

Final Report Submission by Marching Music Made in McKinney

MCDC Grant in the amount of \$5,600

Event Dates were July 24 & 25, 2023

Event locations were The Stix Icehouse & McKinney ISD Stadium

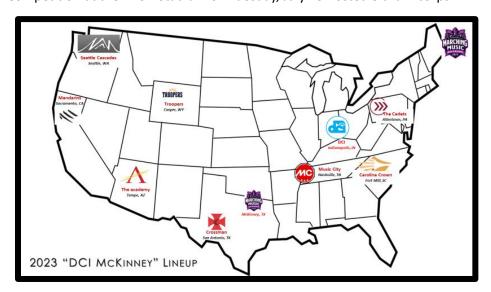




On behalf of our volunteer organization, Marching Music Made in McKinney thanks McKinney Community Development Corporation for your partnership and support; while this is our first grant award, you have supported our initiative since its inception as we led McKinney onto the national stage for drum corps. Your partnership was critical to the vision of making McKinney, TX a destination for drum corps fans.

As a reminder, we hosted two events:

- Drumline Expo at Stix Icehouse on Monday, July 24 from 4 drum corps drum batteries
- DCI Competition at the MISD Stadium on Tuesday, July 25 hosted 8 drum corps



2023 was our second year and with no historic track record and frankly a better-than-expected inaugural year, we were still learning as we entered year 2. As we concluded the DCI competition and knew our ticket sales, DCI shared that the second year in a venue normally sees a dip in ticket sales that come back in year 3 and beyond. They even acknowledged that our performance in year 1 was amazing and broke many DCI records. And while the following report digs into the performance metrics, we can claim victory at a couple levels and learn as we begin preparations for 2024.

In all, attendance for the DCI Competition were ~70% of 2022 volume, adjustments in pricing of our parking fees, drumline expo ticket prices and higher than expected concessions resulted in 63% higher profits in 2023, which will go directly to the MISD Band Programs, which is the goal of our non-profit organization.

Also, the prior night's show in Mesquite had the #1 and #2 corps, while McKinney has #4 and #5; that could also have influenced ticket sales for McKinney, but the lineup was set the prior September. Add to all of this the record heat in Texas (the temperature on the field at 2pm on the day of the DCI performance was 181 degrees!), we worked additional angles to market our event to drive ticket sales over the weekend leading up to the event, including a great story DFW NBC5 that ran at 4pm, 6pm & 10pm on July 24th.



If you attended the DCI Competition at MISD stadium event, you saw a drum corps competition where marching band met Broadway show in an 11-minute performance that stimulated your visual and auditory senses. One could FEEL the music! It was amazing!

And, as you will see on the following pages, we drew fans from far away for both events.

We received great feedback from both DCI leadership and drum corps staff:

- "In 15 years with a drum corps, I've never had someone from the local organizing committee visit me and give our corps a welcome bag! McKinney is an amazing host!"
- "Your fans are amazing!"
- "We hope McKinney is on our tour in 2024"

MMMM has always been about hosting an amazing event in McKinney for our residents to enjoy and for visitors to experience our great city and we did that again in 2023. When we began our partnership, DCI was not merely seeking a good stadium, but rather a partnership. MMMM and McKinney envisioned a community event where drum corps could take a break from their busy travel schedule and fans could enjoy our community and hear great performance music. Ultimately, our goal is for McKinney to host a substantial multi-day event where people can come stay and experience McKinney in its fullest.

We were very excited for the new Tupps location in 2023, we had to pivot and were so thrilled to partner with Mike Luther and The Stix Icehouse, which was a perfect location for the Drumline Expo as fans could choose between air conditioning and the Texas heat. With either choice, fans and staff alike thought it was a GREAT night!

We are proud of McKinney and how we <u>show up</u> and are excited for the future of the partnership between Marching Music Made in McKinney & MCDC as we strive to support the MCDC objective to:

"support events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue."

We believe Marching Music Made in McKinney achieved that objective with our recent event and we are requesting reimbursement at the full level of our \$5,600 Grant.

As an organizing committee, we are proud of our second year's performance and the learning we took away and underway for 2024!



GOALS AND OBJECTIVES ACHIEVED

Our objectives for this year were to:

- ✓ Attendance for the Drumline Expo above 325 attendees → ACHIEVED at 337
- ✓ Attendance for the DCI Competition above 4,300 fans → MISSED at 3,027
- ✓ Attendance at DCI Competition from more than 5 states → ACHIEVED, 8 states
- ✓ Spur economic benefit in the City of McKinney business community through sales tax dollars increase in hotel rooms and track non-McKinney attendance through DCI Competition ticket sales → ACHIEVED, \$2,394 hotel rooms

In addition to these metrics, we want to call out a few interesting statistics we gleaned from our ticketing platform, namely:

- ~6.96% of attendees at our events were from outside Texas
- 28.72% of attendees who were from Texas were from 15 miles or more outside McKinney

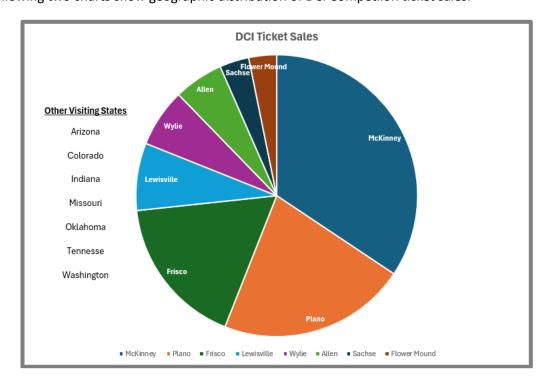


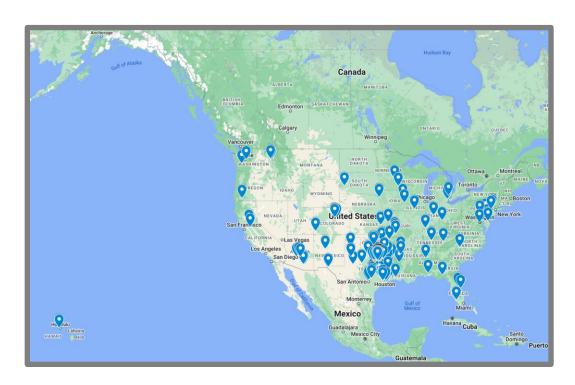
The following chart shows geographic distribution of Drumline Expo ticket sales.

Drumline Expo Tic	ket Sales by State
Arkansas	1
Arizona	1
California	2
Florida	2
Kansas	1
Oklahoma	2
Tennesse	1
Texas	327



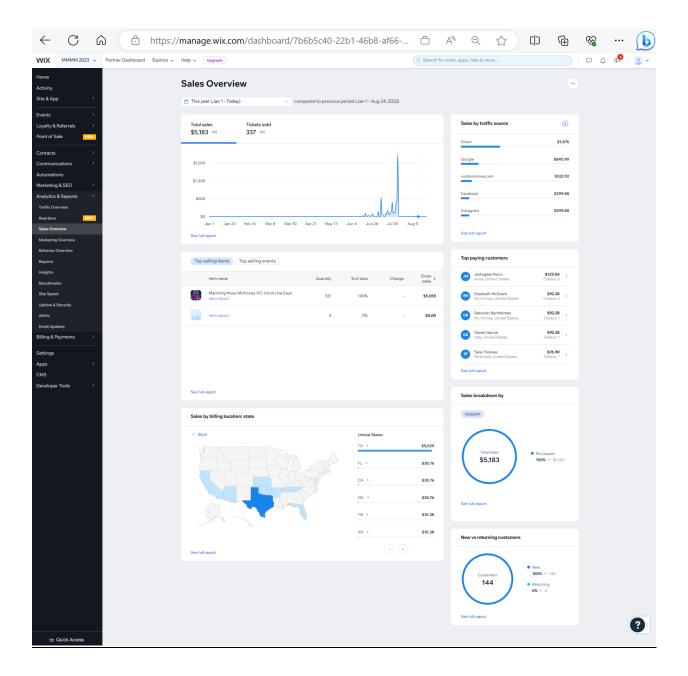
The following two charts show geographic distribution of DCI Competiion ticket sales.







MMMM ECOMMERCE FOR TICKET SALES





SAMPLE PROMOTIONAL MATERIALS

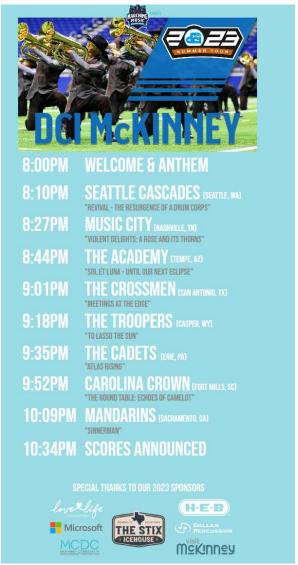
FLYER FOR STYX ICEHOUSE WITH SPONSORS AND FOR DOWNTOWN DIGITAL SIGNAGE





QR CODE ENABLED PROGRAMS FOR STYX ICEHOUSE & DCI COMPETITION WITH SPONSORS

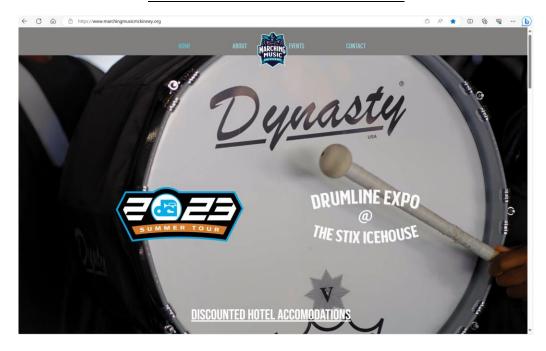


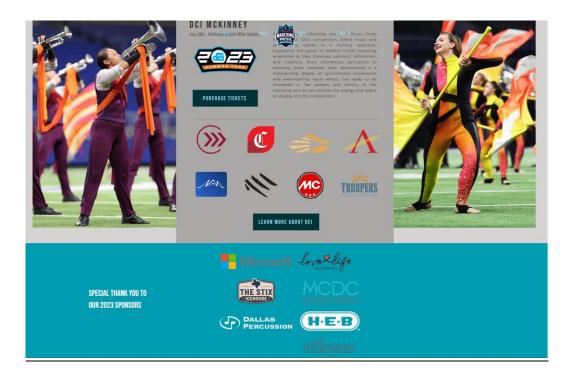




SCREEN SHOTS OF UPDATED ONLINE PROPERTIES FOR 2023

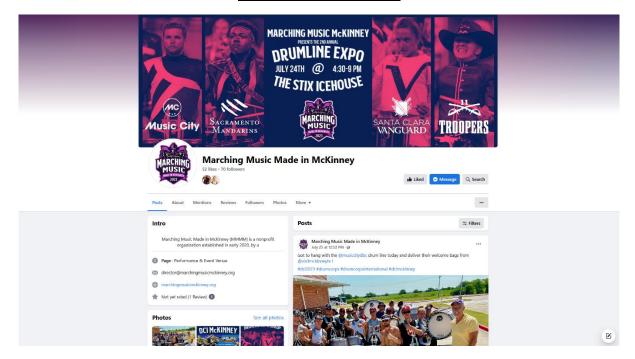
MMMM MAIN WEBSITE FOR 2023 & SPONSORS



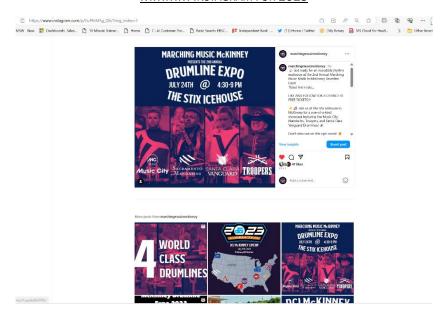




MMMM FACEBOOK FOR 2023



MMMM INSTAGRAM FOR 2023





CLIPS / SCREENSHOTS OF MEDIA COVERAGE DRIVE BY MMMM

NBC DFW 5: TOP STORY AT 4PM, 6PM, 10PM ON 7/24

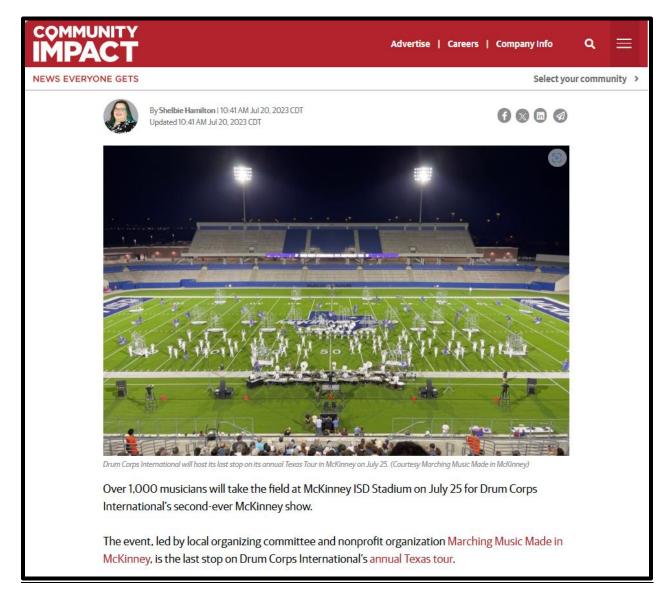


NBC 5 DFW piece - <u>Musicians return to McKinney for Drum Corps International show – NBC 5</u>

Dallas-Fort Worth (nbcdfw.com)



COMMUNITY IMPACT COVERAGE 7/20, 2023

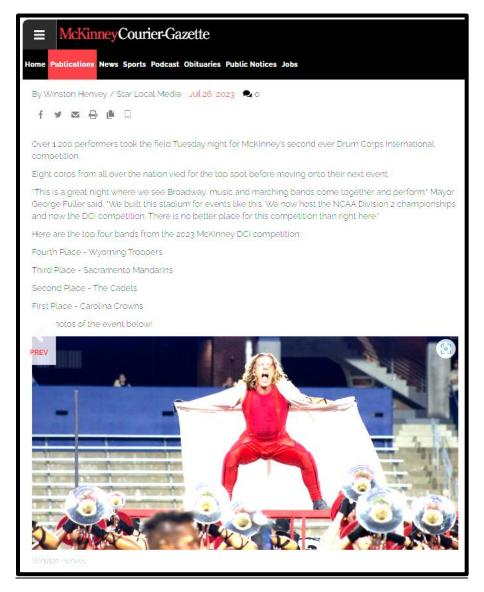


Community Impact - <u>5 things to know ahead of this year's Drum Corps International McKinney</u>

events | Community Impact



MCKINNEY COURIER-GAZETTE COVERAGE 7/20, 2023



Courier Gazette - <u>See over 60 photos of McKinney's 2023 Drum Corps International competition |</u>
<u>McKinney Courier-Gazette | starlocalmedia.com</u>



PHOTOGRAPHS FROM THE STIX ICEHOUSE



Figure 1 - Fans Listening to First Drumline









Figure 3 - Music City Performs at Stix Icehouse

Figure 4 - Troopers Performs at Stix Icehouse





Figure 5 - Santa Clara Vanguard Performs at Stix Icehouse



PHOTOGRAPHS FROM DCI COMPETITION MISD STADIUM



Figure 6 - Showtime at MISD Stadium



Figure 7 & 7 - Dean Cimini of MMMM & Mayor Fuller Welcome the Crowd





Figure 8 - Troops from Casper Wyoming Perform at DCI McKinney

Figure 9 - Music City on the Big Board





Figure 10 - Cadets of Allentown at DCI McKinney



FINANCIAL REPORT

ed Income									
	Units	Re	ev / Unit	Es	timated Revenue	Act	ual Revenue	+/- Variance	Comments
Visit McKinney Grant	1			\$	5,000.00		5,000.00	100.00%	
MCDC Grant	1			\$	5,600.00	\$	5,600.00	100.00%	
The Stix Icehouse Drum Expo ticket sales	337	\$	15.00	\$	7,500.00	\$	5,183.00	69.11%	Hot weather lowered attendance; we sold it day of event
DCI Guarantee to Booster Club (guaranteed)	3,027	\$	5.00	\$	21,500.00	\$	15,135.00	70.40%	DCI indicated tix sales in yr 2 are often dow heat was also a deterrant
Parking (assumes 1 car / 4 attendees)	990	\$	10.00	\$	6,250.00	\$	9,900.00	158.40%	We raised parking price inline with MISD ba
Sponsorships & inkind donations	10	\$	500.00	\$	5,000.00	\$	10,177.00	203.54%	Stronger sponsorship due to being a prover
Concessions Profit	1,000	\$	5.00	\$	5,000.00	\$	5,459.00	109.18%	
Revenue Subtotal				\$	55,850.00	\$	56,454.00	101.08%	
ed Expenses (* = DCI reimbursed cost or City covered cost)	<u>Units</u>	Co	ost / Unit		Estimated Cost	Ad	ljusted Cost	+/- Variance	Comments
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	50	\$	150.00	\$	7,500.00	\$	8,357.47	111.43%	Needed to revamp elements of website for
Website and Enhancements	20	\$	100.00	\$	2,000.00	\$	3,744.84	187.24%	Required more rebuild as prior developer out of business
Drumline Expo ticket processing costs	325	\$	0.38	\$	123.50	\$	299.06	242.15%	
Police for Drumline Expo	4	\$	40.00		160.00	\$	400.00	250.00%	Police costs went up from budget to event
Carts to transport VIPs, Judges at DCI Competition	5	\$	267.50	\$	1,250.00	\$	1,337.50	107.00%	Slight cost increase since 2022 budget prep
Radio ads	4	\$	400.00	\$	1,600.00	\$	-	0.00%	We did not do radio
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$	3,000.00		24,000.00	\$	-	0.00%	Fully reimbursed by DCI
Concessions		\$	3.00		4,500.00		4,500.00	100.00%	
Announcer (DCI provided)		\$	40.00	\$	240.00	\$	-	0.00%	Fully covered by DCI
Stadium Mgr (1 person for 12 hours)	12		65.00		780.00		-	0.00%	Fully reimbursed by DCI
Graphics board operator (1 person for 12 hours)	12	\$	50.00	\$	600.00		-	0.00%	Fully reimbursed by DCI
Stadium Security (2 officers for 7 hours each)	14		80.00	\$	1,120.00	\$	-	0.00%	Fully reimbursed by DCI
Traffic Mgt (4 officer for 7 hours)	28	\$	80.00	\$	2,240.00	\$	-	0.00%	Fully reimbursed by DCI
Stadium Utilities	1			\$	2,500.00	\$	-	0.00%	Fully reimbursed by DCI
Stadium Clean-up	1			\$	5,000.00	\$	-	0.00%	Cost reimbursed by DCI
Turf cleaning	1			\$	500.00	\$	-	0.00%	Fully reimbursed by DCI
Corps to perform at Stix Icehouse	4	\$	1,000.00	\$	4,000.00		3,750.00	93.75%	Slight reduction for one of the corps
				Ś	750.00	Ś	766.78	102.24%	No submitted
Misc (staff shirts, event posters, table covers)	1			<u> </u>	730.00	<u> </u>	700.70	102.2470	140 Submitted



RECEIPTS

Receipts are related to the MCDC Grant and are associated with the promotion of our event highlighting McKinney as a unique destination for residents and visitors alike.

As noted in our introductory letter, we believe the data above supports that we achieved the mission of MCDC with our event to

"support events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue."

Images of receipts are following pages, with actual invoices attached to the email submission and include the expenditures noted in the table below; we are seeking full reimbursement up to our grant aware of \$5,600.

McKinney Event Go Daddy Web Hosting Platform	Ċ	244.84
DOUG'S CORNER GOLF CARTS FOR VIP TRANSPORT AT THE DCI	\$	1,337.50
Pedestrian Safety @ Stix	\$	400.00
POSTERS, QR PROGRAMS WITH SPONSORS LISTED	\$	452.31
WIX WEB PLATFORM FOR PROMOTION & TICKETING	\$	299.06
IMAGERY		
PHOENIX HART DESIGN FOR WEB, SOCIAL MEDIA & VISUAL	\$	11,650.00



Phoenix Hart Films

1000 West St McKinney, TX 75069 US hello@phoenixhartfilms.com



INVOICE

BILL TO

Dean Cimini

Marching Music Made In McKinney

INVOICE DATE TERMS DUE DATE 2312 05/24/2023 Due on receipt 05/24/2023

	QTY	RATE	AMOUN'
Accepted Proposal Installment 1 of 3 for 2023 MMMM Marketing/Content Proposal	0.3333	11,650.00	3,882.9
	SUBTOTAL		3,882.9
	TAX		0.0
	TOTAL		3,882.9
	BALANCE DUE	:	\$3,882.9

Page 1 of 1



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INVOICE

BILL TO
Dean Cimini
Marching Music Made In McKinney

	QTY	RATE	AMOUNT
	QIY	RAIE	AMOUNT
Accepted Proposal Installment 2/3 for Website/Content/Marketing	1	3,882.95	3,882.95
	SUBTOTAL		3,882.95
	TAX		0.00
	TOTAL		3,882.95
	BALANCE DUE		\$3,882.95

Page 1 of 1



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1000 West St McKinney, TX 75069 US hello@phoenixhartfilms.com



INVOICE

BILL TO

Dean Cimini

Marching Music Made In McKinney

INVOICE DATE TERMS DUE DATE

2315 07/01/2023 Due on receipt 07/01/2023

	QTY	RATE	AMOUNT
Accepted Proposal Installment 3/3 for Website/Content/Marketing	1	3,884.10	3,884.10
	SUBTOTAL		3,884.10
	TAX		0.00
	TOTAL		3,884.10
	BALANCE DUE		\$3,884.10

Page 1 of 1





Wix.com LTD 40 Namal Tel Aviv, 6350671 Israel

Issued to:

Marching Music Made in McKinney **United States**

Invoice: #PW-20230701

Aug 1, 2023 Paid

Description	Site	Billing Period	Fees
Wix Payments - Processing Fee	https://www.marchingmusicmcki nney.org/	Jul 1, 2023 - Jul 31, 2023	\$179.36

\$179.36 Total

* The above charges were applied only to transactions from this billing period

Feel free to contact us:

wix.com/support

& 1-415-639-9034

wix.com/contact





Wix.com LTD 40 Namal Tel Aviv, 6350671 Israel

Issued to:

Marching Music Made in McKinney 7110 Wellington Point Road McKinney, 75072 **United States**

Invoice: #PW-20230702 Aug 1, 2023 Paid

Description	Site	Billing Period	Fees
Service Fee - Wix Events	https://www.marchingmusicmckinney.org/	Jul 1, 2023 - Jul 31, 2023	\$119.70

\$119.70 Total

* The above charges were applied only to transactions from this billing period

Feel free to contact us:

wix.com/support

§ 1-415-639-9034

wix.com/contact



FedEx Office.

2107 Eldorado Pkwy McKinney, TX 75070 Tel: (214) 733-8112

Order Date: 07/24/2023 Branch: 1343 Order Time: 11:55:01 Register: 3

Pickup Date: 07/25/2023 Pickup Time: 10:00 Team Member: Oscar R. MMMM-DCI pigrage O Reinsuse



134301D0D1

Customer: Liz Strand

-Project Name: 023 QR Code_Program & Sponsors 270.40 12 @ 28.17 Matte Paper/SqFt 52 @ 6.50 - Project Name: 0.74 2023 Denation Box Sign 1 @ 0.74 CLR 1S Copy/Print Project Name: m Sign_VIP & Judges Enter Here 58.50 2 @ 29.25 Matte Paper/SqFt Project Name: _2023 Stadium Signs_Navigation 2.40 1 @ 2.40 3 @ 0.80 CLR 1S on 32# Wht Project Name: ~ 023 QR Code_Program & Sponsors 6 0 0.80 CLR 1S on 32# Wht 6 @ 0.80 0.00 Deposit Sub-Total 404.44



134301D0D1

Discount

Total Amount

Tax

This is not a receipt
All prices shown are estimates

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67.60

27.79

364.63



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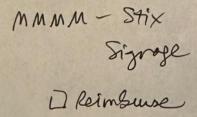
2107 Eldorado Pkwy McKinney, TX 75070 Tel: (214) 733-8112

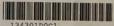
Order Date: 07/24/2023 Order Time: 11:02:18

Pickup Date: 07/25/2023

Branch: 1343 Register: 3

Pickup Time: 09:00 Team Member: Oscar R.





Customer: Liz Strand

Project Name: 2023 Stix_EXPO PROGRAM 11x17 16.00 10 @ 1.60 11×17 10 @ 1.60 CLR 1S 32# 11x17 Project Name: 2023_Stix ADDITIONAL PARKING 2 32.50 1 @ 32.50 Matte Paper/SqFt Project Name: 2023_Stix ADDITIONAL PARKING_1 32.50 1 @ 32.50 Matte Paper/SqFt 5 @ 6.50 Deposit 0.00 Sub-Total 81.00 Discount 0.00 Tax 6.68 Total Amount 87.68

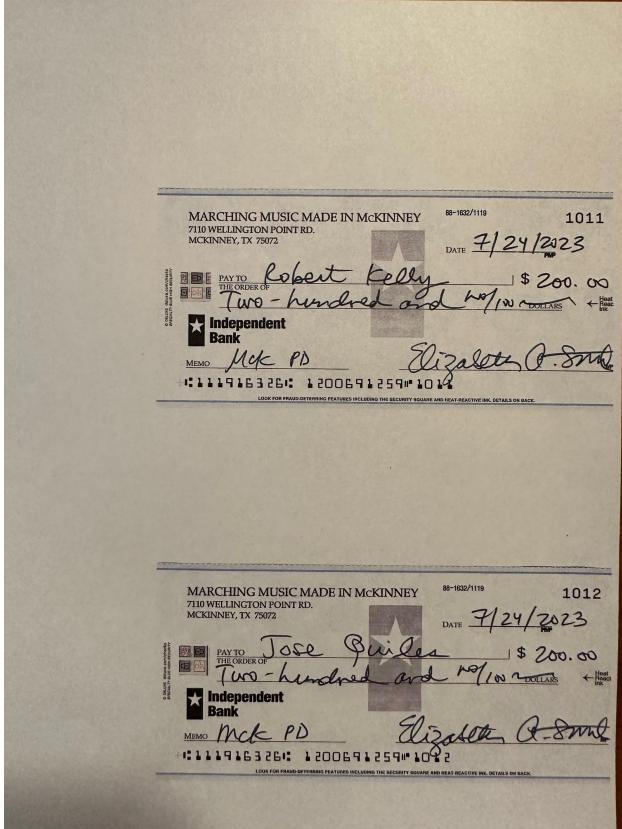


This is not a receipt All prices shown are estimates

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Doug's Corner, Inc

20233 US Hwy 377 Whitesboro, TX 76273

www.dougscorner.com

INVOICE

DATE	INVOICE #
6/19/2023	11158

BILL TO	
Marching Music Mckinn	ey
Mckinney ISD Stadium	
Dean Cimini	
469-964-0507	

SHIP TO	

	Charger in Shop - Y / I	N Due Date	P.O. #
		ироп тесеipt	
Qty	DESCRIPTION	RATE	AMOUNT
	Marching Music McKinney ISD Stadium July 25th-26th 2023		
5	1 Day(s) ** Rental(s): (5) 4-pass. Golf Car Pick -up & Deliver	187.50 400.00	937.50 400.00
	Deliver Tuesday 7/25/2023 By 9AM Pick up Wednesday 7/26/2023		
	HING MUSIC MADE IN MCKINNEY 88-1632/1119 1009	Suhtatai	\$1 337 50
WELL	HING MUSIC MADE IN MCKINNEY 88-1632/1119 1009 INGTON POINT RD. YY, TX 75072 DATE 3 July 2023	Subtotal	
WELL	ANGTON POINT RD. YTO Dona's Corner June 1\$1337.50	Subtotal Tax (6.25%)	\$0.00
WELL	ANGTON POINT RD. YTO Dong's Corner Juc. \$1,337.50	Tax (6.25%)	\$0.00 \$1,337.50
WELL	ATO Dong's Corner Juc. \$1,337.50 PORDER OF THE THREE THIRD SEVEN TO STAND THE SEVEN TO STAND THE SEVEN TO SEVE	Tax (6.25%) Total Payments/Credits	\$0.00
WELL	Ependent INGTON POINT RD. PATE 3 July 2023 ATO Dong's Corper Juc. \$1,337.50 PROPERTY OF THE Seven + DONAND + Heading Ependent	Tax (6.25%) Total Payments/Credits	\$0.00 \$1,337.50 \$0.00
WELL	Ependent INGTON POINT RD. PATE 3 July 2023 ATO Dong's Corper Juc. \$1,337.50 PROPERTY OF THE Seven + DONAND + Heading Ependent	Tax (6.25%) Total Payments/Credits	\$0.00 \$1,337.50



			ITACT US 24/7 1-480-505-8877
№ 2659270822			·
DATE:			
7/25/2023			
customer #: 55845865			
BILL TO:			
Dean Cimini			
7110 Wellington Point	Road,		
McKinney, Texas 7507			
United States			
+1.4699640507			
PAYMENT: AMEX •••• 4002			\$102.21
Previous Balance			\$102.21
Received Payment			(\$102.21)
Balance Due (USD)			\$0.00
Term	Product		Amoun
1 yr	Microsoft 365 Email	Plus - Renewal	\$95.88
.,.	director@marchingm		,,,,,,
	Subtotal		\$95.88
Taxes		\$6.33	
	Fees		\$0.00
	Total (USD)		\$102.21
REFERENCE			
Taxes			\$6.33
10,63			¥0.33
GoDaddy.com, LLC			\$6.33
2155 E GoDaddy Way,			
Tempe, Arizona 85284,			
United States Al Net			
Al Net	\$95.88	General Sales and Use Tax (6.2	25%) \$4.80



Receipt № 2503564407		CONTACT US 24	/7 1-480-505-8877
DATE: 3/13/2023			
customer #: 55845865			
BILL TO: Dean Cimini 7110 Wellington Point	Road,		
McKinney, Texas 7507 United States +1.4699640507			
PAYMENT: AMEX •••• 4002			\$142.63
Previous Balance			\$142.63
Received Payment			(\$142.63)
Balance Due (USD)			\$0.00
Term	Product		Amoun
3 yrs	Microsoft 365 Email I		\$131.76
	Subtotal		\$131.76
	Taxes Fees		\$10.87 \$0.00
	Total (USD)		\$142.63
REFERENCE			
Taxes			\$10.87
GoDaddy.com, LLC 2155 E GoDaddy Way, Tempe, Arizona 85284,			\$10.87
United States	\$131.76	General Sales and Use Tax (6.25%)	\$8.23
Al Net	8131 76	(-eneral Sales and Hee Tay (A 25%)	58.23