

Promotional and Community Event Grant Application

Organization Name McKinney Main Street

CEO / Executive Director Andrew Jones

Federal Tax I.D. 04-3615798

Incorporation Date 01-01-2003

Mailing Address 401 E. Virginia St., McKinney, Texas, 75069

Phone Number (972) 547-2660

Email contact-mainstreet@mckinneytexas.org

Website <https://www.visitmckinney.com/downtown/>

Social Media <https://www.facebook.com/downtownmckinney>,
<https://www.instagram.com/downtownmckinney/>

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. Businesses continues to boom across highway 5 with the expansion of Downtown businesses and entertainment opportunities.

We are excited to introduce new events like McKinney Jazz Festival and other events in close proximity to City Hall Plaza, the Flour Mill, and Tupps Brewery.

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 Marketing and Development Specialist

Mailing Address 401 E. Virginia St., McKinney, TX, 75069

Phone Number (972) 547-9023

Email jbrunell@mckinneytexas.org

Is the contact
for
communications
between MCDCC Yes
and the
organization
same as above?

Total Amount
Requested 15,000

Are matching
funds available? Yes

Matching Funds
Available 25,000

Have you
received or will
funding be
requested from No

any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.

Arts In Bloom 2026 - \$14,000, McKinney Oktoberfest 2025 - \$14,000, McKinney Oktoberfest and Home for the Holidays 2023 - \$13,500, McKinney Oktoberfest 2023, McKinney Oktoberfest and Home for the Holidays 2021 - \$12,000, McKinney Oktoberfest and Home for the Holidays 2022 - \$12,000

Date(s) of Event Friday, September 25th, Saturday, September 26th, Sunday, September 27th

Location(s) Historic Downtown McKinney

Ticket Prices \$0

Is this the first time for this event? No

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

The first McKinney Oktoberfest was held in 2008 and since then has transformed into the largest Oktoberfest in North Texas. Held annually, McKinney Oktoberfest is a three-day event held on the last full weekend in September.

How does event showcase McKinney for tourism and/or business development?

Downtown McKinney is home to over 200 small businesses. And it's because of those very businesses that we host a spectacular party to showcase our prized neighbors. Our goal is to highlight that Downtown McKinney is an exceptional shopping and dining destination. This event attracts fans and newbies from across the metroplex to experience an authentic Bavarian celebration. Many that attend not only participate in the festival activities, but explore our Downtown McKinney.

Does the event support a non- No

profit (other than applicant)?

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

Expected total attendance and how calculations were made. 80,000 attendees. We calculated beer sales and tracked cell phone data via Retail Coach.

Expected percentage of attendees coming from outside of McKinney. 49%

percentage

51

percentage

49

Geographic Reach (estimated travel distance) 40 miles

Our target audience includes City of McKinney, Allen, Frisco, and Anna community members: singles, married, young families, and retirees. We market to anyone that has an interest in beer, food, outdoor events and festivals, live music, shopping, and family-friendly activities.

Gross Revenue 825,000

Projected Expenses 610,000

Net Revenue 215,000

Sponsorship Revenue	\$100,000
Registration Fees	39,550
Donations	0
Other (raffle, auction, etc.)	0
Net Revenue	139,550

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.

We evaluate and measure the success of all our events in the following ways: food and beverage sales, survey's from local Downtown Businesses, tickets sold the VIP Experience area, cell phone data, social media engagement and impressions.

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

Germans have a special word – Gemütlichkeit – suggesting a warm atmosphere of open and generous hospitality, and with that heartfelt welcome, we greet over 80,000 guests to our Historic Downtown.

McKinney Oktoberfest 2026 celebrates for three days - September 25, 26 & 27! Opening ceremonies begin Friday evening, and the event continues through Sunday afternoon with more food, entertainment and attractions for the entire family.

We plan to bring back all the fan favorites like keg-tapping, stein-holding, weenie dog races, and exclusive beer from the oldest brewery in Germany, Hofbrau!

Keeping with our family-friendly theme, we are bringing back our Kinder Corner area featuring activities for littlest Oktoberfest fans like a soft play area for crawlers, nursing station for mothers, and more.

Also returning is our VIP Experience with both single day and weekend passes. Attendees are expected to dine and drink from an exclusive menu crafted by local chef, Noah Hester of Hamm's Meat Market.

This is a full-scale city event that enlists the support of fire, PD, streets, waste management, and the health department. Our special event manager coordinates with a point person from each of those departments to discuss logistics and planning. We also work with volunteers from across city departments to help put together vendor packets and to assist with onsite services like cashers.

McKinney Oktoberfest is a rain or shine event and will continue operation unless the weather is a threat to our guests.

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.)

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. This event is presented in the heart of our Downtown and provides an unique backdrop to a one-of-a-kind Oktoberfest experience.

As the largest event produced by McKinney Main Street and the largest Oktoberfest in North Texas, we will craft our of our promotion, beginning in mid-July to the end of September, as a must-see destination for not only the epic three-day festival, but to experience all of what Downtown McKinney has to offer.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication

Promotional Channel	Budget
Social Media Ads	3,200
Billboard	2,500
Signage	3,800
Event t-shirts	5,300
Content Creators	12,000

names, social media, radio, posters, flyers, yard signs, etc.)

Newspaper	8,000
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Event Marketing Plan and Budget Attachment

[MCKINNEKY OKTOBERFEST MARKETING BUDGET 2026.pdf](#)

Total Promotional Budget 35,000

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. We plan to focus our marketing by age, gender, and interests.

What percentage of the total marketing budget does the grant represent?

42%

Marketing lessons learned from past events (if applicable).

Last year we learned that including giveaways as part of our content creator partnerships did not perform as well as well executed video. We are retooling our messaging to encourage our content partners to create captivating messaging without the need to include monetary incentives. We are also continuing with an early start on promotion and will begin messaging in mid-July. Utilizing billboards continues to remain a mystery as to whether it was helpful or not. This year we will find billboard placement in areas that see less attendees from a specific zip code. Our hope is to increase traffic from areas that are unaware of McKinney Oktoberfest and Downtown and measure those results post event from our Tracer AI phone data scan.

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

https://www.instagram.com/reel/DMu38ThMlpl/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.instagram.com/reel/DNrApDRZFPy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.instagram.com/reel/DOXPQAYDYpP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

<https://www.facebook.com/share/p/1HrkqKMTQP/>

<https://www.facebook.com/share/p/194TasjZJA/>

Additional details related to marketing efforts.

We will continue to promote this event heavily through social media and introduce a mini-series with a select group of content creators to showcase facets of the event over a three-week period at various times from August 1st to September 25th.

This change allows us to add more storytelling in addition to our traditional marketing push.

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).

Measuring our success means we'll send out a survey to vendors and shop owners to share information about their weekend sales and foot traffic. In addition to that, we'll also analyze revenue collected from food and beverage sales, ticketed activity sales, social media engagement, and website visits.

Budget

[MCKINNEKY OKTOBERFEST MARKETING BUDGET 2026_3804.pdf](#)

Financial Statements

[FY25 Balance Sheet.pdf](#)

[StatementofActivity Main Street 2024 2025.pdf](#)

[OKT P&L Report.pdf](#)

[StatementofActivity \(1\).pdf](#)

IRS
Determination
Letter (if
applicable)

[IRS Determination Letter_1056.pdf](#)

W9

[Form W-9 \(Rev. March 2024\) City of McKinney_2024.pdf](#)

Procedure

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

CHECKED: Application Submitted via online form

Organization &
Financial
Information

CHECKED: Completed all organizational information

CHECKED: Provided documentation of organization status (IRS letter, W9)

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

Event
Description

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

CHECKED: Event dates, times, and location(s)

CHECKED: Cultural or community relevance

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

Community &
Economic
Impact

CHECKED: Description of how the event promotes tourism and economic
development

CHECKED: Economic impact projections

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

Marketing &
Promotional
Plan

CHECKED: Itemized marketing plan and budget

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

CHECKED: Promotional time


CHECKED: Social media engagement data and website analytics (if available)


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

Hidden to protect your privacy

Chief Executive
Officer

Hidden to protect your privacy

Date  Hidden to protect your privacy

Representative
Completing
Application  Hidden to protect your privacy

Date  Hidden to protect your privacy

MCKINNEKY OKTOBERFEST MARKETING BUDGET 2026

Event T-Shirts	5,300	
Newspaper	8,000	
Signage	3,800	
Billboard	2,500	
Social Media Ads	3,200	
Content Creator Partnerships		12,000
TOTAL	34,800	

McKinney Main Street

Statement of Activity Detail

October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Ordinary Income/Expenses									
Income									
Events Income									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-46,085.92	-46,085.92
10/02/2025	Deposit		eventbrite		Oktoberfest	VIP ticket sales	First United Bank Checking	46,085.92	0.00
Total for Events Income								\$0.00	
Sponsorship Income									
03/09/2026	Invoice	2339	Kroger Fulfillment Network LLC		Oktoberfest	Oktoberfest Kinder Corner Sponsorship	Accounts Receivable	10,000.00	10,000.00
03/18/2026	Invoice	2350	Big Bully Turf		Oktoberfest	Oktoberfest Supporting Sponsorship	Accounts Receivable	4,000.00	14,000.00
05/18/2026	Invoice	2366	Tomes Auto Group		Oktoberfest	Oktoberfest Presenting Sponsorship	Accounts Receivable	38,000.00	52,000.00
05/21/2026	Invoice	2367	Blue Box		Oktoberfest	Oktoberfest Prost Stage Sponsorship	Accounts Receivable	15,000.00	67,000.00
05/21/2026	Invoice	2368	Choctaw Casino		Oktoberfest	Oktoberfest VIP Experience Sponsorship	Accounts Receivable	18,000.00	85,000.00
Total for Sponsorship Income								\$85,000.00	
Vendor Income									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-	-
10/02/2025	Invoice	2167	Tally Amusement		Oktoberfest	Carnival Settlement	Accounts Receivable	155,835.91	155,835.91
10/02/2025	Invoice	2168	Local Yocal Farm to Market		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	27,730.30	128,105.61
10/02/2025	Invoice	2170	Landon Winery		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	4,157.79	123,947.82
10/02/2025	Invoice	2171	Westland Ranch LLC		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	3,119.71	120,828.11
10/02/2025	Invoice	2172	A Fresh Perspective Face & Body Art		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,732.00	118,096.11
10/02/2025	Invoice	2173	4R Ranch Winery		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	4,897.00	113,199.11
10/02/2025	Invoice	2174	The Brathaus		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	783.78	112,415.33
10/02/2025	Invoice	2175	The Brathaus		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	11,253.98	101,161.35
10/02/2025	Invoice	2175	Conway Corndogs		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	12,547.85	-88,613.50
10/02/2025	Invoice	2176	Cowtown Kettle Corn		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	3,934.34	-84,679.16
10/02/2025	Invoice	2177	Crepe Crazy		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	1,491.59	-83,187.57
10/02/2025	Invoice	2178	Cristi & Ali Cuisine		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	10,831.74	-72,355.83
10/02/2025	Invoice	2179	Dynamite Egg Rolls LLC		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,251.40	-70,104.43
10/02/2025	Invoice	2180	First American Party Ent., LLC		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,127.00	-67,977.43
10/02/2025	Invoice	2181	German Roasted Nuts V		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,347.84	-65,629.59

McKinney Main Street

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October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
10/02/2025	Invoice	2182	JJ's Concessions		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	21,784.72	-43,844.87
10/02/2025	Invoice	2182	JJ's Concessions		Oktoberfest	Oktoberfest Vendor CC Fee	Accounts Receivable	653.55	-43,191.32
10/02/2025	Invoice	2183	Lone Star Wine Cellars		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	6,734.35	-36,456.97
10/02/2025	Invoice	2184	Pecos Pete's All Natural Tea & Soda Co.		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	9,146.32	-27,310.65
10/02/2025	Invoice	2185	Shoot 'Em Up Sam Photography		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	233.00	-27,077.65
10/02/2025	Invoice	2186	Taste of Cuba		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	24,196.20	-2,881.45
10/02/2025	Invoice	2187	Taylor's Sweet Shop		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,881.45	-0.00
10/10/2025	Invoice	2192	Grady Lane Boutique		Oktoberfest	Oktoberfest Vendor Settlement	Accounts Receivable	2,678.14	2,678.14
Total for Vendor Income								\$2,678.14	
Total for Income with sub-accounts								\$87,678.14	
Cost of Goods Sold									
Gross Profit								\$87,678.14	
Expenses									
Advertising - Downtown									
10/01/2025	Check	8696	Rubys Foodies		Oktoberfest	OKT marketing	First United Bank Checking	0.00	0.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-500.00	-500.00
10/21/2025	Check	8731	Rubys Foodies		Oktoberfest	OKT marketing replace ck# 8696 bank issue	First United Bank Checking	500.00	0.00
Total for Advertising - Downtown								\$0.00	
Event Expenses									
Total for Event Expenses								\$6,014.63	
Bar Staff									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-81,445.25	-81,445.25
10/02/2025	Check	8714	Weiss Enterprises		Oktoberfest	Oktoberfest Bar staff	First United Bank Checking	81,445.25	0.00
Total for Bar Staff								\$0.00	
Decorations Expense									
10/01/2025	Check	8686	Collin County Feed & Seed		Oktoberfest	Hay bales OKT Decor	First United Bank Checking	0.00	0.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-540.00	-540.00
10/06/2025	Credit Card Credit		Home Depot		Oktoberfest	THE HOME DEPOT #0528 MCKINNEY TX	NEW Main Street Card	-143.56	-683.56
10/17/2025	Expense		Collin County Feed & Seed		Oktoberfest	Collin County Feed & Seed972-5425011 TX	NEW Main Street Card	550.00	-133.56

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October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Decorations Expense								-\$133.56	
Entertainer Expense									
10/21/2025	Check	8724	Teresa Greenwood - Fighter Country Talent		Oktoberfest	OKT Entertainer replace ck# 8674 Use Teresa's name. Not band name	First United Bank Checking	800.00	800.00
10/21/2025	Journal Entry	389			Oktoberfest	VOID 9.18.2025 Check #8674 > replaced with 10.21.2025 Check #8724 (Teresa Greenwood)		-800.00	0.00
Total for Entertainer Expense								\$0.00	
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-41,234.41	-41,234.41
10/02/2025	Check	8700	Selim's Doner Kebap House LP		Oktoberfest	Oktoberfest Vendor Settlement	First United Bank Checking	21,683.61	-19,550.80
10/02/2025	Check	8701	Milk Space		Oktoberfest	Mobile breastfeeding for event balance	First United Bank Checking	3,000.00	-16,550.80
10/02/2025	Check	8716	Hamms Meat Market_V		Oktoberfest	Vendor settlement OKT	First United Bank Checking	16,550.80	-0.00
10/13/2025	Expense		Eventbrite_V		Oktoberfest	EVENTBRITE PRO SUB EVENTBRITE.COCA	NEW Main Street Card	7.50	7.50
10/20/2025	Expense		GCS Safety		Oktoberfest	IN *GCS SAFETY 443-8292278 MD	NEW Main Street Card	3,257.13	3,264.63
11/14/2025	Check	8754	Michael O'Brien		Oktoberfest	Replace damaged audio equipment Inv# 925-026	First United Bank Checking	2,500.00	5,764.63
11/20/2025	Check	8757	Manfred Zehentmayr		Oktoberfest	OKT Vehicle damage deductible for owner	First United Bank Checking	250.00	6,014.63
Event Staff									
10/01/2025	Check	8689	Collin Gwartney		Oktoberfest	Custodial help	First United Bank Checking	0.00	0.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-855.00	-855.00
10/02/2025	Check	8706	Lottie Bock		Oktoberfest	Event staff	First United Bank Checking	0.00	-855.00
10/02/2025	Check	8711	Veronica Garcia		Oktoberfest	Event cashier	First United Bank Checking	200.00	-655.00
10/21/2025	Check	8730	Lottie Bock		Oktoberfest	Event staff replace ck# 8706 bank issue	First United Bank Checking	220.00	-435.00
10/21/2025	Check	8732	Collin Gwartney		Oktoberfest	Custodial help replace ck# 8689 bank issue	First United Bank Checking	435.00	0.00
Total for Event Staff								\$0.00	
Infrastructure									
Electricity									
10/01/2025	Check	8694	CES Power LLC		Oktoberfest	Event power/generators Inv DH 1479855-01	First United Bank Checking	32,110.06	32,110.06
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-32,110.06	0.00
Total for Electricity								\$0.00	
Fencing									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-7,500.00	-7,500.00
10/21/2025	Check	8720	Sunbelt Rentals		Oktoberfest	OKT Rentals Inv# 174727148-0001	First United Bank Checking	7,223.20	-276.80

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October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Fencing								-\$276.80	
Ice									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-5,800.00	-5,800.00
10/02/2025	Check	8713	Emergency Ice Inc		Oktoberfest	Vendor Ice	First United Bank Checking	0.00	-5,800.00
Total for Ice								-\$5,800.00	
Portables									
10/01/2025	Check	8695	A-1 Little John		Oktoberfest	Portable restrooms _ OKT	First United Bank Checking	5,125.00	5,125.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-5,125.00	0.00
Total for Portables								\$0.00	
Rentals									
10/01/2025	Check	8690	AJL International		Oktoberfest	AJL Shuttle service Inv#27394333	First United Bank Checking	4,455.00	4,455.00
10/01/2025	Check	8693	TLC Event Production		Oktoberfest	Event Tents/Fencing	First United Bank Checking	53,961.39	58,416.39
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-61,591.39	-3,175.00
10/02/2025	Expense		60 Second Bad Portai		Oktoberfest	SQ *60 SECOND BAD PORTRAlgosq.com TX	NEW Main Street Card	250.00	-2,925.00
10/21/2025	Check	8718	Metro Golf Cars		Oktoberfest	Golf Cars for OKT Inv# 105347	First United Bank Checking	2,925.00	0.00
Total for Rentals								\$0.00	
Total for Infrastructure with sub-accounts								-\$6,076.80	
Marketing Expense									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-3,800.00	-3,800.00
10/02/2025	Expense		Lovelyn Photography LLC		Oktoberfest	WP*Lovelyn Photography Allen TX	NEW Main Street Card	1,200.00	-2,600.00
10/25/2025	Check	8736	JL Event Pro LLC		Oktoberfest	Sponsorship Commission for OKT sponsorship recruitment cricut wireless	First United Bank Checking	800.00	-1,800.00
11/14/2025	Check	8751	JL Event Pro LLC		Oktoberfest	Sponsorship Commission for OKT sponsorship recruitment Kroger Inv# 435	First United Bank Checking	1,800.00	0.00
Total for Marketing Expense								\$0.00	
Misc Marketing									
10/03/2025	Expense		Eventbrite _V		Oktoberfest	EVENTBRITE AD CAMPAIGN EVENTBRITE.COCA	NEW Main Street Card	320.93	320.93
Total for Misc Marketing								\$320.93	
Newspaper									
01/15/2026	Check	8884	Medium Giant		Oktoberfest	Guide wrap OKT	First United Bank Checking	7,500.00	7,500.00

McKinney Main Street

Statement of Activity Detail

October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Newspaper								\$7,500.00	
Social Media									
10/01/2025	Check	8687	Cristina Massey		Oktoberfest	Social Media Influencer OKT	First United Bank Checking	300.00	300.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-300.00	0.00
10/21/2025	Check	8723	Aanchal Jain		Oktoberfest	OKT Marketing	First United Bank Checking	500.00	500.00
04/17/2026	Check	8969	Shelby Kahn		Oktoberfest	Social Media Marketing OKT - replace ck#8778	First United Bank Checking	500.00	1,000.00
04/30/2026	Bill		Ngoc Nguyen		Oktoberfest	OKT social media adv paid with vendor credit	Accounts Payable	1,450.00	2,450.00
Total for Social Media								\$2,450.00	
Total for Marketing Expense with sub-accounts								\$10,270.93	
Merchandise									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-366.00	-366.00
10/02/2025	Check	8704	Accurate Die Cutting, Inc d/b/a Print Art		Oktoberfest	OKT meal & beer tickets - 50642	First United Bank Checking	366.60	0.60
10/21/2025	Check	8717	Accurate Die Cutting, Inc d/b/a Print Art		Oktoberfest	OKT VIP lanyards- 50679	First United Bank Checking	866.00	866.60
Total for Merchandise								\$866.60	
Other Miscellaneous Service Cost									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-3,050.00	-3,050.00
10/02/2025	Check	8699	Roper's Wrecker Service		Oktoberfest	Move box 172395& 172383	First United Bank Checking	550.00	-2,500.00
10/21/2025	Check	8726	Global Pressure Washing		Oktoberfest	Power wash siewalks	First United Bank Checking	2,500.00	0.00
Total for Other Miscellaneous Service Cost								\$0.00	
Staffing Expense									
Total for Staffing Expense								\$1,500.00	
Cashiers									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-1,525.00	-1,525.00
10/02/2025	Check	8705	Abbey Payne		Oktoberfest	Event Cashier	First United Bank Checking	595.00	-930.00
10/02/2025	Check	8707	Esmeralda Gonzales		Oktoberfest	Event Cashier	First United Bank Checking	220.00	-710.00
10/02/2025	Check	8708	Keaira Hall		Oktoberfest	Event Cashier	First United Bank Checking	100.00	-610.00
10/02/2025	Check	8709	Benjamin Wiese		Oktoberfest	Event Cashier	First United Bank Checking	370.00	-240.00
10/02/2025	Check	8710	Lupe Armijo		Oktoberfest	Event cashier	First United Bank Checking	120.00	-120.00
10/02/2025	Check	8712	Gabriella Parks		Oktoberfest	Event cashier	First United Bank Checking	120.00	0.00

McKinney Main Street

Statement of Activity Detail

October 1, 2025-May 27, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LOCATION	CLASS FULL NAME	DESCRIPTION	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
Total for Cashiers								\$0.00	
Misc Labor									
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-615.00	-615.00
10/02/2025	Check	8703	Ricky Bishop		Oktoberfest	Trolley Driver - 20.5hr * \$30/HR	First United Bank Checking	615.00	0.00
Total for Misc Labor								\$0.00	
Porters/Cleanup									
10/01/2025	Check	8691	MC Pure Cleaning LLC		Oktoberfest	Janitorial Staff for OKT	First United Bank Checking	3,750.00	3,750.00
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-3,750.00	0.00
Total for Porters/Cleanup								\$0.00	
10/01/2025	Journal Entry	381R			Oktoberfest	REVERSE 9.30.2025 JE: Accrue Okt income received in 10.2025		-5,099.88	-5,099.88
10/02/2025	Check	8702	Randall Morris		Oktoberfest	Trolley Driver OKT- 21.5 hours x \$30	First United Bank Checking	645.00	-4,454.88
10/02/2025	Check	8715	Platinum Event Services		Oktoberfest	Oktoberfest Security	First United Bank Checking	4,454.88	0.00
12/16/2025	Check	8867	MCKINNEY NOON LIONS CLUB		Oktoberfest	OKT Goodwill games staff	First United Bank Checking	1,500.00	1,500.00
Total for Staffing Expense with sub-accounts								\$1,500.00	
Total for Event Expenses with sub-accounts								\$12,441.80	
Total for Expenses with sub-accounts								\$12,441.80	
Net Ordinary Income								\$75,236.34	
Other Income/Expense									
Other Income									
Other Expense									
Net Other Income									
Net Income								\$75,236.34	

Statement of Financial Position

McKinney Main Street

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
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
Total for Bank Accounts	\$571,599.69
Accounts Receivable	
Accounts Receivable	19,000.00
Total for Accounts Receivable	\$19,000.00
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
Total for Other Current Assets	\$209,921.83
Total for Current Assets	\$800,521.52
Other Assets	
Cultural District	\$127,182.98
Cultural District - Accumulated Depreciation	-33,849.13
Total for Cultural District	\$93,333.85
Other Long-term Assets	
Accumulated Amortization - Other Assets	0.00
Total for Other Long-term Assets	\$0.00
Polaris Gem	\$24,193.89
Accumulated Depreciation	-24,193.89
Total for Polaris Gem	\$0.00
Santa House	\$17,386.73
Accumulated Depreciation	-15,358.25
Total for Santa House	\$2,028.48
Trolley	\$0.00
Accumulated Depreciation	0.00
Total for Trolley	\$0.00

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
Total for Wireless Speakers	\$0.00
Total for Other Assets	\$95,362.33
Total for Assets	\$895,883.85
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	255,206.99
Total for Accounts Payable	\$255,206.99
Credit Cards	
NEW Main Street Card	24,403.72
OLD CitiCard Main Street	0.00
Total for Credit Cards	\$24,403.72
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
Total for Payroll Liabilities	\$0.00
Unearned Revenue	38,500.00
Total for Other Current Liabilities	\$38,500.00
Total for Current Liabilities	\$318,110.71
Total for Liabilities	\$318,110.71
Equity	
Opening Bal Equity	0.00
Retained Earnings	619,813.62
Net Income	-42,040.48
Total for Equity	\$577,773.14
Total for Liabilities and Equity	\$895,883.85

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
Total for Events Income	\$712,146.76
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
Total for Vendor Income	\$356,594.41
Total for Income	\$1,630,270.79
Gross Profit	\$1,630,270.79
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
Total for Other Fees	\$3,145.70
Postage	146.00
Printing and Reproduction	2,200.10
Supplies	\$3,277.14
Food	4,294.17
Total for Supplies	\$7,571.31

Statement of Activity

McKinney Main Street

October 1, 2024-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Travel/Training	\$4,587.61
Food	159.57
Total for Travel/Training	\$4,747.18
Total for Administrative Expenses	\$126,587.69
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
Total for Alcohol Expense	\$109,478.76
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
Total for Infrastructure	\$272,419.31
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
Total for Marketing Expense	\$150,021.37
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
Total for Staffing Expense	\$28,799.38

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
Total for Event Expenses	\$1,346,340.99
Payroll Expenses	
Taxes	2,340.65
Wages	30,596.42
Total for Payroll Expenses	\$32,937.07
Program Expenses	16,027.41
Repair & Maintenance	\$13,440.61
Fuel	30.00
Total for Repair & Maintenance	\$13,470.61
Taxes Paid	102.00
Uniforms	171.49
Total for Expenses	\$1,661,478.21
Net Operating Income	-\$31,207.42
Other Income	
Card Rewards	1,937.99
Interest Earned	86.74
Total for Other Income	\$2,024.73
Other Expenses	
Ask My Accountant	0.00
Depreciation Expense	12,857.79
Total for Other Expenses	\$12,857.79
Net Other Income	-\$10,833.06
Net Income	-\$42,040.48

McKinney Main Street

Profit and Loss

October 2023 - September 2024

	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
Total Events Income	795,279.65
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
Total Vendor Income	267,675.37
Total Income	\$1,485,433.14
GROSS PROFIT	\$1,485,433.14
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
Total Other Fees	3,975.68
Postage	98.45
Printing and Reproduction	434.48
Supplies	4,583.25
Food	3,392.66
Total Supplies	7,975.91
Travel/Training	1,825.84
Food	88.59
Total Travel/Training	1,914.43
Total Administrative Expenses	113,015.73
Event Expenses	106,456.36
Activities Expense	59,542.16
Alcohol Expense	104,994.75

	TOTAL
Cashier Staffing	490.00
TABC Permit	923.15
Total Alcohol Expense	106,407.90
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
Total Infrastructure	268,663.38
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
Total Marketing Expense	167,345.47
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
Total Special Events Expense	-500.00
Staffing Expense	4,878.00
Cashiers	3,790.00
Misc Labor	4,365.00
Porters/Cleanup	1,825.00
Total Staffing Expense	14,858.00
Supplies & Materials	4,574.20
Ticket Redemption	38,510.21
Weather Insurance	14,860.00
Total Event Expenses	1,229,807.06
Payroll Expenses	
Taxes	1,317.16
Wages	17,217.76
Total Payroll Expenses	18,534.92
Program Expenses	6,221.12
Promotional Project Expense	5,400.00
Total Program Expenses	11,621.12
Repair & Maintenance	3,808.93
Fuel	300.73

	TOTAL
Total Repair & Maintenance	4,109.66
Taxes Paid	53.00
Uniforms	175.96
Total Expenses	\$1,377,317.45
NET OPERATING INCOME	\$108,115.69
Other Income	
Interest Earned	524.06
Total Other Income	\$524.06
Other Expenses	
Depreciation Expense	13,262.32
Total Other Expenses	\$13,262.32
NET OTHER INCOME	\$ -12,738.26
NET INCOME	\$95,377.43

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 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).

0752857837
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,




Teri M. Johnson
Operations Manager, AM Ops. 3

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

020666

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.

Use for inquiries only

BODCD-TE
0752857837

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.

Use for payments

BODCD-TE
0752857837

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

