

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: February 1, 2019

Completion Date: May 31

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):

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	\$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.

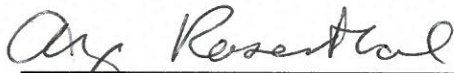
Acknowledgements

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.

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

Nov 30, 2018

Date

Representative Completing Application



Signature

Amy Rosenthal

Printed Name

Nov 30, 2018

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.

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 2019 (February to May 2019)

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, 2019 to May 31, 2019.

This funding would help launch an initial process to help advertise and promote activities in HDMCD. We will create a unified look to help package and advertise events in district.

The events include (but not limited to):

- Black History Month – Library Author Event (400 attendees)
- Krewe of Barkus (5,000 attendees)
- Union the Musical (1,200 attendees)
- Goitsche (400 attendees)
- Janoska (400 attendees)
- 'Unique By Nature' Juried Art Competition & Exhibition (1,000 attendees)
- Arts in Bloom (35,000)
- Cinco de Mayo Fiesta at Old Settler's Recreation Center (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 2019	Finalize compilation of activities and sponsorships
February 2019	Distribute packaged Cultural District activities
March 2019	Distribute packaged Cultural District activities
April 2019	Leverage exposure of Cultural District activities at Arts in Bloom
May 2019	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 – monthly ½ page ads	\$ 6,000
• Plano Profile – monthly ½ page ads	\$10,000
• Pandora	\$ 5,000
• Movie Theater Pre-show	\$ 7,000
• Social Media	\$ 2,000
▪ 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 2016 - September 2017

	ARTS IN BLOOM	BIKE THE BRICKS	DASH	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	CHRISTMAS TREE	MPAC SEAT CUSHION	OCTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	VOTE MAIN STREET/IMPAC	NOT SPECIFIED	TOTAL
Income														
Administrative Income													25.00	\$25.00
Downtown Membership Income													22,882.15	\$22,882.15
Events Income														\$0.00
Activities Income														\$69,811.94
Downtown Christmas Tree Fund														\$7,138.25
Entertainer Grant														\$2,600.00
Registration Fees														\$22,675.00
Ticket Sales														\$829,467.83
Vendor Commission														\$28,773.55
Total Events Income														\$960,466.57
Grants Received														\$20,000.00
Miscellaneous Income														\$24,529.14
Programs Income														\$0.00
Polaris Gem Advertising Income														\$15,000.00
Total Programs Income														\$15,000.00
Sponsorship Income														\$128,750.00
Vendor Income														\$106,390.95
Vendor Application Fee														\$3,234.76
Total Vendor Income														\$109,625.71
Total Income														\$1,281,278.57
GROSS PROFIT														\$1,281,278.57
Expenses														\$1,281,278.57
Administrative Expenses														\$3,595.00
Associations/Dues/Subscriptions														\$10,417.91
Board Expense														\$109.18
Bookkeeping/Audit														\$5,037.22
Communications														\$456.44
Office Expenses														\$2,698.95
Other Fees														\$0.00
Bank Service Charges														\$220.00
Credit Card Fees														\$7,616.27
QuickBooks Payments Fees														\$14.28
Total Other Fees														\$7,850.55
Postage														\$3,889.84
Printing and Reproduction														\$4,150.83
Storage Unit														\$3,575.00
Supplies														\$956.61
Food														\$861.75
Total Supplies														\$1,818.36
Travel/Training														\$2,822.96
Food														\$187.45
Total Travel/Training														\$3,010.41
Total Administrative Expenses														\$46,609.69
Event Expenses														\$14,600.00
Activities Expense														\$56,006.25
Alcohol Expense														\$54,055.00
TABC Permit														\$693.00
Total Alcohol Expense														\$54,748.00
Bar Staff														\$24,397.50
Decorations Expense														\$39,003.74
Downtown Christmas Tree Expense														\$12,675.26
Entertainer Expense														\$80,323.88
Event Permit														\$2,912.50
Event Staff														\$18,503.48
Hospitality														\$3,899.83
Infrastructure														\$0.00
Electricity														\$56,328.69
Fencing														\$14,207.13
Ice														\$2,324.00
Portables														\$5,314.65
Rentals														\$78,281.85
Total Infrastructure														\$166,456.32
Marketing Expense														\$10,000.00

	ARTS IN BLOOM	BIKE THE BRICKS	DASH	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MPAC SEAT CUSHION	OCTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	VOTE MAIN STREET/MPAC	NOT SPECIFIED	TOTAL
Billboards					12,276.00									\$12,276.00
Event T-Shirts	276.80	2,909.50			611.90				3,885.60			3,012.97		\$10,696.77
Misc Marketing	5,803.33	1,250.00				144.00	448.04		-0.09				6,589.19	\$14,234.47
Newspaper	8,022.26				4,205.00				5,280.00					\$17,507.26
Radio	7,000.00				4,040.00	1,500.00			8,160.00					\$20,700.00
Signage	3,768.77	1,170.78	1,129.98		1,302.02	183.00			3,701.66	455.64		404.67		\$12,116.52
Social Media	4,925.82	608.01			3,159.14				10,840.06		54.74	193.45	95.42	\$19,876.64
Television									5,000.00					\$5,000.00
Total Marketing Expense	29,796.98	5,839.29	1,129.98		25,694.06	1,827.00	448.04		36,867.23	455.64	64.74	3,611.09	16,684.61	\$122,407.66
Merchandise	3,847.55								14,600.00					\$18,447.55
Office/Administrative Expenses	20.57	26,285.00							14.41					\$34.98
Pizza Winnings														\$26,285.00
Special Events Expense														\$0.00
Bike the Bricks													-521.05	\$ -521.05
Home for the Holidays...A McK													-50.00	\$ -50.00
McKinney Oktoberfest													-24.94	\$ -24.94
Pizza Winnings						33.75					625.79			\$659.54
Special Events Liability Ins.	1,549.00													\$1,549.00
Total Special Events Expense	1,549.00					33.75					625.79		-695.99	\$1,512.55
Staffing Expense			13,572.74		2,772.00				9,525.00					\$23,097.74
Cashiers	1,060.20													\$3,832.20
Misc Labor	550.00								1,500.00				225.00	\$2,275.00
Porters/Cleanup	1,021.72													\$1,021.72
Total Staffing Expense	2,631.92		13,572.74		2,772.00				11,025.00				225.00	\$30,226.66
Supplies & Materials	257.08		45.75		19,551.10				7,156.06				484.86	\$7,943.75
Ticket Redemption	33,731.01								421,301.13				160.00	\$474,743.24
Ticket Redemption - prior year correction													-4,038.09	\$ -4,038.09
Total Ticket Redemption	33,731.01				19,551.10				421,301.13				-3,878.09	\$470,705.15
Total Event Expenses	126,134.05	64,290.66	14,748.47		169,224.96	3,368.01	13,123.30		683,581.81	1,280.84	1,045.28	6,323.98	57,966.90	\$1,141,090.06
Maintenance			5.00					3,366.83					296.52	\$3,371.93
Mileage	87.65													\$84.17
Program Expenses														\$0.00
Promotional Project Expense													715.20	\$715.20
Directional Sign Expense													500.00	\$500.00
Shoppers Guide Expense													1,215.20	\$1,215.20
Total Promotional Project Expense													1,215.20	\$1,215.20
Total Program Expenses														
Total Expenses	\$130,183.11	\$64,413.55	\$16,820.94	\$2,125.29	\$173,254.60	\$3,368.01	\$13,583.39	\$3,366.83	\$684,286.42	\$1,383.10	\$1,045.28	\$6,543.43	\$92,317.00	\$1,192,871.05
NET OPERATING INCOME	\$7,986.81	\$-16,981.62	\$27,072.95	\$-2,125.29	\$-33,657.75	\$1,986.99	\$-1,425.14	\$-3,366.83	\$163,989.18	\$-1,383.10	\$2,464.72	\$13,456.57	\$-69,409.85	\$68,807.52
Other Income														
Interest Earned	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	11.34	\$11.34
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	\$11.34	\$11.34
Other Expenses														
Depreciation Expense			2,822.62											
Total Other Expenses	\$0.00	\$0.00	\$2,822.62	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1,448.89	\$4,271.51
NET OTHER INCOME	\$0.00	\$0.00	\$-2,822.62	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-1,437.55	\$-4,280.17
NET INCOME	\$7,986.81	\$-16,981.62	\$24,250.33	\$-2,125.29	\$-33,657.75	\$1,986.99	\$-1,425.14	\$-3,366.83	\$163,989.18	\$-1,383.10	\$2,464.72	\$13,456.57	\$-70,947.40	\$94,347.35

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	SCARE ON THE SQUARE	SECOND SATURDAYS	VOTEL MANN STREET/TAPAC	NOT SPECIFIED	TOTAL
Income																	
Downtown Membership Income																28.50	\$28.50
Events Income																2,608.65	\$2,608.65
Activities Income																	
Downtown Christmas Tree Fund																	
Entertainer Grant																	
Pre-Sale Ticket Revenue	1,250.00					3,606.54											
Registration Fees		23,050.00		28.50													
Ticket Sales	40,701.00			91,369.25				30,358.97									
Vendor Commission	9,799.96	2,604.10		14,112.09				810,331.68			1,282.44						
Total Events Income	51,750.96	25,654.10		105,609.84		3,606.54		840,690.65			1,282.44						
Miscellaneous Income																	
National Trust Grant																	
Non Profit Income																	
Curtain Campaign MPAC									75,000.00					15,010.00			\$1,031,196.15
Sales of Product Income																	\$15,010.00
Sponsorship Income	32,500.00	19,000.00	10,300.00														\$75,000.00
Vendor Income	56,161.78	2,100.00		20,210.00	3,500.00	5,000.00											\$5,289.69
Vendor Application Fee	1,776.20				135.00												\$5,289.69
Total Vendor Income	57,937.98	2,100.00	20,210.00	20,210.00	135.00	5,000.00		38,821.00									\$314.50
Total Income	\$142,188.94	\$46,754.10	\$10,300.00	\$171,469.84	\$3,635.00	\$9,606.54	\$0.00	\$909,876.15	\$75,000.00	\$5,289.69	\$1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$1,307,199.47
GROSS PROFIT	\$142,188.94	\$46,754.10	\$10,300.00	\$171,469.84	\$3,635.00	\$9,606.54	\$0.00	\$909,876.15	\$75,000.00	\$5,289.69	\$1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$1,307,199.47
Expenses																	
Administrative Expenses																	
Associations/Dues/Subscriptions	1,100.00		75.50														\$170.02
Board Expense																	\$1,403.87
Bookkeeping/Audit																	\$318.30
Communications			1,012.98														\$6,769.70
Contract Labor																	\$1,012.98
Office Expenses																	\$3,848.00
Other Fees																	\$2,051.00
Bank Service Charges																	\$0.00
Credit Card Fees																	\$109.00
Interest																	\$10,482.85
QuickBooks Payments Fees																	\$176.62
Total Other Fees	266.42	554.76	1,012.98	492.68	1,225.00	83.65	0.00	409.00	0.02	5,289.69	1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$13,430.14
Postage																	\$173.35
Printing and Reproduction																	\$266.42
Storage Unit																	\$3,128.00
Supplies																	\$1,411.18
Food			39.14														\$109.71
Total Supplies			39.14														\$1,520.89
Travel/Training																	\$5,096.10
Total Administrative Expenses	1,366.42	519.80	1,012.98	492.68	1,225.00	83.65	0.00	409.00	0.02	5,289.69	1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$49,188.77
Event Expenses																	\$0.00
Activities Expense																	\$59,200.07
Alcohol Expense																	\$37,187.50
TABC Permit																	\$924.00
Total Alcohol Expense	635.79	554.76	1,012.98	492.68	1,225.00	83.65	0.00	409.00	0.02	5,289.69	1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$58,111.50
Decorations Expense																	\$45,793.80
Downtown Christmas Tree Expense	14,065.00	7,126.84															\$13,535.10
Entertainer Expense																	\$81,367.27
Event Permit																	\$3,106.25
Event Staff	9,060.00	3,106.25															\$17,624.42
Hospitality	1,325.92	705.14															\$6,514.99
Infrastructure																	\$0.00
Electricity	14,444.31	6,060.00															\$40,790.71
Fencing	1,603.00	5,100.00															\$7,935.88
Ice																	\$3,534.15
Portables	1,395.00	1,704.79															\$49,376.34
Rentals	15,421.28	6,627.18															\$102,196.08
Total Infrastructure	33,003.59	19,491.97	1,012.98	492.68	1,225.00	83.65	0.00	409.00	0.02	5,289.69	1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$58,111.50
Marketing Expense																	\$45,793.80
Billboards	5,750.00																\$13,094.00
Event T-Shirts	817.60	2,138.68															\$4,805.10
Misc Marketing	1,837.76	20.34															\$20,276.00
Newspaper	6,032.50	10,907.50															\$16,282.01
Radio	7,700.01	2,952.00															\$8,222.53
Signage	1,964.83	691.89															\$3,336.00
Social Media	984.04	980.95															\$1,350.00
Television	5,000.00																\$20,276.00
Total Marketing Expense	30,088.74	3,831.86	140.00	22,746.65	2,270.31	266.25	0.00	3,395.23	0.00	5,289.69	1,282.44	\$2,704.62	\$2,445.00	\$15,010.00	\$0.00	\$2,637.15	\$59,235.83
Merchandise																	\$9,625.20
Office/General Administrative Expenses																	\$1,491.56
Price Winnings	354.78	166.64															\$25,936.02
Special Events Expense																	\$0.00
Advertising/Promotional																	\$1,810.83
Bike the Bricks	168.40	825.00															\$925.00

	ARTS IN BLOOM	BIKE THE BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARRUS	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/MAPAC	NOT SPECIFIED	TOTAL
Special Events Liability Inc.	1,549.00	800.00															\$2,349.00
VIP Experience Expenses																	\$7,732.00
Total Special Events Expense	1,717.40	1,625.00											71.28		979.43		\$12,216.80
Staffing Expense	2,637.82		29,109.39	3,865.50													\$35,602.71
Misc Labor	3,530.00																\$3,530.00
Porter/Cleanup	1,382.75																\$5,337.17
Total Staffing Expense	7,520.57		29,109.39	3,865.50													\$45,009.88
Supplies & Materials	452.69	161.14		721.85	415.44												\$4,185.40
Total Redemption	29,637.61			16,143.16									98.43				\$571,106.53
Weather Insurance																	\$10,500.00
Total Event Expenses	129,814.80	64,357.70	29,353.18	160,001.29	4,180.43	16,057.13		872,418.36	84,048.13		2,004.08	2,300.00	1,992.71	4,078.72	10,857.85	60,472.48	\$1,166,886.73
Maintenance			1,035.39														\$95,883.52
Program Expenses																	\$0.00
Promotional Project Expense							1,710.00										\$1,710.00
Directional Sign Expense																	\$655.20
Marketing Plan/Implementation																	\$3,403.73
Other Promotional Items																	\$758.42
Total Promotional Project Expense																	\$6,527.35
Total Program Expenses																	\$6,527.35
Total Expenses	\$131,181.22	\$64,877.50	\$31,355.51	\$163,493.97	\$4,180.43	\$16,140.78	\$1,710.00	408.42	\$84,048.13	\$0.00	\$2,004.08	\$2,300.00	\$1,992.71	\$7,460.45	\$11,137.85	\$106,178.71	\$1,307,986.37
NET OPERATING INCOME	\$11,007.72	\$-18,123.40	\$-21,285.51	\$1,975.87	\$-545.43	\$-7,534.24	\$-1,710.00	\$238,481.12	\$-9,048.13	\$5,285.69	\$-721.64	\$404.62	\$452.29	\$7,529.55	\$-11,137.85	\$-103,541.56	\$99,413.10
Other Income																	
Interest Earned																	
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	\$0.00
Other Expenses																	
Depreciation Expense			4,838.78														\$72.42
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	\$0.00	\$6,982.21
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	\$0.00	\$-6,982.21
NET INCOME	\$11,007.72	\$-18,123.40	\$-26,104.29	\$1,975.87	\$-545.43	\$-7,534.24	\$-1,710.00	\$238,481.12	\$-9,048.13	\$5,285.69	\$-721.64	\$404.62	\$452.29	\$7,529.55	\$-11,137.85	\$-105,612.57	\$92,403.31