

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

## MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

**All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.**

- Detailed event description
  - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
  - Planned activities pre-event and during event;
  - History of past or similar events;
  - Event budget (fundraising goals, projected revenue, funding sources);
  - Ticket price(s). (At least one category of ticket must be \$35 or under.)
  - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
  - Attendance projections (include how your calculations were made);
  - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
  - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
  - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
  - Verification of organization's status (IRS letter of determination, W9);
  - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

## Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

### Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

### Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

<b>Organization Name</b>	McKinney Main Street
<b>CEO / Executive Director</b>	Andrew Jones
<b>Federal Tax I.D.</b>	04-3615798
<b>Incorporation Date</b>	Tuesday, January 1, 2002
<b>Mailing Address</b>	111 North Tennessee Street McKinney, TX, 75069
<b>Phone Number</b>	(972) 547-2661
<b>Email</b>	ajones2@mckinneytexas.org
<b>Website</b>	downtownmckinney.com
<b>Social Media</b>	<a href="https://www.facebook.com/downtownmckinney/?ref=bookmarks">https://www.facebook.com/downtownmckinney/?ref=bookmarks</a> , <a href="https://www.instagram.com/downtownmckinney/?hl=en">https://www.instagram.com/downtownmckinney/?hl=en</a>

**Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.**

McKinney Main Street celebrates our authentic downtown as a destination for everyone. We connect our rich history and bright future through unique cultural experiences. Home to 200+ small businesses, 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. Our core values include preservation of historical assets, offer a safe family-friendly environment for those who live, work, and recreate while visiting Downtown McKinney, embrace cultural diversity, and advocate opportunities that enhance revenue for businesses and City. The McKinney Main Street staff works diligently to create and execute events and festivals that influence economic development and provide advocacy support to Downtown small businesses. The team members include Director, Andrew Jones, Downtown Development Manager, Graham Meyers, Special Events Manager, Gregory Hears, Program Coordinator, Ryan Phelan, and Marketing and Development Specialist, Jakia Brunell. The combined total of attendees during Downtown McKinney Signature festivals (Oktoberfest, Home for the Holidays, Arts in Boom) is over 200K guests! And over 6.4 million visits annually.

**Select One**

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

**IRS Determination Letter for 501(c)3**

 IRS Determination Letter.pdf

**Is the representative information same as above?**

No

**Representative Completing Application**

Jakia Brunell

**Mailing Address**

111 North Tennessee Street  
McKinney, TX, 75069

**Phone Number**

(972) 547-9023

**Email**

jbrunell@mckinneytexas.org

**Is the contact for communications between MCDC and the organization same as above?**

Yes

**Total Amount Requested**

14,000

**Are matching funds available?**

Yes

**Matching Funds Available**

14000

**Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

No

**If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.** McKinney Oktoberfest 2025 - \$14,000, Arts in Bloom 2025 - \$13,000; McKinney Oktoberfest 2024 - \$13,000; Arts In Bloom 2024 - \$11,000; McKinney Oktoberfest 2023 - \$14,000

Information about the promotional / community event for which you are seeking funding.

**Date(s) of Event** Friday, April 10 - Sunday, April 11 2025

**Location(s)** Downtown McKinney: 111 N. Tennessee St.

**Ticket Prices**

Free to attend

**Is this the first time for this event?**

**If not, what is the history for the event (beginning in what year and how often is it held)?**  
n/a

**How does event showcase McKinney for tourism and/or business development?**  
All proceeds from this Main Street signature event are reinvested back into downtown through advertising or programs that benefit the Cultural District. For example, we recently hired marketing firm, TRG, to lead with our Downtown McKinney rebranding. Our goal is to reach more audiences and educate audiences of this one-of-a-kind shopping and dining destination.

**Does the event support a non-profit (other than applicant)?**

**What percentage of revenue will be donated (indicate gross or net)?** 0

**Expected total attendance and how calculations were made.** 45,000 attendees. Retail Coach

**Expected percentage of attendees coming from outside of McKinney.** 65%

**Total attendance from previous event(s) (if applicable)**

35 of attendees from McKinney at the previous event.  
**percentage**

65 of attendees from outside of McKinney at the previous event.  
**percentage**

**Geographic Reach (estimated travel distance)** 30 miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

This event reaches a wide audience that comprises of families, young adults, and seniors. Our focus is to target art collectors, artists, wine aficionados, and local business supporters that enjoy the shop small business experience.

**FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT**

<b>Gross Revenue</b>	159999.11
<b>Projected Expenses</b>	158461.30
<b>Net Revenue</b>	537.81

Please provide funding sources and dollar amounts associated with each of the following.

<b>Sponsorship Revenue</b>	33000
<b>Registration Fees</b>	48,186.34
<b>Donations</b>	0
<b>Other (raffle, auction, etc.)</b>	0
<b>Net Revenue</b>	537.81

**Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

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

- Promoted and paid Social Media opportunities
- Influencer promotional partnerships
- Pop-up public art installations - Dallas Yarn Bombs
- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Local news lifestyle feature

Standard marketing initiatives:

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

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

Every April, Downtown McKinney transforms into a beautiful open air museum featuring a plethora of

inspiring fine art from talented artists from both far and wide. Coupled with the merry mingling of showcasing local wineries, Arts in Bloom is our official jump start of the spring season, celebrating creativity and delicious fermented grapes.

Every year is an improvement on the last and this year is no different. From Friday, April 10th to Sunday, April 12th, the streets of Downtown McKinney will welcome 40k art enthusiasts and wine aficionados.

With 120 art vendors and 14 Texan wineries, Arts in Bloom is an extraordinary festival that features our vibrant cultural district and exceptional shopping and dining experiences.

Returning in 2026 are the Kids Create Station and pop-up corner live music performances. And we're especially excited for the return of the open-air demonstration area featuring the talented artists from Millhouse. This hugely popular experience provides an observation area and interactive opportunities.

McKinney Main Street proudly produces our signature events year after year with the intended purpose to market a district that is home to 200+ small businesses. We are honored that so many entrepreneurs and organizations call Downtown McKinney home. There's no doubt that their presence contributes to an unparalleled shopping and entertainment destination for local and visitors to enjoy.

**Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)**

This annual spring event is a warm welcome after a cold winter season. Guests to discover new artists, enjoy live music, and shop with all of our small businesses. This festival is family-friendly with lots of kid friendly activities like KidsCreate station, petting zoo, and toddler soft play area.

With so many facets of entertainment, McKinney residents and beyond are excited to attend this event because of the wide array of options for everyone.

**Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

Promotional Channel	Budget
Event T-Shirts	400
Newspaper	11500
Signage	3000
Eventbrite Ad	320
Social Media Ad	6000
Content Creator Partnerships	12000

**Event Marketing Plan and Budget Attachment**

 AIB mkt budget 2026\_1145.pdf

**Total Promotional Budget** 33220

**Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.** No

**What percentage of the total marketing budget does the grant represent?** 42%

**Marketing lessons learned from past events (if applicable).**

Springtime events are popular in North Texas, so a standout marketing campaign is essential in rising above the noise. Working with local businesses and content creators has truly helped us get the word out about our events.  
Inviting them to participate and attend signals to an audience that they aren't just promoting the event, but also earnestly engaging with the offering.  
We've also seen improvement in increase our OOH marketing with the purchase of more digital billboards.

**If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

Will send materials to [ljones2@mckinneytexas.org](mailto:ljones2@mckinneytexas.org)

**Additional details related to marketing efforts.**

We have maintained a partnership with marketing group, RMG.  
RMG is able to produce and air 30 second TV commercials, 15 seconds of which will be dedicated to promoting an event on the McKinney Square, and 15 seconds for a sponsor of that event.  
The commercials will run in the TV zone that includes McKinney / Allen / Fairview / Frisco / Prosper / Farmersville / Princeton.  
The commercials will air over a 4-6 week period leading up to the event on top tier networks, such as:

- ESPN
- Fox News
- CNN
- HGTV
- Magnolia
- Lifetime for women
- Hallmark

We build they acquire those relationships with the offer of a "commercial sponsorship" for a participating business to be promoted during Arts In Bloom. Promotion includes logo representation on Arts in Bloom website with hyperlink, and a poster identifying participating businesses as "commercial sponsors."

**Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).**

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 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.

Please provide:

- Verification of organization's status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

**Budget**

 AIB mkt budget 2026\_5024.pdf

Financial Statements

 AIB EXPENSES FY25.pdf

 AIBFY25 Profit & loss.pdf

 FY25 Balance Sheet.pdf

IRS Determination Letter (if applicable)

 IRS Determination Letter\_5663.pdf

W9

 Form W-9 (Rev. March 2024) City of M... .pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)



Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics ( if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization’s mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- 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.
- Recognition to MCDC:
  - 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.
  - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- 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.

- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/ Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org).  
If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
  - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
  - photos and/or video of the event(s).
- 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.

### Applicant Electronic Signature

**We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**



**Date**

Friday, November 28, 2025

**Representative Completing Application**



**Date**

Friday, November 28, 2025

**Notes**

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the

Promotional / Community Event.

- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

Statement of Activity Detail

McKinney Main Street  
October 1, 2024-September 30, 2525

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Ordinary Income/Expenses									
Income									
Events Income								\$45,920.54	
03/07/2025	Deposit		Zapp Software LLC		Arts in Bloom	Artist fees	First United Bank Checking	35,058.67	35,058.67
04/08/2025	Deposit		Zapp Software LLC		Arts in Bloom	AIB artist fees	First United Bank Checking	7,616.87	42,675.54
04/17/2025	Check	8462	Samuel Bush		Arts in Bloom	Refund duplicate booth fee	First United Bank Checking	-335.00	42,340.54
04/17/2025	Check	8463	LaJuana Westerfield		Arts in Bloom	Vendor booth refund	First United Bank Checking	-335.00	42,005.54
04/30/2025	Deposit		Cash		Arts in Bloom	AIB 25	First United Bank Checking	3,915.00	45,920.54
Total for Events Income								\$45,920.54	
Ticket Sales								\$45,560.58	
04/14/2025	Deposit		Square Inc.		Arts in Bloom	AIB 2025	First United Bank Checking	32,660.58	32,660.58
04/17/2025	Deposit		eventbrite		Arts in Bloom	AIB income	First United Bank Checking	12,900.00	45,560.58
Total for Ticket Sales								\$45,560.58	
Vendor Commission								\$0.00	
04/14/2025	Invoice	2076	Conway Corndogs		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	4,411.88	4,411.88
04/14/2025	Invoice	2077	Cristi & Ali Cuisine		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	2,518.94	6,930.82
04/14/2025	Invoice	2078	Crepe Crazy		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	759.78	7,690.60
04/14/2025	Invoice	2079	Dynamite Egg Rolls LLC		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,033.35	8,723.95
04/14/2025	Invoice	2080	German Roasted Nuts V		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,110.36	9,834.31
04/14/2025	Invoice	2081	Taylor's Sweet Shop		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	970.41	10,804.72
04/16/2025	Invoice	2082	A Fresh Perspective Face & Body Art		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	2,450.50	13,255.22
04/16/2025	Invoice	2083	Cowtown Kettle Corn		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,500.42	14,755.64
04/16/2025	Invoice	2084	Westland Ranch LLC		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,991.75	16,747.39
04/21/2025	Invoice	2088	Sheraton McKinney		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	2,328.86	19,076.25
04/24/2025	Invoice	2089	Lockwood Distilling Company		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	294.75	19,371.00
04/30/2025	Deposit				Arts in Bloom	Vendor Settlement AIB 25 Jump Into Art	First United Bank Checking	988.68	20,359.68
04/30/2025	Deposit				Arts in Bloom	Vendor Settlement AIB 25 JJs Concessions	First United Bank Checking	2,219.54	22,579.22
04/30/2025	Journal Entry	357			Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)		-22,579.22	0.00
05/31/2025	Credit Memo	2094	Lobster Made Easy		Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	-2,673.88	-2,673.88
05/31/2025	Journal Entry	361			Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)		2,673.88	0.00
Total for Vendor Commission								\$0.00	
Total for Events Income with sub-accounts								\$91,481.12	
Grants Received								\$13,000.00	
07/25/2025	Deposit		City of McKinney		Arts in Bloom	MCDC Marketing grant 2024	First United Bank Checking	13,000.00	13,000.00
Total for Grants Received								\$13,000.00	
Sponsorship Income								\$23,000.00	
01/14/2025	Invoice	2000	LeafFilter Gutter Protection		Arts in Bloom	Arts In Bloom Expo Booth Sponsor	Accounts Receivable	3,500.00	3,500.00
03/03/2025	Invoice	2049	Texans Credit Union		Arts in Bloom	Arts In Bloom Title Sponsor	Accounts Receivable	12,000.00	15,500.00
03/11/2025	Invoice	2065	Renewal by Anderson		Arts in Bloom	Arts In Bloom Supporting Sponsor	Accounts Receivable	3,500.00	19,000.00
04/07/2025	Invoice	2075	Alfreda Webb		Arts in Bloom	Arts In Bloom Art Demonstration Stage Sponsor	Accounts Receivable	4,000.00	23,000.00
06/25/2025	Invoice	2096	Park Place LX of Texas, Ltd.		Arts in Bloom	Arts In Bloom Wine Pavilion Sponsor 2026	Accounts Receivable	10,000.00	33,000.00
06/25/2025	Journal Entry	366			Arts in Bloom	Reclassify 2026 AIB Sponsorship Income (6.25.2025 Invoice Park Place LX)		-10,000.00	23,000.00
Total for Sponsorship Income								\$23,000.00	
Vendor Income								\$27,614.89	
02/11/2025	Invoice	2033	Dana Brock		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	85.00
02/11/2025	Invoice	2034	Kim Guthrie Art		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	170.00
02/11/2025	Invoice	2034	Kim Guthrie Art		Arts in Bloom	Arts in Bloom Artist credit card processing	Accounts Receivable	2.55	172.55
02/11/2025	Invoice	2035	Linda Herbert		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	257.55
02/11/2025	Invoice	2036	Leticia Herrera		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	342.55
02/11/2025	Invoice	2037	Joy Jones		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	427.55
02/11/2025	Invoice	2038	Ivanevid		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	512.55
02/11/2025	Invoice	2039	Cara Lockwood Art		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	597.55
02/11/2025	Invoice	2040	Kerry Randol-Johnston		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	682.55
02/11/2025	Invoice	2041	Oshi's Artscape		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	767.55
02/11/2025	Invoice	2042	Mr. Art Official		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	852.55
02/11/2025	Invoice	2043	Melinda Whitten		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	937.55
02/11/2025	Invoice	2044	Renee Wrenwood		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	1,022.55
02/11/2025	Invoice	2044	Renee Wrenwood		Arts in Bloom	Credit Card	Accounts Receivable	2.55	1,025.10
02/11/2025	Invoice	2045	Rachel Bower Ceramic Art		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	1,110.10
02/11/2025	Invoice	2046	Steve Chalson		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	1,195.10
02/11/2025	Invoice	2047	Ali Marie Art		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	1,280.10
02/11/2025	Invoice	2047	Ali Marie Art		Arts in Bloom	Credit card Fee	Accounts Receivable	2.55	1,282.65
02/11/2025	Invoice	2048	MelRose Bling		Arts in Bloom	Arts in Bloom Local Artist Tent	Accounts Receivable	85.00	1,367.65
03/13/2025	Invoice	2066	Conway Corndogs		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	730.00	2,097.65
03/13/2025	Invoice	2066	Conway Corndogs		Arts in Bloom	Arts in Bloom Food Vendor CC Fee	Accounts Receivable	21.90	2,119.55
03/13/2025	Invoice	2067	Cowtown Kettle Corn		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	600.00	2,719.55
03/13/2025	Invoice	2068	Cristi & Ali Cuisine		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	680.00	3,399.55
03/13/2025	Invoice	2069	JJ's Concessions		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	1,545.00	4,944.55
03/13/2025	Invoice	2070	Shayman LLC - Crepe Crazy		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	700.00	5,644.55
03/13/2025	Invoice	2071	Taylor's Sweet Shop		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	425.00	6,069.55

Statement of Activity Detail

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
03/13/2025	Invoice	2072	German Roasted Nuts V		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	620.00	6,689.55
03/13/2025	Invoice	2073	Dynamite Egg Rolls LLC		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	570.00	7,259.55
03/13/2025	Invoice	2074	Lockwood Distilling Company		Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	450.00	7,709.55
04/30/2025	Journal Entry	357			Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)		22,579.22	30,288.77
05/31/2025	Journal Entry	361			Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)		-2,673.88	27,614.89
Total for Vendor Income								\$27,614.89	
Vendor Application Fee								\$3,903.10	
11/12/2024	Deposit		Zapp Software		Arts in Bloom	Artist registrations	First United Bank Checking	121.96	121.96
12/10/2024	Deposit		Zapp Software		Arts in Bloom	AIB Registrations	First United Bank Checking	1,006.32	1,128.28
01/10/2025	Deposit		Zapp Software		Arts in Bloom	Artist applications	First United Bank Checking	1,569.95	2,698.23
02/10/2025	Deposit		Zapp Software LLC		Arts in Bloom	artist applications	First United Bank Checking	1,204.87	3,903.10
Total for Vendor Application Fee								\$3,903.10	
Total for Vendor Income with sub-accounts								\$31,517.99	
Total for Income with sub-accounts								\$158,999.11	
Cost of Goods Sold									
Gross Profit								\$158,999.11	
Expenses									
Event Expenses								\$1,951.11	
03/26/2025	Expense		Amazon		Arts in Bloom	AMAZON MKTPL*3639Z6Q53 Amzn.com/billWA	NEW Main Street Card	91.36	91.36
03/27/2025	Expense		Amazon		Arts in Bloom	AMAZON MKTPL*PX0IF2X73 Amzn.com/billWA	NEW Main Street Card	112.21	203.57
04/03/2025	Expense		Sam's Club		Arts in Bloom	SAMSClub #4906 MCKINNEY TX	NEW Main Street Card	636.63	840.20
04/04/2025	Expense		Amazon		Arts in Bloom	AMAZON MKTPL*GR49T5KN3 Amzn.com/billWA	NEW Main Street Card	287.15	1,127.35
04/08/2025	Expense		HEB_V		Arts in Bloom	H-E-B #794 MCKINNEY TX	NEW Main Street Card	72.79	1,200.14
04/09/2025	Expense		Little Caesars		Arts in Bloom	LITTLE CAESARS 3104 0001 682-231-9670 TX	NEW Main Street Card	308.85	1,508.99
04/10/2025	Expense		Sam's Club		Arts in Bloom	SAMSClub.COM 888-746-7726 AR	NEW Main Street Card	192.42	1,701.41
04/10/2025	Expense				Arts in Bloom	IMPERIAL GARDEN & GRI MC KINNEY TX	NEW Main Street Card	119.70	1,821.11
04/14/2025	Expense		Andrea M Holmes		Arts in Bloom	SQ *A. HOLMES ART STUDIO gosq.com TX	NEW Main Street Card	130.00	1,951.11
Total for Event Expenses								\$1,951.11	
Decorations Expense								\$7,445.00	
04/02/2025	Check	8394	Sally Ackerman		Arts in Bloom	AIB Yarn Bombing	First United Bank Checking	4,900.00	4,900.00
04/04/2025	Expense		JANRIGGINSART.COM		Arts in Bloom	JANRIGGINSART.COM JANRIGGINSARTCA	NEW Main Street Card	1,250.00	6,150.00
04/11/2025	Expense		Collin County Feed & Seed		Arts in Bloom	Collin County Feed & SeedMcKinney TX	NEW Main Street Card	45.00	6,195.00
04/14/2025	Expense		JANRIGGINSART.COM		Arts in Bloom	JANRIGGINSART.COM JANRIGGINSARTCA	NEW Main Street Card	1,250.00	7,445.00
Total for Decorations Expense								\$7,445.00	
Entertainer Expense								\$17,370.00	
04/10/2025	Check	8402	Trenton Hull		Arts in Bloom	AIB Entertainer	First United Bank Checking	450.00	450.00
04/10/2025	Check	8403	Evan Boyer		Arts in Bloom	AIB Entertainer Inv#345356-1	First United Bank Checking	350.00	800.00
04/10/2025	Check	8405	Aaron Whitman		Arts in Bloom	AIB Entertainment	First United Bank Checking	650.00	1,450.00
04/10/2025	Check	8406	Abram Olivas		Arts in Bloom	AIB Entertainer	First United Bank Checking	900.00	2,350.00
04/10/2025	Check	8408	Ryan Schoenberg		Arts in Bloom	AIB Entertainer	First United Bank Checking	700.00	3,050.00
04/10/2025	Check	8409	Cultivate Music Studio		Arts in Bloom	AIB Entertainer Inv# 1004	First United Bank Checking	400.00	3,450.00
04/10/2025	Check	8410	E-Flat Porch Band		Arts in Bloom	AIB Entertainer	First United Bank Checking	500.00	3,950.00
04/10/2025	Check	8411	Electric Jackalope		Arts in Bloom	AIB Entertainer	First United Bank Checking	400.00	4,350.00
04/10/2025	Check	8412	Erick Fayard		Arts in Bloom	AIB Entertainer Inv# 59	First United Bank Checking	200.00	4,550.00
04/10/2025	Check	8413	Jett Platt		Arts in Bloom	AIB Entertainer	First United Bank Checking	200.00	4,750.00
04/10/2025	Check	8414	River Driver		Arts in Bloom	AIB Entertainer	First United Bank Checking	400.00	5,150.00
04/10/2025	Check	8415	The Pantones		Arts in Bloom	AIB Entertainer	First United Bank Checking	500.00	5,650.00
04/10/2025	Check	8416	Omar Nambo and the Elevations		Arts in Bloom	AIB Entertainer	First United Bank Checking	300.00	5,950.00
04/10/2025	Check	8417	Mel Garsek Music		Arts in Bloom	AIB Entertainer Inv# 0068	First United Bank Checking	200.00	6,150.00
04/10/2025	Check	8418	Pat Harrigan		Arts in Bloom	Entertainer AIB	First United Bank Checking	150.00	6,300.00
04/10/2025	Check	8419	The Brehms		Arts in Bloom	AIB Entertainment	First United Bank Checking	1,800.00	8,100.00
04/10/2025	Check	8420	Uptown Drifters		Arts in Bloom	AIB Entertainment	First United Bank Checking	600.00	8,700.00
04/10/2025	Check	8422	DM Event Production		Arts in Bloom	AIB Sound Equipment Inv 1863	First United Bank Checking	5,000.00	13,700.00
04/10/2025	Check	8423	Trenda Adkins		Arts in Bloom	AIB Entertainer INV # 04122025	First United Bank Checking	570.00	14,270.00
04/10/2025	Check	8424	Mountain Natives LLC		Arts in Bloom	AIB Entertainer Inv# 2025010	First United Bank Checking	500.00	14,770.00
04/10/2025	Check	8425	Napper Sisters		Arts in Bloom	AIB Entertainer	First United Bank Checking	800.00	15,570.00
04/10/2025	Check	8426	Ryan Miller		Arts in Bloom	AIB Entertainer	First United Bank Checking	1,000.00	16,570.00
04/10/2025	Check	8427	Cody Cantrell		Arts in Bloom	AIB Entertainer	First United Bank Checking	800.00	17,370.00

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Entertainer Expense								\$17,370.00	
Event Staff								\$4,645.00	
04/16/2025	Expense		B-Weiss Entertainment Goup, LLC.		Arts in Bloom	Production Management AIB Inv 4071	First United Bank Checking	3,900.00	3,900.00
04/17/2025	Check	8442	Lottie Bock		Arts in Bloom	Event staff	First United Bank Checking	375.00	4,275.00
04/17/2025	Check	8443	Veronica Garcia		Arts in Bloom	AIB staff	First United Bank Checking	370.00	4,645.00
Total for Event Staff								\$4,645.00	
Marketing Expense								\$925.00	
01/10/2025	Check	8359	JL Event Pro LLC		Arts in Bloom	Sponsorship Commission for AIB sponsorship recruitment Inv #339	First United Bank Checking	700.00	700.00
04/16/2025	Expense		Abel Perez		Arts in Bloom	PAYPAL *ABELPEREZ16 XXXXXX7733 CA	NEW Main Street Card	225.00	925.00
Total for Marketing Expense								\$925.00	
Event T-Shirts								\$238.25	
04/10/2025	Expense		Incentive Brands		Arts in Bloom	AIB Shirts	First United Bank Checking	238.25	238.25

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Event T-Shirts								\$238.25	
Misc Marketing								\$920.75	
04/01/2025	Expense		EB Ads Campaign		Arts in Bloom	EB ADS CAMPAIGN EVENTBRITE.COCA	NEW Main Street Card	114.49	114.49
04/14/2025	Expense		Lovelyn Photography LLC		Arts in Bloom	WP*Lovelyn Photography Allen TX	NEW Main Street Card	600.00	714.49
05/01/2025	Expense		EB Ads Campaign		Arts in Bloom	EB ADS CAMPAIGN EVENTBRITE.COCA	NEW Main Street Card	206.26	920.75
Total for Misc Marketing								\$920.75	
Newspaper								\$7,500.00	
04/02/2025	Check	8396	Community Impact Newspaper		Arts in Bloom	AIB Inv 221148	First United Bank Checking	3,750.00	3,750.00
05/19/2025	Check	8479	Medium Giant		Arts in Bloom	Guide Wrap AIB Inv# 8490	First United Bank Checking	3,750.00	7,500.00
Total for Newspaper								\$7,500.00	
Signage								\$4,687.55	
04/17/2025	Check	8433	Speedpro Imaging		Arts in Bloom	AIB Signage 21031	First United Bank Checking	653.56	653.56
04/17/2025	Check	8460	Speedpro Imaging		Arts in Bloom	AIB Signage 20886	First United Bank Checking	1,878.82	2,532.38
05/29/2025	Check	8520	Speedpro Imaging		Arts in Bloom	AIB Signage Inv# 20995	First United Bank Checking	2,155.17	4,687.55
Total for Signage								\$4,687.55	
Social Media								\$11,500.00	
02/06/2025	Expense		The Social Scribe		Arts in Bloom	THE SOCIAL SCRIBE WWW.THESOCIALTX	NEW Main Street Card	2,625.00	2,625.00
03/21/2025	Expense		Dallas Party of 2		Arts in Bloom	Marketing Social Media Influencer AIB campaign	First United Bank Checking	600.00	3,225.00
04/02/2025	Check	8392	Mama in the Gray		Arts in Bloom	Social Media Give away AIB	First United Bank Checking	300.00	3,525.00
04/02/2025	Check	8398	Seerel Meadows		Arts in Bloom	AIB marketing	First United Bank Checking	600.00	4,125.00
04/09/2025	Expense		The Social Scribe		Arts in Bloom	THE SOCIAL SCRIBE WWW.THESOCIALTX	NEW Main Street Card	2,625.00	6,750.00
04/10/2025	Check	8404	Melissa Saylor		Arts in Bloom	AIB Social Media Influencer	First United Bank Checking	300.00	7,050.00
04/14/2025	Expense		Abel Perez		Arts in Bloom	PAYPAL *ABELPEREZ16 XXXXXX7733 CA	NEW Main Street Card	650.00	7,700.00
04/14/2025	Check	8466	Aanchal Jain		Arts in Bloom	AIB Marketing	First United Bank Checking	500.00	8,200.00
04/14/2025	Check	8469	Shelby Kahn		Arts in Bloom	Social Media marketing	First United Bank Checking	500.00	8,700.00
04/14/2025	Check	8470	Brandon Spence		Arts in Bloom	Instagram Giveaway	First United Bank Checking	300.00	9,000.00
05/05/2025	Check	8474	Hannah Fairchild		Arts in Bloom	Social Media Marketing AIB - Inv DM03242025	First United Bank Checking	2,500.00	11,500.00
Total for Social Media								\$11,500.00	
Total for Marketing Expense with sub-accounts								\$25,771.55	
Merchandise								\$2,159.43	
04/02/2025	Check	8400	Glass Tech		Arts in Bloom	Arts In Bloom Wine glasses Inv 0151463-IN	First United Bank Checking	2,159.43	2,159.43
Total for Merchandise								\$2,159.43	
Other Miscellaneous Service Cost								\$645.00	
04/17/2025	Check	8430	Roper's Wrecker Service		Arts in Bloom	Move box 167988 & 167997 and tow vehicle 168029	First United Bank Checking	645.00	645.00
Total for Other Miscellaneous Service Cost								\$645.00	
Supplies & Materials								\$461.29	
03/13/2025	Expense		WORLDWIDE TICKETCRAFT		Arts in Bloom	WORLDWIDE TICKETCRAFT 800-242-4995 AR	NEW Main Street Card	461.29	461.29
04/10/2025	Expense		Cash		Arts in Bloom	Withdraw for event cash bank	First United Bank Checking	5,000.00	5,461.29
04/30/2025	Deposit		Cash		Arts in Bloom	Bank withdraw for event	First United Bank Checking	-5,000.00	461.29
Total for Supplies & Materials								\$461.29	
Ticket Redemption								\$32,763.68	
03/04/2025	Invoice	2050	Wall Street Winery, LLC		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-125.00
03/04/2025	Invoice	2051	Piezo Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-250.00
03/04/2025	Invoice	2052	Lone Star Wine Cellars		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-375.00
03/04/2025	Invoice	2053	Canyon River Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-500.00
03/04/2025	Invoice	2054	The Pour Girl		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-625.00
03/04/2025	Invoice	2055	Barons Creek Vineyards		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-750.00
03/04/2025	Invoice	2056	Haak Vineyards and Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-875.00
03/04/2025	Invoice	2057	Landon Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,000.00
03/04/2025	Invoice	2058	4R Ranch Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,125.00
03/04/2025	Invoice	2059	Firelight Vineyards		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,250.00
03/04/2025	Invoice	2060	Eden Hill Vineyard		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,375.00
03/04/2025	Invoice	2061	Valley Vines		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,500.00
03/04/2025	Invoice	2062	Silver Dollar Winery LLC		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,625.00
03/04/2025	Invoice	2063	Neighbors Place Winery		Arts in Bloom	Deposit will be credited at payout for event.	Accounts Receivable	-125.00	-1,750.00
04/14/2025	Check	8444	Landon Winery_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	4,711.53	2,961.53
04/17/2025	Check	8445	Eden Hill Vineyard_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,682.74	5,644.27
04/17/2025	Check	8446	Silver Dollar Winery		Arts in Bloom	AIB Vendor settlement	First United Bank Checking	1,375.31	7,019.58
04/17/2025	Check	8447	Canyon River Winery_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	1,690.76	8,710.34
04/17/2025	Check	8448	Firelight Vineyards_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,035.60	10,745.94
04/17/2025	Check	8449	Neighbors Place Winery		Arts in Bloom	AIB Vendor Settlement	First United Bank Checking	1,904.89	12,650.83
04/17/2025	Check	8450	Piezo Winery_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	1,976.42	14,627.25

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
04/17/2025	Check	8451	Lone Star Wine Cellars, LLC		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	5,776.59	20,403.84
04/17/2025	Check	8452	Barons Creek Vineyards_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,248.22	22,652.06
04/17/2025	Check	8453	Valley Vines		Arts in Bloom	AIB Vendor settlement	First United Bank Checking	2,066.09	24,718.15
04/17/2025	Check	8454	The Pour Girl_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	1,748.09	26,466.24
04/17/2025	Check	8455	Wall Street Winery, LLC_V		Arts in Bloom	VOIDED at 7.31.2025 JE: AIB Wine Vendor Ticket Redemption	First United Bank Checking	1,793.04	28,259.28
04/17/2025	Check	8456	4R Ranch Winery		Arts in Bloom	AIB vendor settlement	First United Bank Checking	2,432.76	30,692.04
04/17/2025	Check	8457	Haak Vineyards and Winery_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,071.64	32,763.68
05/12/2025	Check	8478	Wall Street Winery, LLC_V		Arts in Bloom	AIB Wine Vendor Ticket Redemption - Replace Ck# 8455	First United Bank Checking	1,793.04	34,556.72
07/31/2025	Journal Entry	364			Arts in Bloom	VOID 4.17.2025 Check #8455 (replaced with 5.12.2025 Ck #8478		-1,793.04	32,763.68



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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	MEMO/DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Ticket Redemption								\$32,763.68	
Staffing Expense									
Cashiers								\$1,848.00	
04/17/2025	Check	8436	Abbey Payne		Arts in Bloom	Event Cashier	First United Bank Checking	480.00	480.00
04/17/2025	Check	8437	Edward Guajardo		Arts in Bloom	AIB Staff	First United Bank Checking	108.00	588.00
04/17/2025	Check	8438	Esmeralda Gonzales		Arts in Bloom	Event Cashier	First United Bank Checking	360.00	948.00
04/17/2025	Check	8439	Gabriella Wiese		Arts in Bloom	Event Staff	First United Bank Checking	430.00	1,378.00
04/17/2025	Check	8440	Jill Barganier		Arts in Bloom	AIB Staff	First United Bank Checking	250.00	1,628.00
04/17/2025	Check	8441	Keaira Hall		Arts in Bloom	AIB Staff	First United Bank Checking	220.00	1,848.00
Total for Cashiers								\$1,848.00	
Misc Labor								\$975.00	
04/17/2025	Check	8431	Randall Morris		Arts in Bloom	Trolley driver 16 x 30	First United Bank Checking	480.00	480.00
04/17/2025	Check	8432	Ricky Bishop		Arts in Bloom	Trolley Driver - 16.5hr * \$30/HR	First United Bank Checking	495.00	975.00
Total for Misc Labor								\$975.00	
Porters/Cleanup								\$2,205.00	
04/28/2025	Check	8471	MC Pure Cleaning LLC		Arts in Bloom	Janitorial Staff for AIB	First United Bank Checking	2,205.00	2,205.00
Total for Porters/Cleanup								\$2,205.00	
Total for Staffing Expense with sub-accounts								\$5,028.00	
Infrastructure									
Electricity								\$26,865.30	
04/17/2025	Check	8429	CES Power LLC		Arts in Bloom	Event power/generators Inv DH 1479782-01	First United Bank Checking	26,865.30	26,865.30
Total for Electricity								\$26,865.30	
Fencing								\$3,597.30	
04/14/2025	Check	8465	Sunbelt Rentals		Arts in Bloom	AIB Rentals	First United Bank Checking	3,597.30	3,597.30
Total for Fencing								\$3,597.30	
Ice								\$2,010.00	
04/10/2025	Check	8421	Emergency Ice Inc		Arts in Bloom	Vendor Ice	First United Bank Checking	2,010.00	2,010.00
Total for Ice								\$2,010.00	
Portables								\$2,040.00	
04/16/2025	Expense		A-1 Little John		Arts in Bloom	Portable restrooms for AIB Inv 40720	First United Bank Checking	2,040.00	2,040.00
Total for Portables								\$2,040.00	
Rentals								\$25,708.64	
03/11/2025	Expense		Flying Connected		Arts in Bloom	Fellow Devices for AIB	NEW Main Street Card	1,217.75	1,217.75
04/14/2025	Check	8467	TLC Event Production		Arts in Bloom	Event Tents/Fencing	First United Bank Checking	20,175.87	21,393.62
04/14/2025	Check	8468	Metro Golf Cars		Arts in Bloom	Golf Cars for AIB	First United Bank Checking	2,150.00	23,543.62
04/17/2025	Check	8461	AJL International		Arts in Bloom	AJL Shuttle service Inv#	First United Bank Checking	1,829.02	25,372.64
05/05/2025	Expense		Nicol Scales		Arts in Bloom	NICOL SCALES LP 214-4288181 TX	NEW Main Street Card	336.00	25,708.64
Total for Rentals								\$25,708.64	
Total for Infrastructure with sub-accounts								\$60,221.24	
Total for Event Expenses with sub-accounts								\$158,461.30	
Total for Expenses with sub-accounts								\$158,461.30	
Net Ordinary Income								\$537.81	
Other Income/Expense									
Other Income									
Other Expense									
Ask My Accountant								\$0.00	
04/17/2025	Expense		Landon Winery_V		Arts in Bloom	AIB Vendor Settlement	First United Bank Checking	0.00	0.00
Total for Ask My Accountant								\$0.00	
Total for Other Expense with sub-accounts								\$0.00	
Net Other Income								\$0.00	
Net Income								\$537.81	

Statement of Activity by Class

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DISTRIBUTION ACCOUNT	ARTS IN BLOOM	CULTURAL DISTRICT	DASH / TROLLEY	DOWNTOWN ADVERTISING	DOWNTOWN TRAINING/DEVELOPMENT	GIRLS NIGHT OUT	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	NIGHT MARKET	OKTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	TINY DOORS	TROLLEY FUEL	NOT SPECIFIED	TOTAL
Income																	
Advertising Income			3,151.45														3,151.45
Downtown Membership Income		2,452.55															2,452.55
Events Income	45,920.54	3,127.46				11,879.92	106,279.52		4,614.77	345.96	488,449.78	2,019.15		337.00			\$662,974.10
Pre-Sale Ticket Revenue											0.00						0.00
Ticket Sales	45,560.58																45,560.58
Vendor Commission	0.00	3,612.08															3,612.08
<b>Total for Events Income</b>	<b>91,481.12</b>	<b>6,739.54</b>				<b>11,879.92</b>	<b>106,279.52</b>		<b>4,614.77</b>	<b>345.96</b>	<b>488,449.78</b>	<b>2,019.15</b>		<b>337.00</b>			<b>\$712,146.76</b>
Grants Received	13,000.00						50,000.00		109,320.00		13,000.00		135,000.00				320,320.00
Miscellaneous Income		406.00															406.00
Non Profit Income		0.00	0.00	0.00				0.00	0.00								0.00
Programs Income		2,832.22	58,500.00		4,575.65						3,750.50						69,658.37
Rental Income			1,211.25														1,211.25
Sponsorship Income	23,000.00	6,000.00		0.00			34,880.00	3,250.00	12,000.00		79,500.00	700.00	5,000.00				164,330.00
Vendor Income	27,614.89						82,239.49	2,002.20			240,834.73						\$352,691.31
Vendor Application Fee	3,903.10																3,903.10
<b>Total for Vendor Income</b>	<b>31,517.99</b>						<b>82,239.49</b>	<b>2,002.20</b>			<b>240,834.73</b>						<b>\$356,594.41</b>
<b>Total for Income</b>	<b>158,999.11</b>	<b>18,430.31</b>	<b>62,862.70</b>	<b>0.00</b>	<b>4,575.65</b>	<b>11,879.92</b>	<b>273,399.01</b>	<b>5,252.20</b>	<b>125,934.77</b>	<b>345.96</b>	<b>825,535.01</b>	<b>2,719.15</b>	<b>140,000.00</b>	<b>337.00</b>			<b>\$1,630,270.79</b>
Cost of Sales																	
<b>Gross Profit</b>	<b>158,999.11</b>	<b>18,430.31</b>	<b>62,862.70</b>	<b>0.00</b>	<b>4,575.65</b>	<b>11,879.92</b>	<b>273,399.01</b>	<b>5,252.20</b>	<b>125,934.77</b>	<b>345.96</b>	<b>825,535.01</b>	<b>2,719.15</b>	<b>140,000.00</b>	<b>337.00</b>			<b>\$1,630,270.79</b>
Expenses																	
Administrative Expenses		3,166.07	0.00	2,526.97													\$5,693.04
Associations/Dues/Subscriptions		23,313.63		90.00													23,403.63
Board Expense		405.97															405.97
Bookkeeping/Audit		13,327.75															13,327.75
Communications			1,110.96														1,110.96
Contract Labor		450.00	60,390.00														60,840.00
Office Expenses		3,853.05									143.00						3,996.05
Other Fees																	
Bank Service Charges				50.00			10.00						25.00				85.00
Credit Card Fees		87.36															87.36
QuickBooks Payments Fees																2,973.34	2,973.34
<b>Total for Other Fees</b>		<b>87.36</b>		<b>50.00</b>			<b>10.00</b>						<b>25.00</b>			<b>2,973.34</b>	<b>\$3,145.70</b>
Postage		146.00															146.00
Printing and Reproduction		2,035.15	164.95														2,200.10
Supplies		3,242.76		34.38													\$3,277.14
Food		3,774.57			519.60												4,294.17
<b>Total for Supplies</b>		<b>7,017.33</b>		<b>34.38</b>	<b>519.60</b>												<b>\$7,571.31</b>
Travel/Training		4,587.61															\$4,587.61
Food		159.57															159.57
<b>Total for Travel/Training</b>		<b>4,747.18</b>															<b>\$4,747.18</b>
<b>Total for Administrative Expenses</b>		<b>58,549.49</b>	<b>61,665.91</b>	<b>2,701.35</b>	<b>519.60</b>		<b>10.00</b>				<b>143.00</b>		<b>25.00</b>			<b>2,973.34</b>	<b>\$126,587.69</b>
Advertising - Downtown		2,775.06		122,265.89							800.00						125,840.95
Event Expenses	1,951.11	33,793.15		7.50	145.77	25,334.88	1,329.58	201.50			45,681.45	41.92	70,593.92	7,291.67			\$186,372.45
Activities Expense							73,778.28										73,778.28
Alcohol Expense											108,725.13						\$108,725.13
Cashier Staffing											0.00						0.00
TABC Permit											753.63						753.63
<b>Total for Alcohol Expense</b>											<b>109,478.76</b>						<b>\$109,478.76</b>
Bar Staff											81,445.25						81,445.25
Decorations Expense	7,445.00	47,355.42				840.00	1,050.00		89,402.80		3,647.56						149,740.78
Downtown Christmas Tree Expense									20,750.00								20,750.00
Entertainer Expense	17,370.00	850.00					26,341.20	1,500.00			68,811.50	2,700.00	70,091.25	500.00			188,163.95
Event Staff	4,645.00	290.00					3,353.50				1,105.00						9,393.50
Hospitality						187.50											187.50
Infrastructure											9.29						\$9.29
Electricity	26,865.30	0.00					33,233.55				32,860.11						92,958.96
Fencing	3,597.30						3,960.50				7,500.00						15,057.80
Ice	2,010.00						3,360.00				17,060.00						22,430.00
Portables	2,040.00	790.00						250.00			5,125.00	125.00					8,330.00
Rentals	25,708.64	877.01					31,586.38		4,246.48		71,214.75						133,633.26
<b>Total for Infrastructure</b>	<b>60,221.24</b>	<b>1,667.01</b>					<b>72,140.43</b>	<b>250.00</b>	<b>4,246.48</b>		<b>133,769.15</b>	<b>125.00</b>					<b>\$272,419.31</b>
Marketing Expense	925.00	8,150.00		8,345.00	500.00	400.00	850.00				14,238.00						\$33,408.00
Billboards				1,500.00							2,521.43						4,021.43
Event T-Shirts	238.25						647.80	786.86			5,324.27						6,997.18
Misc Marketing	920.75	31.18				509.30					506.36						1,967.59
Newspaper	7,500.00			15,000.00							6,570.00		3,750.00				32,820.00
Radio								786.00									786.00
Signage	4,687.55	3,974.94	1,146.16					461.41	2,736.28		3,932.86		871.00	195.40			18,005.60
Social Media	11,500.00	5,539.20		16,713.35		4,000.00	3,813.02				10,450.00						52,015.57
<b>Total for Marketing Expense</b>	<b>25,771.55</b>	<b>17,695.32</b>	<b>1,146.16</b>	<b>41,558.35</b>	<b>500.00</b>	<b>4,909.30</b>	<b>5,310.82</b>	<b>2,034.27</b>	<b>2,736.28</b>		<b>43,542.92</b>		<b>4,621.00</b>	<b>195.40</b>			<b>\$150,021.37</b>
Merchandise	2,159.43								375.00		366.00						2,900.43
Other Miscellaneous Service Cost	645.00	2,850.00					550.00				5,419.00		550.00				10,014.00
Prize Winnings		2,500.00									2,508.86						5,008.86
Staffing Expense							2,281.00				7,599.88						\$9,880.88
Cashiers	1,848.00						4,195.50				1,525.00						7,568.50
Misc Labor	975.00	180.00					765.00				615.00						2,535.00
Porters/Cleanup	2,205.00	360.00									3,750.00		2,500.00				8,815.00
<b>Total for Staffing Expense</b>	<b>5,028.00</b>	<b>540.00</b>					<b>7,241.50</b>				<b>13,489.88</b>		<b>2,500.00</b>				<b>\$28,799.38</b>
Supplies & Materials	461.29	7,236.80						0.00			0.00		383.40				8,081.49

Statement of Activity by Class																	
McKinney Main Street																	
October 1, 2024-September 30, 2025																	
DISTRIBUTION ACCOUNT	ARTS IN BLOOM	CULTURAL DISTRICT	DASH / TROLLEY	DOWNTOWN ADVERTISING	DOWNTOWN TRAINING/DEVELOPMENT	GIRLS NIGHT OUT	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	NIGHT MARKET	OKTOBERFEST	RED, WHITE & BOOM!	TEXAS MUSIC REVOLUTION	TINY DOORS	TROLLEY FUEL	NOT SPECIFIED	TOTAL
Ticket Redemption	32,763.68					0.00											32,763.68
Weather Insurance											17,022.00						17,022.00
<b>Total for Event Expenses</b>	<b>158,461.30</b>	<b>114,777.70</b>	<b>1,146.16</b>	<b>41,565.85</b>	<b>645.77</b>	<b>31,271.68</b>	<b>191,095.31</b>	<b>3,985.77</b>	<b>117,510.56</b>		<b>526,287.33</b>	<b>2,866.92</b>	<b>148,739.57</b>	<b>7,987.07</b>			<b>\$1,346,340.99</b>
Payroll Expenses																	
Taxes			2,340.65													0.00	2,340.65
Wages			30,596.42													0.00	30,596.42
<b>Total for Payroll Expenses</b>			<b>32,937.07</b>													<b>0.00</b>	<b>\$32,937.07</b>
Program Expenses			7,527.41		8,500.00												16,027.41
Repair & Maintenance		11,204.86	1,447.75				788.00										\$13,440.61
Fuel															30.00		30.00
<b>Total for Repair &amp; Maintenance</b>		<b>11,204.86</b>	<b>1,447.75</b>				<b>788.00</b>								<b>30.00</b>		<b>\$13,470.61</b>
Taxes Paid		102.00															102.00
Uniforms			171.49														171.49
<b>Total for Expenses</b>	<b>158,461.30</b>	<b>187,409.11</b>	<b>104,895.79</b>	<b>166,533.09</b>	<b>9,665.37</b>	<b>31,271.68</b>	<b>191,893.31</b>	<b>3,985.77</b>	<b>117,510.56</b>		<b>527,230.33</b>	<b>2,866.92</b>	<b>148,764.57</b>	<b>7,987.07</b>	<b>30.00</b>	<b>2,973.34</b>	<b>\$1,661,478.21</b>
<b>Net Operating Income</b>	<b>537.81</b>	<b>-168,978.80</b>	<b>-42,033.09</b>	<b>-166,533.09</b>	<b>-5,089.72</b>	<b>-19,391.76</b>	<b>81,505.70</b>	<b>1,266.43</b>	<b>8,424.21</b>	<b>345.96</b>	<b>298,304.68</b>	<b>-147.77</b>	<b>-8,764.57</b>	<b>-7,650.07</b>	<b>-30.00</b>	<b>-2,973.34</b>	<b>-\$31,207.42</b>
Other Income																	
Card Rewards		1,937.99															1,937.99
Interest Earned																86.74	86.74
<b>Total for Other Income</b>		<b>1,937.99</b>														<b>86.74</b>	<b>\$2,024.73</b>
Other Expenses																	
Ask My Accountant	0.00																0.00
Depreciation Expense		6,359.16														6,498.63	12,857.79
<b>Total for Other Expenses</b>	<b>0.00</b>	<b>6,359.16</b>														<b>6,498.63</b>	<b>\$12,857.79</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>-4,421.17</b>														<b>-6,411.89</b>	<b>-\$10,833.06</b>
<b>Net Income</b>	<b>537.81</b>	<b>-173,399.97</b>	<b>-42,033.09</b>	<b>-166,533.09</b>	<b>-5,089.72</b>	<b>-19,391.76</b>	<b>81,505.70</b>	<b>1,266.43</b>	<b>8,424.21</b>	<b>345.96</b>	<b>298,304.68</b>	<b>-147.77</b>	<b>-8,764.57</b>	<b>-7,650.07</b>	<b>-30.00</b>	<b>-9,385.23</b>	<b>-\$42,040.48</b>

## MCKINNEKY ARTS IN BLOOM MARKETING BUDGET 2026

Event T-Shirts	240
Newspaper	7500
Signage	4600
Eventbrite Ads	320
Social Media Ads	3000
Content Creator Partnerships	11500
<b>TOTAL</b>	<b>27160</b>

## MCKINNEKY ARTS IN BLOOM MARKETING BUDGET 2026

Event T-Shirts	240
Newspaper	7500
Signage	4600
Eventbrite Ads	320
Social Media Ads	3000
Content Creator Partnerships	11500
<b>TOTAL</b>	<b>27160</b>

# Statement of Financial Position

McKinney Main Street

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
Cash - Deposit in Transit	0.00
Clearing	0.00
First United Bank Checking	546,753.73
First United Savings	24,845.96
Petty Cash	0.00
<b>Total for Bank Accounts</b>	<b>\$571,599.69</b>
Accounts Receivable	
Accounts Receivable	19,000.00
<b>Total for Accounts Receivable</b>	<b>\$19,000.00</b>
Other Current Assets	
Deferred Expenses	0.00
Other Receivables	201,921.83
Prepaid Expenses	8,000.00
Uncategorized Asset	0.00
Undeposited Funds	0.00
<b>Total for Other Current Assets</b>	<b>\$209,921.83</b>
<b>Total for Current Assets</b>	<b>\$800,521.52</b>
Other Assets	
Cultural District	\$127,182.98
Cultural District - Accumulated Depreciation	-33,849.13
<b>Total for Cultural District</b>	<b>\$93,333.85</b>
Other Long-term Assets	\$0.00
Accumulated Amortization - Other Assets	0.00
<b>Total for Other Long-term Assets</b>	<b>\$0.00</b>
Polaris Gem	\$24,193.89
Accumulated Depreciation	-24,193.89
<b>Total for Polaris Gem</b>	<b>\$0.00</b>
Santa House	\$17,386.73
Accumulated Depreciation	-15,358.25
<b>Total for Santa House</b>	<b>\$2,028.48</b>
Trolley	\$0.00
Accumulated Depreciation	0.00
<b>Total for Trolley</b>	<b>\$0.00</b>

# Statement of Financial Position

McKinney Main Street

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Wireless Speakers	\$33,320.00
Accumulated Depreciation	-33,320.00
<b>Total for Wireless Speakers</b>	<b>\$0.00</b>
<b>Total for Other Assets</b>	<b>\$95,362.33</b>
<b>Total for Assets</b>	<b>\$895,883.85</b>
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	255,206.99
<b>Total for Accounts Payable</b>	<b>\$255,206.99</b>
Credit Cards	
NEW Main Street Card	24,403.72
OLD CitiCard Main Street	0.00
<b>Total for Credit Cards</b>	<b>\$24,403.72</b>
Other Current Liabilities	
City of McKinney - Silo Mural Donations	0.00
Direct Deposit Payable	0.00
Downtown Dollars	0.00
McKinney Strong Campaign	0.00
Other Current Liabilities	0.00
Payroll Liabilities	
Federal Taxes (941/944)	0.00
TX Unemployment Tax	0.00
<b>Total for Payroll Liabilities</b>	<b>\$0.00</b>
Unearned Revenue	38,500.00
<b>Total for Other Current Liabilities</b>	<b>\$38,500.00</b>
<b>Total for Current Liabilities</b>	<b>\$318,110.71</b>
<b>Total for Liabilities</b>	<b>\$318,110.71</b>
Equity	
Opening Bal Equity	0.00
Retained Earnings	619,813.62
Net Income	-42,040.48
<b>Total for Equity</b>	<b>\$577,773.14</b>
<b>Total for Liabilities and Equity</b>	<b>\$895,883.85</b>

# Statement of Activity

McKinney Main Street

October 1, 2024-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
Advertising Income	3,151.45
Downtown Membership Income	2,452.55
Events Income	\$662,974.10
Pre-Sale Ticket Revenue	0.00
Ticket Sales	45,560.58
Vendor Commission	3,612.08
<b>Total for Events Income</b>	<b>\$712,146.76</b>
Grants Received	320,320.00
Miscellaneous Income	406.00
Non Profit Income	0.00
Programs Income	69,658.37
Rental Income	1,211.25
Sponsorship Income	164,330.00
Vendor Income	\$352,691.31
Vendor Application Fee	3,903.10
<b>Total for Vendor Income</b>	<b>\$356,594.41</b>
<b>Total for Income</b>	<b>\$1,630,270.79</b>
<b>Gross Profit</b>	<b>\$1,630,270.79</b>
Expenses	
Administrative Expenses	\$5,693.04
Associations/Dues/Subscriptions	23,403.63
Board Expense	405.97
Bookkeeping/Audit	13,327.75
Communications	1,110.96
Contract Labor	60,840.00
Office Expenses	3,996.05
Other Fees	
Bank Service Charges	85.00
Credit Card Fees	87.36
QuickBooks Payments Fees	2,973.34
<b>Total for Other Fees</b>	<b>\$3,145.70</b>
Postage	146.00
Printing and Reproduction	2,200.10
Supplies	\$3,277.14
Food	4,294.17
<b>Total for Supplies</b>	<b>\$7,571.31</b>



# Statement of Activity

McKinney Main Street

October 1, 2024-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Travel/Training	\$4,587.61
Food	159.57
<b>Total for Travel/Training</b>	<b>\$4,747.18</b>
<b>Total for Administrative Expenses</b>	<b>\$126,587.69</b>
Advertising - Downtown	125,840.95
Event Expenses	\$186,372.45
Activities Expense	73,778.28
Alcohol Expense	\$108,725.13
Cashier Staffing	0.00
TABC Permit	753.63
<b>Total for Alcohol Expense</b>	<b>\$109,478.76</b>
Bar Staff	81,445.25
Decorations Expense	149,740.78
Downtown Christmas Tree Expense	20,750.00
Entertainer Expense	188,163.95
Event Staff	9,393.50
Hospitality	187.50
Infrastructure	\$9.29
Electricity	92,958.96
Fencing	15,057.80
Ice	22,430.00
Portables	8,330.00
Rentals	133,633.26
<b>Total for Infrastructure</b>	<b>\$272,419.31</b>
Marketing Expense	\$33,408.00
Billboards	4,021.43
Event T-Shirts	6,997.18
Misc Marketing	1,967.59
Newspaper	32,820.00
Radio	786.00
Signage	18,005.60
Social Media	52,015.57
<b>Total for Marketing Expense</b>	<b>\$150,021.37</b>
Merchandise	2,900.43
Other Miscellaneous Service Cost	10,014.00
Prize Winnings	5,008.86
Staffing Expense	\$9,880.88
Cashiers	7,568.50
Misc Labor	2,535.00
Porters/Cleanup	8,815.00
<b>Total for Staffing Expense</b>	<b>\$28,799.38</b>

# Statement of Activity

McKinney Main Street

October 1, 2024-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Supplies & Materials	8,081.49
Ticket Redemption	32,763.68
Weather Insurance	17,022.00
<b>Total for Event Expenses</b>	<b>\$1,346,340.99</b>
Payroll Expenses	
Taxes	2,340.65
Wages	30,596.42
<b>Total for Payroll Expenses</b>	<b>\$32,937.07</b>
Program Expenses	16,027.41
Repair & Maintenance	\$13,440.61
Fuel	30.00
<b>Total for Repair &amp; Maintenance</b>	<b>\$13,470.61</b>
Taxes Paid	102.00
Uniforms	171.49
<b>Total for Expenses</b>	<b>\$1,661,478.21</b>
<b>Net Operating Income</b>	<b>-\$31,207.42</b>
Other Income	
Card Rewards	1,937.99
Interest Earned	86.74
<b>Total for Other Income</b>	<b>\$2,024.73</b>
Other Expenses	
Ask My Accountant	0.00
Depreciation Expense	12,857.79
<b>Total for Other Expenses</b>	<b>\$12,857.79</b>
<b>Net Other Income</b>	<b>-\$10,833.06</b>
<b>Net Income</b>	<b>-\$42,040.48</b>

# Statement of Activity

McKinney Main Street

October 1, 2023-September 30, 2024

DISTRIBUTION ACCOUNT	TOTAL
Income	
Downtown Membership Income	6,737.90
Events Income	\$739,736.38
Alcohol Sales	0.00
Pre-Sale Ticket Revenue	1,410.00
Red, White & BOOM!	2,161.20
Ticket Sales	51,972.07
Vendor Commission	0.00
<b>Total for Events Income</b>	<b>\$795,279.65</b>
Grants Received	209,500.00
Non Profit Income	0.00
Programs Income	46,990.22
Sponsorship Income	159,250.00
Vendor Income	\$264,739.56
Vendor Application Fee	2,935.81
<b>Total for Vendor Income</b>	<b>\$267,675.37</b>
<b>Total for Income</b>	<b>\$1,485,433.14</b>
<b>Gross Profit</b>	<b>\$1,485,433.14</b>
Expenses	
Administrative Expenses	\$5,182.79
Associations/Dues/Subscriptions	15,311.70
Board Expense	4,666.72
Bookkeeping/Audit	8,527.59
Communications	1,060.96
Contract Labor	60,840.00
Office Expenses	3,027.02
Other Fees	
Bank Service Charges	162.00
Credit Card Fees	42.64
QuickBooks Payments Fees	3,771.04
<b>Total for Other Fees</b>	<b>\$3,975.68</b>
Postage	98.45
Printing and Reproduction	434.48
Supplies	\$4,583.25
Food	3,392.66
<b>Total for Supplies</b>	<b>\$7,975.91</b>
Travel/Training	\$1,825.84
Food	88.59
<b>Total for Travel/Training</b>	<b>\$1,914.43</b>
<b>Total for Administrative Expenses</b>	<b>\$113,015.73</b>

# Statement of Activity

McKinney Main Street

October 1, 2023-September 30, 2024

DISTRIBUTION ACCOUNT	TOTAL
Event Expenses	\$106,456.36
Activities Expense	59,542.16
Alcohol Expense	\$104,994.75
Cashier Staffing	490.00
TABC Permit	923.15
<b>Total for Alcohol Expense</b>	<b>\$106,407.90</b>
Bar Staff	80,726.81
Decorations Expense	71,296.23
Downtown Christmas Tree Expense	17,456.29
Entertainer Expense	227,823.80
Event Staff	29,118.25
Hospitality	996.51
Infrastructure	\$99.73
Electricity	88,780.88
Fencing	10,814.15
Ice	21,310.00
Portables	7,652.85
Rentals	140,005.77
<b>Total for Infrastructure</b>	<b>\$268,663.38</b>
Marketing Expense	\$31,627.35
Billboards	26,852.00
Event T-Shirts	5,914.66
Misc Marketing	2,822.95
Newspaper	34,917.50
Radio	786.00
Signage	23,606.76
Social Media	40,818.25
<b>Total for Marketing Expense</b>	<b>\$167,345.47</b>
Merchandise	7,651.07
Other Miscellaneous Service Cost	10,382.48
Prize Winnings	3,637.94
Special Events Expense	
Election Night of the Square	-500.00
<b>Total for Special Events Expense</b>	<b>-\$500.00</b>
Staffing Expense	\$4,878.00
Cashiers	3,790.00
Misc Labor	4,365.00
Porters/Cleanup	1,825.00
<b>Total for Staffing Expense</b>	<b>\$14,858.00</b>
Supplies & Materials	4,574.20
Ticket Redemption	38,510.21

# Statement of Activity

McKinney Main Street

October 1, 2023-September 30, 2024

DISTRIBUTION ACCOUNT	TOTAL
Weather Insurance	14,860.00
<b>Total for Event Expenses</b>	<b>\$1,229,807.06</b>
Payroll Expenses	
Taxes	1,317.16
Wages	17,217.76
<b>Total for Payroll Expenses</b>	<b>\$18,534.92</b>
Program Expenses	\$6,221.12
Promotional Project Expense	5,400.00
<b>Total for Program Expenses</b>	<b>\$11,621.12</b>
Repair & Maintenance	\$11,898.93
Fuel	300.73
<b>Total for Repair &amp; Maintenance</b>	<b>\$12,199.66</b>
Taxes Paid	53.00
Uniforms	175.96
<b>Total for Expenses</b>	<b>\$1,385,407.45</b>
<b>Net Operating Income</b>	<b>\$100,025.69</b>
Other Income	
Interest Earned	524.06
<b>Total for Other Income</b>	<b>\$524.06</b>
Other Expenses	
Depreciation Expense	12,857.82
<b>Total for Other Expenses</b>	<b>\$12,857.82</b>
<b>Net Other Income</b>	<b>-\$12,333.76</b>
<b>Net Income</b>	<b>\$87,691.93</b>

ATLANTA GA 39901-0001

In reply refer to: 0752857837  
Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029561  
BODC: TE

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

020666

Employer ID Number: 04-3615798  
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in October 2002, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

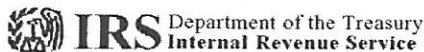
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Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029562

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson  
Operations Manager, AM Ops. 3



Department of the Treasury  
Internal Revenue Service

ATLANTA GA 39901-0001

020666.655390.319170.32384 1 AT 0.399 530



MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.  
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,  
EVEN IF YOU ALSO HAVE AN INQUIRY.

The IRS address must appear in the window.

0752857837

BODCD-TE

Use for inquiries only

Letter Number: LTR4168C  
Letter Date : 2016-04-20  
Tax Period : 000000

INTERNAL REVENUE SERVICE

ATLANTA GA 39901-0001



\*043615798\*

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

043615798 AJ MCKI 00 2 000000 670 000000000000

The IRS address must appear in the window.

0752857837

BODCD-TE

Use for payments

Letter Number: LTR4168C  
Letter Date : 2016-04-20  
Tax Period : 000000

INTERNAL REVENUE SERVICE

KANSAS CITY MO 64999-0204



\*043615798\*

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

043615798 AJ MCKI 00 2 000000 670 000000000000





**Request for Taxpayer  
Identification Number and Certification**

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
requester. Do not  
send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	<b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) <b>CITY OF MCKINNEY</b>
	<b>2</b> Business name/disregarded entity name, if different from above.
	<b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) <b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) <b>MUNICIPALITY</b>
	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <b>3</b> Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) <i>(Applies to accounts maintained outside the United States.)</i>
	<b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>
<b>5</b> Address (number, street, and apt. or suite no.). See instructions. <b>PO BOX 517</b>	Requester's name and address (optional)
<b>6</b> City, state, and ZIP code <b>MCKINNEY, TX 75070</b>	
<b>7</b> List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>								
			-				-	
<b>or</b>								
<b>Employer identification number</b>								
7	5	-	6	0	0	5	9	9

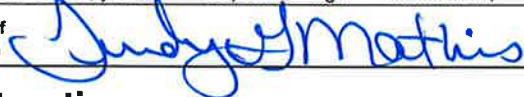
**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person 	Date <b>3/27/24</b>
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they