

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.
- 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

Organization Name	Marching Music Made In McKinney
CEO / Executive Director	Zach Samuell
Federal Tax I.D.	84-4264915
Incorporation Date	Monday, February 10, 2020
Mailing Address	2719 Colonial Cir McKinney, TX, 75072-4313
Phone Number	(281) 435-7858
Email	zach.samuell@gmail.com
Website	www.marchingmusicmckinney.org
Social Media	https://www.facebook.com/p/Marching-Music-Made-in-McKinney-100082103872254/ , https://www.instagram.com/marchingmusicmckinney/?hl=en

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

Established in 2020, MMMM was founded to help raise money for our local MISD band programs, promote the marching arts, and encourage tourism in McKinney. Since 2020, in collaboration with DCI, MISD, and the City of McKinney, we have helped raise over \$150,000 for our high school bands.

Select One

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

IRS Determination Letter for 501(c)3



FinalLetter_84-4264915_MARCHING... .pdf

Is the representative information same as above?

Yes

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

Yes

Total Amount Requested

10,000

Are matching funds available?

No

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.

Drumline Expo 2023 - \$5600 2024-\$5600 2025-\$5600

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

Date(s) of Event

7/19/25 7/20/25

Location(s)

Tupps Brewery 7 MISD Stadium

Ticket Prices

\$15

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)?

It began at Tupps in 2022, with around 200 people in attendance. It is held annually, and has now grown to around 600 patrons attending.

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

Both events bring attention to our historic downtown and surrounding retail areas. It also helps showcase

mckinney as a designated Music Friendly community.

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

If yes, what organization(s) are supported? MHS, MBHS, and MNHS Band Boosters

What percentage of revenue will be donated (indicate gross or net)? 100% net

Expected total attendance and how calculations were made. 600 for DLE, ~4000 for DCI McKinney

Expected percentage of attendees coming from outside of McKinney. 30-40%

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

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.)

Families, young adults, high school, and middle school students.
Arts, culture, marching band!

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue \$10,000

Projected Expenses \$3,500

Net Revenue \$6,500

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

Sponsorship Revenue \$10,000

Registration Fees 0

Donations \$500

Other (raffle, auction, etc.) \$500

Net Revenue \$11,000

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

The McKinney Drumline Expo (DLE) exists to celebrate the excitement of marching percussion while raising support for the McKinney High School band programs. The event brings world-class drumlines to our community, inspires local students, and strengthens public engagement with music education.

Planning begins about six months out, involving Marching Music McKinney, MISD partners, city officials, and invited ensembles. The timeline includes performer confirmations, venue logistics, volunteer coordination, marketing, and safety preparation. In the week before the Expo, staff walkthroughs, final checks, and on-site setup ensure a smooth event day.

Pre-event efforts focus on promotion, community outreach, vendor coordination, and securing all production elements. During the event, attendees experience performances from MISD drumlines alongside featured groups such as Santa Clara Vanguard, Phantom Regiment, and Bill Bachman’s drumline, drawing more than 600 spectators.

The Expo builds on the success of similar marching-arts events in McKinney, including DCI McKinney, which attracts over 4,800 attendees and provides a strong operational foundation.

Safety and security are managed in partnership with McKinney Police and on-site medical staff. Parking and traffic flow follow a structured plan with designated lots, signage, and volunteer direction. Weather contingencies and communication protocols are in place, and event staffing includes volunteers, campus directors, production crew, and city support.

The McKinney Drumline Expo continues to unite the community, showcase elite percussion ensembles, and generate meaningful financial support for the McKinney High School band programs.

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 Drumline Expo serves as a powerful driver of tourism and economic activity by attracting performers, families, and marching-arts enthusiasts from across North Texas and beyond. Many visitors arrive early or stay after the event to explore McKinney’s shopping and dining districts, particularly Downtown McKinney, Adriatica, and surrounding retail areas. This increased foot traffic directly benefits local restaurants, boutiques, and entertainment venues.

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
Website Updates / Improvements	\$1,500
Social Content	\$5,000
Design	\$2,000
Print Advertising	\$1,500

Event Marketing Plan and Budget Attachment

 MMMM Proposal 2026.pdf

Total Promotional Budget \$10,000

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.

Not specifically - all demographics are targeted

What percentage of the total marketing budget does the grant represent? %90

Marketing lessons learned from past events (if applicable).
Early outreach to high school band programs and high quality social media content directly at the start of summer trends towards more tickets being sold in advance, which increases attendance significantly.

If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)
Not able to attach items here...

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).
Website analytics, social engagement, ticket sales and attendance.

- 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

 2025- MMMM Financials_8464.xlsx

Financial Statements

 2025- MMMM Financials.xlsx

 Marching Music Made in McKinney Fi... .xlsx

IRS Determination Letter (if applicable)

 FinalLetter_84-4264915_MARCHING... .pdf

W9

 MMMM W-9.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. 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.



**P H O E N I X
H A R T F I L M S**

1000 West St. McKinney, TX 75069

hello@phoenixhartfilms.com

Marching Music Made in McKinney (MMMM) Promotional Content Proposal

On behalf of Phoenix Hart Films, we are excited to partner with Marching Music Made in McKinney to promote the Drumline Expo and DCI Competition in McKinney. We believe our unique background in content creation and social media marketing combined with our passion for and experience in drum corps and performance arts make us uniquely qualified to collaborate with you.

Our main goal in this campaign is to promote **Awareness, Attendance, and Engagement** of McKinney as the ideal destination for performance arts via **online digital content** and **social media campaigns** which continue after the events. Through these 3 pillars, we aim to gain support from DCI to expand the existing events into a full multi-day experience, furthering patronage of local businesses and hotels, while also generating support for the MISD marching programs. Phoenix Hart Films will also provide account management for the campaigns.

Awareness

- **Website Refresh** with updated video assets, drone footage, and branding
- Design assets for print campaign including posters, flyers and digital signage
- **Branded Campaign Assets** Social post templates, intro/outro animations, transitions
- **Facebook & IG Management**

Attendance

- **Vlog stories/shorts** promoting events and ticket sales
- **Social media giveaways** (Like, follow, share)
- **Stories** updating tickets info (low ticket warnings etc...)
- **Event Promo Videos** utilizing stadium drone footage, drumline venue drone footage funneling to online ticketing platform

Engagement

- **IG Reels** from last year's performances
- **2 Full Production Days** (July 19th and 20st) to capture event footage for continuing content into the fall season

Past promotions



9:55



marchingmusic...



Share a photo.



MarchingMusicMcKinney

65 posts

9,926 followers

158 following

Drum Line Expo July 20th.

DCI McKinney July 21st.

Non-profit organization, passionate about bringing world-class marching music to McKinney, TX.

www.marchingmusicmckinney... and 1 more

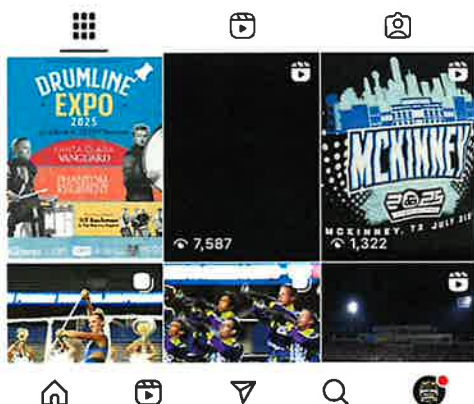
[@marchingmusicmckinney](#)

Professional dashboard

1.2K views in the last 30 days

Edit profile

Share profile



2023 Marching Music Made in McKinney Financials (Stix Icehouse & DCI Competition)

Projected Income

	Units	Rev / Unit	Estimated Revenue	Actual Revenue
Visit McKinney Grant	1		\$ 5,000.00	\$ 5,000.00
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00
The Stix Icehouse Drum Expo ticket sales	337	\$ 15.00	\$ 7,500.00	\$ 5,183.00
DCI Guarantee to Booster Club (guaranteed)	2,854	\$ 3.00	\$ 12,900.00	\$ 9,098.00
Parking (assumes 1 car / 4 attendees)	990	\$ 10.00	\$ 6,250.00	\$ 9,900.00
Sponsorships & inkind donations	10	\$ 500.00	\$ 5,000.00	\$ 10,177.00
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	\$ 5,459.58
Revenue Subtotal			\$ 47,250.00	\$ 50,417.58

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	Units	Cost / Unit	Estimated Cost	Adjusted Cost
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	50	\$ 150.00	\$ 7,500.00	\$ 8,357.47
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ 3,744.84
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 299.06
Police for Drumline Expo	4	\$ 40.00	\$ 160.00	\$ 400.00
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ 1,337.50
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -
Concessions	1,500	\$ 3.00	\$ 4,500.00	\$ 4,500.00
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -
Stadium Utilities	1		\$ 2,500.00	\$ -
Stadium Clean-up	1		\$ 5,000.00	\$ -
Turf cleaning	1		\$ 500.00	\$ -
Corps to perform at Stix Icehouse	4	\$ 1,000.00	\$ 4,000.00	\$ 3,750.00
Misc (staff shirts, event posters, table covers)	1		\$ 750.00	\$ 766.78
Expenses Subtotal			\$ 58,863.50	\$ 23,155.65

Profit / Loss from 2023 Marching Music Made in MCKinney

\$ 27,261.93

2025 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)							
Projected Income							
		Units	Rev / Unit	Estimated Revenue	Actual Revenue	+/- Variance	Comments
	Visit McKinney Grant	1		\$ 1,000.00	\$ -	-100.00%	No Hotels were booked through the Visit McKinney portal
	MCDC Grant	1		\$ 5,600.00	\$ 5,600.00	0.00%	
	Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 7,000.00	\$ 6,080.78	-13.13%	Due to the reduced number of performers, same-day tickets were \$15 instead of \$20. Total attendance was up 20%
	DCI Guarantee to Booster Club (guaranteed)	4,000	\$ 3.00	\$ 12,000.00	\$ 14,575.00	21.46%	YoY ticket sales were up 65% at 4,858 tickets sold
	Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	\$ 14,536.00	46.83%	We raised parking price inline with MISD band events
	Sponsorships & inkind donations	3	n/a	\$ 7,500.00	\$ 6,000.00	-20.00%	Several recurring sponsors did not contribute this year. In 2026, focus will be on engaging new sponsors in support of MISD Fine Arts.
	Concessions Revenue	1,000	\$ 5.00	\$ 5,000.00	\$ 11,587.00	131.74%	Higher average ticket sales
	Revenue Subtotal			\$ 48,000.00	\$ 58,378.78	121.62%	
Projected Expenses (* = DCI reimbursed cost or City covered cost)							
		Units	Cost / Unit	Estimated Cost	Adjusted Cost	+/- Variance	Comments
	Volunteer T-Shirts and Wristbands			\$ 500.00	\$ 424.61	-15.08%	
	Digital Marketing (targeted digital ads, social media)	1	n/a	\$ 5,600.00	\$ 5,600.00	0.00%	Social, website hosting, revisions/enhancements, print flyers
	Drumline Expo ticket processing costs	325	\$ 0.38	\$ 231.00	\$ 231.23	0.10%	
	Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -	-100.00%	Fully reimbursed by DCI
	Drum Corps staying at MISD schools Custodial & Concessions	8	\$ 3,000.00	\$ 24,000.00	\$ -	-100.00%	Fully reimbursed by DCI
	Announcer (DCI provided)	1,000	\$ 5.00	\$ 5,000.00	\$ 5,000.00	0.00%	
	Stadium Mgr (1 person for 12 hours)	6	\$ 40.00	\$ 240.00	\$ -	-100.00%	Fully covered by DCI
	Graphics board operator (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -	-100.00%	Fully reimbursed by DCI
	Stadium Security (2 officers for 7 hours each)	12	\$ 50.00	\$ 600.00	\$ -	-100.00%	Fully reimbursed by DCI
	Traffic Mgt (4 officer for 7 hours)	14	\$ 80.00	\$ 1,120.00	\$ -	-100.00%	Fully reimbursed by DCI
	Stadium Utilities	28	\$ 80.00	\$ 2,240.00	\$ -	-100.00%	Fully reimbursed by DCI
	Stadium Clean-up	1		\$ 2,500.00	\$ -	-100.00%	Fully reimbursed by DCI
	Turf cleaning	1		\$ 5,000.00	\$ -	-100.00%	Cost reimbursed by DCI
	Corps to perform at Tupps Brewery	1		\$ 500.00	\$ -	-100.00%	Fully reimbursed by DCI
	Expenses Subtotal	3	N/A	\$ 3,000.00	\$ 2,450.00	-18.33%	
Profit / Loss from 2025 Marching Music Made in McKinney Efforts					\$ 44,672.94		

2024 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)

Projected Income

	Units	Rev / Unit	Estimated Revenue	Actual Revenue	+/- Variance	Comments
Visit McKinney Grant	1		\$ 5,000.00	\$ 4,000.00	-20.00%	
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00	0.00%	
Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 4,875.00	\$ 7,500.00	53.85%	Hot weather lowered attendance; we sold 115 tix day of event
DCI Guarantee to Booster Club (guaranteed)	2,849	\$ 3.00	\$ 12,000.00	\$ 8,806.00	-26.62%	YoY ticket sales are down 5%; Estimated attendance was 4000 and actual was 2849; we are working with DCI to get better estimates going forward
Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	\$ 12,000.00	21.21%	We raised parking price inline with MISD band events
Sponsorships & inkind donations	13	n/a	\$ 10,150.00	\$ 12,500.00	23.15%	Stronger sponsorship based on potential exposure + interest to support MISD schools
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	\$ 10,919.16	118.38%	Higher average ticket sales
Revenue Subtotal			\$ 52,525.00	\$ 61,325.16	116.75%	

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	Units	Cost / Unit	Estimated Cost	Adjusted Cost	+/- Variance	Comments
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	1	n/a	\$ 10,500.00	\$ 10,500.00	0.00%	Needed to revamp elements of website for 2023
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ -	-100.00%	Required more rebuild as prior developer went out of business
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 190.00	53.85%	
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -	-100.00%	Fully reimbursed by DCI
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -	-100.00%	We did not do radio
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -	-100.00%	Fully reimbursed by DCI
Concessions	1,000	\$ 2.50	\$ 2,500.00	\$ 5,459.58	118.38%	
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -	-100.00%	Fully covered by DCI
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -	-100.00%	Fully reimbursed by DCI
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -	-100.00%	Fully reimbursed by DCI
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Utilities	1		\$ 2,500.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Clean-up	1		\$ 5,000.00	\$ -	-100.00%	Cost reimbursed by DCI
Turf cleaning	1		\$ 500.00	\$ -	-100.00%	Fully reimbursed by DCI
Corps to perform at Tupps Brewery	3	\$ 1,000.00	\$ 3,000.00	\$ 3,000.00	0.00%	Slight reduction for one of the corps
Misc (staff t-shirts, event posters, Corps gifts)	1		\$ 2,000.00	\$ 3,486.86	74.34%	Not submitted (Assumed Visit McKinney would pick up gift bag item costs, which they did not)
Expenses Subtotal			\$ 59,953.50	\$ 22,636.44	37.76%	

Profit / Loss from 2023 Marching Music Made in MCKinney	\$ 38,688.72
--	---------------------

Date	Source	Description	Amount	Catergory (Event proceeds, Donation, Grant)	
6/31/25	Wix transfer	DLE tickets	\$231.23	Event Proceeds	
7/19/25	H-E-B	Grant	\$5,000.00	Grant	
7/24/25	Dallas Percussion	Donation	\$250.00	Donation	
7/25/25	CBT	Donation	\$500.00	Donation	
7/25/25	Wix transfer	DLE tickets	\$6,080.78	Event Proceeds	
	MCDC Grant		\$5,600.00	City Grant	OUTSTANDING

July \$11,830.78

Total 7/29/25 \$12,062.01

Projected Total \$17,662.01

Date	Vendor	Description	Amount	Catergory (Donations, Notes	
2/5/2025	Vanguard	Donation for perfomance	\$1,000.00	Donation	Check by Dean
2/6/2025	Blue Stars	Donation for perfomance	\$1,000.00	Donation	Check by Dean
3/28/2025	Troopers	Donation for perfomance	\$1,000.00	Donation	Check by Dean
6/24/2025	Wix	Domain Transfer (1 year)	\$16.18	Business Expense	Paid with Debit
7/8/2025	Fed Ex Office	Flyers for DLE	\$43.29	Event Expenses	Paid with Debit
7/8/2025	Amazon	Wrist Bands for DLE	\$9.61	Event Expenses	Paid with Debit
7/12/2025	Phoenix Hart (Zach)	Down Payment for Marketing and Con	\$1,000.00	Business Expense	Debit Card Payment - Invoice CC08
7/23/2025	Agape Decals	MMMM Tshirts and Polos	\$420.00	Event Expenses	Debit Card Payment Invoice # 000031
7/29/2025	Phoenix Hart (Zach)	Final Payment for Marketing and Cont	\$4,600.00	Business Expense	Debit Card Payment - Invoice 2358
	SCV	DLE donation	\$1,000.00	Donation	To be paid
	Phantom Regiment	DLE donation	\$1,000.00	Donation	To be paid
	Bill Bachman ??	DLE donation	\$500.00	Donation	To be paid

7/29/25 Total \$6,072.90

Projected Total \$11,589.08

Month	Income	Expenses	Ending Balance
January			\$4,189.55
Feburary		\$2,000.00	\$2,189.55
March		\$1,000.00	\$1,189.55
April	\$0.00	\$0.00	\$1,189.55
May	\$0.00	\$0.00	\$1,189.55 At Bank Takeover
June	\$231.23	\$16.18	\$1,404.60
July	\$11,830.78	\$6,072.90	\$7,162.48
August	\$0.00	\$2,500.00	\$4,662.48
September	\$5,600.00	\$0.00	\$10,262.48 grant mcdc
October			
	\$17,662.01	\$8,589.08	\$10,262.48

Wix Ticket Sales Transfers**July**

\$172.37
\$3,991.08
\$389.31
\$447.70
\$86.18
\$57.35
\$172.72
\$159.01
\$43.09
\$101.35
\$115.62
\$100.43
\$86.48
\$43.09
\$115.00

\$6,080.78

June

\$28.83
\$115.62
\$86.78
\$231.23

[illegible]

2024 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)

Projected Income

	Units	Rev / Unit	Estimated Revenue	Actual Revenue
Visit McKinney Grant	1		\$ 5,000.00	\$ 4,000.00
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00
Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 4,875.00	\$ 7,500.00
DCI Guarantee to Booster Club (guaranteed)	2,849	\$ 3.00	\$ 12,000.00	\$ 8,806.00
Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	\$ 12,000.00
Sponsorships & inkind donations	13	n/a	\$ 10,150.00	\$ 12,500.00
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	\$ 10,919.16
Revenue Subtotal			\$ 52,525.00	\$ 61,325.16

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	Units	Cost / Unit	Estimated Cost	Adjusted Cost
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	1	n/a	\$ 10,500.00	\$ 10,500.00
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ -
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 190.00
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -
Concessions	1,000	\$ 2.50	\$ 2,500.00	\$ 5,459.58
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -
Stadium Utilities	1		\$ 2,500.00	\$ -
Stadium Clean-up	1		\$ 5,000.00	\$ -
Turf cleaning	1		\$ 500.00	\$ -
Corps to perform at Tupps Brewery	3	\$ 1,000.00	\$ 3,000.00	\$ 3,000.00
Misc (staff t-shirts, event posters, Corps gifts)	1		\$ 2,000.00	\$ 3,486.86
Expenses Subtotal			\$ 59,953.50	\$ 22,636.44

Profit / Loss from 2023 Marching Music Made in MCKinney	\$ 38,688.72
---	--------------

Associa	\$	500.00
CBTX	\$	500.00
Dallas Percussion	\$	250.00
Dallas Percussion *	\$	250.00
Flour Mill *	\$	250.00
Guitar Sanctuary	\$	1,000.00
H-E-B	\$	5,000.00
Love Life	\$	1,000.00
MCDC	\$	5,600.00
Msft	\$	1,500.00
Tupps *	\$	2,000.00
Upbeat Parades	\$	250.00
Visit McKinney	\$	4,000.00
	\$	22,100.00

* = inkind

DLE

	2023	2024	Change
Tix Sales	336	500	49%
\$ Sales	\$ 5,153	\$ 7,372	43%

DCI Competition

	2023	2024	Change
Total Tix Sold	2,944	2,804	-5%
Day of Tix Sold	445	391	-12%
Group Tix Sold	874	603	-31%
Comp Tix	92	90	-2%
VIP	60	45	-25%
GROSS Attendance	3,004	2,849	-5%

Parking	9,900	12,000	21%
Concessions	\$ 5,460	5,082	-7%

Flow Marching

	2023	2024	Change
Viewers	N/A		

2024 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)

Projected Income

	<u>Units</u>	<u>Rev / Unit</u>	<u>Estimated Revenue</u>	<u>Actual Revenue</u>
Visit McKinney Grant	1		\$ 5,000.00	\$ 4,000.00
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00
Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 4,875.00	\$ 7,500.00
DCI Guarantee to Booster Club (guaranteed)	2,849	\$ 3.00	\$ 12,000.00	
Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	
Sponsorships & inkind donations	13	n/a	\$ 10,150.00	\$ 12,500.00
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	
Revenue Subtotal			\$ 52,525.00	\$ 29,600.00

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	<u>Units</u>	<u>Cost / Unit</u>	<u>Estimated Cost</u>	<u>Adjusted Cost</u>
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	1	n/a	\$ 10,500.00	\$ 10,500.00
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ -
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 190.00
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -
Concessions	1,000	\$ 2.50	\$ 2,500.00	
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -
Stadium Utilities	1		\$ 2,500.00	\$ -
Stadium Clean-up	1		\$ 5,000.00	\$ -

Turf cleaning	1		\$	500.00	\$	-
Corps to perform at Tupps Brewery	3	\$	1,000.00	\$	3,000.00	\$ 3,000.00
Misc (staff t-shirts, event posters, Corps gifts)	1		\$	<u>2,000.00</u>	\$	<u>3,486.86</u>

Expenses Subtotal			\$	59,953.50	\$	17,176.86
--------------------------	--	--	----	------------------	----	------------------

Profit / Loss from 2023 Marching Music Made in MCKinney		\$ 12,423.14
--	--	---------------------

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

MAR 12 2020

MARCHING MUSIC MADE IN MCKINNEY
7110 WELLINGTON POINT RD
MCKINNEY, TX 75072-0000

Employer Identification Number:
84-4264915

DLN:
26053445001630

Contact Person:
CUSTOMER SERVICE ID# 31954

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
February 28

Public Charity Status:
509(a)(2)

Form 990/990-EZ/990-N Required:
Yes

Effective Date of Exemption:
February 10, 2020

Contribution Deductibility:
Yes

Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Marching Music Made In McKinney

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) ► **501(c)3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

2719 Colonial Cir.

Requester's name and address (optional)

6 City, state, and ZIP code

McKinney, TX 75072

7 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.

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

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

8	4	-	4	2	6	4	9	1	5
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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.

Sign
Here

Signature of
U.S. person ►

Zachary Samuel

Date ► **6/15/2025**

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.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.