

# Promotional and Community Event Grant Application

## Step 1

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### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**
- **If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online [Letter of Inquiry](#).**

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### Organization Information

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Name McKinney Downtown Business Re-Development, Inc.

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Federal Tax ID Number 04-3615798

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Incorporation Date 1/1/2002

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Mailing Address 111 North Tennessee Street

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City McKinney

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State TX

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Zip Code 75069

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Phone Number 97254726620

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Email Address [contact-mainstreet@mckinneytexas.org](mailto:contact-mainstreet@mckinneytexas.org)

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Website DowntownMcKinney.com

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Facebook <https://www.facebook.com/downtownmckinney>

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Instagram <https://www.instagram.com/downtownmckinney>

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Twitter *Field not completed.*

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LinkedIn *Field not completed.*

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Please provide a detailed narrative about your organization including years 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. We encourage economic vitality through diverse partnerships and buy-local support. We build strong relationships through shared purposes - all in honor of Historic Downtown McKinney.

McKinney Main Street is a part of the national Main Street program offers a nationally recognized practical strategy appropriately scaled to local resources and conditions. And because it is a locally-driven program, all initiatives stem from local issues and concerns.

Our overall aim is to improve all aspects of downtown by, but no limited to: improving economic management, strengthening public participation, preservation of historical assets, support Downtown as a unique destination and experience, and support continuous economic development.

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Organization Type Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)

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IRS Determination Letter [IRS Determination Letter.pdf](#)

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Noteworthy recognitions or awards in the last two years. *Field not completed.*

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### **Representative & Contact Information**

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Representative Completing Application:

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Name JAKIA BRUNELL

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Title Marketing and Development Specialist

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Mailing Address 111 North Tennessee Street

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City McKinney

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State TX

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Zip Code	75069
Phone Number	9725479023
Email Address	<a href="mailto:jbrunell@mckinneytexas.org">jbrunell@mckinneytexas.org</a>

(Section Break)

Contact for Communications Between MCDC and Organization:

Name	Andrew Jones
Title	Director of Cultural District
Mailing Address	111 North Tennessee Street
City	MCKINNEY
State	Texas (USA)
Zip Code	75069
Phone Number	9725472661
Email Address	<a href="mailto:ajones2@mckinneytexas.com">ajones2@mckinneytexas.com</a>

**Project Information**

Funding - Total Amount Requested	11,000
Are matching funds available?	Yes
Matching Funds Available:	11,000
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations /	No

foundations for this event(s)?

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Has a request for funding for this Promotional / Community Event been submitted to MDCD in the past five years?

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Please list. Arts in Bloom, Juneteenth, Oktoberfest, and Home for the Holidays

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Board of Directors  
Chris Wilkes, Alternate  
Ginger Hayes  
Kim Black  
Taylor Phelan  
Terms Expiring in 2025  
AJ Micheletto  
Amy Pyeatt  
Lauren Smith  
Mike Buchanan, Alternate  
Onel Perez  
Preston Schwalls  
Von Daniels

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Leadership Staff  
Andrew Jones  
Gregory Hearn  
Graham Martin  
Heidi Wiese  
Ryan Phelan  
Jakia Brunell

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Board of Directors Attachment *Field not completed.*

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Leadership Staff Attachment *Field not completed.*

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**Promotional / Community Event Information**

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

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Date(s) of Event Arts in Bloom

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Ticket Prices Free admission

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Describe the target attendee for the event(s)?	Family-friendly event that caters to wine aficionados and art collectors.
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 event held)?	Arts in Bloom has been a three-day event since 2016 and held annually. Before 2016, the event was known as Art Walk and held for one day on the square.
How will the event showcase McKinney for tourism and / or business development?	Historic Downtown McKinney is nationally known as one of the most vibrant and thriving historic downtowns in the country. Home to an extraordinary creative community, the State of Texas recently recognized Downtown McKinney as a Cultural District. Arts in Bloom is the perfect opportunity for visitors from across North Texas to experience the best of what our community has to offer.
Expected attendance	45,000
Expected number or percentage of attendees coming from outside McKinney	20%
Location(s) of event(s)	Historic Downtown McKinney
Does the event support a non-profit (other than applicant)?	No
What percentage of revenue will be donated(indicate net or gross)?	n/a
Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>Produced and sponsored by McKinney Main Street, Arts In Bloom takes place in Historic Downtown McKinney and features over 120 juried artists, and the Local Artist Village, all set up on the tree-lined streets surrounding the McKinney Performing Arts Center.</p> <p>A nationally recognized participant in the Main Street Program, downtown McKinney offers a unique and beautiful setting of restored, turn-of-the-century buildings that now feature cafes,</p>

offices, bars, boutiques, galleries and restaurants.

During the event, the streets of downtown come alive with fascinating sights and sounds as fine artists, performance artists, musicians, Texas wineries, and food vendors take part in the three-day celebration. There's also a hands-on interactive area for children, the Kids Creation Station, where young Picasso's can learn about art processes and create their own masterpieces.

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### Specific Marketing Plans and Budget

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Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).	Print Media - Dallas Morning News Guide Wrap and full page ad in Community Impact Digital Promotion - Paid ads with local publications Local Profile and Dallas Observer Social Media- Organic and paid advertisement with Facebook and Instagram Influencer Collaborations - Paid partnership with regional content creators to promote event and host package giveaways
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Attach marketing plan	<i>Field not completed.</i>
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Total Promotional Budget	22,000
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What percentage of the total marketing budget does the grant represent?	100%
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Marketing lessons learned from past (what worked and what did not).	Our audience is very engaged with social media and digital content, so we have shifted a lot of our resources to creating exciting campaigns to promote Arts in Bloom. Every year we see an increase in attendees and followers in conjunction with our event marketing outreach.
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How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	Staff will measure success of marketing campaigns with a variety of avenues: cell phone data to calculate number or attendees, Arts in Bloom website visits, and social media analytic breakdown of accounts reached, post and Reel interactions and plays, profile activity, likes, and comment engagement.
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Please include examples of past marketing efforts	Please see email sent to <a href="mailto:ljones2@mckinneytexas.org">ljones2@mckinneytexas.org</a> on Tuesday, November 28th
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(screen shots of ads, posters, social posts, radio text, etc.)

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Additional details related to marketing efforts. *Field not completed.*

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Budget [AIB23 Jakia Excel McKinne.xlsx](#)

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What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 50%

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Are matching funds available? Yes

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What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

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Sponsorship Revenue 20,000

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Registration Fees 9,000

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Donations 0

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Other (raffle, auction, etc.) 0

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Net Revenue 0

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Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

The success of this project will be measured on the overall foot traffic attendance, store specific sales increases, vendor and community feedback. McKinney Main Street will work to execute short surveys to gather demographic information. Sample questions will include zip code of event attendee's residence, if they are a first time visitor or attended previously, and opinion on the overall experience of the festival. As with all Main Street produced events, a survey will be sent to all downtown merchants to collect their opinions and experience.

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Financial Goals of Promotional / Community Event

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Gross Revenue 130,000

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Projected Expenses	115,000
Net Revenue	15,000
Other Funding Sources	<i>Field not completed.</i>

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### Financial Status of Applying Organization

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- Provide an overview of the organization’s financial status including the projected impact of the event(s) on the organization's mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why and attach a copy of the 990 filed with the IRS.

Budget	<a href="#">AIB 23 Jakia ProfitandLossDetail (1).pdf</a>
Financial Statements	<a href="#">Main Street 2023 Financials Jakia ProfitandLossbyClass (4).pdf</a>
W9	<a href="#">MDBR -Main Street W-9 2023.pdf</a>
IRS Determination Letter (if applicable)	<a href="#">IRS Determination Letter 1.pdf</a>
990 Filed with IRS (if applicable)	<i>Field not completed.</i>

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### Presentation to MCDC Board of Directors

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Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the [Grants page](#) of this website. Presentations will be limited to five (5) minutes followed by time for Board questions. **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, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable),
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event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.

- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

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## Acknowledgements

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If funding is approved by the MCDC board of directors, applicant will assure:

- An application is considered complete when it is submitted on time and when it contains all information in this application.
  - The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
  - All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
  - The organization's 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 found [here](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).
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- 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.**

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(Section Break)

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Andrew Jones
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Date	11/28/2023
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Representative Completing Application	Jakia Brunell
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Date	11/28/2023
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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.*
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**Marketing Expense**

**Name**

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	J.S. Shows, Inc.
	Yiftee
Total for Marketing Expense	
Event T-Shirts	
	Impress Designs
Total for Event T-Shirts	
Misc Marketing	
Total for Misc Marketing	
Newspaper	
	Community Impact Newspaper
	Community Impact Newspaper
Total for Newspaper	
Signage	
	Speedpro Imaging
	Speedpro Imaging
	Speedpro Imaging
Total for Signage	
Social Media	
	The Social Scribe
	Rubys Foodies
	Ashley Weller
	Dallas Party of 2
	Crucial Productions Group, LLC
	Seerel Meadows
	The Social Scribe
	Melissa Saylor
	The Social Scribe
	Vanessa Espinoza
Total for Social Media	
Total for Marketing Expense with sub-accounts	

<b>Memo/Description</b>	<b>Amount</b>
Photography	950
	5000
	5950
Volunteer shirts AIB	378.76
	378.76
Reverse old outstanding 6.10.2022 check #7273	-250
	-250
COMMUNITY IMPACT NEWSPAP 512-610-1753 T	8300
AIB Inv #189346	3168
	11468
SPEEDPRO IMAGING RICHARDSRICHARDSON TX	111.42
AIB Signage Inv #17404	898.2
AIB Signage Inv #17443	1856.57
	2866.19
THE SOCIAL SCRIBE WWW.THESOCIALTX	2500
AIB Influencer Collaboration	250
Social Media Marketing AIB	300
Social Media Marketing AB	350
AIB Entertainer	3000
AIB Influencer Collaboration	350
AIB Social Media	2500
AIB Social Media Influencer	300
THE SOCIAL SCRIBE WWW.THESOCIALTX	1750
AIB Marketing Social Media Influencer Inv# 10021	300
	11600
	32012.95



Facebook Pages  
**Historic Downtown McKinney**

March 20, 2023 - April 16, 2023

Determine your impact on Facebook by analyzing your Facebook Page activity.





## Performance Summary

View your key profile performance metrics from the reporting period.

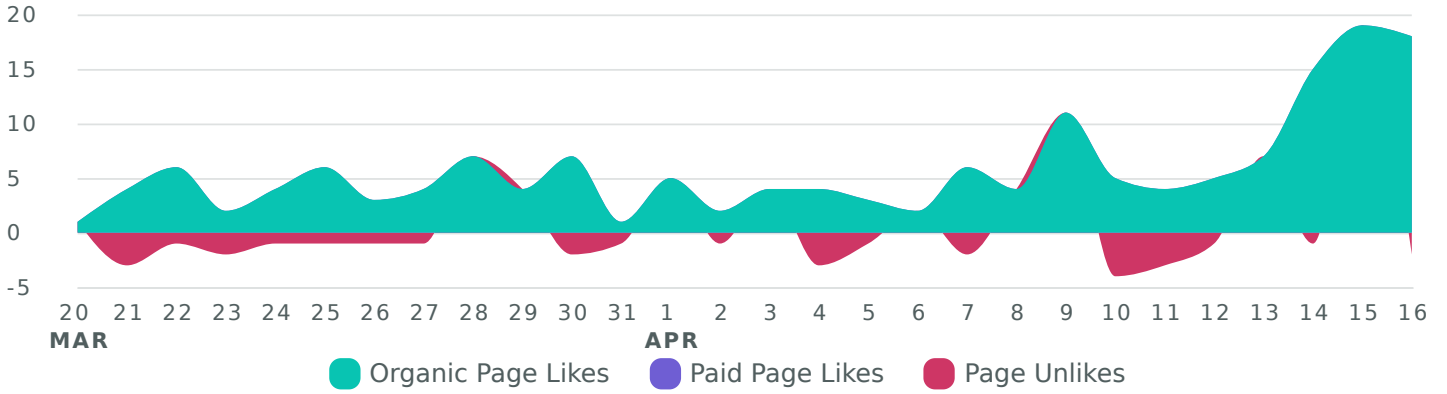
Impressions <b>815,937</b> ↗38.7%	Organic Impressions <b>722,515</b> ↗23.2%	Paid Impressions <b>89,945</b> ↗—
Engagement Rate (per Impression) <b>5.4%</b> ↗10.8%	Organic Engagement Rate (per Impression) <b>0.8%</b> ↗81.4%	Paid Engagement Rate (per Impression) <b>0%</b> —
Post Link Clicks <b>2,651</b> ↗148.7%	Organic Post Link Clicks <b>2,651</b> ↗148.7%	Paid Post Link Clicks <b>0</b> →0%
Engagements <b>44,175</b> ↗53.7%	Organic Engagements <b>5,595</b> ↗123.5%	Paid Engagements <b>0</b> →0%
Uncategorized Engagements <b>38,580</b> ↗47%		



### Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown by Organic/Paid Likes, by Day



Audience Metrics	Totals	% Change
<b>Net Page Likes</b>	<b>132</b>	<b>↗200%</b>
Organic Page Likes	163	↗126.4%
Paid Page Likes	0	→0%
Page Unlikes	31	↗10.7%



## Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Breakdown by Content Type, by Day



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>22</b>	<b>↗ 37.5%</b>
Published Videos	0	↘ 100%
Published Photos	17	↗ 142.9%
Published Links	5	→ 0%
Published Text	0	→ 0%





### Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

**Historic Downt...**  
Mon 3/20/2023 9:19 am ...

McKinney Main Street and McKinney Performing Arts Center are teaming up to...

[tickets.mckinneyperf...](#)



<b>Total Engagements</b>	<b>3,878</b>
Reactions	203
Comments	15
Shares	14
Post Link Clicks	784
Other Post Clicks	2,862

**Historic Downt...**  
Fri 4/7/2023 9:57 am PDT


This line-up is fire 🔥🔥🔥 Get y tickets now for #TMR27 in Hist Downtown McKinney on June 2



<b>Total Engagements</b>	<b>1,644</b>
Reactions	251
Comments	52
Shares	29
Post Link Clicks	237
Other Post Clicks	1,075

**Historic Downt...**  
Sat 4/15/2023 6:00 am ...

Today is the second day of Arts in Bloom, and it's open from 11 a.m. to 10 p.m.! Th...



<b>Total Engagements</b>	<b>1,063</b>
Reactions	222
Comments	25
Shares	31
Post Link Clicks	233
Other Post Clicks	552



### Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

**Historic Downt...**  
Mon 4/3/2023 9:56 am P...

New Concert Coming Soon!  
This season is heating up with exciting entertainment at...

**Historic Downtown M...**

<b>Total Engagements</b>	<b>1,036</b>
Reactions	<b>45</b>
Comments	<b>1</b>
Shares	<b>0</b>
Post Link Clicks	<b>195</b>
Other Post Clicks	<b>795</b>

**Historic Downt...**  
Mon 4/10/2023 12:48 p...

Check out this article about the oldest business in Downtown McKinney!

**McKinney barber kee...**

<b>Total Engagements</b>	<b>967</b>
Reactions	<b>238</b>
Comments	<b>13</b>
Shares	<b>12</b>
Post Link Clicks	<b>409</b>
Other Post Clicks	<b>295</b>

**Historic Downt...**  
Wed 4/12/2023 7:44 am...

AT&T Byron Nelson is here!  
Beyond the course, McKinney is proud to be the 19th hole...

<b>Total Engagements</b>	<b>721</b>
Reactions	<b>163</b>
Comments	<b>12</b>
Shares	<b>12</b>
Post Link Clicks	<b>112</b>
Other Post Clicks	<b>422</b>




### Top Posts

Review your top posts published during the selected time period, based on the post’s lifetime performance.

Descending by Lifetime Engagements

**DOWNTOWN MCKINNEY** **Historic Downt...**  
Tue 3/21/2023 8:43 am ...

If you've ever visited Historic Downtown McKinney within the past couple of years, th...



<b>Total Engagements</b>	<b>551</b>
Reactions	<b>101</b>
Comments	<b>6</b>
Shares	<b>3</b>
Post Link Clicks	<b>20</b>
Other Post Clicks	<b>421</b>

**DOWNTOWN MCKINNEY** **Historic Downt...**  
Mon 3/27/2023 10:41 a...


The ARTS IN BLOOM ART + WINE FESTIVAL presented by Texans Credit Union is comi...



<b>Total Engagements</b>	<b>462</b>
Reactions	<b>185</b>
Comments	<b>44</b>
Shares	<b>28</b>
Post Link Clicks	<b>1</b>
Other Post Clicks	<b>204</b>

**DOWNTOWN MCKINNEY** **Historic Downt...**  
Wed 4/12/2023 9:52 am...

Only 2 days until the Arts in Bloom Art + Wine Festival, time to sip, sip, hooray! 🍷🎉



<b>Total Engagements</b>	<b>405</b>
Reactions	<b>95</b>
Comments	<b>7</b>
Shares	<b>13</b>
Post Link Clicks	<b>145</b>
Other Post Clicks	<b>145</b>



### Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

**Historic Downt...**  
Wed 3/29/2023 10:09 a...

Learn more about Historic Downtown McKinney newest mural and the heartwarmin...


**Downtown McKinney'...**



<b>Total Engagements</b>	<b>403</b>
Reactions	<b>110</b>
Comments	<b>13</b>
Shares	<b>3</b>
Post Link Clicks	<b>168</b>
Other Post Clicks	<b>109</b>

**Historic Downt...**  
Mon 4/10/2023 10:44 a...


We are bursting with excitement! The Arts in Bloom Festival presented by Texan...



<b>Total Engagements</b>	<b>362</b>
Reactions	<b>103</b>
Comments	<b>5</b>
Shares	<b>12</b>
Post Link Clicks	<b>141</b>
Other Post Clicks	<b>101</b>

**Historic Downt...**  
Thu 4/13/2023 4:27 am ...

Art. Wine...and Music!  
Downtown McKinney's Arts in Bloom, presented by...



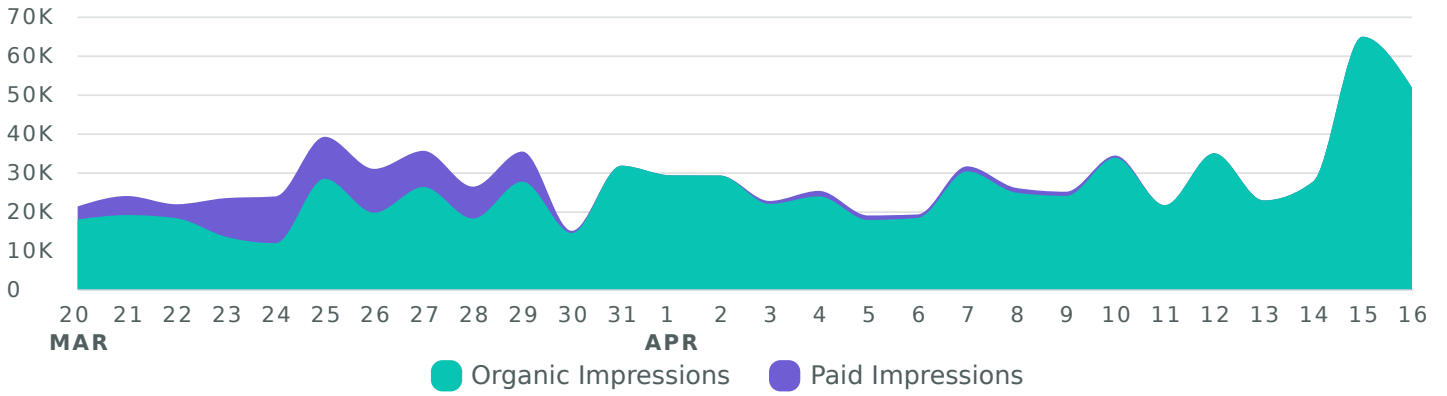
<b>Total Engagements</b>	<b>209</b>
Reactions	<b>26</b>
Comments	<b>1</b>
Shares	<b>6</b>
Post Link Clicks	<b>84</b>
Other Post Clicks	<b>92</b>



## Impressions

Review how your content was seen by the Facebook community during the reporting period.

Organic and Paid Impressions Breakdown by Organic/Paid, by Day



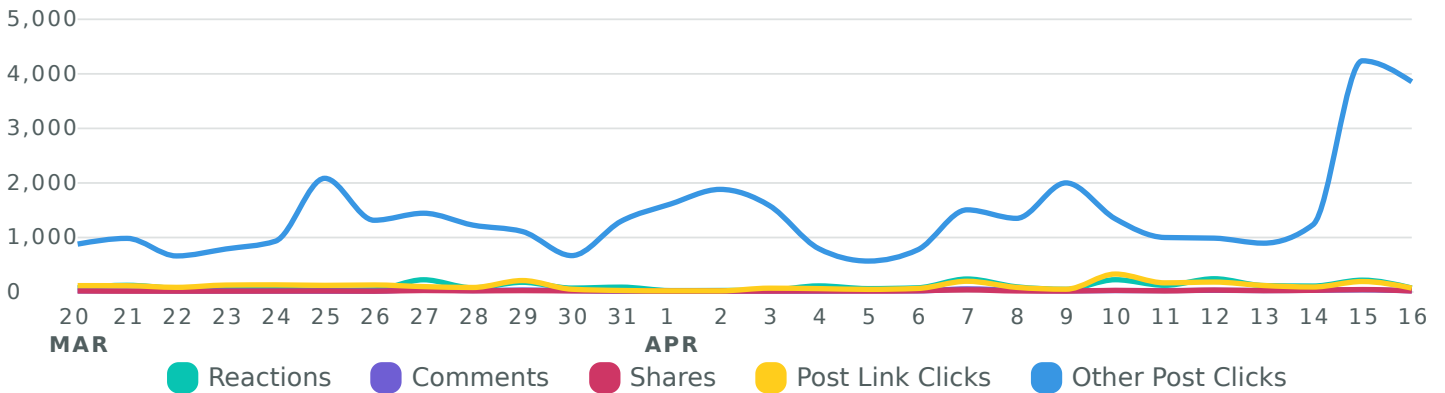
Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	722,515 ↗ 23.2%	89,945 ↗ —	<b>815,937</b>	<b>↗ 38.7%</b>



## Engagement

See how people are engaging with your posts during the reporting period.

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day



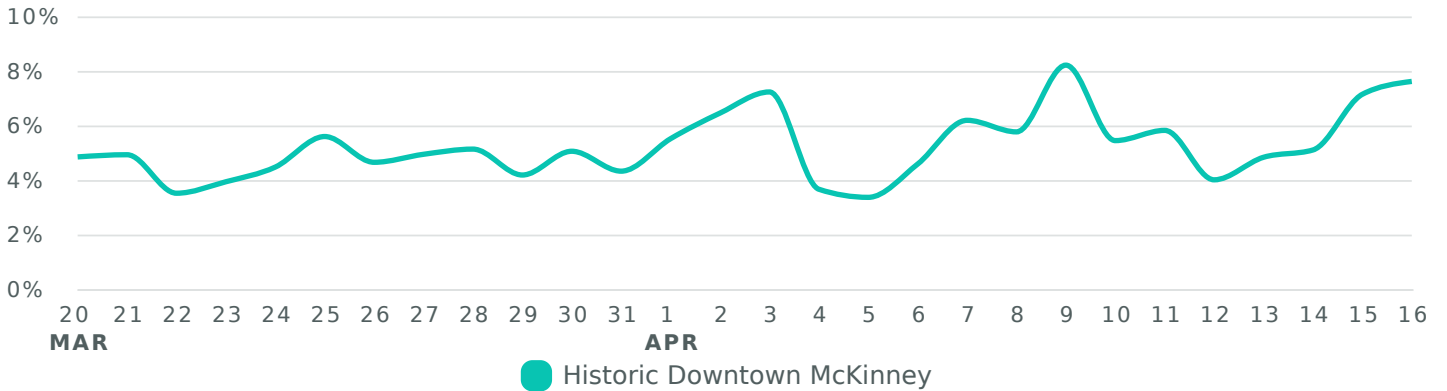
Engagement Metrics	Organic	Paid	Totals	% Change
<b>Total Engagements</b>	<b>5,595</b> ↗ 124%	<b>0</b> → 0%	<b>44,175</b>	<b>↗ 53.7%</b>
Reactions	2,479 ↗ 101%	0 → 0%	<b>2,479</b>	<b>↗ 100.7%</b>
Comments	262 ↗ 106%	0 → 0%	<b>262</b>	<b>↗ 106.3%</b>
Shares	203 ↗ 171%	0 → 0%	<b>203</b>	<b>↗ 170.7%</b>
Post Link Clicks	2,651 ↗ 149%	0 → 0%	<b>2,651</b>	<b>↗ 148.7%</b>
Other Post Clicks	N/A	N/A	<b>38,580</b>	<b>↗ 47%</b>



## Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Profile, by Day



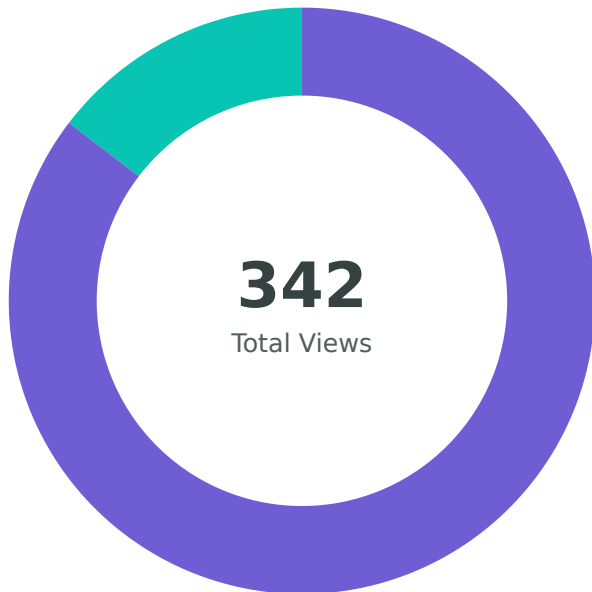
Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>5.41%</b>	<b>↗10.84%</b>
Historic Downtown McKinney	5.41%	↗10.84%



## Video Performance

View your aggregate video performance during the reporting period.

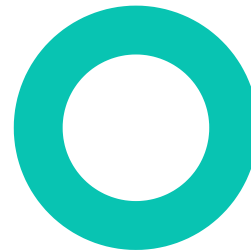
### View Metrics



### Viewing Breakdown

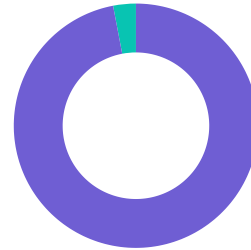
Organic Full  
**50**

Organic Partial  
**292**



Organic Views  
**100%**

Paid Views  
**0%**



Click Plays  
**3%**

Auto Plays  
**97%**

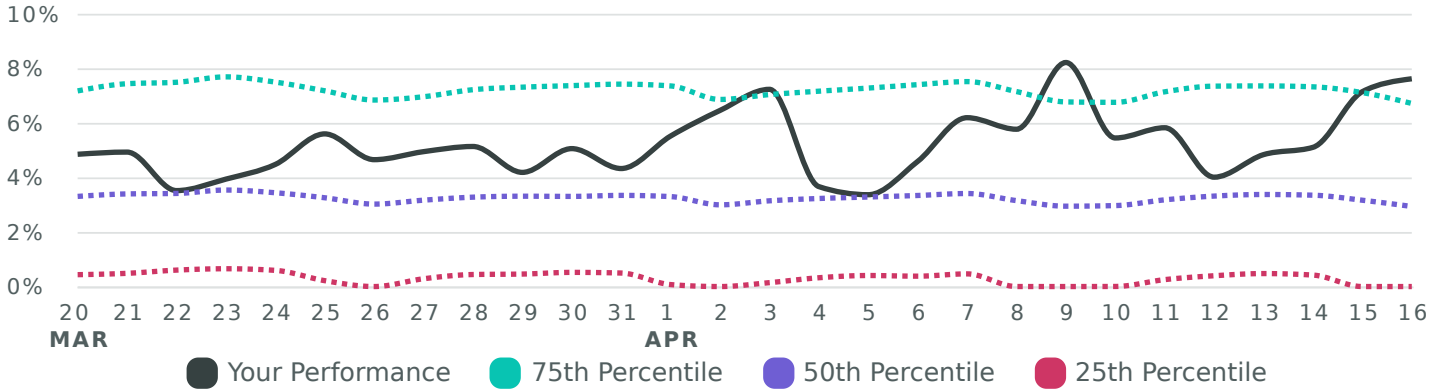




## Network Benchmarks

See how your profiles' performance compares to all other profiles connected to Sprout.

Engagement Rate (per Impression) by Day compared to Network Benchmarks



Engagement Rate Metrics

Rate

% Change

**Your Engagement Rate (per Impression)**

**5.41%**

**↗10.84%**

**50th Percentile Benchmark**

**4.51%**

**↘5.84%**

Your performance ranks in the

**58th percentile**

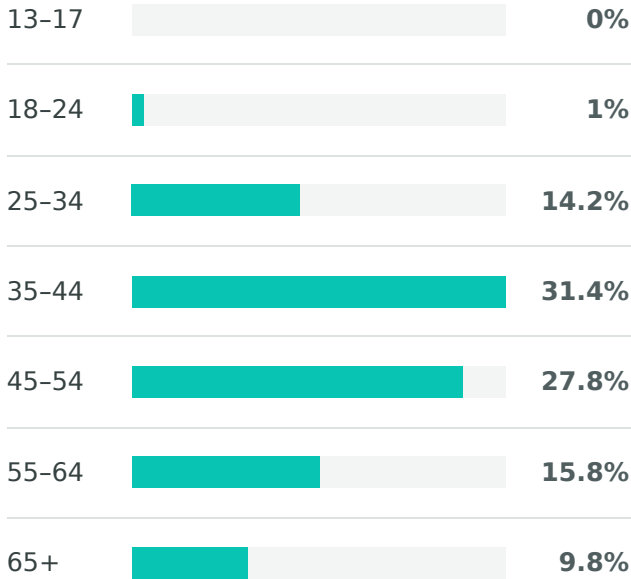
**↗Up 7 points**



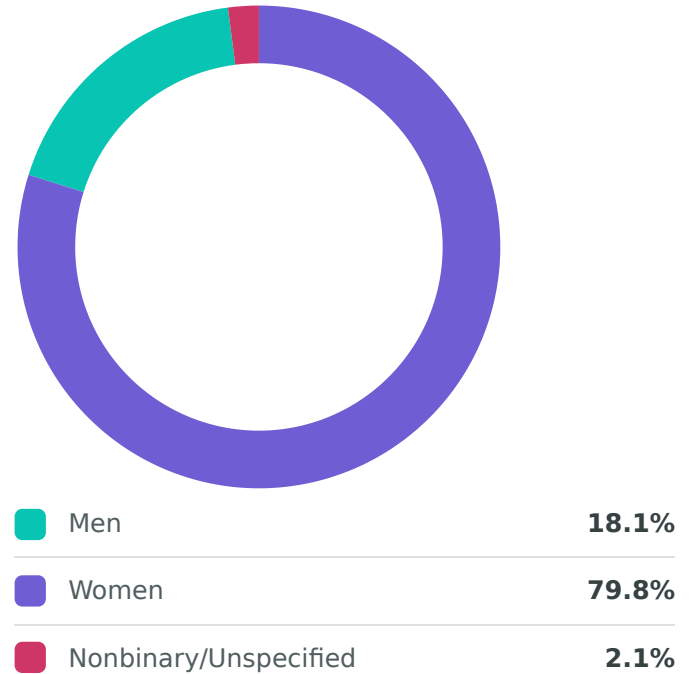
## Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

### Audience Top Countries

Country	Count
<b>United States</b>	<b>40,283</b>
Mexico	108
United Kingdom	37
Canada	31
Brazil	29

### Audience Top Cities

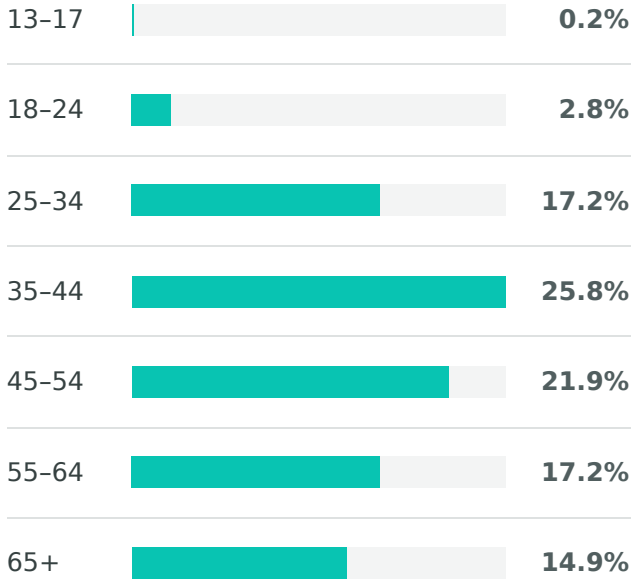
City	Count
<b>McKinney, TX</b>	<b>12,084</b>
Frisco, TX	1,928
Allen, TX	1,574
Plano, TX	1,571
Dallas, TX	1,355



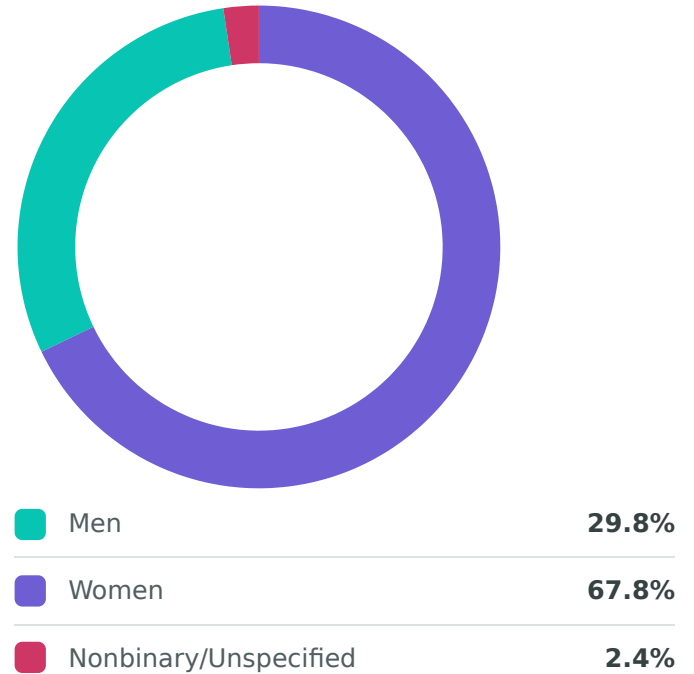
### People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

#### People Reached by Age



#### People Reached by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

#### People Reached Top Countries Daily Average

<b>United States</b>	<b>15,971.82</b>
Mexico	130.54
India	56.29
United Kingdom	53.96
Philippines	50.82

#### People Reached Top Cities Daily Average

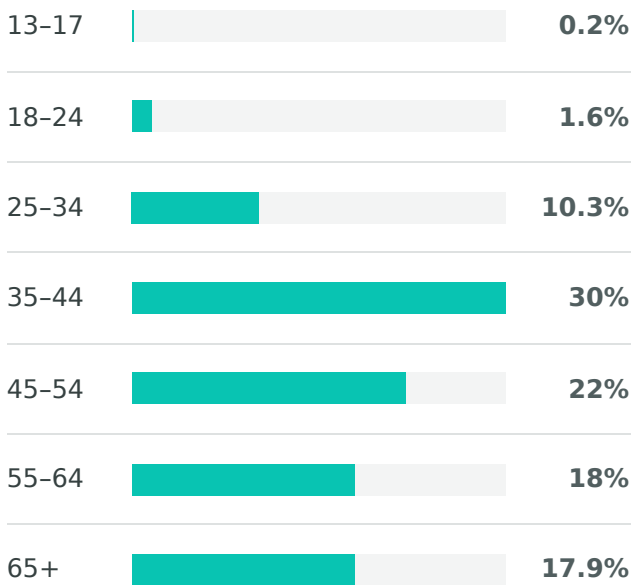
<b>McKinney, TX</b>	<b>3,556.75</b>
Dallas, TX	721.82
Plano, TX	676.96
Frisco, TX	600.04
Allen, TX	587.96



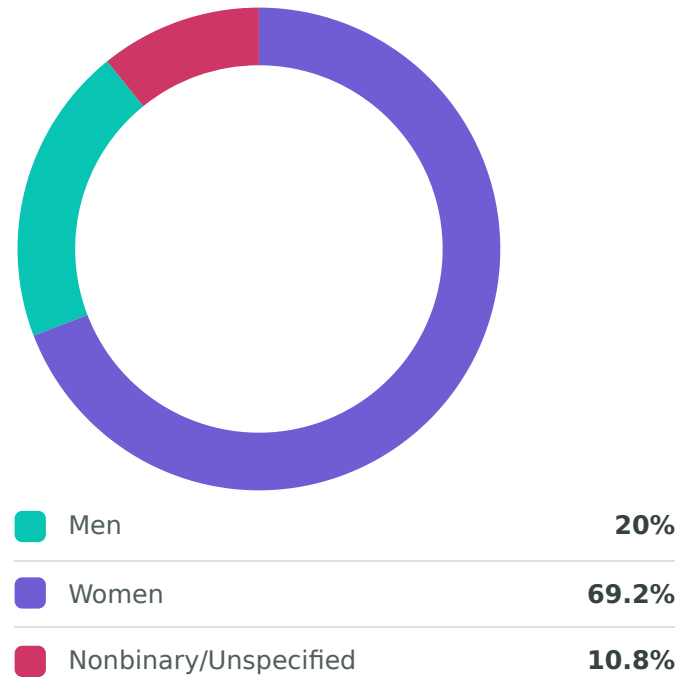
### People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

#### People Engaged by Age



#### People Engaged by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

#### People Engaged Top Countries Daily Average

<b>United States</b>	<b>170.83</b>
Nigeria	0.83
United Kingdom	0.58
Mexico	0.25
Argentina	0.17


#### People Engaged Top Cities Daily Average

<b>McKinney, TX</b>	<b>73.15</b>
Unknown	19.92
Allen, TX	8.15
Plano, TX	7.77
Dallas, TX	5.85



## Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b> Mar 20, 2023 - Apr 16, 2023	<b>40,951</b> ↗ 0.3%	<b>132</b> ↗ 200%	<b>22</b> ↗ 37.5%	<b>815,937</b> ↗ 38.7%	<b>722,515</b> ↗ 23.2%	<b>89,945</b> ↗ —	<b>44,175</b> ↗ 53.7%
<b>Compare to</b> Feb 20, 2023 - Mar 19, 2023	<b>40,834</b>	<b>44</b>	<b>16</b>	<b>588,440</b>	<b>586,222</b>	<b>0</b>	<b>28,743</b>
 <b>Historic Downtown McKinney</b>	40,951	132	22	815,937	722,515	89,945	44,175



# Instagram Business Profiles **downtownmckinney**

March 20, 2023 - April 16, 2023

Determine the impact of Instagram content by analyzing your activity.





## Performance Summary

View your key profile performance metrics from the reporting period.

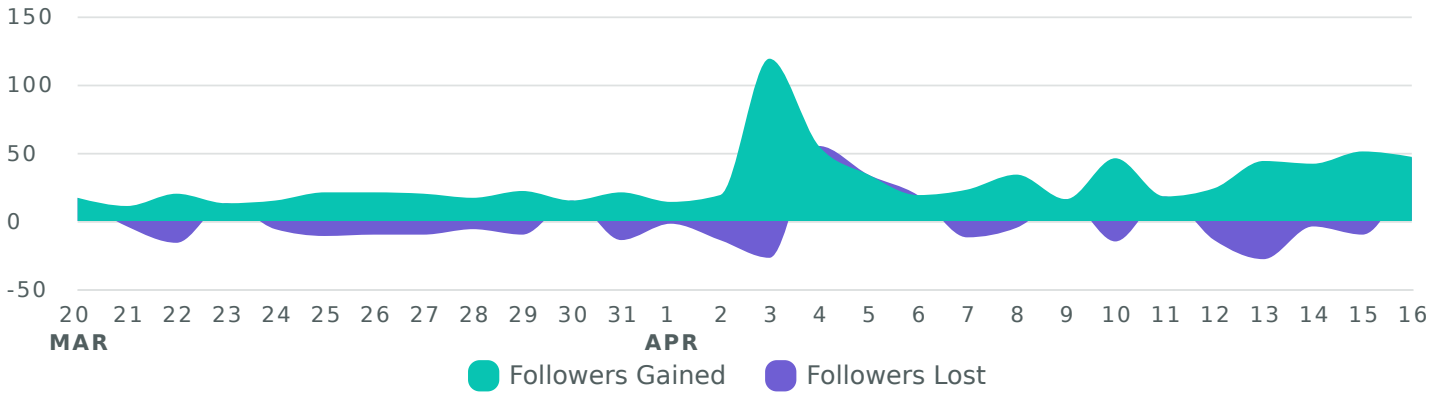
Impressions <b>222,482</b> ↗16.7%	Organic Impressions <b>222,482</b> ↗16.7%	Paid Impressions <b>0</b> →0%
Engagement Rate (per Impression) <b>2.4%</b> ↘32.6%	Organic Engagement Rate (per Impression) <b>2.4%</b> ↘32.6%	Paid Engagement Rate (per Impression) — —
Engagements <b>5,296</b> ↘21.3%	Organic Engagements <b>5,296</b> ↘21.3%	Paid Engagements <b>0</b> →0%
Profile Actions <b>565</b> ↗215.6%		



## Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown by Followers Gained/Lost, by Day



Audience Metrics	Totals	% Change
<b>Net Follower Growth</b>	<b>600</b>	<b>↗195.6%</b>
Followers Gained	818	↗85.1%
Followers Lost	218	↘8.8%

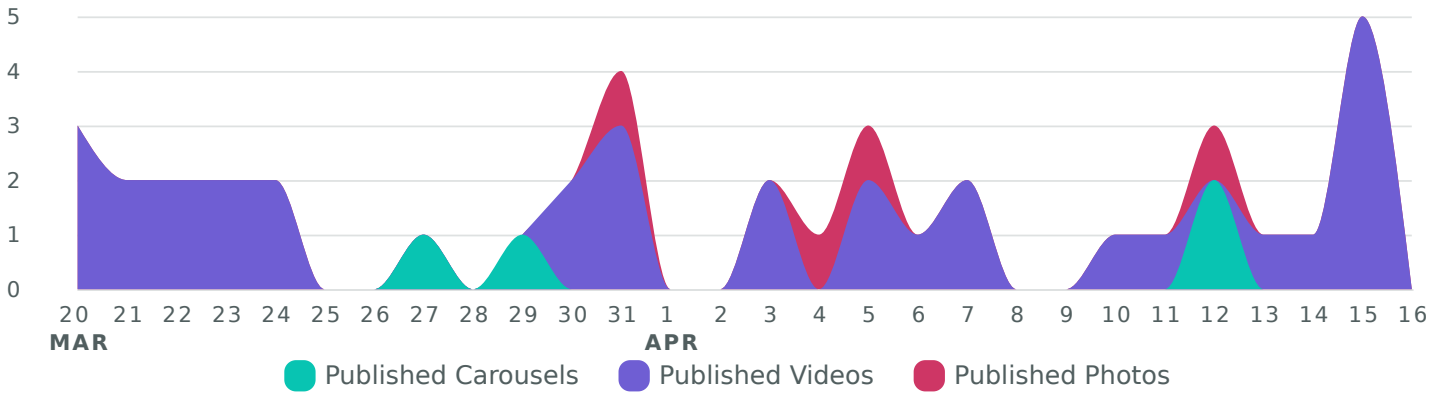




## Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

Published Posts Breakdown by Content Type, by Day



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>40</b>	<b>↗ 11.1%</b>
Published Carousels	4	→0%
Published Videos	32	↗ 14.3%
Published Photos	4	→0%



### Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

Descending by Lifetime Engagements

**DOWN TOWN MCKINTX** **downtownmcki...**  
Fri 4/14/2023 10:47 am ...

It's almost showtime! See you soon. April 14 - 16, 2023 ART + WINE FESTIVAL Friday, 5 - ...

<b>Total Engagements</b>	<b>928</b>
Likes	<b>693</b>
Comments	<b>21</b>
Shares	<b>182</b>
Saves	<b>32</b>

**DOWN TOWN MCKINTX** **downtownmcki...**  
Thu 4/6/2023 9:23 am PDT

You had us at "ciao!" @terrisgelatocafe is serving up our kind of love languag...

<b>Total Engagements</b>	<b>823</b>
Likes	<b>555</b>
Comments	<b>14</b>
Shares	<b>199</b>
Saves	<b>55</b>

**DOWN TOWN MCKINTX** **downtownmcki...**  
Wed 4/12/2023 7:42 am...

AT&T Byron Nelson is here! Beyond the course, McKinney is proud to be the 19th hole...

<b>Total Engagements</b>	<b>436</b>
Likes	<b>426</b>
Comments	<b>2</b>
Saves	<b>8</b>



### Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

Descending by Lifetime Engagements

**DOWN TOWN MCKINNEY** **downtownmcki...**  
Wed 3/29/2023 10:52 a...

Cheers to the amazing street art popping up in Downtown McKinney, courtesy of the...

<b>Total Engagements</b>	<b>418</b>
Likes	<b>395</b>
Comments	<b>6</b>
Saves	<b>17</b>

**DOWN TOWN MCKINNEY** **downtownmcki...**  
Mon 4/10/2023 8:54 am ...

Springtime in Downtown McKinney is so peaceful. 🌸

<b>Total Engagements</b>	<b>345</b>
Likes	<b>314</b>
Comments	<b>6</b>
Shares	<b>18</b>
Saves	<b>7</b>

**DOWN TOWN MCKINNEY** **downtownmcki...**  
Fri 3/24/2023 7:55 am PDT

Congratulations to winner @frankiegonyea\_nci on winning a 'Night on...

<b>Total Engagements</b>	<b>300</b>
Likes	<b>251</b>
Comments	<b>30</b>
Shares	<b>12</b>
Saves	<b>7</b>



### Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

Descending by Lifetime Engagements

**DOWN TOWN MCKTX** **downtownmcki...**  
Sat 4/15/2023 12:02 pm...


It's beautiful day to stop by and smell the roses, er, blooms happening all aroun...



<b>Total Engagements</b>	<b>265</b>
Likes	<b>238</b>
Comments	<b>3</b>
Shares	<b>19</b>
Saves	<b>5</b>

**DOWN TOWN MCKTX** **downtownmcki...**  
Thu 3/30/2023 5:39 am ...

Learn more about Downtown McKinney's newest mural painted by @aholmesartstu...



<b>Total Engagements</b>	<b>259</b>
Likes	<b>236</b>
Comments	<b>12</b>
Shares	<b>6</b>
Saves	<b>5</b>

**DOWN TOWN MCKTX** **downtownmcki...**  
Fri 4/7/2023 9:01 am PDT

Get your tickets now for #TMR27 in @downtownmckinney on Ju...



<b>Total Engagements</b>	<b>254</b>
Likes	<b>140</b>
Comments	<b>5</b>
Shares	<b>94</b>
Saves	<b>15</b>



### Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

Descending by Lifetime Engagements

**DOWN TOWN McKITX** **downtownmcki...**  
Mon 3/27/2023 12:33 p...

Reminder: TWO DAYS until @visitmckinneytx public art walking tour on Wednesday...

<b>Total Engagements</b>	<b>241</b>
Likes	<b>231</b>
Comments	<b>3</b>
Saves	<b>7</b>

**DOWN TOWN McKITX** **downtownmcki...**  
Thu 3/23/2023 5:13 am ...

Where Texas 🤠 meets Coffee ☕ meets Good music 🎵  
Check us out 📍 TexaKona F...

<b>Total Engagements</b>	<b>209</b>
Likes	<b>167</b>
Comments	<b>2</b>
Shares	<b>31</b>
Saves	<b>9</b>

**DOWN TOWN McKITX** **downtownmcki...**  
Wed 4/12/2023 10:18 a...

Only 2 days until the Arts in Bloom Art + Wine Festival, time to sip, sip, hooray! 🍷 🎉

<b>Total Engagements</b>	<b>136</b>
Likes	<b>135</b>
Comments	<b>0</b>
Saves	<b>1</b>



## Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

### Most Used Hashtags

#downtownmckinney	11
#mckinneytx	11
#bestdowntown	10
#dallastx	10
#historicdowntown	10
#historicdowntownmckinney	10
#hometownpride	10
#mckinneytexas	10
#modernspirithistoricsoul	10
#planotx	10

### Top Hashtags by Lifetime Engagements

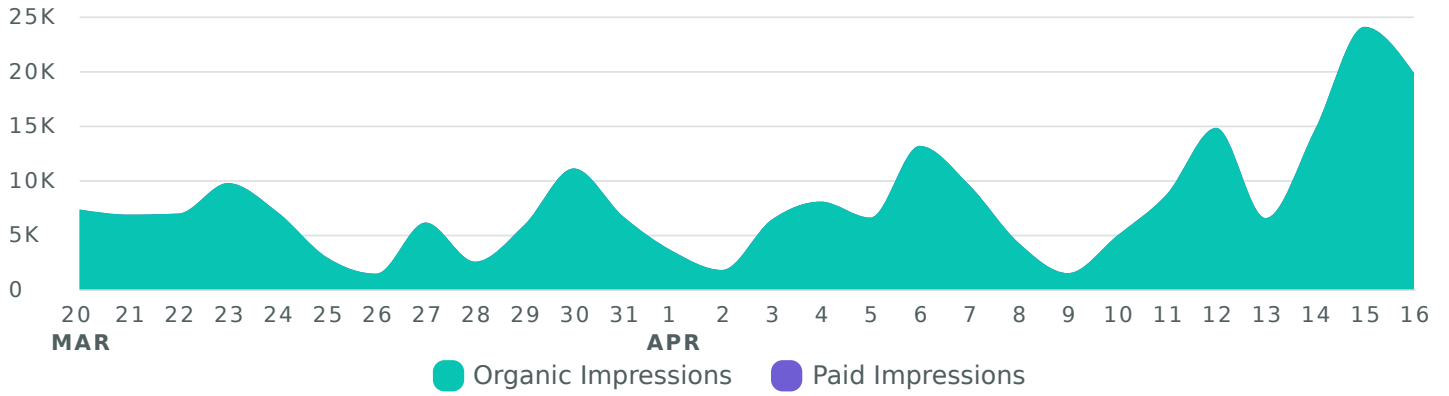
#downtownmckinney	1,903
#mckinneytx	1,903
#bestdowntown	1,694
#dallastx	1,694
#historicdowntown	1,694
#historicdowntownmckinney	1,694
#hometownpride	1,694
#mckinneytexas	1,694
#modernspirithistoricsoul	1,694
#planotx	1,694



## Impressions

Review how your content was seen by the Instagram community during the reporting period.

Organic and Paid Impressions Breakdown by Organic/Paid, by Day



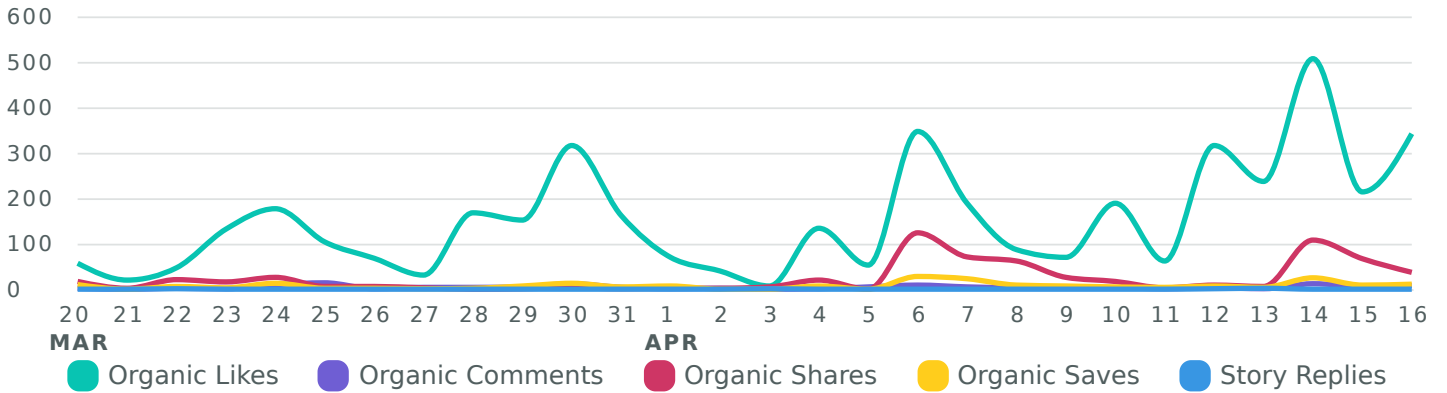
Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	222,482 ↗ 16.7%	0 → 0%	<b>222,482</b>	<b>↗ 16.7%</b>



## Engagement

See how people are engaging with your posts, stories, and reels during the reporting period.

Organic Likes, Comments, Shares, Saves, Story Replies Comparison by Engagement Type, by Day



Impression Metrics	Totals	% Change
<b>Organic Engagements</b>	<b>5,296</b>	<b>↘21.3%</b>
Organic Likes	4,298	↘ 18.1%
Organic Comments	122	↘ 26.1%
Organic Shares	661	↘ 31.7%
Organic Saves	210	↘ 39.8%
Story Replies	5	↗ —

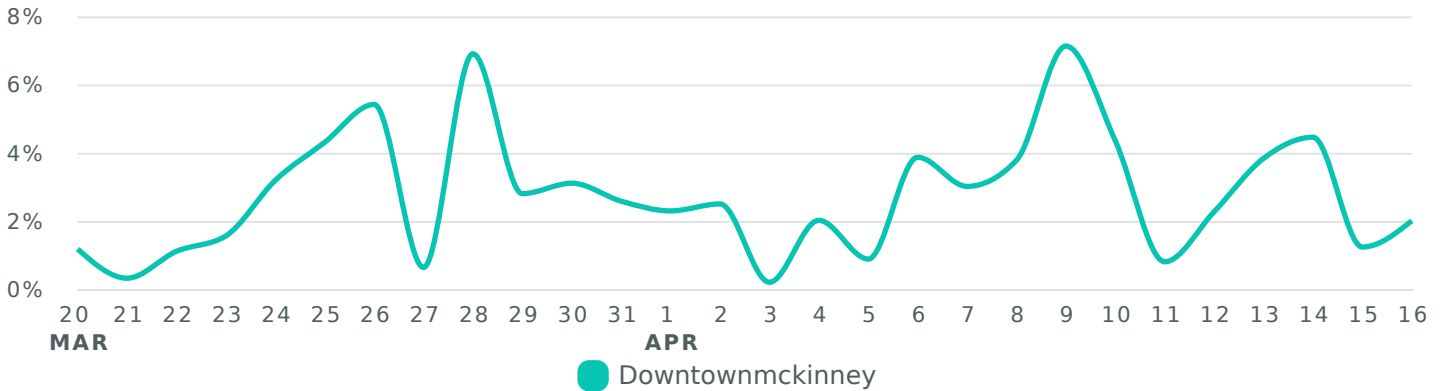




## Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Profile, by Day



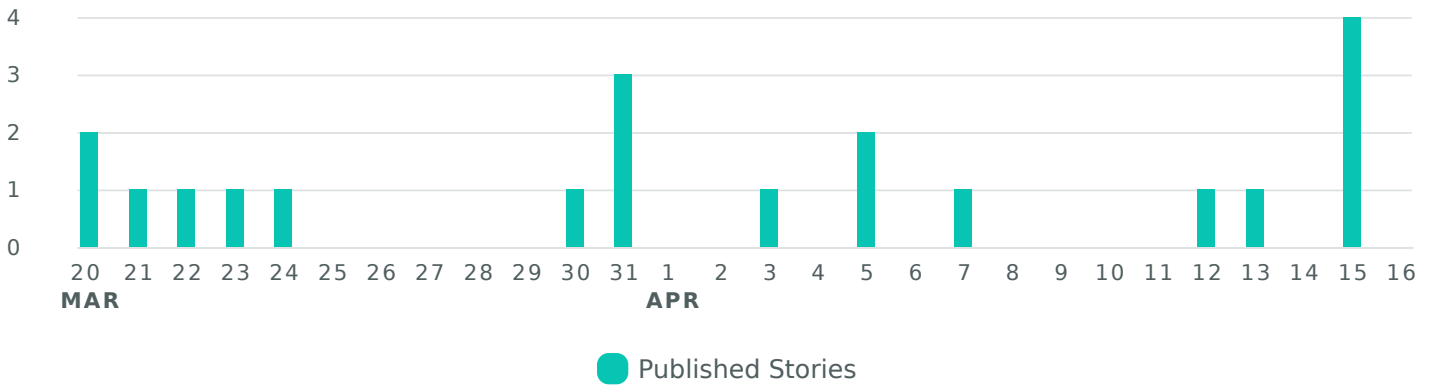
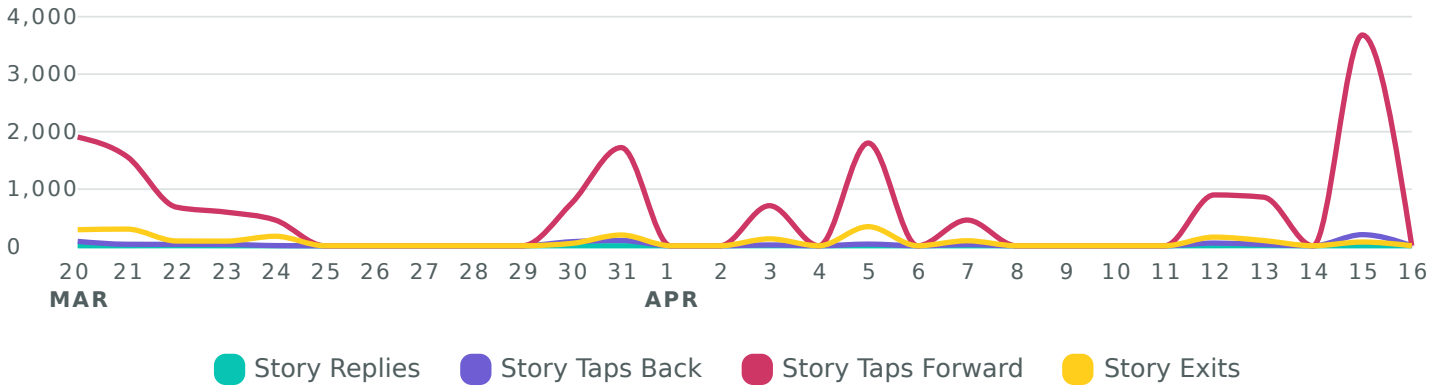
Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>2.38%</b>	<b>↘32.59%</b>
downtownmckinney	2.38%	↘ 32.59%



### Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Story Replies, Story Taps Back, Story Taps Forward, Story Exits ▾ by Day



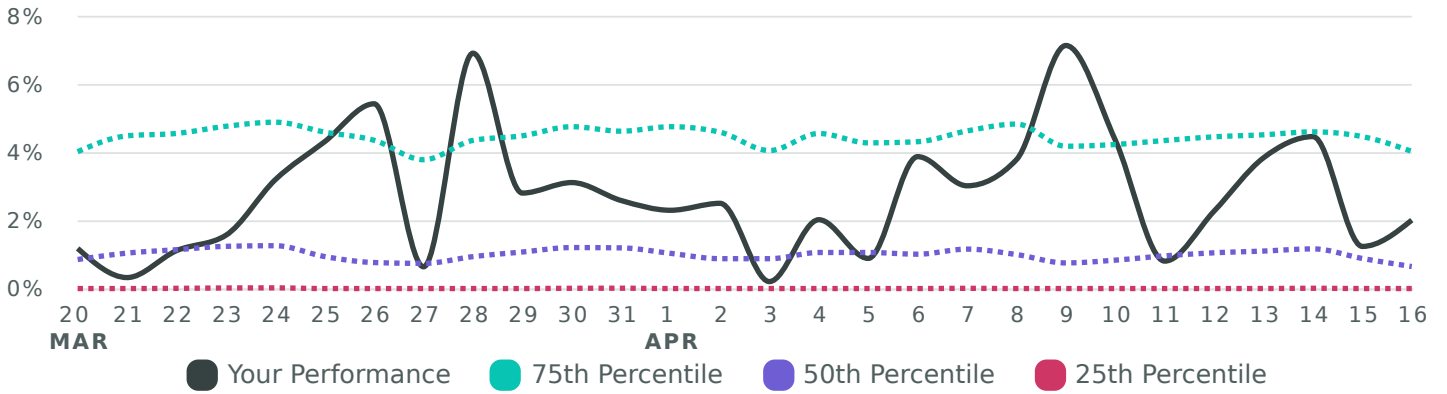
Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>20</b>	<b>↗33.3%</b>
Story Replies	5	↗—
Story Taps Back	642	↗29.7%
Story Taps Forward	15,923	↗56%
Story Exits	1,971	↗69.6%



## Network Benchmarks

See how your profiles' performance compares to all other profiles connected to Sprout.

Engagement Rate (per Impression) by Day compared to Network Benchmarks



### Engagement Rate Metrics

Rate

% Change

**Your Engagement Rate (per Impression)**

**2.38%**

**↘32.59%**

**50th Percentile Benchmark**

**2.24%**

**↘0.58%**

Your performance ranks in the

**52nd percentile**

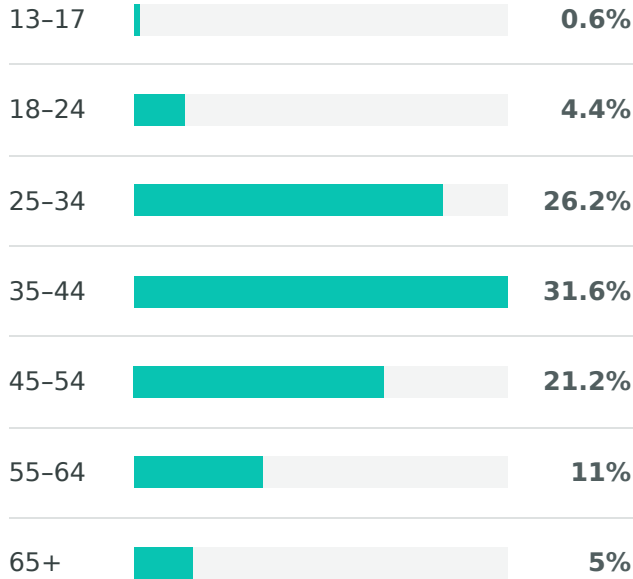
↘Down 11 points



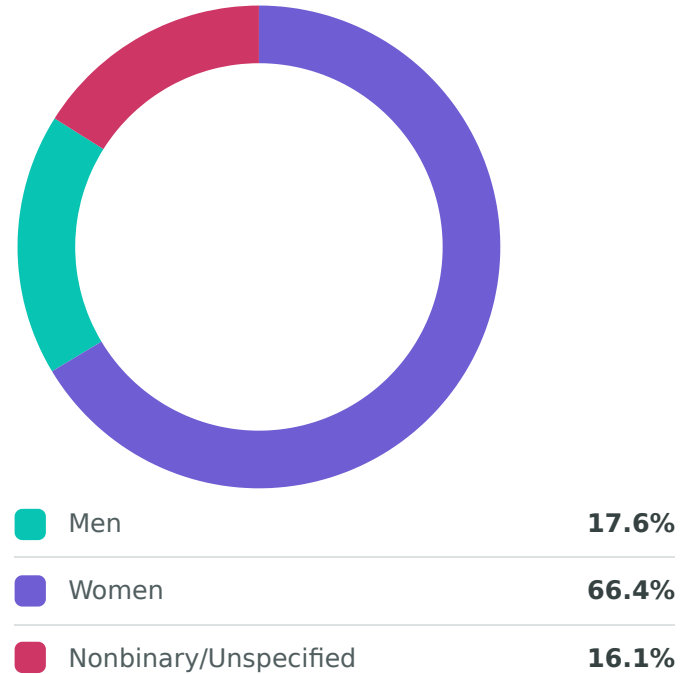
## Audience Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

### Audience Top Countries

Country	Count
<b>United States</b>	<b>28,168</b>
Taiwan	384
Nigeria	132
India	51
Mexico	51



### Audience Top Cities

City	Count
<b>McKinney, Texas</b>	<b>8,312</b>
Dallas, Texas	1,345
Frisco, Texas	1,304
Plano, Texas	1,180
Allen, Texas	1,046



## Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b> Mar 20, 2023 – Apr 16, 2023	<b>31,197</b> ↗ 2%	<b>600</b> ↗ 195.6%	<b>40</b> ↗ 11.1%	<b>222,482</b> ↗ 16.7%	<b>222,482</b> ↗ 16.7%	<b>0</b> → 0%	<b>5,296</b> ↘ 21.3%
<b>Compare to</b> Feb 20, 2023 – Mar 19, 2023	<b>30,597</b>	<b>203</b>	<b>36</b>	<b>190,569</b>	<b>190,569</b>	<b>0</b>	<b>6,729</b>
  <b>downtownmckinney</b>	31,197	600	40	222,482	222,482	0	5,296



**McKINNEY**

**ARTS**

**IN BLOOM**  
FESTIVAL

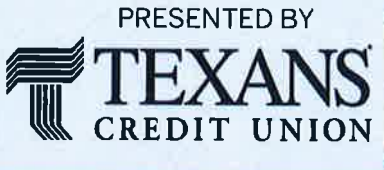
**ART DEMONSTRATIONS • LIVE MUSIC • KIDS CREATION STATION • WINE + BEER GARDEN**

**April 14-16**

**FRIDAY, 5 - 10 P.M. • SATURDAY, 11 A.M. - 10 P.M. • SUNDAY, 12 - 5 P.M**

**ART + WINE FESTIVAL**

**Don't miss the Unique by Nature Art Exhibition at MPAC featuring 60+ artists!**



**ARTSINBLOOMTX.CO**

ART + WINE FESTIVAL

APRIL 14-16

DOWNTOWN MCKINNEY



ART DEMONSTRATIONS • LIVE MUSIC  
KIDS CREATION STATION • WINE + BEER GARDEN



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MCKINNEY  
**ARTS**  
**IN BLOOM**  
FESTIVAL

# McKinney Main Street

## Profit and Loss Detail

October 2022 - September 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Income/Expenses								
Income								
Events Income								
Ticket Sales								
04/17/2023	Deposit		Square Inc.	Arts in Bloom	AIB Ticket & wine glass sales	First United Bank Checking	4,125.22	4,125.22
04/17/2023	Deposit		Cash	Arts in Bloom	AIB Ticket & Wine glass sales	First United Bank Checking	7,483.00	11,608.22
04/17/2023	Deposit		eventbrite	Arts in Bloom	AIB Pre-ticket sales	First United Bank Checking	5,610.00	17,218.22
04/17/2023	Deposit		Square Inc.	Arts in Bloom	AIB ticket & wine glass	First United Bank Checking	38,838.73	56,056.95
<b>Total for Ticket Sales</b>							<b>\$56,056.95</b>	
Vendor Commission								
04/20/2023	Invoice	1564	Frios Gourmet Pops	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	992.33	992.33
04/20/2023	Invoice	1567	Sheraton McKinney	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	3,800.48	4,792.81
04/20/2023	Invoice	1568	Taylor's Sweet Shop	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,726.52	6,519.33
04/20/2023	Invoice	1563	Cristi & Ali Cuisine	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	4,153.65	10,672.98
04/20/2023	Invoice	1562	Cowtown Kettle Corn	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,304.17	11,977.15
04/20/2023	Invoice	1560	CJ's Kitchen LLC	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	724.70	12,701.85
04/20/2023	Invoice	1559	A Fresh Perspective Face & Body Art	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,803.70	14,505.55
04/20/2023	Invoice	1569	Westland Ranch LLC	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,926.75	16,432.30
04/20/2023	Invoice	1566	Jump Into Art	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	929.40	17,361.70
04/20/2023	Invoice	1565	JJ's Concessions	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	3,174.00	20,535.70
05/31/2023	Journal Entry	268		Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)	-Split-	-20,535.70	0.00
<b>Total for Vendor Commission</b>							<b>\$0.00</b>	
<b>Total for Events Income</b>							<b>\$56,056.95</b>	
Grants Received								
06/30/2023	Deposit		City of McKinney	Arts in Bloom	Reimburse AIB	First United Bank Checking	11,000.00	11,000.00
<b>Total for Grants Received</b>							<b>\$11,000.00</b>	
Sponsorship Income								
10/28/2022	Invoice	1431	McKinney Community Development Corporation	Arts in Bloom	Arts In Bloom Sponsor	Accounts Receivable	5,000.00	5,000.00
01/18/2023	Invoice	1466	Blue Box	Arts in Bloom	Arts In Bloom Sponsor Kids Create! Station	Accounts Receivable	3,500.00	8,500.00
01/18/2023	Invoice	1464	Park Place LX of Texas, Ltd.	Arts in Bloom	Arts In Bloom Wine Tent Sponsor	Accounts Receivable	10,000.00	18,500.00
01/31/2023	Invoice	1495	Texans Credit Union	Arts in Bloom	Arts In Bloom Title Sponsor 2023	Accounts Receivable	15,000.00	33,500.00
02/14/2023	Invoice	1515	Davis at the Square	Arts in Bloom	Arts In Bloom Photo Op Sponsor	Accounts Receivable	2,500.00	36,000.00
02/14/2023	Invoice	1514	T-Mobile	Arts in Bloom	Arts In Bloom Photo Op Sponsor	Accounts Receivable	2,500.00	38,500.00
03/03/2023	Invoice	1522	Texans Credit Union	Arts in Bloom	Arts In Bloom Sponsor	Accounts Receivable	8,000.00	46,500.00
03/06/2023	Credit Memo	1526	Texans Credit Union	Arts in Bloom	Arts In Bloom Title Sponsor 2023	Accounts Receivable	-15,000.00	31,500.00
<b>Total for Sponsorship Income</b>							<b>\$31,500.00</b>	
Vendor Income								
02/14/2023	Invoice	1503	Dana Brock	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	85.00
02/14/2023	Invoice	1510	Stephanie Kaminer	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	170.00
02/14/2023	Invoice	1500	Artist in Action	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	255.00
02/14/2023	Invoice	1501	Bradley Donaldson	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	340.00
02/14/2023	Invoice	1506	GailDelger	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	425.00
02/14/2023	Invoice	1505	Denise Kilmer	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	510.00
02/14/2023	Invoice	1508	Judy Darrow Designs	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	595.00
02/14/2023	Invoice	1511	The Goddess Within Art	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	680.00
02/14/2023	Invoice	1507	Linda Herbert	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	765.00
02/14/2023	Invoice	1504	Deana McGarr	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	850.00



# McKinney Main Street

## Profit and Loss Detail

October 2022 - September 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
02/14/2023	Invoice	1499	Beth Mortenson	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	935.00
02/14/2023	Invoice	1512	Joy Jones	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,020.00
02/14/2023	Invoice	1509	Renee Wrenwood	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,105.00
02/14/2023	Invoice	1502	Cobalt Creations Company	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,190.00
02/14/2023	Invoice	1513	Valerie Batchelder	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,275.00
02/22/2023	Check	7487	Deana McGarr	Arts in Bloom	Refund for artist cancelation due to health issues	First United Bank Checking	-85.00	1,190.00
02/23/2023	Invoice	1517	Deepa Koshaley	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,275.00
02/24/2023	Invoice	1518	Wishful Thinking	Arts in Bloom	Arts In Bloom Vendor Site Fee	Accounts Receivable	85.00	1,360.00
03/08/2023	Deposit		Zapp Software LLC	Arts in Bloom	Artist fees	First United Bank Checking	40,400.21	41,760.21
03/16/2023	Invoice	1529	Taylor's Sweet Shop	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	275.00	42,035.21
03/16/2023	Invoice	1532	Cowtown Kettle Corn	Arts in Bloom	Arts In Bloom Site Fee	Accounts Receivable	400.00	42,435.21
03/16/2023	Invoice	1533	CJ's Kitchen LLC	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	150.00	42,585.21
03/16/2023	Invoice	1534	JJ's Concessions	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	940.00	43,525.21
03/16/2023	Invoice	1535	Frios Gourmet Pops	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	150.00	43,675.21
03/16/2023	Invoice	1531	Cristi & Ali Cuisine	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	530.00	44,205.21
03/16/2023	Invoice	1530	Conway Corndogs	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	580.00	44,785.21
04/20/2023	Invoice	1561	Conway Corndogs	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	4,903.21	49,688.42
05/02/2023	Check	7565	Aaron Coleman	Arts in Bloom	Artist refund	First United Bank Checking	-185.00	49,503.42
05/08/2023	Invoice	1572	Lone Timber	Arts in Bloom	Arts in Bloom Artist 10 x 10 Space	Accounts Receivable	275.00	49,778.42
05/31/2023	Journal Entry	268		Arts in Bloom	Reclassify payments to Vendor Income (to be consistent with prior years)	-Split-	20,535.70	70,314.12
<b>Total for Vendor Income</b>							<b>\$70,314.12</b>	
Vendor Application Fee								
12/07/2022	Journal Entry	258		Arts in Bloom	Reclassify vendor app fees	-Split-	313.64	313.64
01/09/2023	Deposit		Zapp Software	Arts in Bloom	Artist registration fees	First United Bank Checking	1,725.12	2,038.76
02/13/2023	Deposit		Zapp Software LLC	Arts in Bloom	Artist registrations	First United Bank Checking	1,338.27	3,377.03

# McKinney Main Street

## Profit and Loss Detail

October 2022 - September 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
<b>Total for Vendor Application Fee</b>							<b>\$3,377.03</b>	
<b>Total for Vendor Income with sub-accounts</b>							<b>\$73,691.15</b>	
<b>Total for Income</b>							<b>\$172,248.10</b>	
Expenses								
Event Expenses								
03/24/2023	Expense		Two Skillets	Arts in Bloom	Juried Art Reception	NEW Main Street Card	550.00	550.00
<b>Total for Event Expenses</b>							<b>\$550.00</b>	
Activities Expense								
03/20/2023	Expense		Alpha Lit	Arts in Bloom	Wine tickets	NEW Main Street Card	199.25	199.25
<b>Total for Activities Expense</b>							<b>\$199.25</b>	
Decorations Expense								
03/13/2023	Expense		Ali Sobhani	Arts in Bloom	Alibaba.com 408-7855580 CA	NEW Main Street Card	598.38	598.38
03/31/2023	Check	7502	Sally Ackerman	Arts in Bloom	AIB Yarn Bombing	First United Bank Checking	3,500.00	4,098.38
04/07/2023	Expense		Ali Sobhani	Arts in Bloom	Alibaba.com 408-7855580 CA	NEW Main Street Card	598.38	4,696.76
04/09/2023	Expense		Amazon	Arts in Bloom	AMZN Mktp US*HJ0WF6A40 Amzn.com/billWA	NEW Main Street Card	23.43	4,720.19
<b>Total for Decorations Expense</b>							<b>\$4,720.19</b>	
Entertainer Expense								
03/29/2023	Expense		Upper GrassMen	Arts in Bloom	SLI DO BRATISLAVA SK	NEW Main Street Card	180.00	180.00
04/12/2023	Check	7524	Michael Rex	Arts in Bloom	AIB Entertainment Inv 0011	First United Bank Checking	500.00	680.00
04/12/2023	Check	7518	Mountain Natives	Arts in Bloom	AIB Entertainer	First United Bank Checking	400.00	1,080.00
04/12/2023	Check	7525	The Payback Quartet	Arts in Bloom	Entertainment AIB - Partial Payment - Sean Cotter	First United Bank Checking	168.00	1,248.00
04/12/2023	Check	7510	Jose Aponte	Arts in Bloom	AIB Music Entertainer	First United Bank Checking	2,000.00	3,248.00
04/12/2023	Check	7511	Susan Mardele	Arts in Bloom	AIB Entertainer Bambi & Thumper Inv #1562	First United Bank Checking	200.00	3,448.00
04/12/2023	Check	7526	The Payback Quartet	Arts in Bloom	Entertainment AIB - Partial Payment - Ryan Miller	First United Bank Checking	507.00	3,955.00
04/12/2023	Check	7512	Mel Garsek Music	Arts in Bloom	AIB Entertainer Inv 13	First United Bank Checking	200.00	4,155.00
04/12/2023	Check	7513	Trenda Adkins	Arts in Bloom	AIB Entertainer INV # 04162023	First United Bank Checking	525.00	4,680.00
04/12/2023	Check	7514	Joel Scarbrough	Arts in Bloom	AIB Entertainer Inv #1	First United Bank Checking	300.00	4,980.00
04/12/2023	Check	7509	Abram Olivias	Arts in Bloom	AIB Entertainer Inv 4823	First United Bank Checking	650.00	5,630.00
04/12/2023	Check	7517	Erick Fayard	Arts in Bloom	AIB Entertainer	First United Bank Checking	200.00	5,830.00
04/12/2023	Check	7515	Nathan Morris	Arts in Bloom	AIB Entertainer INV # 041523-01	First United Bank Checking	500.00	6,330.00
04/12/2023	Check	7523	The Brehms	Arts in Bloom	Entertainment AIB	First United Bank Checking	600.00	6,930.00
04/12/2023	Check	7516	E-Flat Porch Band	Arts in Bloom	AIB Entertainment	First United Bank Checking	500.00	7,430.00
04/13/2023	Check	7528	Aaron Whitman	Arts in Bloom	AIB Entertainment	First United Bank Checking	600.00	8,030.00
04/18/2023	Check	7554	Sebastian Valenzuela	Arts in Bloom	AIB Entertainer	First United Bank Checking	220.00	8,250.00
04/18/2023	Check	7556	Kaitlyn Perez	Arts in Bloom	AIB Entertainer	First United Bank Checking	100.00	8,350.00
04/18/2023	Check	7557	Cody Cantrell	Arts in Bloom	AIB Entertainer	First United Bank Checking	600.00	8,950.00
04/18/2023	Check	7555	Trenton Hull	Arts in Bloom	AIB Entertainer	First United Bank Checking	200.00	9,150.00
04/26/2023	Check	7562	Ettiene Market	Arts in Bloom	AIB Entertainer	First United Bank Checking	250.00	9,400.00
<b>Total for Entertainer Expense</b>							<b>\$9,400.00</b>	
Hospitality								
04/07/2023	Expense		Two Skillets	Arts in Bloom	AIB staff meals	First United Bank Checking	710.00	710.00
04/12/2023	Expense		Sam's Club	Arts in Bloom	Hospitality AIB	NEW Main Street Card	720.63	1,430.63
04/13/2023	Expense		Little Caesars	Arts in Bloom	LITTLE CAESARS 3106-0003 972-548-6978 TX	NEW Main Street Card	161.18	1,591.81
04/15/2023	Expense		Jimmy Johns	Arts in Bloom	JIMMY JOHNS - 1093 - M 972-548-9725 TX	NEW Main Street Card	287.73	1,879.54
05/09/2023	Check	7571	Lara Marsh	Arts in Bloom	AIB Food Reimbursement	First United Bank Checking	325.86	2,205.40
<b>Total for Hospitality</b>							<b>\$2,205.40</b>	
Infrastructure								
Electricity								
04/20/2023	Expense		CES Power LLC	Arts in Bloom	IN *CES POWER LLC AIB	First United Bank Checking	26,130.30	26,130.30
<b>Total for Electricity</b>							<b>\$26,130.30</b>	
Fencing								
04/18/2023	Check	7558	Sunbelt Rentals	Arts in Bloom	Fencing for AIB Inv#138385690-001	First United Bank Checking	1,779.60	1,779.60
<b>Total for Fencing</b>							<b>\$1,779.60</b>	
Ice								
04/15/2023	Expense		Buc-ees	Arts in Bloom	Ice	NEW Main Street Card	32.31	32.31
04/15/2023	Expense		Buc-ees	Arts in Bloom	Ice	NEW Main Street Card	32.31	64.62
04/15/2023	Expense		Buc-ees	Arts in Bloom	BUC-EE'S #44 MELISSA TX	NEW Main Street Card	32.31	96.93
04/15/2023	Expense		Tom Thumb	Arts in Bloom	TOM THUMB #3853 MCKINNEY TX	NEW Main Street Card	159.94	256.87
<b>Total for Ice</b>							<b>\$256.87</b>	
Rentals								
03/29/2023	Expense		Flying Connected	Arts in Bloom	FLYING CONNECTED INC 888-5286288 NJ	NEW Main Street Card	715.60	715.60
03/29/2023	Expense		Flying Connected	Arts in Bloom	Square devices	NEW Main Street Card	1,308.78	2,024.38
04/12/2023	Check	7508	Metro Golf Cars	Arts in Bloom	Golf Cars for AIB Inv #031323	First United Bank Checking	2,347.00	4,371.38
04/18/2023	Check	7560	TLC Event Production	Arts in Bloom	AIB Tents Inv 1-551128	First United Bank Checking	16,047.77	20,419.15
04/21/2023	Expense		Refrigerated Logistics Inc	Arts in Bloom	IN *REFRIGERATED LOGISTIC214-5799131 TX	NEW Main Street Card	1,850.00	22,269.15
04/21/2023	Expense		Nicol Scales	Arts in Bloom	NICOL SCALES LP 214-4288181 TX	NEW Main Street Card	325.00	22,594.15

# McKinney Main Street

## Profit and Loss Detail

October 2022 - September 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
<b>Total for Rentals</b>							<b>\$22,594.15</b>	
<b>Total for Infrastructure</b>							<b>\$50,760.92</b>	
Marketing Expense								
04/19/2023	Expense		J.S. Shows, Inc.	Arts in Bloom	Photography	NEW Main Street Card	950.00	950.00
04/22/2023	Expense		Yiftee	Arts in Bloom		NEW Main Street Card	5,000.00	5,950.00
<b>Total for Marketing Expense</b>							<b>\$5,950.00</b>	
Event T-Shirts								
03/31/2023	Check	7506	Impress Designs	Arts in Bloom	Volunteer shirts AIB	First United Bank Checking	378.76	378.76
<b>Total for Event T-Shirts</b>							<b>\$378.76</b>	
Misc Marketing								
05/31/2023	Journal Entry	269		Arts in Bloom	Reverse old outstanding 6.10.2022 check #7273	-Split-	-250.00	-250.00
<b>Total for Misc Marketing</b>							<b>\$ -250.00</b>	
Newspaper								
02/28/2023	Expense		Community Impact Newspaper	Arts in Bloom	COMMUNITY IMPACT NEWSPAP 512-610-1753 TX	NEW Main Street Card	8,300.00	8,300.00
05/19/2023	Check	7576	Community Impact Newspaper	Arts in Bloom	AIB Inv #189346	First United Bank Checking	3,168.00	11,468.00
<b>Total for Newspaper</b>							<b>\$11,468.00</b>	
Signage								
03/24/2023	Expense		Speedpro Imaging	Arts in Bloom	SPEEDPRO IMAGING RICHARDSRICHARDSON TX	NEW Main Street Card	111.42	111.42
04/12/2023	Check	7507	Speedpro Imaging	Arts in Bloom	AIB Signage Inv #17404	First United Bank Checking	898.20	1,009.62
04/12/2023	Check	7527	Speedpro Imaging	Arts in Bloom	AIB Signage Inv #17443	First United Bank Checking	1,856.57	2,866.19
<b>Total for Signage</b>							<b>\$2,866.19</b>	
Social Media								
03/06/2023	Expense		The Social Scribe	Arts in Bloom	THE SOCIAL SCRIBE WWW.THESOCIALTX	NEW Main Street Card	2,500.00	2,500.00
04/12/2023	Check	7520	Rubys Foodies	Arts in Bloom	AIB Influencer Collaboration	First United Bank Checking	250.00	2,750.00
04/12/2023	Check	7522	Ashley Weller	Arts in Bloom	Social Media Marketing AIB	First United Bank Checking	300.00	3,050.00
04/12/2023	Check	7519	Dallas Party of 2	Arts in Bloom	Social Media Marketing AB	First United Bank Checking	350.00	3,400.00
04/12/2023	Check	7521	Crucial Productions Group, LLC	Arts in Bloom	AIB Entertainer	First United Bank Checking	3,000.00	6,400.00
04/13/2023	Check	7529	Seerel Meadows	Arts in Bloom	AIB Influencer Collaboration	First United Bank Checking	350.00	6,750.00
04/18/2023	Check	7540	The Social Scribe	Arts in Bloom	AIB Social Media	First United Bank Checking	2,500.00	9,250.00
04/18/2023	Check	7539	Melissa Saylor	Arts in Bloom	AIB Social Media Influencer	First United Bank Checking	300.00	9,550.00
05/08/2023	Expense		The Social Scribe	Arts in Bloom	THE SOCIAL SCRIBE WWW.THESOCIALTX	NEW Main Street Card	1,750.00	11,300.00
06/02/2023	Check	7597	Vanessa Espinoza	Arts in Bloom	AIB Marketing Social Media Influencer Inv# 1002802050	First United Bank Checking	300.00	11,600.00
<b>Total for Social Media</b>							<b>\$11,600.00</b>	
<b>Total for Marketing Expense with sub-accounts</b>							<b>\$32,012.95</b>	
Merchandise								
03/22/2023	Check	7499	Glass Tech	Arts in Bloom	Arts In Bloom Wine glasses	First United Bank Checking	6,584.58	6,584.58
<b>Total for Merchandise</b>							<b>\$6,584.58</b>	
Other Miscellaneous Service Cost								
04/18/2023	Check	7538	Roper's Wrecker Service	Arts in Bloom	Move connex shipping container - Inv 154151 AIB	First United Bank Checking	275.00	275.00
04/18/2023	Check	7538	Roper's Wrecker Service	Arts in Bloom	Move connex shipping container - Inv 154094 AIB	First United Bank Checking	275.00	550.00
<b>Total for Other Miscellaneous Service Cost</b>							<b>\$550.00</b>	
Staffing Expense								
Cashiers								
04/18/2023	Check	7535	Jacob McDowell	Arts in Bloom	AIB Ticket Booth Cashier	First United Bank Checking	245.00	245.00
04/18/2023	Check	7537	Benjamin Wiese	Arts in Bloom	AIB Ticket Booth Cashier	First United Bank Checking	130.00	375.00
04/18/2023	Check	7532	Cazatra Cain	Arts in Bloom	Ticket Booth Sales AIB	First United Bank Checking	220.00	595.00
04/18/2023	Check	7536	Miranda Neves	Arts in Bloom	AIB Cashier Ticket Booth	First United Bank Checking	90.00	685.00
04/18/2023	Check	7533	Ruby Maldonado	Arts in Bloom	AIB Ticket Booth Cashier	First United Bank Checking	440.00	1,125.00
04/18/2023	Check	7534	Michelle Maldunado	Arts in Bloom	AIB Ticket Booth Cashier	First United Bank Checking	365.00	1,490.00
04/26/2023	Check	7563	Staffmark	Arts in Bloom	AIB Staffing Inv# 17313772	First United Bank Checking	1,296.00	2,786.00
<b>Total for Cashiers</b>							<b>\$2,786.00</b>	
Misc Labor								
04/13/2023	Check	7530	Randall Morris	Arts in Bloom	AIB Trolley Driver	First United Bank Checking	480.00	480.00
04/18/2023	Check	7531	Ricky Bishop	Arts in Bloom	AIB Trolley drivers	First United Bank Checking	825.00	1,305.00
<b>Total for Misc Labor</b>							<b>\$1,305.00</b>	
Porters/Cleanup								
04/25/2023	Check	7561	ACBM, Inc.	Arts in Bloom	AIB- Custodial & Grounds keeping MKARB-0423	First United Bank Checking	1,825.00	1,825.00
<b>Total for Porters/Cleanup</b>							<b>\$1,825.00</b>	
<b>Total for Staffing Expense</b>							<b>\$5,916.00</b>	
Supplies & Materials								
04/07/2023	Expense		Staples	Arts in Bloom	Janitorial supplies for AIB	NEW Main Street Card	256.11	256.11
04/08/2023	Expense		Staples	Arts in Bloom	Vendor badge inserts	NEW Main Street Card	21.23	277.34
04/10/2023	Expense		Home Depot	Arts in Bloom	HOMEDPOT.COM 800-430-3376 GA	NEW Main Street Card	200.84	478.18

# McKinney Main Street

## Profit and Loss Detail

October 2022 - September 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
<b>Total for Supplies &amp; Materials</b>							<b>\$478.18</b>	
Ticket Redemption								
12/07/2022	Journal Entry	258		Arts in Bloom	Reclassify vendor app fees	-Split-	313.64	313.64
12/07/2022	Sales Receipt	1460	Zapp Software	Arts in Bloom	Application fee	First United Bank Checking	-313.64	0.00
03/16/2023	Invoice	1540	Barons Creek Vineyards	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-125.00
03/16/2023	Invoice	1539	The Pour Girl	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-250.00
03/16/2023	Invoice	1542	Lone Star Wine Cellars	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-375.00
03/16/2023	Invoice	1538	Los Pinos Ranch Vineyards, LLC.	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-500.00
03/16/2023	Invoice	1544	Haak Vineyards and Winery	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-625.00
03/16/2023	Invoice	1546	Checkered Past Winery	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-750.00
03/16/2023	Invoice	1537	Lonesome Vine	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-875.00
03/16/2023	Invoice	1541	Cooley Bay Winery	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,000.00
03/16/2023	Invoice	1545	Firelight Vineyards	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,125.00
03/16/2023	Invoice	1543	4R Ranch Vineyards and Winery	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,250.00
03/16/2023	Invoice	1547	Eden Hill Vineyard	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,375.00
03/16/2023	Invoice	1536	Landon Winery	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,500.00
03/16/2023	Invoice	1548	Wall Street Winery, LLC	Arts in Bloom	AIB Wine Vendor	Accounts Receivable	-125.00	-1,625.00
03/30/2023	Invoice	1558	Westland Ranch LLC	Arts in Bloom	Petting zoo fee	Accounts Receivable	-800.00	-2,425.00
04/18/2023	Check	7544	Los Pinos Ranch Vineyards, LLC_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,007.12	-417.88
04/18/2023	Check	7541	Lonesome Vine	Arts in Bloom	AIB Wine Ticket Settlement	First United Bank Checking	2,400.29	1,982.41
04/18/2023	Check	7546	Landon Winery_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	5,973.37	7,955.78
04/18/2023	Check	7547	Cooley Bay Winery_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,297.40	10,253.18
04/18/2023	Check	7543	Checkered Past Winery_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,271.81	12,524.99
04/18/2023	Check	7552	Eden Hill Vineyard_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,560.18	15,085.17
04/18/2023	Check	7553	Barons Creek Vineyards_V	Arts in Bloom	Voided @ 5.31.2023 JE; AIB Wine Vendor Ticket Redemption	First United Bank Checking	3,624.29	18,709.46
04/18/2023	Check	7551	Wall Street Winery, LLC_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,209.58	20,919.04
04/18/2023	Check	7550	Barnhaus Vineyards and Winery, LLC	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	3,071.43	23,990.47
04/18/2023	Check	7542	The Pour Girl_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,264.96	26,255.43
04/18/2023	Check	7548	Haak Vineyards and Winery_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption Replace check #7203 never received	First United Bank Checking	2,040.49	28,295.92
04/18/2023	Check	7549	Lone Star Wine Cellars	Arts in Bloom	AIB Ticket Reimbursement	First United Bank Checking	5,137.99	33,433.91
04/18/2023	Check	7545	Firelight Vineyards_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption	First United Bank Checking	2,806.99	36,240.90
05/19/2023	Check	7577	Barons Creek Vineyards_V	Arts in Bloom	AIB Wine Vendor Ticket Redemption Replace CK# 7553	First United Bank Checking	3,624.29	39,865.19
05/31/2023	Journal Entry	267		Arts in Bloom	Void 4.18.2023 Check #7553 (Baron's Vineyards) > replaced with 5.19.2023 Check #7577	-Split-	-3,624.29	36,240.90
05/31/2023	Journal Entry	269		Arts in Bloom	Reverse old outstanding 4.20.2022 check #7213	-Split-	-23.83	36,217.07
<b>Total for Ticket Redemption</b>							<b>\$36,217.07</b>	
<b>Total for Event Expenses with sub-accounts</b>							<b>\$149,594.54</b>	
<b>Total for Expenses</b>							<b>\$149,594.54</b>	
<b>Net Income</b>							<b>\$22,653.56</b>	

# McKinney Main Street

## Profit and Loss by Class

October 2022 - September 2023

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	DOWNTOWN TRAINING/DEVELOPMENT	HOME FOR THE HOLIDAYS	JUNETEENTH	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	NIGHT MARKET	OKTOBERFEST	RED, WHITE & BOOM!	SILO MURAL PROJECT	TEXAS MUSIC REVOLUTION	TINY DOORS	NOT SPECIFIED	TOTAL	
<b>Income</b>																	
Downtown Membership Income		7,929.74														\$7,929.74	
Events Income		18,379.89								467,371.73			8,344.10	2,265.35		\$496,361.07	
Activities Income					41,906.84											\$41,906.84	
Red, White & BOOM!											2,248.09					\$2,248.09	
Ticket Sales	56,056.95															\$56,056.95	
Vendor Commission	0.00															\$0.00	
<b>Total Events Income</b>	<b>56,056.95</b>	<b>18,379.89</b>			<b>41,906.84</b>					<b>467,371.73</b>	<b>2,248.09</b>		<b>8,344.10</b>	<b>2,265.35</b>		<b>\$596,572.95</b>	
Grants Received	11,000.00				50,000.00								100,000.00			\$161,000.00	
Non Profit Income		0.00									0.00					\$0.00	
Programs Income		35,738.24	69,300.00		2,653.59							48.25				\$107,740.08	
Sponsorship Income	31,500.00	1,550.00			37,000.00	2,500.00	2,850.00	16,388.50		30,000.00	1,900.00		5,000.00			\$128,688.50	
Vendor Income	70,314.12	1,799.25			52,700.04		1,530.60			102,072.59						\$228,416.60	
Vendor Application Fee	3,377.03															\$3,377.03	
<b>Total Vendor Income</b>	<b>73,691.15</b>	<b>1,799.25</b>			<b>52,700.04</b>		<b>1,530.60</b>			<b>102,072.59</b>						<b>\$231,793.63</b>	
<b>Total Income</b>	<b>\$172,248.10</b>	<b>\$65,397.12</b>	<b>\$69,300.00</b>		<b>\$2,653.59</b>	<b>\$181,606.88</b>	<b>\$2,500.00</b>	<b>\$4,380.60</b>	<b>\$16,388.50</b>	<b>\$0.00</b>	<b>\$599,444.32</b>	<b>\$4,148.09</b>	<b>\$48.25</b>	<b>\$113,344.10</b>	<b>\$2,265.35</b>	<b>\$0.00</b>	<b>\$1,233,724.90</b>
<b>GROSS PROFIT</b>																	
	<b>\$172,248.10</b>	<b>\$65,397.12</b>	<b>\$69,300.00</b>		<b>\$2,653.59</b>	<b>\$181,606.88</b>	<b>\$2,500.00</b>	<b>\$4,380.60</b>	<b>\$16,388.50</b>	<b>\$0.00</b>	<b>\$599,444.32</b>	<b>\$4,148.09</b>	<b>\$48.25</b>	<b>\$113,344.10</b>	<b>\$2,265.35</b>	<b>\$0.00</b>	<b>\$1,233,724.90</b>
<b>Expenses</b>																	
Administrative Expenses		159.88															\$159.88
Associations/Dues/Subscriptions		13,628.02															\$13,628.02
Board Expense		2,843.56															\$2,843.56
Bookkeeping/Audit		7,622.50															\$7,622.50
Communications			1,000.96														\$1,000.96
Contract Labor			57,480.00														\$57,480.00
Office Expenses		2,350.56															\$2,350.56
Other Fees		400.00															\$400.00
Bank Service Charges		48.00								25.00			54.00				\$127.00
QuickBooks Payments Fees															4,746.08		\$4,746.08
<b>Total Other Fees</b>		<b>448.00</b>								<b>25.00</b>			<b>54.00</b>		<b>4,746.08</b>		<b>\$5,273.08</b>
Postage		63.00															\$63.00
Supplies		1,902.28															\$1,902.28
Food		1,212.91		229.89													\$1,442.80
<b>Total Supplies</b>		<b>3,115.19</b>		<b>229.89</b>													<b>\$3,345.08</b>
Travel/Training		433.62															\$433.62
<b>Total Administrative Expenses</b>		<b>30,664.33</b>	<b>58,480.96</b>		<b>229.89</b>					<b>25.00</b>			<b>54.00</b>		<b>4,746.08</b>		<b>\$94,200.26</b>
Event Expenses	550.00	46,387.26			173.13		336.25	54.67	20.88	34,694.03	114.09		2,500.00	4,525.89			\$89,356.20
Activities Expense	199.25	244.35			34,575.00					61.76			475.00				\$35,555.36
Alcohol Expense										88,861.50							\$88,861.50
TABC Permit										613.76							\$613.76
<b>Total Alcohol Expense</b>										<b>89,475.26</b>							<b>\$89,475.26</b>
Bar Staff										66,125.08							\$66,125.08
Decorations Expense	4,720.19	31,921.17			2,552.47		184.03	710.95		5,497.15							\$45,585.96
Downtown Christmas Tree Expense								16,750.00									\$16,750.00
Entertainer Expense	9,400.00	2,000.00			22,352.10		1,000.00		4,750.00	58,364.00	2,450.00		74,386.50	200.00			\$174,902.60
Hospitality	2,205.40	1,931.67			445.17							72.24		491.00			\$5,145.48
Infrastructure		274.28															\$274.28
Electricity	26,130.30	3,600.00			32,268.08					25,836.90			5,800.00				\$93,635.28
Fencing	1,779.60				1,578.64					4,907.35			5,340.89				\$13,606.48
Ice	256.87				14,050.00					10,500.00							\$24,806.87
Portables					1,405.00		175.00	1,871.95		5,143.00	190.00		1,550.92				\$10,335.87
Rentals	22,594.15	2,312.50			25,139.27					58,059.36			8,992.61				\$117,097.89
<b>Total Infrastructure</b>	<b>50,760.92</b>	<b>6,186.78</b>			<b>74,440.99</b>		<b>175.00</b>	<b>1,871.95</b>		<b>104,446.61</b>	<b>190.00</b>		<b>21,684.42</b>				<b>\$259,756.67</b>
Marketing Expense	5,950.00	9,695.44			3,000.00					2,300.00			357.23	183.55			\$21,486.22
Billboards										1,142.86							\$1,142.86
Event T-Shirts	378.76				712.50		743.17			4,218.82							\$6,053.25
Misc Marketing	-250.00	194.16	98.00							100.00							\$142.16
Newspaper	11,468.00				6,399.00					15,000.00							\$32,867.00
Radio							774.00										\$774.00
Signage	2,866.19	924.30			1,483.94					4,267.55				161.28			\$9,703.26
Social Media	11,600.00	5,540.70			5,150.00					11,142.31			2,000.80	875.00			\$36,308.81
<b>Total Marketing Expense</b>	<b>32,012.95</b>	<b>16,354.60</b>	<b>98.00</b>		<b>16,745.44</b>		<b>1,517.17</b>			<b>38,171.54</b>			<b>2,358.03</b>	<b>1,219.83</b>			<b>\$108,477.56</b>
Merchandise	6,584.58									1,165.00							\$7,749.58
Other Miscellaneous Service Cost	550.00	775.00			1,175.00					3,806.81			885.00				\$7,191.81
Prize Winnings										1,500.00							\$1,500.00
Special Events Expense																	\$0.00
Election Night of the Square		875.00															\$875.00
<b>Total Special Events Expense</b>		<b>875.00</b>															<b>\$875.00</b>
Staffing Expense										5,750.50							\$5,750.50
Cashiers	2,786.00				5,310.00					1,960.00							\$10,056.00
Misc Labor	1,305.00	150.00			1,149.00					1,260.00							\$3,864.00
Porters/Cleanup	1,825.00				2,675.00					4,930.00							\$9,430.00
<b>Total Staffing Expense</b>	<b>5,916.00</b>	<b>150.00</b>			<b>9,134.00</b>					<b>13,900.50</b>							<b>\$29,100.50</b>
Supplies & Materials	478.18	793.69			232.13					1,402.54							\$2,906.54
Ticket Redemption	36,217.07				130.82												\$36,347.89
Weather Insurance					4,445.00					12,361.00							\$16,806.00
<b>Total Event Expenses</b>	<b>149,594.54</b>	<b>107,619.52</b>	<b>98.00</b>		<b>166,401.25</b>		<b>3,212.45</b>	<b>19,387.57</b>	<b>4,770.88</b>	<b>430,971.28</b>	<b>2,754.09</b>	<b>72.24</b>	<b>102,288.95</b>	<b>6,436.72</b>			<b>\$993,607.49</b>
Payroll Expenses																	\$0.00
Taxes			1,135.10												0.00		\$1,135.10
Wages			14,838.01												0.00		\$14,838.01
<b>Total Payroll Expenses</b>			<b>15,973.11</b>												<b>0.00</b>		<b>\$15,973.11</b>
Professional Development		769.21															\$769.21

# McKinney Main Street

## Profit and Loss by Class

October 2022 - September 2023

	ARTS IN BLOOM	CULTURAL DISTRICT	DASH	DOWNTOWN TRAINING/DEVELOPMENT	HOME FOR THE HOLIDAYS	JUNETEENTH	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	NIGHT MARKET	OKTOBERFEST	RED, WHITE & BOOM!	SILO MURAL PROJECT	TEXAS MUSIC REVOLUTION	TINY DOORS	NOT SPECIFIED	TOTAL
Program Expenses		35,531.48		6,441.00												\$41,972.48
Promotional Project Expense																\$0.00
Other/Promotional Items		916.87														\$916.87
<b>Total Promotional Project Expense</b>		<b>916.87</b>														<b>\$916.87</b>
<b>Total Program Expenses</b>		<b>36,448.35</b>		<b>6,441.00</b>												<b>\$42,889.35</b>
Repair & Maintenance		1,248.00			5,250.00											\$6,498.00
Square Fees		0.00														\$0.00
Taxes Paid		53.00														\$53.00
<b>Total Expenses</b>	<b>\$149,594.54</b>	<b>\$176,802.41</b>	<b>\$74,552.07</b>	<b>\$6,670.89</b>	<b>\$171,651.25</b>	<b>\$0.00</b>	<b>\$3,212.45</b>	<b>\$19,387.57</b>	<b>\$4,770.88</b>	<b>\$430,996.28</b>	<b>\$2,754.09</b>	<b>\$72.24</b>	<b>\$102,342.95</b>	<b>\$6,436.72</b>	<b>\$4,746.08</b>	<b>\$1,153,990.42</b>
NET OPERATING INCOME	<b>\$22,653.56</b>	<b>\$ -111,405.29</b>	<b>\$ -5,252.07</b>	<b>\$ -4,017.30</b>	<b>\$9,955.63</b>	<b>\$2,500.00</b>	<b>\$1,168.15</b>	<b>\$ -2,999.07</b>	<b>\$ -4,770.88</b>	<b>\$168,448.04</b>	<b>\$1,394.00</b>	<b>\$ -23.99</b>	<b>\$11,001.15</b>	<b>\$ -4,171.37</b>	<b>\$ -4,746.08</b>	<b>\$79,734.48</b>
Other Income																
Card Rewards		1,556.32														\$1,556.32
Interest Earned															433.57	\$433.57
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$1,556.32</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$433.57</b>	<b>\$1,989.89</b>
Other Expenses																
Depreciation Expense		6,359.14													6,498.69	\$12,857.83
Reconciliation Discrepancies		0.00														\$0.00
<b>Total Other Expenses</b>	<b>\$0.00</b>	<b>\$6,359.14</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,498.69</b>	<b>\$12,857.83</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$ -4,802.82</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -6,065.12</b>	<b>\$ -10,867.94</b>
<b>NET INCOME</b>	<b>\$22,653.56</b>	<b>\$ -116,208.11</b>	<b>\$ -5,252.07</b>	<b>\$ -4,017.30</b>	<b>\$9,955.63</b>	<b>\$2,500.00</b>	<b>\$1,168.15</b>	<b>\$ -2,999.07</b>	<b>\$ -4,770.88</b>	<b>\$168,448.04</b>	<b>\$1,394.00</b>	<b>\$ -23.99</b>	<b>\$11,001.15</b>	<b>\$ -4,171.37</b>	<b>\$ -10,811.20</b>	<b>\$68,866.54</b>

ATLANTA GA 39901-0001

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

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

020666

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

Dear Taxpayer:

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

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

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

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

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

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

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.

0752857837

BODCD-TE

Use for inquiries only

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

INTERNAL REVENUE SERVICE


ATLANTA GA 39901-0001



\*043615798\*

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

043615798 AJ MCKI 00 2 000000 670 000000000000

 The IRS address must appear in the window.

0752857837

BODCD-TE

Use for payments

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

INTERNAL REVENUE SERVICE

KANSAS CITY MO 64999-0204



\*043615798\*

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

043615798 AJ MCKI 00 2 000000 670 000000000000



## Request for Taxpayer Identification Number and Certification

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

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>McKinney Downtown Business Redevelopment</b>		
	2 Business name/disregarded entity name, if different from above <b>McKinney Main Street</b>		
	3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Non-profit</b>		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) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) <b>111 N. Tennessee Street</b>		Requester's name and address (optional)
	6 City, state, and ZIP code <b>McKinney TX 75069</b>		
	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 Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
0	4	-	3	6	1	5	7	9	8

**Part II Certification**

Under penalties of perjury, I certify that:

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

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <u>10/30/2023</u>
------------------	----------------------------	--------------------------

**General Instructions**

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

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**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? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.