

# 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<br>Digital Promotion - Paid ads with local publications Local Profile and Dallas Observer<br>Social Media- Organic and paid advertisement with Facebook and Instagram<br>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.

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|  |  |
|--|--|
| 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),
-

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# 1002 | 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.

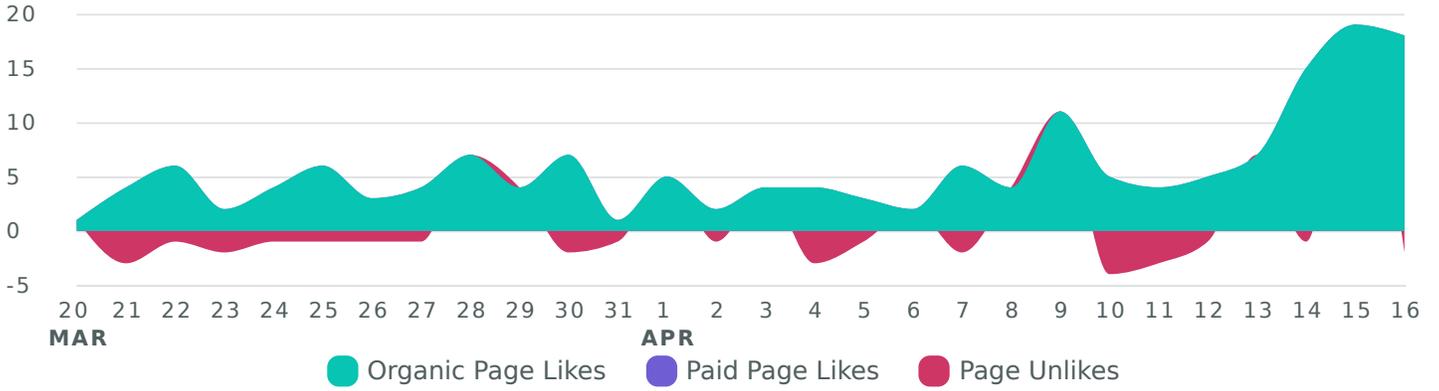
|  |  |  |
|--|--|--|
| Impressions<br><b>815,937</b> ↗38.7%                   | Organic Impressions<br><b>722,515</b> ↗23.2%                   | Paid Impressions<br><b>89,945</b> ↗—                 |
| Engagement Rate (per Impression)<br><b>5.4%</b> ↗10.8% | Organic Engagement Rate (per Impression)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



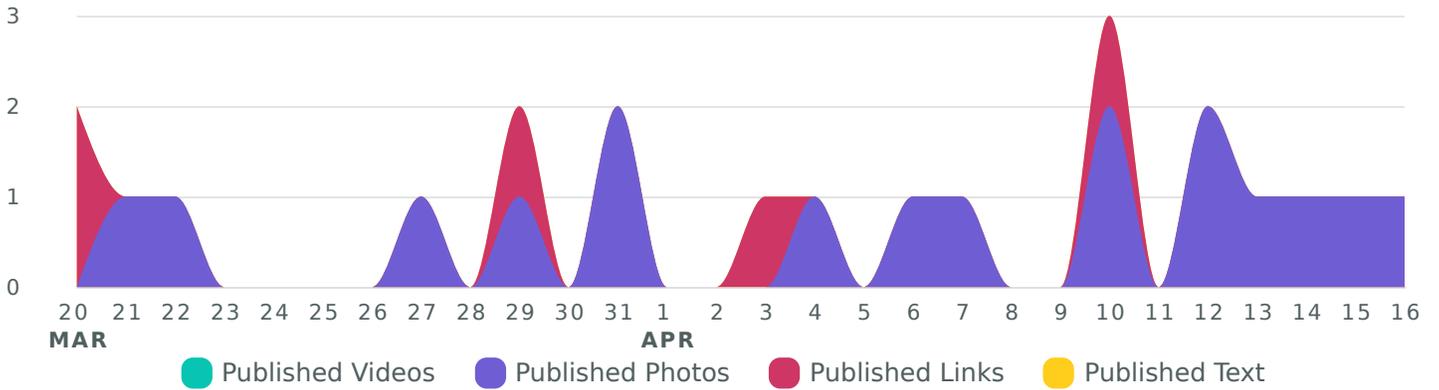
| Audience Metrics      | Totals     | % Change     |
|-----------------------|------------|--------------|
| <b>Net Page Likes</b> | <b>132</b> | <b>↗200%</b> |
| Organic Page Likes    | 163        | ↗126.4%      |
| Paid Page Likes       | 0          | →0%          |
| Page Unlikes          | 31  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

**DOWNTOWN MCKINNEY** **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        |

**DOWNTOWN MCKINNEY** **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        |

**DOWNTOWN MCKINNEY** **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** **f 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** **f 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** **f 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...



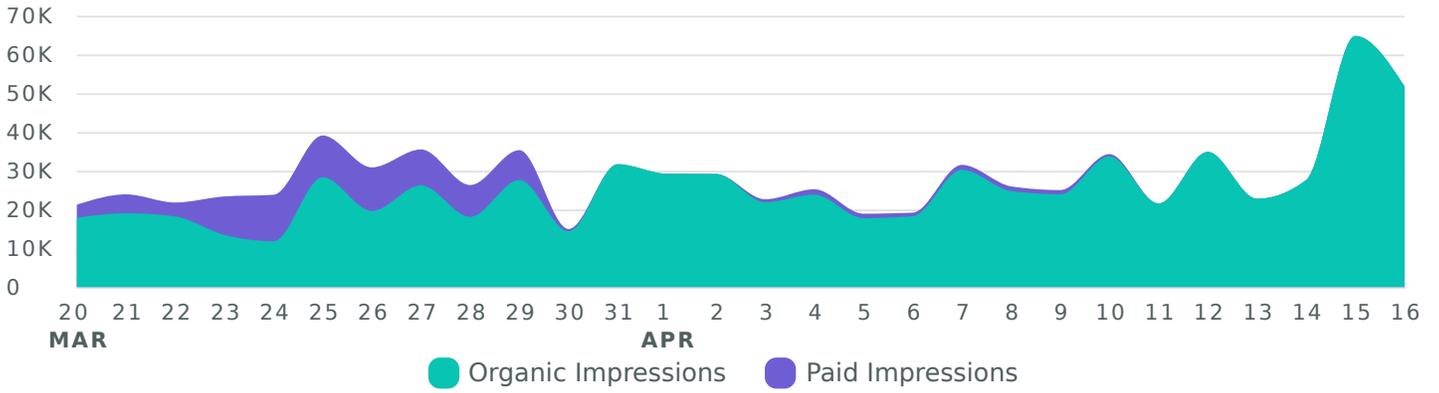
|                          |            |
|--------------------------|------------|
| <b>Total Engagements</b> | <b>209</b> |
| Reactions                | <b>26</b>  |
| Comments                 | <b>1</b>   |
| Shares                   | <b>6</b>   |
| Post Link Clicks         | <b>84</b>  |
| Other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



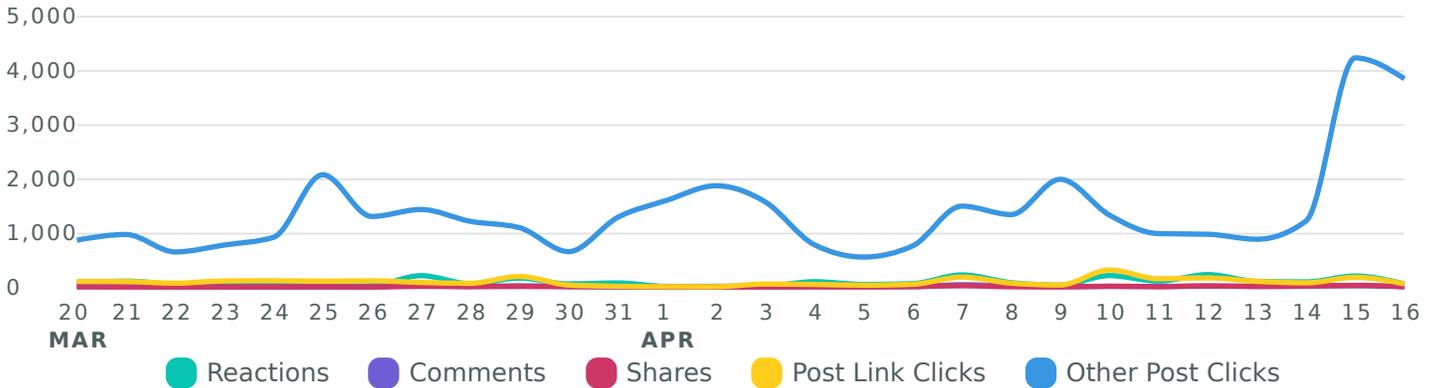
| Impression Metrics | Organic         | Paid       | Totals         | % Change       |
|--------------------|-----------------|------------|----------------|----------------|
| <b>Impressions</b> | 722,515 ↗ 23.2% | 89,945 ↗ — | <b>815,937</b> | <b>↗ 38.7%</b> |



## 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



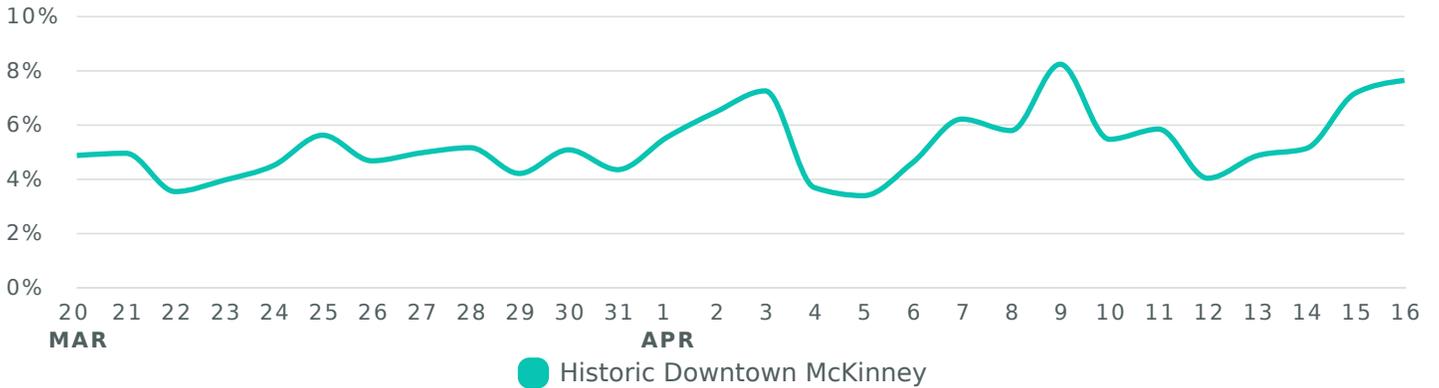
| Engagement Metrics       | Organic             | Paid          | Totals        | % Change        |
|--------------------------|---------------------|---------------|---------------|-----------------|
| <b>Total Engagements</b> | <b>5,595</b> ↗ 124% | <b>0</b> → 0% | <b>44,175</b> | <b>↗ 53.7%</b>  |
| 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



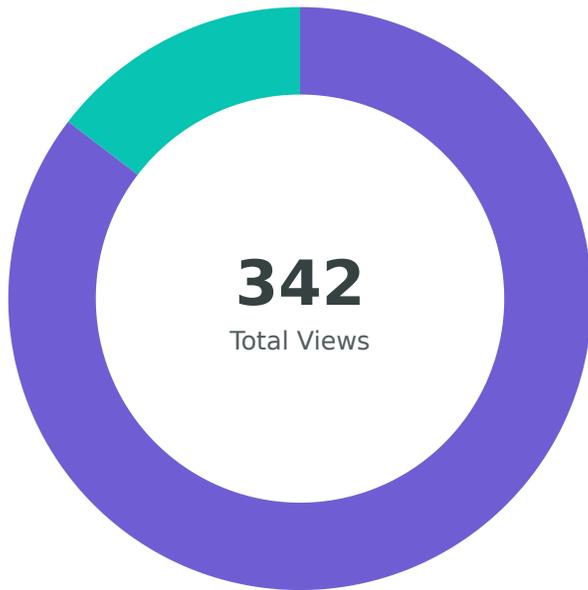
| Engagement Rate Metrics                 | Rate         | % Change       |
|---|--------------|----------------|
| <b>Engagement Rate (per Impression)</b> | <b>5.41%</b> | <b>↗10.84%</b> |
| Historic Downtown McKinney              | 5.41%        | ↗10.84%        |



## Video Performance

View your aggregate video performance during the reporting period.

### View Metrics



### Viewing Breakdown

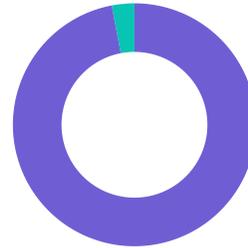
Organic Full  
**50**

Organic Partial  
**292**



Organic Views  
**100%**

Paid Views  
**0%**



Click Plays  
**3%**

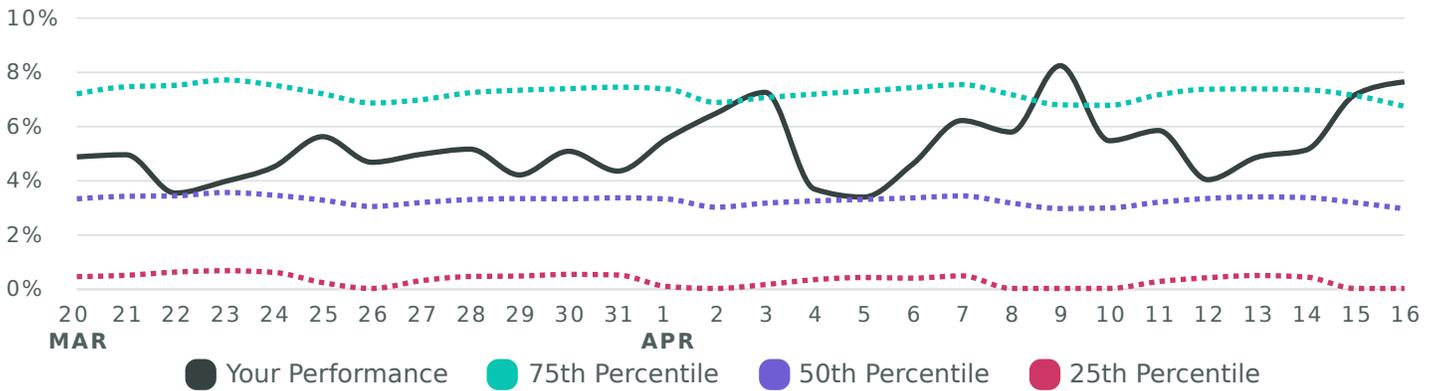
Auto Plays  
**97%**



## 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**

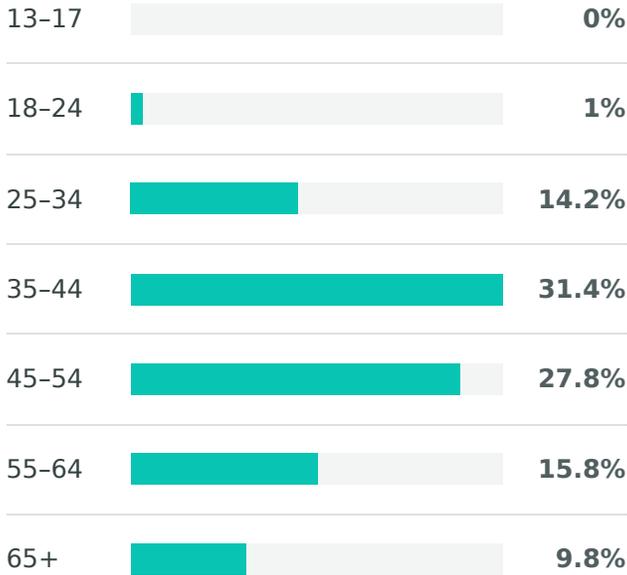
**↗Up 7 points**



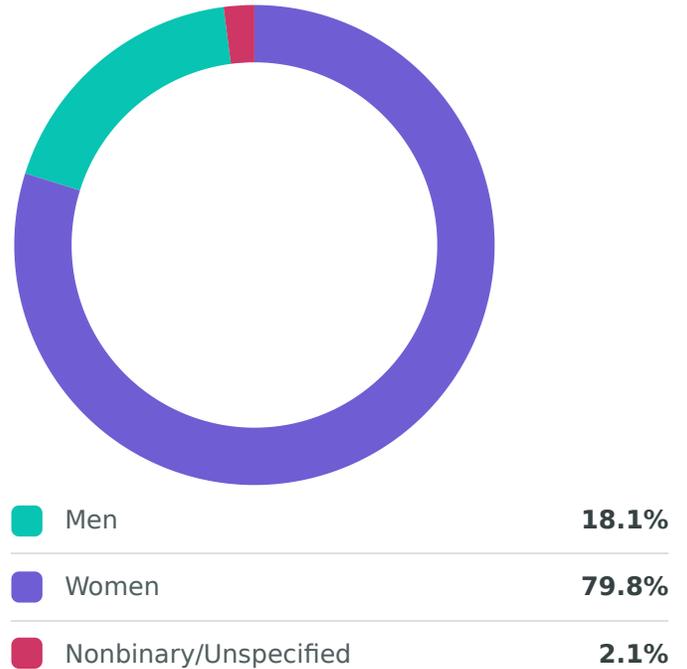
## Page Fan Demographics

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

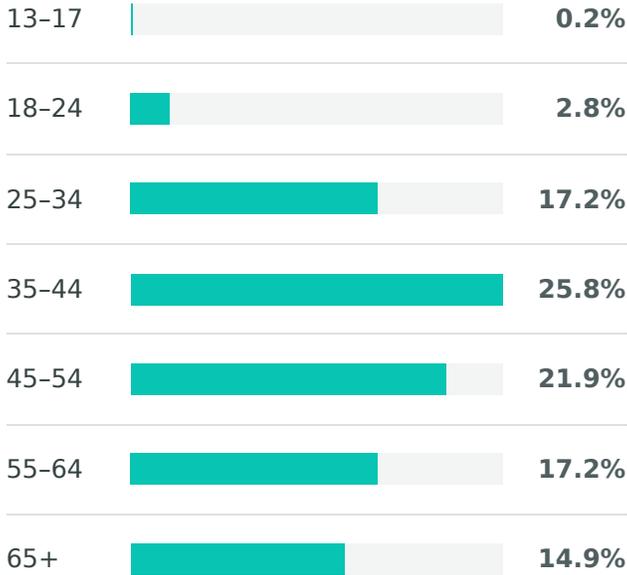
| City                | Count         |
|---------------------|---------------|
| <b>McKinney, TX</b> | <b>12,084</b> |
| Frisco, TX          | 1,928         |
| Allen, TX           | 1,574         |
| Plano, TX           | 1,571         |
| Dallas, TX          | 1,355         |



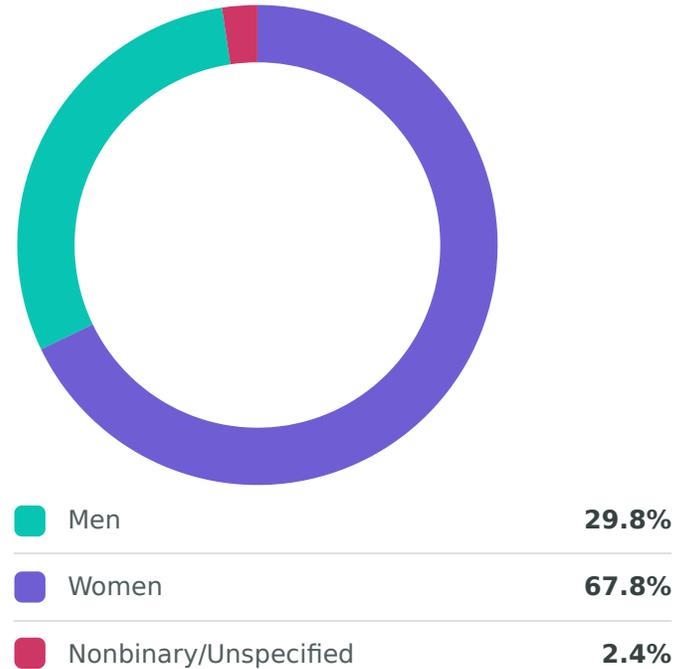
## People Reached Demographics

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

| Country              | 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

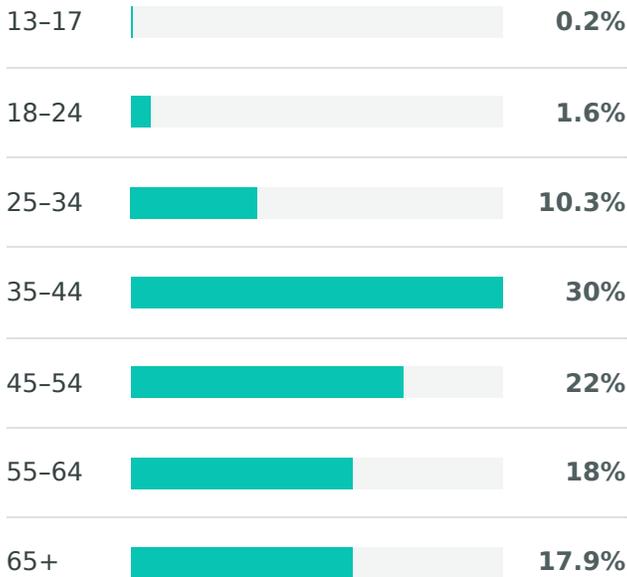
| City                | Daily Average   |
|---------------------|-----------------|
| <b>McKinney, TX</b> | <b>3,556.75</b> |
| Dallas, TX          | 721.82          |
| Plano, TX           | 676.96          |
| Frisco, TX          | 600.04          |
| Allen, TX           | 587.96          |



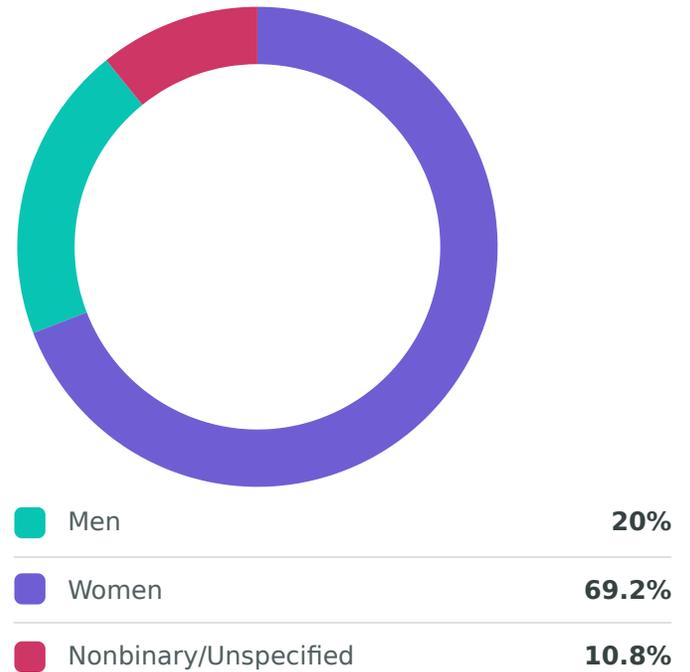
### People Engaged Demographics

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><br>Mar 20, 2023 - Apr 16, 2023  | <b>40,951</b><br>↗ 0.3% | <b>132</b><br>↗ 200% | <b>22</b><br>↗ 37.5% | <b>815,937</b><br>↗ 38.7% | <b>722,515</b><br>↗ 23.2% | <b>89,945</b><br>↗ — | <b>44,175</b><br>↗ 53.7% |
| <b>Compare to</b><br>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.

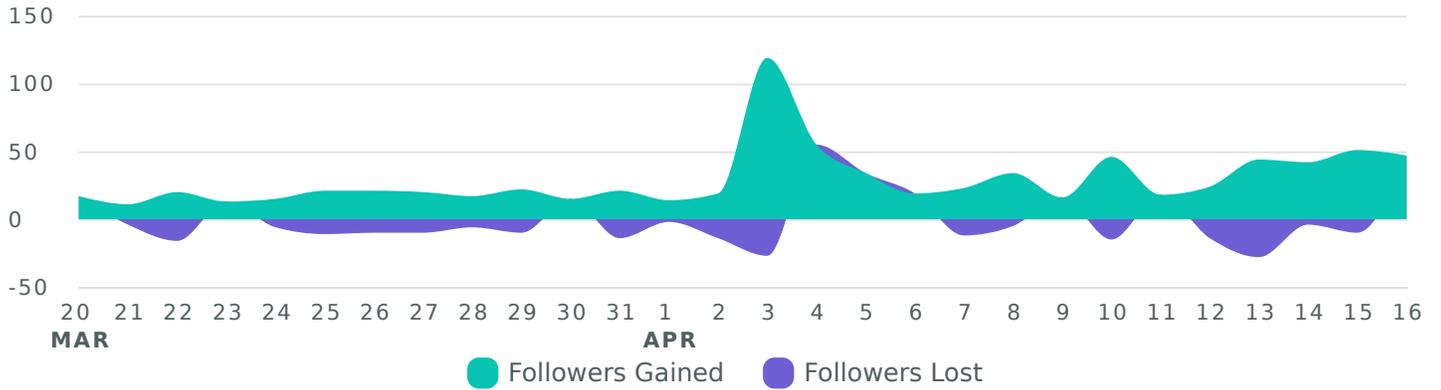
|  |  |   |
|--|--|---|
| Impressions<br><b>222,482</b> ↗16.7%                   | Organic Impressions<br><b>222,482</b> ↗16.7%                   | Paid Impressions<br><b>0</b> →0%                    |
| Engagement Rate (per Impression)<br><b>2.4%</b> ↘32.6% | Organic Engagement Rate (per Impression)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

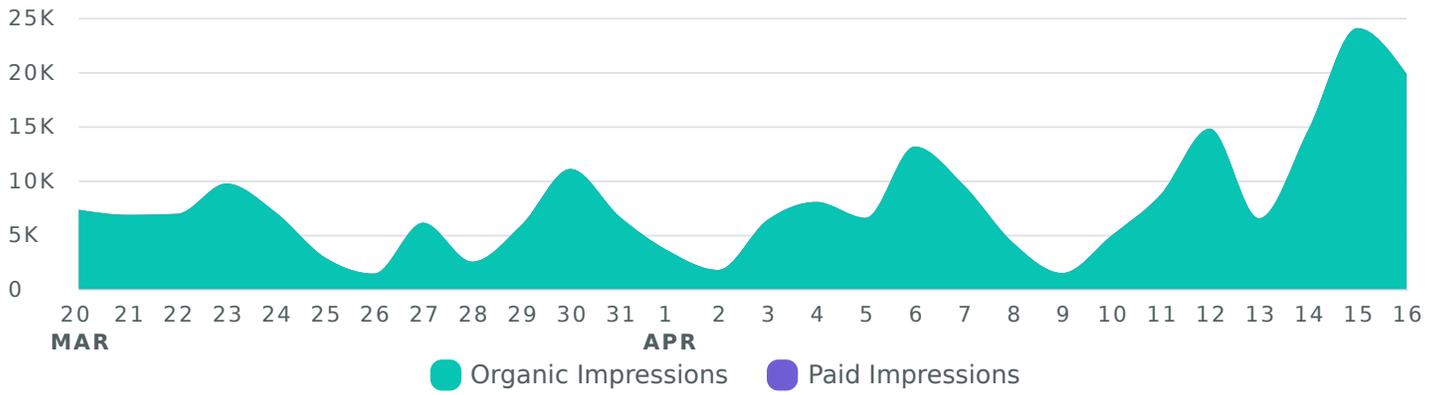
|                           |       |
|---------------------------|-------|
| #downtownmckinney         | 1,903 |
| #mckinneytx               | 1,903 |
| #bestdowntown             | 1,694 |
| #dallastx                 | 1,694 |
| #historicdowntown         | 1,694 |
| #historicdowntownmckinney | 1,694 |
| #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



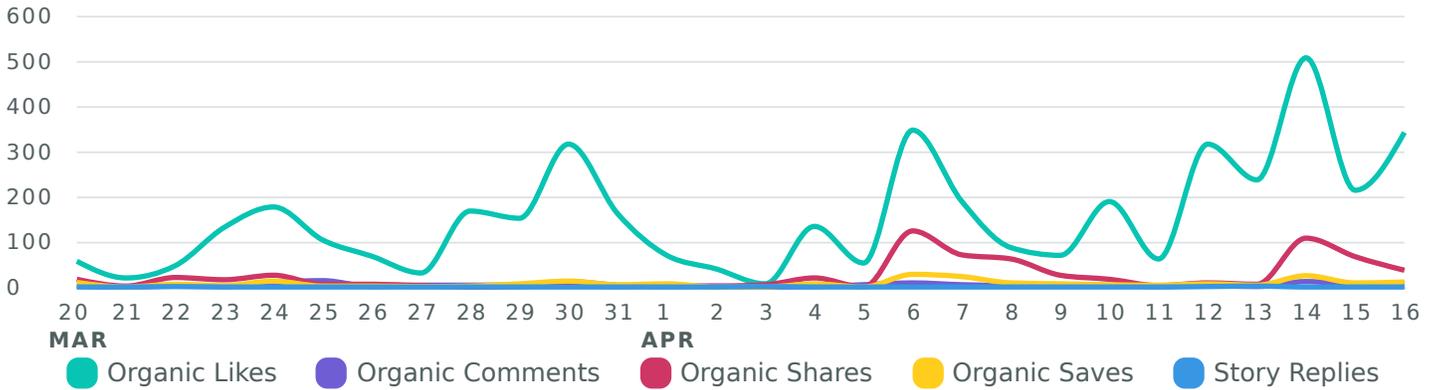
| Impression Metrics | Organic         | Paid   | Totals         | % Change       |
|--------------------|-----------------|--------|----------------|----------------|
| <b>Impressions</b> | 222,482 ↗ 16.7% | 0 → 0% | <b>222,482</b> | <b>↗ 16.7%</b> |



## 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



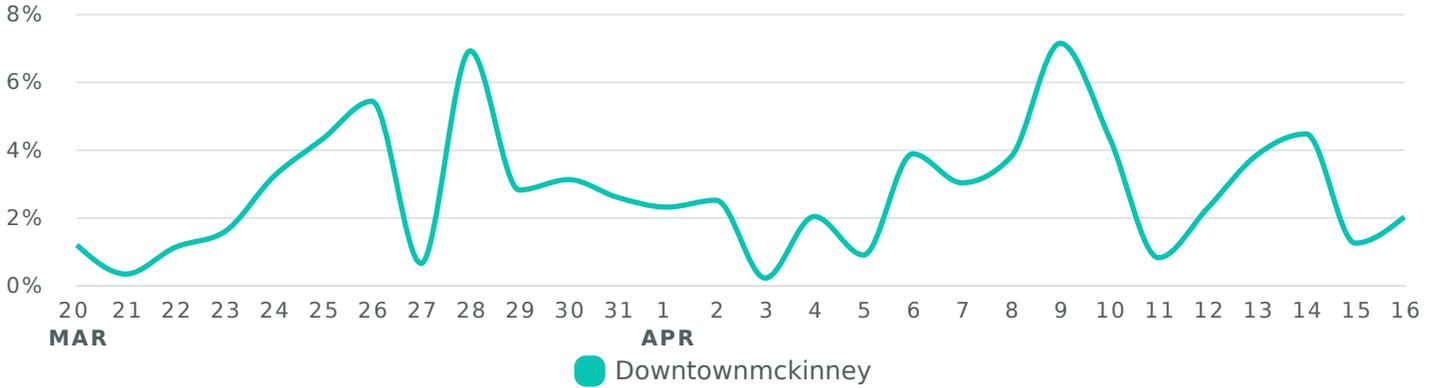
| Impression Metrics         | Totals       | % Change      |
|----------------------------|--------------|---------------|
| <b>Organic Engagements</b> | <b>5,296</b> | <b>↘21.3%</b> |
| Organic Likes              | 4,298        | ↘ 18.1%       |
| Organic Comments           | 122          | ↘ 26.1%       |
| 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



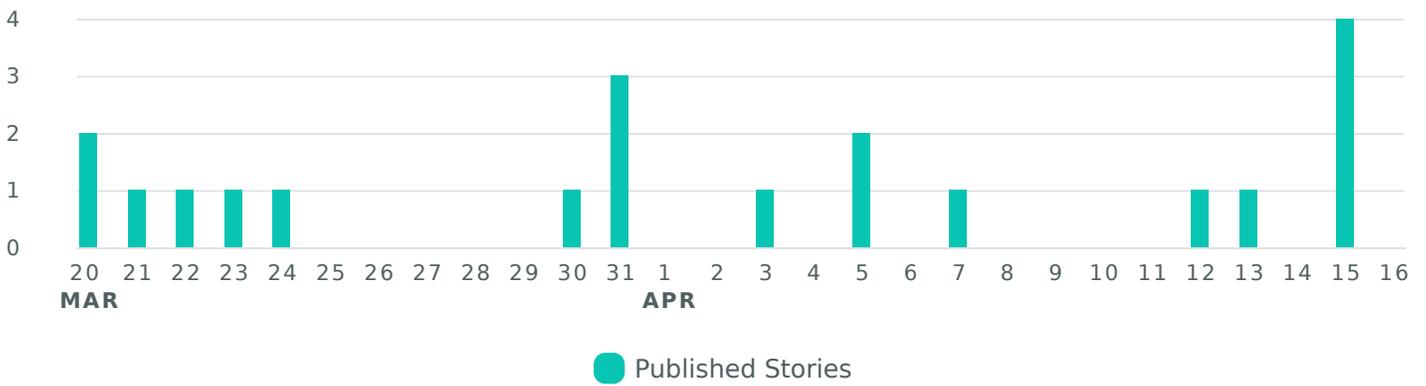
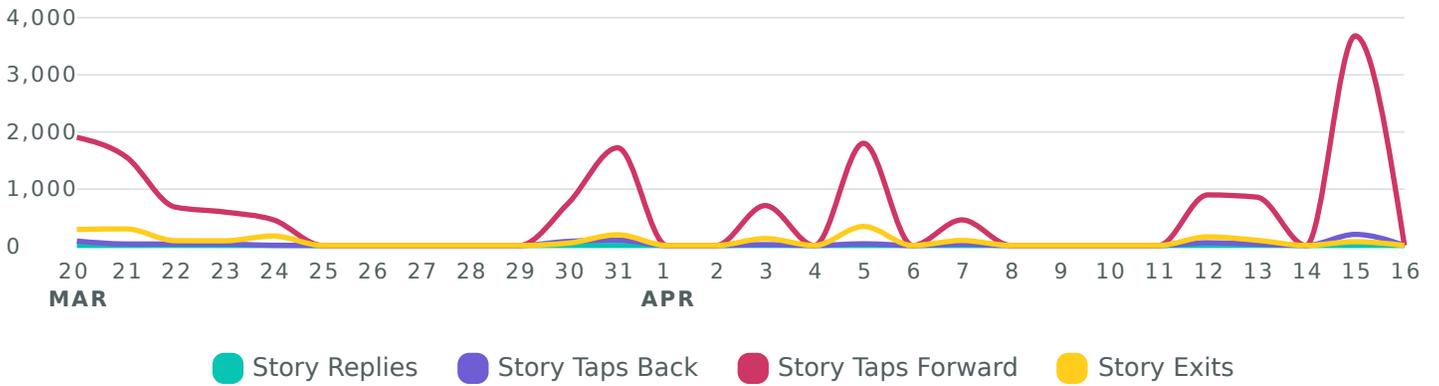
| Engagement Rate Metrics                 | Rate         | % Change       |
|---|--------------|----------------|
| <b>Engagement Rate (per Impression)</b> | <b>2.38%</b> | <b>↘32.59%</b> |
| downtownmckinney                        | 2.38%        | ↘ 32.59%       |



### 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



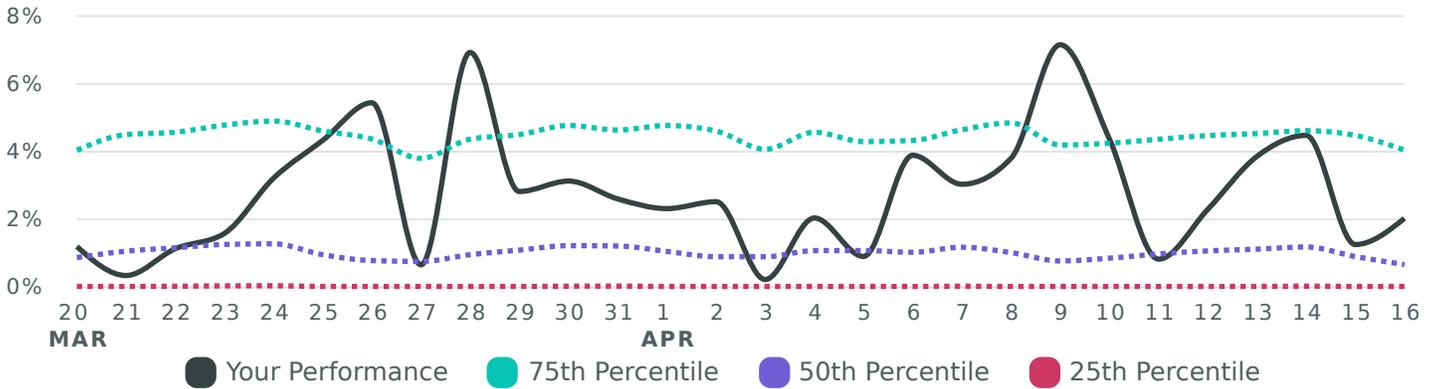
| Story Metrics            | Totals    | % Change      |
|--------------------------|-----------|---------------|
| <b>Published Stories</b> | <b>20</b> | <b>↗33.3%</b> |
| Story Replies            | 5         | ↗—            |
| Story Taps Back          | 642       | ↗29.7%        |
| Story Taps Forward       | 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**

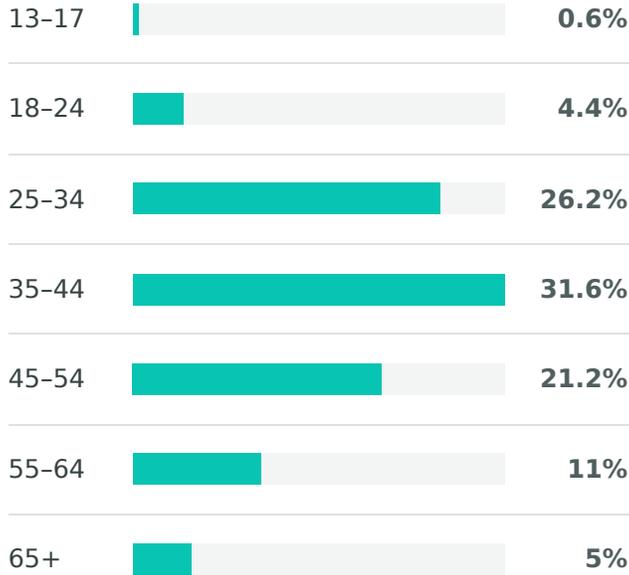
↘Down 11 points



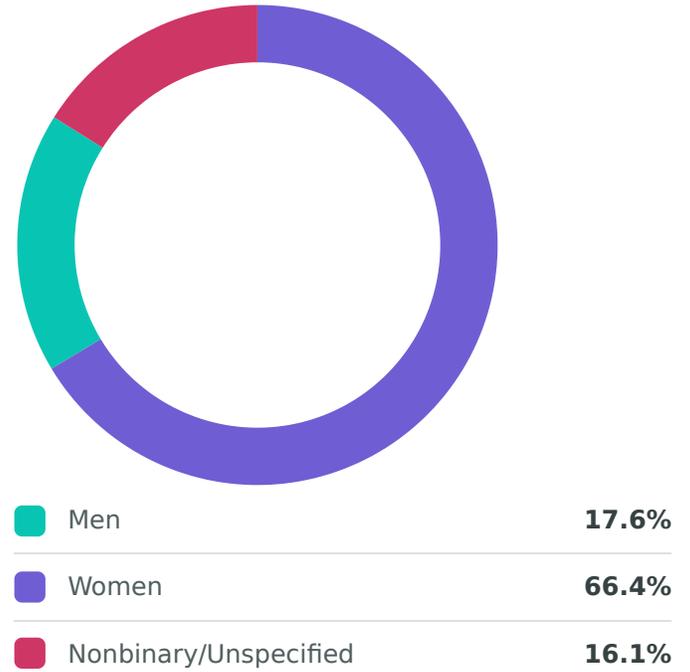
## Audience Demographics

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><br>Mar 20, 2023 – Apr 16, 2023  | <b>31,197</b><br>↗ 2% | <b>600</b><br>↗ 195.6% | <b>40</b><br>↗ 11.1% | <b>222,482</b><br>↗ 16.7% | <b>222,482</b><br>↗ 16.7% | <b>0</b><br>→ 0% | <b>5,296</b><br>↘ 21.3% |
| <b>Compare to</b><br>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

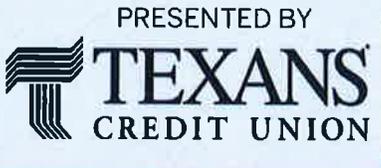
**ART DEMONSTRATIONS • LIVE MUSIC • KIDS CREATION STATION • WINE + BEER GARDEN**

**April 14-16**

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

**ART + WINE FESTIVAL**

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APRIL 14-16

DOWNTOWN MCKINNEY



ART DEMONSTRATIONS • LIVE MUSIC  
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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> |
| GROSS PROFIT                         | \$172,248.10        | \$65,397.12        | \$69,300.00        |                               | \$2,653.59            | \$181,606.88        | \$2,500.00        | \$4,380.60              | \$16,388.50        | \$0.00            | \$599,444.32        | \$4,148.09         | \$48.25                | \$113,344.10        | \$2,265.35        | \$0.00              | \$1,233,724.90        |
| <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

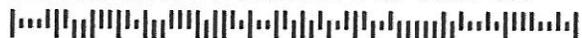
Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson  
Operations Manager, AM Ops. 3

ATLANTA GA 39901-0001

020666.655390.319170.32384 1 AT 0.399 530



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

020666

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.  
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,  
EVEN IF YOU ALSO HAVE AN INQUIRY.

 The IRS address must appear in the window.

Use for inquiries only

BODCD-TE  
0752857837

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

INTERNAL REVENUE SERVICE

ATLANTA GA 39901-0001  




\*043615798\*

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

043615798 AJ MCKI 00 2 000000 670 000000000000

 The IRS address must appear in the window.

Use for payments

BODCD-TE  
0752857837

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

INTERNAL REVENUE SERVICE

KANSAS CITY MO 64999-0204  




\*043615798\*

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

043615798 AJ MCKI 00 2 000000 670 000000000000



## Request for Taxpayer Identification Number and Certification

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

|   |  |  |   |
|---|--|--|---|
| Print or type<br>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.<br><b>McKinney Downtown Business Redevelopment</b>   |  |   |
|   | 2 Business name/disregarded entity name, if different from above<br><b>McKinney Main Street</b>  |  |   |
|   | 3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes:<br><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate<br><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____<br><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.<br><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):<br>Exempt payee code (if any) _____<br>Exemption from FATCA reporting code (if any) _____<br><i>(Applies to accounts maintained outside the U.S.)</i> |
|   | 5 Address (number, street, and apt. or suite no.)<br><b>111 N. Tennessee Street</b>  |  | Requester's name and address (optional)   |
|   | 6 City, state, and ZIP code<br><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.