



GRANT APPLICATION

For Fiscal Year 2023-24

For Additional Information:

Executive Director

200 W. Virginia • McKinney, TX • 75069

972-547-2059 • executivedirector@visitmckinney.com

IMPORTANT:

Please read the Visit McKinney (dba McKinney Convention & Visitors Bureau) [Grant Guidelines](#), including state-mandated uses for local hotel occupancy tax funds, thoroughly prior to completing this application. The [Grant Guidelines](#) and Application are available at www.visitmckinney.com, by calling the Executive Director at 972-547-2059, or by emailing executivedirector@visitmckinney.com.

Interested applicants should call to discuss plans for submitting an application in advance of completing the form. A completed application and all supporting documents should be submitted via email, OneDrive or on a thumb drive for consideration by the Visit McKinney board. Please submit the application to:

Visit McKinney
200 W. Virginia
McKinney, TX 75069

If emailing, please send to executivedirector@visitmckinney.com.

If you are interested in a preliminary review by Visit McKinney Board of Directors of your project, proposal or idea, please complete and submit the [Letter of Inquiry](#) form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or by sending an email to executivedirector@visitmckinney.com.

Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, OneDrive or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below. For ease of processing, please clearly label document files.

Application Deadline	Presentation to VM Board	Board Vote on Awards
CYCLE 1: November 15, 2023	November 27, 2023	December/January board meeting
CYCLE 2: May 10, 2024	May 28, 2024	June 25, 2024
Total Grant Amount Available in FY 2023-24		
\$30,000: \$15,000 per cycle. Any funds not awarded/dispersed during Cycle 1 may be rolled over and made available for Cycle 2.		

ABOUT YOUR ORGANIZATION

Name: Marching Music Made in McKinney

Federal Tax I.D.: 84-4264915

Incorporation Date: January 13, 2020

Mailing Address: 7110 Wellington Point Road

City: McKinney State: TX Zip Code: 75072

Phone: 84-4264915 Email: 84-4264915

Website: 84-4264915

CHECK ONE:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- ☐ Governmental entity
- ☐ For profit corporation
- ☐ Other (Please specify) _____

PROFESSIONAL AFFILIATION(S) & ORGANIZATIONS TO WHICH YOURS BELONGS:

Marching Music Made in McKinney is a nonprofit organization, created to support Drum Corps International (DCI) World Class-level drum and bugle corps competitions.

The organization's founder and President, Dean Cimini, is a long-time McKinney resident and community-engaged citizen, as is the organization's Treasurer, Sarah Boatman. Secretary Ray

REPRESENTATIVE COMPLETING THE APPLICATION

Name: Dean P. Cimini

Title: President

Mailing Address: 7110 Wellington Point Road

City: McKinney State: TX Zip Code: 75072

Phone: 469-964-0507 Email: dean_mmmm@outlook.com



CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION

☒ Same as representative completing application from previous page

Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

IDENTIFY TOURISM-RELATED EVENT OR PROJECT

Name of the Event or Project: Marching Music Made in McKinney

Start Date: 11/14/2023 Completion Date: 11/14/2023

Requested Funds from Visit McKinney: \$5000

Requested Funds from other sources:

(e.g. McKinney Arts Commission, McKinney Community Development Corporation, McKinney Economic Development Corporation, etc.)

Please explain source and dollar amount requested or granted

We also intend to submit a grant application to MCDC

Website URL where event will be promoted: <https://www.marchingmusicmckinney.org/>

Facebook URL where event will be promoted: <https://www.facebook.com/search/top?q=marching%20music%20made%20in%20mckinney>

Instagram URL where event will be promoted: https://www.instagram.com/p/CuPhtMSg_Qh/?img_index=1

Other social media accounts or additional URLs where event will be promoted:

Visit McKinney and MCDC would both be partners and the events would be publicized on www.dci.org

APPLYING ORGANIZATION'S BOARD OF DIRECTORS *(List may be included as an attachment)*

Name: Dean Cimini, President

Name: Ray Pulver, Secretary

Name: Sarah Boatman, Treasurer

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

APPLYING ORGANIZATION'S LEADERSHIP STAFF *(List may be included as an attachment)*

Name: We are a volunteer organization comprised of a volunteer board that

Name: comes together for the planning and execution of the Marching Music events.

Name: Zach Samuell manages all media and Brianna Larson coordinates all day-of

Name: volunteers.

Name: _____

Name: _____

Name: _____

Use the outline below to prepare a written narrative no more than seven (7) pages in length:

I. Applying Organization

- Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.
- Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.

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

- Ensure application eligibility for Visit McKinney consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying Guidelines document.) To be considered for Visit McKinney grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category 2 as outlined in the Texas Hotel Tax Expenditure Requirements, which can be found on page 10 of the *Grant Guidelines* document. City goals and strategies may be found on at www.McKinneyTexas.org.
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested. A copy of the organization's Texas Franchise Public Information Sheet is acceptable as documentation to prove financial stability.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

Indicate which Texas Hotel Tax Expenditure Requirement(s) found on page 10 of the Grant Guidelines document will be supported by the proposed Event or Project:

See additional document submitted via email.

III. FINANCIALS: Please provide the following items as attachments:

- An overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable for proof of financial stability.)

Has a funding request for this Event/Project been previously submitted to Visit McKinney?

- ☒ No
- ☐ Yes, please provide _____
dates: _____

What is the total estimated cost for this Event or Project? \$ 24,000

(Please attach budget details for the Event or Project for which funding is being requested.)

What percentage of the Event/Project funding will be provided by the Applicant? 0%

Have funds been requested from any other organization?

- ☐ No
- ☒ Yes, please provide amount, source and percentage

Cash \$	<u>5,600</u>	Source	<u>MCDC</u>	% of Total	<u>23%</u>
In-Kind \$	<u>500 . .</u>	Source	<u>HEB</u>	% of Total	<u>2%</u>

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

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project.

If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

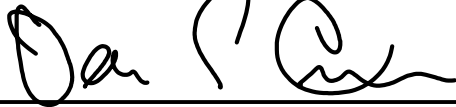
ACKNOWLEDGEMENTS

If funding is approved by the Visit McKinney board of directors, Applicant will assure:

- The Event or Project 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 the purposes described in this application.
- Visit McKinney will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and Visit McKinney and be included in an executed performance agreement. (We recommend using this verbiage: “This event is funded in part by Visit McKinney” or “Funded in part by Visit McKinney.”) Please refer to [Visit McKinney Brand Guidelines](#) for logo usage dos and don’ts. *Download logos as needed from the Google drives linked below. Contact Visit McKinney if you have issues accessing or using these files.*
 - [Sponsored by Visit McKinney full logo](#)
 - [Sponsored by Visit McKinney monogram logo](#) (for placements where the full logo won’t fit)
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the [Visit McKinney Grant Guidelines](#) in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to Visit McKinney no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a reimbursement basis after the event or project takes place and after all receipts and a final report on the Event or Project have been verified by Visit McKinney. The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project. The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed upon interest rate, no later than the 120th day after the date the Visit McKinney requests repayment.
- Reimbursement will not automatically be made for the full amount of the awarded grant funds unless the reimbursement report and submitted receipts match this total. (The total amount of receipts submitted should also match the final report.) All reimbursements must be distributed by Sept. 30 of the fiscal year in which they were awarded unless other arrangements have been made with Visit McKinney prior to Aug. 30 of that same fiscal year.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer



Signature

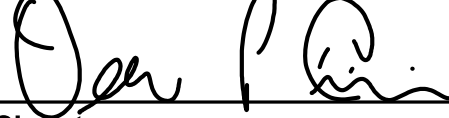
Dean P. Cimini

Printed Name

11/14/2023

Date

Representative Completing Application



Signature

Dean P. Cimini

Printed Name

11/14/2023

Date

PLEASE NOTE:

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Event or Project - description, budget, goals and objectives
- ☒ Indicate how this event/project supports City of McKinney and Visit McKinney's goals
- ☒ Event or Project timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff
- ☒ Link to event website for promotion by Visit McKinney
- ☒ Links to social media accounts for promotion by Visit McKinney

Attachments:

- ☒ A one-page summary of the goals/activities involved in the Event or Project for which you are seeking Visit McKinney grant funding
- ☒ Financials: organization's budget for current fiscal year
(*Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.*)
- ☒ Event or Project budget audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

**A FINAL REPORT IS TO BE PROVIDED TO VISIT MCKINNEY WITHIN 30 DAYS
OF COMPLETION OF THE EVENT OR PROJECT.**

**FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE
UPON RECEIPT OF FINAL REPORT.**

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.

VISIT McKINNEY GRANT Final Report

Organization: _____

Funding Amount: _____

Event or Project: _____

Start Date: _____

Completion Date: _____

Location of Event or Project: _____

Please include the following in your report:

- ☐ Narrative report on the Event or Project
- ☐ Identify goals and objectives achieved
- ☐ Financial report: budget as proposed and actual expenditures, with explanations for any variance *(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.)*
- ☐ All receipts for which you are seeking reimbursement
- ☐ Samples of printed marketing and outreach materials
- ☐ Screen shots of online promotions
- ☐ Actual tear sheets from print advertisements (a PDF of just the ad by itself will not be accepted)
- ☐ Photographs, slides, videos, etc. from the event
- ☐ Performance against metrics outlined in application

IMPORTANT! In order for Visit McKinney to reconcile and verify your financial report, please include a summary sheet on top of your final report and then collate and staple all of the receipts for which you are seeking reimbursement in the same order in which the expenditures are listed on this summary.

Please submit the Final Report no later than 30 days following completion of the Event/Project to:

VISIT McKINNEY
200 W. Virginia McKinney, TX 75069
Attn: Executive Director

Visit McKinney
Promotional and Community Event Grant Application
Fiscal Year 2023 - 2024

November 14, 2023

Visit McKinney
200 W. Virginia
McKinney, TX 75069

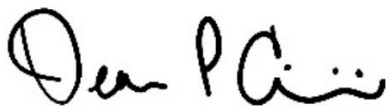
Dear esteemed board of the Visit McKinney,

The following application for Visit McKinney Grant Cycle 1 is submitted by MARCHING MUSIC MADE IN MCKINNEY for our 2024 events to be hosted at Tupps Brewery (if suitable) and the MISD Stadium, as detailed in the below application.

In short, MARCHING MUSIC MADE IN MCKINNEY promotes a multi-day event centered around a Drum Corps International show, whereby in 2022 & 2023, we drew an average of 4,325 spectators to our events and to McKinney, staying in our city and enjoying all we have to offer. In 2024, we will host a drumline exposition on July 22nd followed by a drum corps competition on July 23rd.

We are seeking \$5,000 from Visit McKinney for the promotion of our event to offset a portion of promotional costs for our events.

Respectfully,



Dean P. Cimini,
President, Marching Music Made in McKinney





I. Applying Organization

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

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

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

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

II. Tourism-Related Event or Project

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

- **RESPONSE:**
 - i. As background for our application, drum corps is the fastest growing youth activity in the United States (with participants between 18-21 years old) and is going through an evolution for its world-class touring corps. BUT DCI fans are a wide-ranging base from kids to adults, from musicians to fans. Think of DCI like marching band meets Broadway show – it is a spectacular performance event that is both musically amazing, athletically challenging, and visually invigorating. Imagine 150 performers moving in unison across the McKinney-logoed field as music blasts from their instruments and the crowd erupts in cheer and awe! If you were in the stadium in July 2022 or 2023, you know what this sounds like! We have secured a partnership with DCI to bring 8 of their world-class corps to McKinney again in 2024. Making this experience successful for McKinney and our community is what our committee is about and that is why we want to partner with you for this grant. We believe our event can blossom into a mid-summer destination



event for music lovers from as far away as Arkansas, Oklahoma, and other parts of Texas!

- ii. So, how did we get here? In 2016, a small group of citizens approached DCI after learning that DCI sought a new location in North Texas for a summer show. As the talks progressed, MISD and the City were eventually brought into conversations, and it became clear that a partnership to create the next generation of DCI events was possible in McKinney.
- iii. At a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium.
- iv. Here is the day-by-day, 3-day schedule of events:
 - 1. **Sunday, 7/21:** DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps with DCI & MISD.
 - 2. **Monday, 7/22:** 3 or 4 DCI corps will participate in a drum line expo ideally at Tupps; our 2022 & 2023 events were an enormous success and fan favorites! This event will be a family-friendly event with high-energy drum line exhibitions.
 - 3. **Tuesday, 7/23:** will be the big evening with the main DCI competition that night in MISD stadium.

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

- **RESPONSE:** The partnership between DCI & McKinney is entering its 3rd year and we are developing a good cadence with each other as we evolve our world-class marching music events that showcases our beautiful McKinney and its engaged residents:
 - The DCI Competition and surrounding events will showcase McKinney as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.
 - Promote McKinney's quality of life through community engagement by hosting a family-oriented drumline expo and other family-friendly events, including the World Class-level DCI competition itself.
 - Promote businesses in McKinney through sponsorship advertising and any associated events.
 - Promote McKinney as a tourist destination through marketing the competition and surrounding events, and by featuring McKinney's unique qualities including downtown Adriatica, TPC, golf and other highlights such as dining, shopping and the charm that McKinney has to offer through digital marketing.



- Establish McKinney as a viable event destination providing the opportunity for attracting future big events that foster economic growth.
- Finally, this event could give international visibility to McKinney as DCI participants hail from more than 15 countries and drum corps fans from those countries track the DCI competitions through the summer cycle and via DCI's global online network called FlowMarching.com. We are working with DCI to broadcast the McKinney DCI Competition in 2024.

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

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

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

- **RESPONSE:** As noted above and at a high level, we've laid out a multi-day event that centers around a competition in the MISD stadium, but also includes a major drum line expo that is a fan favorite! In 2022, we hosted this at Tupps and in 2023 we hosted the event at Stix Icehouse, selling out both venues. Planning is under way in coordination with DCI and MISD; marketing in partnership with Visit McKinney, DCI and through Marching Music Made in McKinney social channels will start soon.
- MARCHING MUSIC MADE IN MCKINNEY functions as the promoter of the overall event series and is in full control of all aspects of the events. The individual corps develop their own choreographed shows and DCI handles ticket sales for the DCI competition at MISD Stadium. Production for all aspects of coordination of both events at both venues, hosting of the corps, etc. begins each September once the corps lineups are determined.
- Here is the day-by-day, 3-day schedule of events:
 - **Sunday, 7/21:** DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps locally. We expect to host 4 corps in McKinney totaling ~720 performers and staff.
 - **Monday, 7/22:** 3 or 4 DCI corps will participate in a drum line battle, which is a family-friendly event with high-energy drum line demonstrations and fan involvement. A \$15 cover charge will be assessed, and food and beverages will be available. Ideally, we can host this event at Tupps Brewery's new location.



- **Tuesday, 7/23:** will be the big evening with the main DCI competition in the MISD Stadium. DCI controls tickets sales through their ticketing platform with prices varying based on ticket locations.

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

- **RESPONSE:** DCI sought a community that would grow a deep, multi-year partnership with them, as well as a community that appreciates fine arts, and has great facilities and an engaged citizenry. McKinney is that partner, and we and DCI see great potential for growth of our event, especially based on our initial achievements. We see the potential for a prelude concert downtown, camps for local band kids in partnership with MISD Fine Arts and more.
- In our inaugural year of 2022, we exceeded DCI & McKinney expectations by selling out both Tupps and the MISD Stadium to 350 and 4,961 fans, respectively. Year 2 saw a dip, which DCI told us is natural, and we expect to see strong ticket sales in 2024 with a great line-up of drum corps.

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

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

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

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



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

- **RESPONSE:** the following is the **2024 full budget** for both the Drumline Expo and the DCI Competition to be held at MISD Stadium. This budget is based on 2023 actuals:

2024 Marching Music Made in McKinney Budget			
Projected Income			
	Units	Rev / Unit	Estimated Revenue
Visit McKinney Grant	1		\$ 5,000.00
MCDC Grant	1		\$ 5,600.00
Drum Expo ticket sales	350	\$ 15.00	\$ 5,250.00
DCI Guarantee to Booster Club (guaranteed)	3,500	\$ 3.00	\$ 10,500.00
Parking (assumes 1 car / 4 attendees)	875	\$ 10.00	\$ 8,750.00
Sponsorships & inkind donations	10	\$ 500.00	\$ 10,000.00
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00
Revenue Subtotal			\$ 50,100.00
Projected Expenses (* = DCI reimbursed cost or City covered cost)			
	Units	Cost / Unit	Estimated Cost
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	50	\$ 150.00	\$ 7,500.00
Website and Enhancements	30	\$ 100.00	\$ 3,000.00
Drumline Expo ticket processing costs	325	\$ 0.40	\$ 130.00
Police for Drumline Expo	4	\$ 100.00	\$ 400.00
Carts to transport VIPs, Judges at DCI Competition	5	\$ 300.00	\$ 1,500.00
Radio ads	4	\$ 400.00	\$ 1,600.00
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ -
Concessions	1,500	\$ 3.00	\$ 4,500.00
Announcer (DCI provided)	6	\$ 40.00	\$ -
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ -
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ -
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ -
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ -
Stadium Utilities	1	\$	\$ -
Stadium Clean-up	1	\$	\$ -
Turf cleaning	1	\$	\$ -
Corps to perform at Drum Line Expo	4	\$ 1,000.00	\$ 4,000.00
Misc (staff shirts, event posters, table covers)	1	\$	\$ 750.00
Expenses Subtotal			\$ 23,380.00
Projected Profit for 2024 Marching Music Made in MCKinney (will be donatoin to MISD Band Programs)			\$ 26,720.00



III. Financials

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

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

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

- **RESPONSE:** The following our **2023** financials keeping in mind all proceeds go to MISD's band programs.

2023 Marching Music Made in McKinney Financials (Stix Icehouse & DCI Competition)						
Projected Income						
	Units	Rev / Unit	Estimated Revenue	Actual Revenue	+/- Variance	Comments
Visit McKinney Grant	1		\$ 5,000.00	\$ 5,000.00	100.00%	
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00	100.00%	
The Stix Icehouse Drum Expo ticket sales	337	\$ 15.00	\$ 7,500.00	\$ 5,183.00	69.11%	Hot weather lowered attendance; we sold 115 tix day of event
DCI Guarantee to Booster Club (guaranteed)	2,854	\$ 3.00	\$ 12,900.00	\$ 9,098.00	70.53%	DCI indicated tix sales in yr 2 are often down; the heat was also a deterrent
Parking (assumes 1 car / 4 attendees)	990	\$ 10.00	\$ 6,250.00	\$ 9,900.00	158.40%	We raised parking price inline with MISD band events
Sponsorships & inkind donations	10	\$ 500.00	\$ 5,000.00	\$ 10,177.00	203.54%	Stronger sponsorship due to being a proven event
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	\$ 5,459.58	109.19%	
Revenue Subtotal			\$ 47,250.00	\$ 50,417.58	106.70%	
Projected Expenses (* = DCI reimbursed cost or City covered cost)						
	Units	Cost / Unit	Estimated Cost	Adjusted Cost	+/- Variance	Comments
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	50	\$ 150.00	\$ 7,500.00	\$ 8,357.47	111.43%	Needed to revamp elements of website for 2023
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ 3,744.84	187.24%	Required more rebuild as prior developer went out of business
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 299.06	242.15%	
Police for Drumline Expo	4	\$ 40.00	\$ 160.00	\$ 400.00	250.00%	Police costs went up from budget to event
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ 1,337.50	107.00%	Slight cost increase since 2022 budget preparation
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -	0.00%	We did not do radio
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -	0.00%	Fully reimbursed by DCI
Concessions	1,500	\$ 3.00	\$ 4,500.00	\$ 4,500.00	100.00%	
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -	0.00%	Fully covered by DCI
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -	0.00%	Fully reimbursed by DCI
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -	0.00%	Fully reimbursed by DCI
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -	0.00%	Fully reimbursed by DCI
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -	0.00%	Fully reimbursed by DCI
Stadium Utilities	1	\$ 2,500.00	\$ 2,500.00	\$ -	0.00%	Fully reimbursed by DCI
Stadium Clean-up	1	\$ 5,000.00	\$ 5,000.00	\$ -	0.00%	Cost reimbursed by DCI
Turf cleaning	1	\$ 500.00	\$ 500.00	\$ -	0.00%	Fully reimbursed by DCI
Corps to perform at Stix Icehouse	4	\$ 1,000.00	\$ 4,000.00	\$ 3,750.00	93.75%	Slight reduction for one of the corps
Misc (staff shirts, event posters, table covers)	1	\$ 750.00	\$ 750.00	\$ 766.78	102.24%	No submitted
Expenses Subtotal			\$ 58,863.50	\$ 23,155.65	39.34%	
Profit / Loss from 2023 Marching Music Made in McKinney				\$ 27,261.93		



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

- **RESPONSE:** Additional potential sources of funding for our events include a grant from MCDC, sponsorship from local businesses and, of course, ticket sales. In addition to the MCDC Grant, solicitation of sponsorships for 2024 are underway.
- 2023 sponsorships and in-kind donations were strong, totaling ~\$10K with notable support from:





IV. Marketing and Outreach

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

- **RESPONSE:** learning from our prior years, we will measure success as follows:
 - Design ad graphics & place digital ads in social media. (Beginning Jan 2024)
 - Digital signage and posters in retailers around McKinney (May-June 2024)
 - Active Facebook, Instagram pages (Ongoing)
 - Video production and distribution through various channels including websites, social media channels, Chamber, MISD, VISIT MCKINNEY (April - July 2024)
 - Story submitted to local news outlets (April – July 2024)
 - Enlist the support / service of high school booster clubs (Beginning Jan 2024)

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

- **RESPONSE:** learning from the successes of our inaugural year, we will measure success as follows:
 - Marketing (digital ads, social media, print, QR) \$7,500
 - Website Enhancements \$3,000
 - Radio & Misc Marketing \$1,600

V. Metrics to Evaluate Success

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

- **RESPONSE:** we will measure success by exceeding our year 2 results as follows:
 - Attendance for the Drumline Expo of over 325 attendees
 - Attendance for the DCI Competition above 4,000 fans
 - Attendance at DCI Competition from more than 10 states
 - Economic benefit to McKinney measured in hotel nights more than 20 room nights.



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

DEPARTMENT OF THE TREASURY

Date: **MAR 12 2020**

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

Employer Identification Number:
84-4264915
DLN:
26053445001630
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
February 28
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 10, 2020
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

Letter 947



-2-

MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947