

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
Fiscal Year 2023

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
7300 SH 121, SB, Suite 200
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, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Downtown Business Re-Development, Inc

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N Tennessee St.

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-547-2651

Fax: 972-547-2615

Email: ajones2@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: Andrew Jones

Title: Director

Mailing Address: 111 N Tennessee St

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-547-2661

Fax: 972-547-2615

Email: ajones2@mcKinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Andrew Jones

Title: Downtown Development Manager

Mailing Address: Same as above

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$13,500

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

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☐ Yes

☒ No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: Sept 22

Completion Date: Dec 31

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

Matt Hamilton

Chase Schwalls

Doug Willmarth

Kim Howell Black

Von Daniels

Taylor Phelan

Toby Thomason

Chris Wilkes

Amy Pyeatt

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

Andrew Jones

Graham Meyers

Jakia Brunell

Gregory Hearn

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): 2016, 2017, 2018, 2019, 2020, 2021, 2022

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

McKinney Oktoberfest (McK Okt is the primary revenue source for McK Main Street)

Gross Revenue	\$550,000
Projected Expenses	\$400,000
Net Revenue	\$150,000

Home for the Holidays...A McKinney Christmas

Gross Revenue	\$200,000
Projected Expenses	\$190,000
Net Revenue	\$10,000

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? MCDC asks are McKinney Oktoberfest - \$7500 (less than 01% of total revenue) and Home for the Holidays - \$6000 (02% of total revenue) **Please see budget sheets**

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

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.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

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 MCDC 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 

Andrew Jones
Printed Name

May 30 2023
Date

Representative Completing Application

Signature _____

Printed Name

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 how this event will showcase the City of McKinney for business development/tourism
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall organization **and** 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 Main Street Vision Statement

McKinney Main Street champions a vibrant downtown - the heartbeat of McKinney since 1848.

McKinney Main Street Mission Statement

McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. We encourage economic vitality through diverse partnerships and buy-local support. We build strong relationships through shared purposes - all in honor of Historic Downtown McKinney.

McKinney Main Street Core Values

To Preserve Our Historical Assets

- Protect the traditional, historic feel of Downtown McKinney
- Safeguard our historical properties

To Be the Heart of Our Community

- Offer a safe, family-friendly environment for those who live, work, recreate and visit Downtown McKinney
- Support community gatherings

To Support a 'Uniquely McKinney' Experience

- Honor economic, historical and cultural fundamentals
- Embrace cultural diversity and balance of hip and historic
- Harness unique experience to create economic development

To Promote Historic Downtown McKinney as a Destination

- Share Downtown McKinney's shopping, dining and recreational options
- Embrace opportunities to communicate our mission, passion and purpose
- Attract and bring visitors from within and outside of McKinney to Downtown

To Encourage Continuous Economic Development

- Support managed and smart growth
- Advocate opportunities that enhance revenue for businesses and City
- Monitor downtown's accessibility and parking needs
- Champion self-sustainability

McKinney Main Street

Profit and Loss Detail

Home for the Holidays

	2022 Actual	2023 Budget
Ordinary Income/Expenses		
Income		
Total for Events Income	\$ 41,906.84	
Total for Grants Received	\$ 50,000.00	
Total for Sponsorship Income	\$ 53,388.50	
Total for Vendor Income	\$ 52,700.04	
Total for Income	\$ 197,995.38	\$ 200,000.00
Expenses		
Total for Event Expenses	\$ 227.80	
Total for Activities Expense	\$ 34,575.00	
Total for Decorations Expense	\$ 3,263.42	
Total for Downtown Christmas Tree Expense	\$ 16,750.00	
Total for Entertainer Expense	\$ 22,352.10	
Total for Hospitality	\$ 445.17	
Total for Infrastructure	\$ 76,312.94	
Total for Marketing Expense	\$ 3,000.00	
Total for Marketing Expense with sub-accounts	\$ 16,745.44	
Total for Other Miscellaneous Service Cost	\$ 1,175.00	
Total for Cashiers	\$ 5,310.00	
Total for Misc Labor	\$ 1,149.00	
Total for Porters/Cleanup	\$ 2,675.00	
Total for Staffing Expense	\$ 9,134.00	
Total for Supplies & Materials	\$ 232.13	
Total for Ticket Redemption	\$ 130.82	
Total for Weather Insurance	\$ 4,445.00	
Total for Event Expenses with sub-accounts	\$ 185,788.82	
Total for Repair & Maintenance	\$ 5,250.00	
Total for Expenses	\$ 191,038.82	\$ 190,000.00
Net Income	\$ 6,956.56	\$ 10,000.00

Wednesday, May 31, 2023 09:00:09 AM GMT-7 - Accrual Basis

McKinney Main Street Profit and Loss Detail Oktoberfest

	Class	2022 Amount	2023 Budget
Ordinary Income/Expenses			
Income			
Total for Events Income		\$ 428,517.32	
Total for Ticket Sales		\$ 0.00	
Total for Events Income with sub-accounts		\$ 428,517.32	
Total for Sponsorship Income		\$ 25,844.02	
Total for Vendor Income		\$ 114,230.33	
Total for Income		\$ 568,591.67	\$ 550,000.00
Expenses			
Total for Administrative Expenses		\$ 150.40	
Total for Event Expenses		\$ 245.97	
Total for Activities Expense		\$ 3,561.76	
Total for Alcohol Expense with sub-accounts		\$ 79,221.90	
Total for Bar Staff		\$ 79,990.00	
Total for Decorations Expense		\$ 1,794.04	
Total for Entertainer Expense		\$ 32,338.00	
Total for Hospitality		\$ 353.62	
Total for Infrastructure with sub-accounts		\$ 101,287.24	
Total for Marketing Expense with sub-accounts		\$ 16,800.57	
Merchandise			
Total for Merchandise		\$ 602.00	
Other Miscellaneous Service Cost			
Total for Other Miscellaneous Service Cost		\$ 974.74	
Total for Staffing Expense with sub-accounts		\$ 7,838.63	
Supplies & Materials			
Total for Supplies & Materials		\$ 0.00	
Ticket Redemption			
Total for Ticket Redemption		\$ 42,847.75	
Weather Insurance			
Total for Weather Insurance		\$ 15,932.00	
Total for Event Expenses with sub-accounts		\$ 383,788.22	
Repair & Maintenance			
Total for Repair & Maintenance		\$ 768.89	
Total for Expenses		\$ 384,707.51	\$ 400,000.00
Net Income		\$ 183,884.16	\$ 150,000.00

MCKINNEY MAIN STREET
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION
McKinney Oktoberfest and Home for the Holidays 2023 Support

I. APPLYING ORGANIZATION

McKinney Main Street organization information is attached.

II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for McKinney Oktoberfest and Home for the Holidays 2023.

McKinney Oktoberfest & Home for the Holidays 2023 Goals:

- Showcase Historic Downtown McKinney Cultural District as destination for arts, culture and shopping
- Promote the cultural district and attract visitors/shoppers
- McKinney Oktoberfest helps raise revenues for the McKinney Main Street program to assist with preservation-based economic development.
- McKinney Oktoberfest features beer from local breweries.
- Home for the Holidays promotes and showcases independently operated businesses for Small Business Saturday.
- Home for the Holidays encourages 'shop small' and 'shop local' to help impact merchant's most important retail quarter.
- Home for the Holidays provides an opportunity for community and families to gather and celebrate the season.

MCKINNEY OKTOBERFEST (September 22, 23, 24) is Historic Downtown McKinney's premiere event. The three-day festival attracts over 75,000 visitors to enjoy Bavarian traditions including beer, brats and polka. As one of the largest Oktoberfest celebrations in North Texas, the festival attracts visitors from across DFW and beyond.

HOME FOR THE HOLIDAYS...A MCKINNEY CHRISTMAS (November 24, 25, 26 and weekends through Christmas) is how McKinney celebrates Christmas. Families build and continue traditions in Historic Downtown McKinney with holiday decorations, entertainment – and shopping options for everyone on your list. For over 40 years, Home for the Holidays (originally Dickens of a Christmas) officially marks the start of the holiday season. The festival weekend brings over 60,000 visitors to a magical destination full of photo ops and Christmas lights – with a real 35' Christmas tree as the centerpiece.

V. METRICS TO EVALUATE SUCCESS

The success of these projects will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. We will utilize cell phone reports to determine foot traffic numbers and demographic data. 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.

HOME FOR THE Holidays



A 41 year old family tradition....

Celebrate the magic of Christmas in Historic Downtown McKinney with Home for the Holidays. The event is filled with live entertainment, family activities, festive food and the chance to finish all that holiday shopping in one place with over 150 boutiques, including arts galleries, home décor shops, apparel, gifts and antiques. In 2023, Downtown McKinney welcomes guests on Friday, November 24, Small Business Saturday, November 25; and Sunday, December 26.

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

- JUNE & JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor and entertainment contracts. Reserve infrastructure elements.
- SEPTEMBER: Festival layout and design of promotions. File special event permit.
- OCTOBER: Recruit volunteer support and staffing arrangements.
- NOVEMBER: High concentration of promotions. Festival opens Friday, November 24.



McKinney Oktoberfest



McKinney meets Bavaria in September 2023 16th Anniversary!

Drawing on the colorful tradition that began in Munich, Germany in 1810, McKinney's Oktoberfest represents many things to many people. This family-friendly event offers a celebration of tradition and the cultural contributions of German immigrants who settled in Texas. Enjoy authentic German music, food and drink, traditional costumes, dancing, and children's activities.

Germans have a special word – *Gemütlichkeit* – suggesting a warm atmosphere of open and generous hospitality, and with that heartfelt welcome, we greet over **75,000 guests** to our Historic Downtown. Oktoberfest has become Historic Downtown McKinney's most attended festival, and the large number of visitors provide a major economic impact on McKinney's 170 year-old square featuring vibrant specialty shops and restaurants.

Many communities have an Oktoberfest celebration, but McKinney's Oktoberfest has established a reputation and an enthusiastic regional following for its dedication to German tradition. From food and drink to entertainment, the weekend is full of German culture - showcasing beer from McKinney's own Tupps Brewery and German brewery, Hofbrau. Most importantly McKinney's Oktoberfest is a free community event that maintains a family-friendly setting with activities, attractions and a VW car show with appeal to a wide variety of ages.

McKinney Oktoberfest 2023 festivities last three days - September 23, 24 and 25. Opening ceremonies begin Friday evening, and the event continues through Sunday afternoon with more food, entertainment and attractions for the entire family.

- JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor contracts. Reserve infrastructure elements.
- SEPTEMBER: Largest concentration of promotions. Recruit volunteer support.
- SEPTEMBER 22-24: Festival
- OCTOBER: Thank you's and reporting

