38
QuickBooks Payments Fees															\$2,351.85
Postage			2.00	3,440.75		296.35	25.00	6.70							\$14,069.30
Storage Unit				20.00											\$20.00
Supplies	19.79			66.12											\$85.91
Towel/Training															\$0.00
Food															\$303.05
Total Travel/Training		1,263.91													\$3,468.00
Total Administrative Expenses	1,119.79	1,263.91	896.00	3,528.87	2,586.87	296.35	25.00	6.70							\$12,010.07
Event Expenses															\$255.38
Activities Expense															\$2,351.85
Alcohol Expense															\$14,069.30
Liability Insurance															\$303.05
TABC Permit															\$219.15
Total Alcohol Expense															\$9,934.41
Decorations Expense															\$814.25
Downtown Christmas Tree Expense	3,275.49			4,018.20	26.99	296.35	25.00	6.70							\$9,091.57
Enhancer Expense	10,614.90			34,150.00	1,225.00	9,750.00									\$58,823.96
Event Staff	7,693.50			4,538.50											\$13,436.25
Hospitality	1,047.33			1,309.22		36.04	3,749.01								\$2,072.00
Infrastructure															\$924.00
Electricity	15,274.28			21,059.76			17,555.58								\$86,432.25
Fencing	2,026.90			2,475.40			3,485.00								\$44,609.25
Ice	357.50			1,535.00			4,262.00								\$9,750.00
Portables	1,700.00			1,567.30			6,150.00								\$9,602.76
Rentals	15,255.09			18,647.30	326.32	2,520.72	45,848.87								\$19,094.00
Total Infrastructure	34,613.77			43,716.46	326.32	2,520.72	77,318.45						108.24		\$93,505.68
Marketing Expense															\$0.00
Billboards															\$53,886.62
Event T-Shirts	352.39			429.78	464.65	391.02	6,587.16								\$7,997.30
Misc Marketing	6,729.50			3,651.43	152.00		8,946.43								\$4,639.50
Newspaper	8,438.50			4,413.50			22,798.00								\$34,969.44
Radio				4,469.33	1,000.00		4,200.00								\$44,069.50
Signage	1,550.02		1,247.00	1,674.43	90.00	305.25	2,462.57								\$9,688.33
Social Media	4,864.04			4,692.65	200.67		7,469.61								\$10,525.13
Total Marketing Expense	21,967.46		1,247.00	18,330.32	1,407.52	607.27	56,029.77								\$144,286.05
Merchandise	3,007.17						16,801.94								\$19,809.11
Other/General Administrative Expenses							144.47								\$369.29
Other Miscellaneous Service Cost							3,000.00								\$6,000.00
Prize Winnings															\$0.00
Special Events Expense			200.00	138.85											\$595.81
Advertising/Promotional															\$0.00
															\$1,214.40

	ARTS IN BLOOM	BIKE THE BRICKS	CULTURAL DISTRICT	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARRIUS	MC KINNEY CHRISTMAS TREE	OCTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE	SCORE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Total Special Events Expense			22.50	200.00	138.85								25.00		827.99	\$1,314.40
Staffing Expense				36,904.19				0.00								\$36,904.19
Misc Labor	3,205.25				11,036.25			9,792.50							1,233.00	\$25,268.00
Print/Cleanup	1,600.00				1,391.24			1,198.00							85.00	\$4,443.24
Total Staffing Expense	4,805.25			36,904.19	12,417.49			10,990.50							1,318.00	\$56,615.43
Supplies & Materials					2,434.85			4,584.44		8,844.80	129.95				1,925.73	\$19,157.94
Ticket Redemption					167,963.57			457,222.43								\$687,585.75
Weather Insurance								8,770.00								\$8,770.00
Total Event Expenses	149,854.30	-595.00	38,033.82	38,351.19	342,897.46	3,525.50	12,994.55	756,958.98	123,938.00	8,844.80	2,005.40	25.00	1,354.87	7,478.54	84,840.83	\$1,424,318.02
Maintenance				714.24												\$714.24
Program Expenses																\$0.00
Promotional Project Expense																\$0.00
Board Projects																\$0.00
Image Campaign								252.00						947.72		\$1,199.72
Marketing Plan/Implementation																\$0.00
Other/Promotional Items								252.00								\$252.00
Website Development/Maintenance								2,100.00								\$2,100.00
Total Promotional Project Expense								2,604.00								\$2,604.00
Total Program Expenses								2,604.00								\$2,604.00
Repair & Maintenance	650.00				\$348,394.33	\$3,525.50	\$13,290.90	\$759,303.98	\$122,944.70	\$8,844.80	\$2,005.40	\$25.00	\$1,354.87	\$9,427.28	\$35,478.82	\$1,846,682.00
Total Expenses	\$151,404.00	\$-595.00	\$37,517.73	\$40,051.43	\$348,394.33	\$3,525.50	\$13,290.90	\$759,303.98	\$122,944.70	\$8,844.80	\$2,005.40	\$25.00	\$1,354.87	\$9,427.28	\$154,357.25	\$1,846,682.00
NET OPERATING INCOME	\$5,817.59	\$695.00	\$-24,817.73	\$-34,551.43	\$-13,228.41	\$2,284.50	\$-10,383.84	\$180,082.45	\$-1,844.70	\$-3,844.80	\$1,240.18	\$-25.00	\$1,440.13	\$-87.28	\$-51,063.60	\$28,432.18
Other Income																\$0.00
Interest Earned																\$0.00
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
Other Expenses																\$0.00
Depreciation Expense				4,839.78												\$4,839.78
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$4,839.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,839.78
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$-4,839.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-4,839.78
NET INCOME	\$5,817.59	\$695.00	\$-24,817.73	\$-39,390.21	\$-13,228.41	\$2,284.50	\$-10,383.84	\$180,082.45	\$-1,844.70	\$-8,844.80	\$1,240.18	\$-25.00	\$1,440.13	\$-87.28	\$-57,329.44	\$15,367.99