# Visit McKinney Promotional and Community Event Grant Application Fiscal Year 2022 - 2023

February 6, 2023

Visit McKinney 200 W. Virginia McKinney, TX 75069

Dean esteemed board of the Visit McKinney,

The following application for Grant Cycle 2 is submitted by MARCHING MUSIC MADE IN MCKINNEY for our 2023 drum corps events to be hosted at Tupps Brewery and the MISD Stadium in July 2023 as detailed in the below application.

In short, MARCHING MUSIC MADE IN MCKINNEY promotes a multi-day event centered around a Drum Corps International show, whereby in 2022, we drew over 5,000 to our two events. In 2023, we will host a drumline battle at the new Tupps Brewery location on July 24<sup>th</sup> followed by a drum corps competition at MISD Stadium on July 25<sup>th</sup>.

Awarding of the Visit McKinney Grant will fund the promotion of the events.

Respectfully,

Dean P. Cimini,

President, Marching Music Made in McKinney

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### I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

➤ RESPONSE: The specific purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level marching music performing arts in the McKinney, Texas, community. MARCHING MUSIC MADE IN MCKINNEY helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions, which also benefits the surrounding McKinney community. MARCHING MUSIC MADE IN MCKINNEY is a completely volunteer organization.

Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

**RESPONSE:** There are no organizational changes planned.

### **II.** Tourism-Related Event or Project

Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

### > RESPONSE:

i. As background for our application, drum corps is the fastest growing youth activity in the United States (with participants between 18-21 years old) and is going through an evolution for its world-class touring corps. BUT, DCI fans are a wide-ranging base from kids to adults, from musicians to fans. Think of DCI like marching band meets Broadway show – it's a spectacular performance event that is both musically amazing, athletically challenging, and visually invigorating. Imagine 150 performers moving in unison across the McKinney-logoed field as music blasts from their instruments and the crowd erupts in cheer and awe! If you were in the stadium in July 2022, you know what this sounds like! We have secured a partnership with DCI to bring 8 of their world-class corps to McKinney on an annual basis starting in July 2022. Making this experience successful for McKinney and our community is what our committee is about and that is why we want to partner with MCDC for this grant. We believe our event can blossom into a mid-summer



- destination event for music lovers from as far away as Arkansas, Oklahoma, and other parts of Texas!
- ii. So, how did we get here? In 2016, a small group of citizens and DCI began having conversations after learning that DCI sought a new location in North Texas for a summer show. As the talks progressed, MISD and the City were eventually brought into the conversations, and it became clear that a partnership to create the next generation of DCI events was possible in McKinney.
- iii. At a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium. Here is the day-by-day, 3-day schedule of events:
  - Sunday, 7/23: DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps with MISD.
  - Monday, 7/24: two or 3 DCI corps will participate in a drum line battle at the Tupps Brewery, who has the event on their calendar for 2023; our 2022 event sold out to 350 fans in the current Tupps location. This event will be a family-friendly event with high-energy drum line competitions and fan involvement.
  - 3. **Tuesday, 7/25**: will be the big day with the main DCI competition that night in MISD stadium.

### Describe how this initiative will promote the City of McKinney for the purpose of tourism.

- ➤ **RESPONSE:** A partnership with DCI represents a new path for McKinney as we venture into hosting a world-class marching music event that will showcase our beautiful city and engaged residents:
  - The DCI Competition and surrounding events will showcase the City of McKinney as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.
  - Promote McKinney's quality of life through community engagement by hosting a family-oriented drum line battle and other family-friendly events, including the World Class-level DCI competition itself.
  - Promote businesses in McKinney through sponsorship advertising and any associated events
  - Promote McKinney as a tourist destination through marketing the competition and surrounding events, and by featuring McKinney's unique qualities including downtown, Adriatica, TPC, golf and other highlights such as dining, shopping and the charm that McKinney has to offer through digital marketing.
  - Establish McKinney as a viable event destination providing the opportunity for attracting future big events that foster economic growth.



Finally, this event will give international visibility to McKinney as DCI participants hail from more than 15 countries and drum corps fans from those countries track the DCI competitions through the summer cycle and via DCI's global online network. We are also working with DCI to broadcast the McKinney DCI Competition on FlowMarching.com.

### Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.

➤ RESPONSE: MARCHING MUSIC MADE IN MCKINNEY exists for the sole purpose of promoting this series of events to bring DCI world-class performers to McKinney's beautiful city and venues. Through these events, we raise money to donate back to MISD band programs while also exposing the fans, staff and performers to McKinney's unique characteristics and qualities.

### Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.

- ➤ **RESPONSE:** As noted above and at a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium, but also includes a major event at Tupps. Planning is under way in coordination with DCI and MISD; marketing in partnership with Visit McKinney, DCI and from Marching Music Made in McKinney social channels is also under way.
- ➤ MARCHING MUSIC MADE IN MCKINNEY functions as the promoter of the overall event series and is in full control of all aspects of the Tupps event. The individual corps develop their own choreographed shows and DCI handles ticket sales for the DCI competition set for 7/25. Production for all aspects of coordination of both events at both venues, hosting of the corps, etc. began in September 2022 once the corps lineups were determined.
- ➤ Here is the day-by-day, 3-day schedule of events:
  - ➤ Sunday, 7/23: DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps with MISD. We expect to host 6 corps in McKinney totaling ~1,000 performers and staff.
  - Monday, 7/24: two or 3 DCI corps will participate in a drum line battle at the Tupps Brewery, who has the event on their calendar for 2023; our 2022 event sold out to 350 fans in the current Tupps location. This event will be a family-friendly event with high-energy drum line competitions and fan involvement. A \$10 cover charge will be assessed, and food trucks will be available. We are going through planning with Tupps and DCI to prepare for hosting at the new Tupps location. We expect to host ~500 fans for the drumline battle.
  - Tuesday, 7/25: will be the big day with the main DCI competition that night in MISD stadium. DCI controls tickets sales through their ticketing platform with



prices varying based on ticket locations. In 2022, we sold all available tickets with 4,961 fans in attendance along with over 1,000 performers and staff. MISD has a total capacity for the DCI event of 6,000 fans and we are working with DCI and MISD on plans for 2023.

Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.

- ➤ **RESPONSE:** DCI sought a community that would grow a deep, multi-year partnership with them, as well as a community that appreciates fine arts, and has great facilities and an engaged citizenry. McKinney is that partner, and we and DCI see great potential for growth of our event, especially based on our inaugural years' achievements. We see the potential for a prelude concert downtown, camps for local band kids in partnership with MISD Fine Arts and more.
- In our inaugural year of 2022, we exceeded DCI & McKinney expectations by selling out both Tupps and the MISD Stadium to 350 and 4,961 fans, respectively.

Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.

➤ **RESPONSE:** Working in partnership with Visit McKinney, MCDC, DCI, and other associated organizations, we will work to target music enthusiasts within a 200-mile radius.

Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and Visit McKinney.

- RESPONSE: the events organized by MARCHING MUSIC MADE IN MCKINNEY aim to bring music enthusiasts to McKinney for both the Tupps and MISD Stadium events. Over time, we will work with Visit McKinney and MCDC to entice fans to arrive in McKinney for the weekend and enjoy the events.
- ➤ MARCHING MUSIC MADE IN MCKINNEY meets Criteria #1 "promote tourism AND the convention and hotel industry "by driving hotels nights and restaurant spend in McKinney. The Visit McKinney Grant will go directly to "advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity."



## Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

➤ **RESPONSE**: the following is the full budget 2023 for both the Drumline Battle held at Tupps Brewery, and the DCI Competition to be held at MISD Stadium. This budget is based on 2022 actuals:

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10	\$	100.00	\$	1,000.00	\$	1,000
4	\$	400.00	\$	1,600.00	\$	1,600
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#### III. Financials

Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.

➤ **RESPONSE:** Please see above financials. MARCHING MUSIC MADE IN MCKINNEY exists for the sole purpose of promoting this series of events to bring DCI world-class performers to McKinney's beautiful city and venues. Through these events, we raise money to donate back to MISD band programs while also exposing the fans, staff and performers to McKinney's unique characteristics and qualities.

Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

➤ **RESPONSE:** 2022 was our inaugural year and below is the closing financial report. All proceeds to go MISD.

Projected Income	11-11-		/ 11-10	F-41		A streets		Madaaa	
MCVB Grant	<u>Units</u>	Re	ev / Unit	\$	10,000.00	\$ Actuals 3,000.00	\$	<u>Variance</u> (7,000.00)	Comments Sought less, didn't update budget numbers
Ticket revenue from Drum Line Battle hosted at Tupps Brewery	500	\$	10.00	\$	5,000.00	\$ 2,912.00	\$	(2,088.00)	Reduced inagural tix to \$8; Had to attendance at 300 people
DCI Guarantee to Booster Club (guaranteed)				\$	5,000.00	\$ 5,000.00	\$		
Parking (estimated with 100% to host; assumes 1 car / 4 attendees)	1,250	\$	10.00	\$	12,500.00	\$ 6,000.00	\$	(6,500.00)	Reduced tix price to \$5 inline wi othe MISD band events
Programs (estimated, assumes \$2 to print)	2,250	\$	3.00	\$	6,750.00	\$ -	\$	(6,750.00)	Used free electronic program versited program for sale
Sponsorships (estimated)	10	\$	500.00	\$	5,000.00	\$ 9,966.35	\$	4,966.35	Overachieved on sponsorships; d not include in-kind
Patch / Pin Sales	750	\$	9.00	\$	6,750.00	\$ 405.00	\$	(6,345.00)	Not in original detail budget; 1st y was our best guess
Concessions Profit (estimated)	2,250	\$	5.00	\$	11,250.00	\$ 14,000.00	\$	2,750.00	1st year was our best guess
Revenue Subtotal				\$	62,250.00	\$ 41,283.35	\$	(20,966.65)	
Projected Expenses	Units	Co	st / Unit	Es	timated Cost	Actuals		Variance	
Digital Marketing (targeted digital ads, social medial, print)	1			\$	5,600.00	\$ 483.10	\$	(5,116.90)	Eliniated some items, others can through Website item
Website Enhancements	1			\$	2,400.00	\$ 5,230.77	\$	2,830.77	ecommerce set up for drumline ba
Radio ads				\$	2,000.00	\$	\$	(2,000.00)	Did not do radio spots
Drum Corps staying at MISD schools Custodial & Utilities				\$	6,000.00	\$	\$	(6,000.00)	DCI Covered this cost
Programs (estimated, assumes \$2 to print)	2,250	\$	3.00	\$	6,750.00	\$ 	\$	(6,750.00)	Decided on electronic program
Concessions	2,250	\$	2.00	\$	4,500.00	\$ 7,045.00	\$	2,545.00	1st year was our best guess
Announcer (DCI provided)	6		40	\$	240.00	\$ ~	\$	(240.00)	DCI Covered this cost
Stadium Mgr (1 person for 12 hours)	12		50	\$	600.00	\$	\$	(600.00)	DCI Covered this cost
CEC Mgr (1 person for 12 hours)	12		50	\$	600.00	\$ -	\$	(600.00)	Chose not to use CEC
Graphics board operator (1 person for 12 hours)	12		50	\$	600.00	\$ -	\$	(600.00)	DCI Covered this cost
Stadium Security (2 officers for 7 hours each)	14		80		1,120.00	-	\$	(1,120.00)	City covered this cost
Traffic Mgt (4 officer for 7 hours)	28		80	11.0	2,240.00	-	\$	(2,240.00)	City covered this cost
Stadium & CEC Utilities				\$	2,500.00	-	\$	(2,500.00)	Chose not to use CEC
Stadium & CEC Clean-up				\$	5,000.00	\$ -	\$	(5,000.00)	Chose not to use CEC
Turf cleaning	50000000		92.00	\$	500.00	\$ 	\$	(500.00)	Was not needed
Patches / Pins	2,500		1.48			\$ 4,141.59	\$	4,141.59	Not in original detail budget
Cost for Santa Clara Vanguard Performance at Dumline Battle at Tupps				\$		\$ 500.00			Not in original detail budget
Misc (staff shirts, event posters, table covers)				\$	500.00	\$ 987.78	\$	487.78	Not in original detail budget
Expenses Subtotal				\$	41,150.00	\$ 18,388.24	\$	(23,261.76)	
Profit / Loss from 2020 Marching Music Made in MCKinney				\$	21,100.00	22,895.11	•	2,295.11	1



Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.

- ➤ **RESPONSE:** Additional potential sources of funding for our events include a grant from MCDC, sponsorship from local businesses and, of course, ticket sales. In addition to the MCDC Grant, solicitation of sponsorships for 2023 are underway.
- ➤ 2022 grant & sponsorship was strong totaling ~\$13K with notable support:





### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Event or Project for which you are requesting funding, and how they are designed to help you achieve current and future goals.

- ➤ **RESPONSE:** learning from our successes of our inaugural year, we will measure success as follows:
  - Design ad graphics & place digital ads for each event. (Ongoing 1/5/2023)
  - Posters placed in retailers around McKinney (June 2023)
  - Launch economic impact PR blitz via social media, websites, news outlets, (Jan 2023 – June 2023)
  - Social Media posts / boosts (ongoing beginning 1/5/2023)
  - Active Facebook, Instagram and Twitter pages (ongoing beginning 1/5/2023)
  - Video production and distribution through various channels including website, social media channels, Chamber, MISD, VISIT MCKINNEY (April – July 2023)
  - Story submitted to local news outlets (April, June 2023)
  - Enlist the support / service of high school booster clubs (ongoing beginning 1/1/2023)

Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g., print, radio, social media platforms, etc.). The total expenditure planned must match the amount requested in this grant application.

RESPONSE: learning from our successes of our inaugural year, we will measure success as follows:

•	Digital Marketing (targeted digital ads, social medial, print)	\$3,000
•	Website Enhancements	\$1,000
•	Radio & Misc Marketing	\$1,000

### V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

- RESPONSE: for the 2<sup>nd</sup> year, we will measure success by exceeding out inaugural results, which were:
  - Attendance for the Tupps Brewery Drumline Battle above 325 attendees
  - Attendance for the DCI Competition above 4,961 fans
  - Attendance at DCI Competition from more than 5 states



> Spur economic benefit in the City of McKinney business community through sales tax dollars – increase in hotel rooms and track non-McKinney attendance through DCI Competition ticket sales.



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: 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.

Letter 947



MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

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Director, Exempt Organizations Rulings and Agreements

Letter 947



### **Texas Franchise Tax Public Information Report**

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP),
Professional Associations (PA) and Financial Institutions

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