

MCKINNEY ARTS IN BLOOM FESTIVAL

DOWNTOWN
McKINNEY
TEXAS • EST. 1848

Arts in Bloom was such a major success that we should call it Arts in “Flourishing” Festival. And here’s why...For three beautiful days in April, Downtown McKinney was a buzz with the sights and sounds of a vibrant celebration featuring fine art and Texas wineries. Main Street’s annual spring festival is the seasons highly anticipated signature event that has become synonymous with the cultural identity of the City of McKinney

The streets and blocks of Downtown McKinney welcomed an astounding crowd of **48,500** guests! Visitors had the opportunity to shop with **150** local and regional artists from painters to jewelry-makers, sniff and swirl **18,000+** glasses of wine, and danced to over **40** hours of entertainment.

And the streets never looked more festive. We brought back old favorites like the yarn bombing. We added more pop-up art installations (see cheeky photo below) and introduced an interactive mural experience that was a hit with little Picasso’s and Kahol’s.

This year was also the introduction to the new Interactive Local Arts Area. We highlighted local arts organizations throughout McKinney giving them a prominent feature o the main square.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.



Arts In Bloom 2023 –Complete Budget Following

Expenses For Reimbursement

[illegible]



JG Media
dba Community Impact
3600 E. Palm Valley Blvd. Box #3
Round Rock, TX 78665
(866) 989-6808

Invoice #189126

Issued 2/27/2023
Due 2/20/2023
Customer# 87696

Total \$8,300.00

Bill To

McKinney Main Street
Andrew Jones
111 N Tennessee St
McKinney, TEXAS 75069

Sales Representative

Miranda Talley
Account Executive II
mtalley@communityimpact.com
(469) 408-3669

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
73708	Frisco, March 2023	In-Paper	Half	\$2,075.00
73708	Plano North, March 2023	In-Paper	Half	\$2,075.00
73708	Plano South, March 2023	In-Paper	Half	\$2,075.00
73708	McKinney, March 2023	In-Paper	Half	\$2,075.00
Total Due				\$8,300.00

DO NOT SEND PAYMENT, YOU HAVE SELECTED AUTOPAY!

Thank you for your business.
For billing questions, please contact your sales representative.

AIRB

PAID
CC

Current	1-30 days	31-60 days	61-90 days	Over 90 days	Amount Due
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 8,300.00



JG Media
dba Community Impact
3600 E. Palm Valley Blvd. Box #3
Round Rock, TX 78665
(866) 989-6808

~~Community Impact~~
A/B

Clk#
7574

Invoice #189346

Issued 3/7/2023
Due 4/17/2023
Customer# 16381
PO# 520432

Total \$3,168.00

Bill To

City of McKinney
Michelle Feldker
222 N TENNESSEE ST
MCKINNEY, TEXAS 75069

Sales Representative

Vicki Chen
General Manager
vchen@communityimpact.com
(210) 649-7477

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
69335	McKinney, March 2023	In-Paper	Full	\$3,168.00
Total Due				\$3,168.00

Payment due date: 4/17/2023
Please include the invoice number on your payment.

Thank you for your business.
For billing questions, please contact your sales representative.

Current	1-30 days	31-60 days	61-90 days	Over 90 days	Amount Due
\$ 15,840.00	\$ 6,336.00	\$ 0.00	\$ 3,168.00	\$ 0.00	\$ 25,344.00

McKinney Main Street

Profit and Loss Detail

October 1, 2022 - June 21, 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Expenses								
Event Expenses								
03/24/2023	Expense		Two Skillets	Arts in Bloom	Juried Art Reception	NEW Main Street Card	550.00	550.00
Total for Event Expenses							\$550.00	
Activities Expense								
03/20/2023	Expense		Alpha Lit	Arts in Bloom	Wine tickets	NEW Main Street Card	199.25	199.25
Total for Activities Expense							\$199.25	
Decorations Expense								
03/13/2023	Expense		All 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		All 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
Total for Decorations Expense							\$4,720.19	
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	7511	Susan Mardele	Arts in Bloom	AIB Entertainer Bambi & Thumper Inv #1562	First United Bank Checking	200.00	380.00
04/12/2023	Check	7510	Jose Aponte	Arts in Bloom	AIB Music Entertainer	First United Bank Checking	2,000.00	2,380.00
04/12/2023	Check	7525	The Payback Quartet	Arts in Bloom	Entertainment AIB - Partial Payment - Sean Cotter	First United Bank Checking	168.00	2,548.00
04/12/2023	Check	7518	Mountain Natives	Arts in Bloom	AIB Entertainer	First United Bank Checking	400.00	2,948.00
04/12/2023	Check	7524	Michael Rex	Arts in Bloom	AIB Entertainment Inv 0011	First United Bank Checking	500.00	3,448.00
04/12/2023	Check	7516	E-Flat Porch Band	Arts in Bloom	AIB Entertainment	First United Bank Checking	500.00	3,948.00
04/12/2023	Check	7526	The Payback Quartet	Arts in Bloom	Entertainment AIB - Partial Payment - Ryan Miller	First United Bank Checking	507.00	4,455.00
04/12/2023	Check	7523	The Brehms	Arts in Bloom	Entertainment AIB	First United Bank Checking	600.00	5,055.00
04/12/2023	Check	7515	Nathan Morris	Arts in Bloom	AIB Entertainer INV # 041523-01	First United Bank Checking	500.00	5,555.00
04/12/2023	Check	7517	Erick Fayard	Arts in Bloom	AIB Entertainer	First United Bank Checking	200.00	5,755.00
04/12/2023	Check	7509	Abram Olivas	Arts in Bloom	AIB Entertainer Inv 4823	First United Bank Checking	650.00	6,405.00
04/12/2023	Check	7514	Joel Scarbrough	Arts in Bloom	AIB Entertainer Inv #1	First United Bank Checking	300.00	6,705.00
04/12/2023	Check	7513	Trenda Adkins	Arts in Bloom	AIB Entertainer INV # 04162023	First United Bank Checking	525.00	7,230.00
04/12/2023	Check	7512	Mel Garsek Music	Arts in Bloom	AIB Entertainer Inv 13	First United Bank Checking	200.00	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	7556	Kaitlyn Perez	Arts in Bloom	AIB Entertainer	First United Bank Checking	100.00	8,130.00
04/18/2023	Check	7557	Cody Cantrell	Arts in Bloom	AIB Entertainer	First United Bank Checking	600.00	8,730.00
04/18/2023	Check	7554	Sebastian Valenzuela	Arts in Bloom	AIB Entertainer	First United Bank Checking	220.00	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	Etlene Market	Arts in Bloom	AIB Entertainer	First United Bank Checking	250.00	9,400.00
Total for Entertainer Expense							\$9,400.00	
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
Total for Hospitality							\$2,205.40	
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
Total for Electricity							\$26,130.30	
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
Total for Fencing							\$1,779.60	
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
Total for Ice							\$256.87	
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	1,650.00	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
Total for Rentals							\$22,594.15	

McKinney Main Street

Profit and Loss Detail

October 1, 2022 - June 21, 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for Infrastructure							\$50,760.92	
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
Total for Marketing Expense							\$5,950.00	
Event T-Shirts								
03/31/2023	Check	7506	Impress Designs	Arts in Bloom	Volunteer shirts AIB	First United Bank Checking	378.76	378.76
Total for Event T-Shirts							\$378.76	
Misc Marketing								
05/31/2023	Journal Entry	269		Arts in Bloom	Reverse old outstanding 6.10.2022 check #7273	-Split-	-250.00	-250.00
Total for Misc Marketing							\$ -250.00	
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
Total for Newspaper							\$11,468.00	
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
Total for Signage							\$2,866.19	
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
Total for Social Media							\$11,600.00	
Total for Marketing Expense with sub-accounts							\$32,012.95	
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
Total for Merchandise							\$6,584.58	
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
Total for Other Miscellaneous Service Cost							\$550.00	
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
Total for Cashiers							\$2,786.00	
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
Total for Misc Labor							\$1,305.00	
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
Total for Porters/Cleanup							\$1,825.00	
Total for Staffing Expense							\$5,916.00	
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	HOMEDEPOT.COM 800-430-3376 GA	NEW Main Street Card	200.84	478.18

McKinney Main Street

Profit and Loss Detail

October 1, 2022 - June 21, 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for Supplies & Materials							\$478.18	
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	-313.64	0.00
03/16/2023	Invoice	1540	Barons Creek Vineyards	Arts in Bloom	AIB Wine Vendor	Checking	-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	2,007.12	-417.88
04/18/2023	Check	7541	Lonesome Vine	Arts in Bloom	AIB Wine Ticket Settlement	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	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	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	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	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	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	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	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	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	2,040.49	28,295.92
04/18/2023	Check	7549	Lone Star Wine Cellars	Arts in Bloom	AIB Ticket Reimbursement	First United Bank	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	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	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
Total for Ticket Redemption							\$36,217.07	
Total for Event Expenses with sub-accounts							\$149,594.54	
Total for Expenses							\$149,594.54	
Net Income							\$11,653.56	

McKinney Main Street

Profit and Loss Detail

October 1, 2022 - June 21, 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Income/Expenses								
Income								
Events Income								
Ticket Sales								
04/17/2023	Deposit		Cash	Arts In Bloom	AIB Ticket & Wine glass sales	First United Bank Checking	7,483.00	7,483.00
04/17/2023	Deposit		Square Inc.	Arts In Bloom	AIB Ticket & wine glass sales	First United Bank Checking	4,125.22	11,608.22
04/17/2023	Deposit		Square Inc.	Arts In Bloom	AIB ticket & wine glass	First United Bank Checking	38,838.73	50,446.95
04/17/2023	Deposit		eventbrite	Arts In Bloom	AIB Pre-ticket sales	First United Bank Checking	5,610.00	56,056.95
Total for Ticket Sales							\$56,056.95	
Vendor Commission								
04/20/2023	Invoice	1562	Cowtown Kettle Corn	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,304.17	1,304.17
04/20/2023	Invoice	1560	CJ's Kitchen LLC	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	724.70	2,028.87
04/20/2023	Invoice	1559	A Fresh Perspective Face & Body Art	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,803.70	3,832.57
04/20/2023	Invoice	1563	Cristi & Ali Cuisine	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	4,153.65	7,986.22
04/20/2023	Invoice	1566	Jump Into Art	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	929.40	8,915.62
04/20/2023	Invoice	1564	Frios Gourmet Pops	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	992.33	9,907.95
04/20/2023	Invoice	1567	Sheraton McKinney	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	3,800.48	13,708.43
04/20/2023	Invoice	1568	Taylor's Sweet Shop	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,726.52	15,434.95
04/20/2023	Invoice	1569	Westland Ranch LLC	Arts in Bloom	Arts In Bloom Vendor Settlement	Accounts Receivable	1,926.75	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
Total for Vendor Commission							\$0.00	
Total for Events Income							\$56,056.95	
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	1464	Park Place LX of Texas, Ltd.	Arts in Bloom	Arts In Bloom Wine Tent Sponsor	Accounts Receivable	10,000.00	15,000.00
01/18/2023	Invoice	1466	Blue Box	Arts in Bloom	Arts In Bloom Sponsor Kids Create! Station	Accounts Receivable	3,500.00	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
Total for Sponsorship Income							\$31,500.00	
Vendor Income								
02/14/2023	Invoice	1500	Artist in Action	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	85.00
02/14/2023	Invoice	1510	Stephanie Kamliner	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	170.00
02/14/2023	Invoice	1503	Dana Brock	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	255.00
02/14/2023	Invoice	1506	Gail Delger	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	340.00
02/14/2023	Invoice	1513	Valerie Batchelder	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	1502	Cobalt Creations Company	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	765.00
02/14/2023	Invoice	1509	Renee Wrenwood	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	850.00
02/14/2023	Invoice	1512	Joy Jones	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	935.00
02/14/2023	Invoice	1499	Beth Mortenson	Arts In Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,020.00

McKinney Main Street

Profit and Loss Detail

October 1, 2022 - June 21, 2023

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
02/14/2023	Invoice	1507	Linda Herbert	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,105.00
02/14/2023	Invoice	1504	Deana McGarr	Arts in Bloom	Arts In Bloom Artist Site Fee	Accounts Receivable	85.00	1,190.00
02/14/2023	Invoice	1501	Bradley Donaldson	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	1531	Cristi & All Cuisine	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	530.00	42,290.21
03/16/2023	Invoice	1534	JJ's Concessions	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	940.00	43,230.21
03/16/2023	Invoice	1532	Cowtown Kettle Corn	Arts in Bloom	Arts in Bloom Site Fee	Accounts Receivable	400.00	43,630.21
03/16/2023	Invoice	1535	Frios Gourmet Pops	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	150.00	43,780.21
03/16/2023	Invoice	1529	Taylor's Sweet Shop	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	275.00	44,055.21
03/16/2023	Invoice	1533	CJ's Kitchen LLC	Arts in Bloom	Arts in Bloom Food Vendor Fee	Accounts Receivable	150.00	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
Total for Vendor Income							\$70,314.12	
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
Total for Vendor Application Fee							\$3,377.03	
Total for Vendor Income with sub-accounts							\$73,691.15	
Total for Income							\$181,248.10	



JG Media
dba Community Impact
3600 E. Palm Valley Blvd. Box #3
Round Rock, TX 78665
(866) 989-6808

AIB
Mky
Paid
cc

Invoice #189126

Issued 2/27/2023
Due 2/20/2023
Customer# 87696
Total \$8,300.00

Bill To

McKinney Main Street
Andrew Jones
111 N Tennessee St
McKinney, TEXAS 75069

Sales Representative

Miranda Talley
Account Executive II
mtalley@communityimpact.com
(469) 408-3669

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
73708	Frisco, March 2023	In-Paper	Half	\$2,075.00
73708	Plano North, March 2023	In-Paper	Half	\$2,075.00
73708	Plano South, March 2023	In-Paper	Half	\$2,075.00
73708	McKinney, March 2023	In-Paper	Half	\$2,075.00
Total Due				\$8,300.00

DO NOT SEND PAYMENT, YOU HAVE SELECTED AUTOPAY!

Thank you for your business.
For billing questions, please contact your sales representative.

Current	1-30 days	31-60 days	61-90 days	Over 90 days	Amount Due
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 8,300.00



The**Retail**Coach®

McKinney Cultural District Mobile Data Survey

MCKINNEY, TEXAS



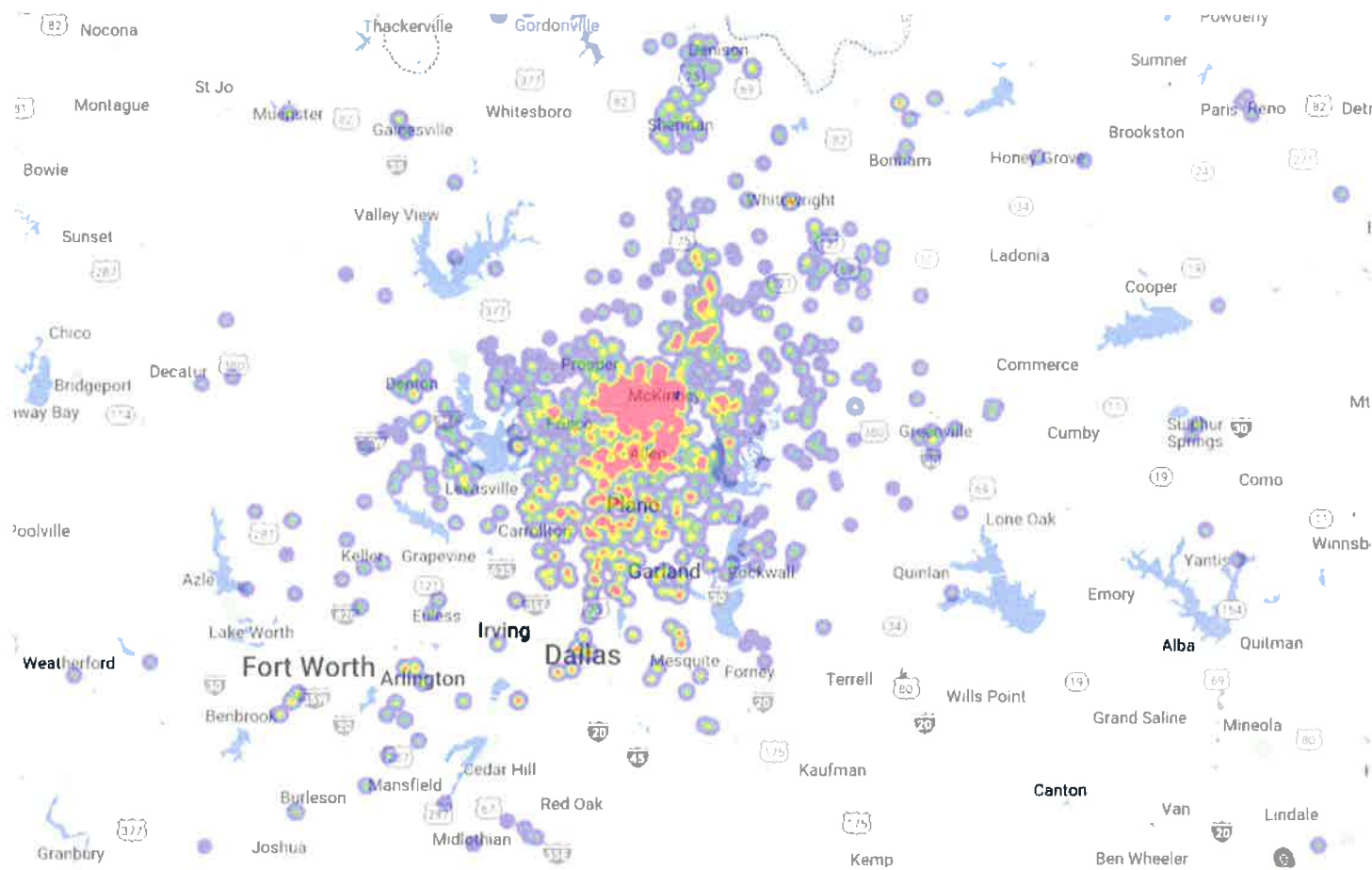
MONEY MAGAZINE 2014

Prepared for McKinney Community Development Corporation
April 14 - 16, 2023

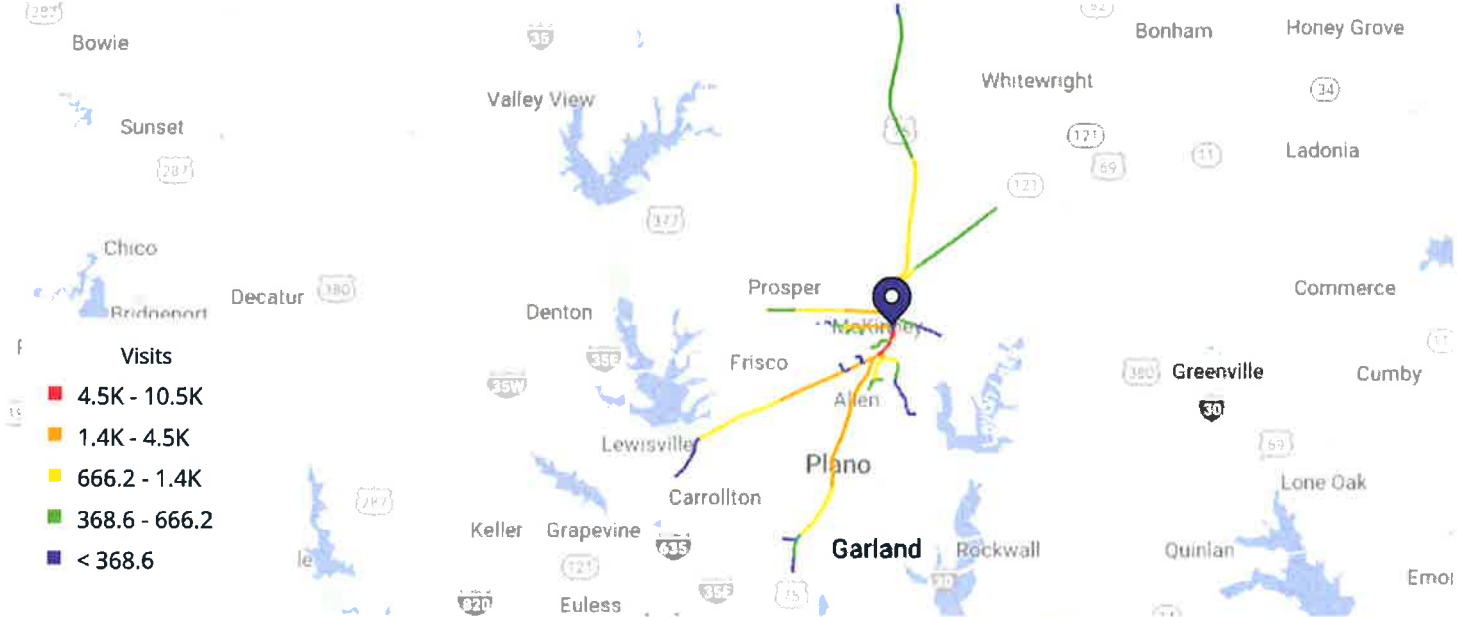
McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • April 14 - 16, 2023

Trade Area - Home Locations



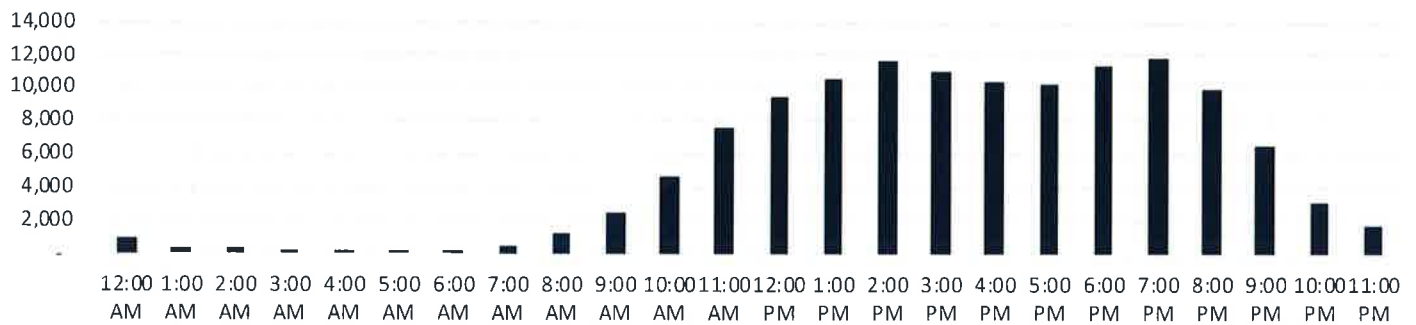
Visitor Journey - Routes



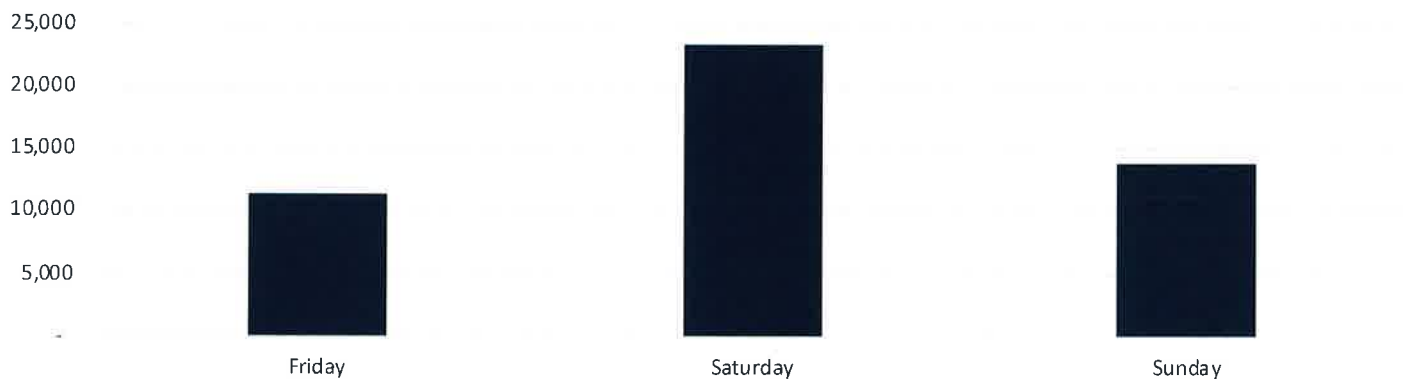
McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • April 14 - 16, 2023

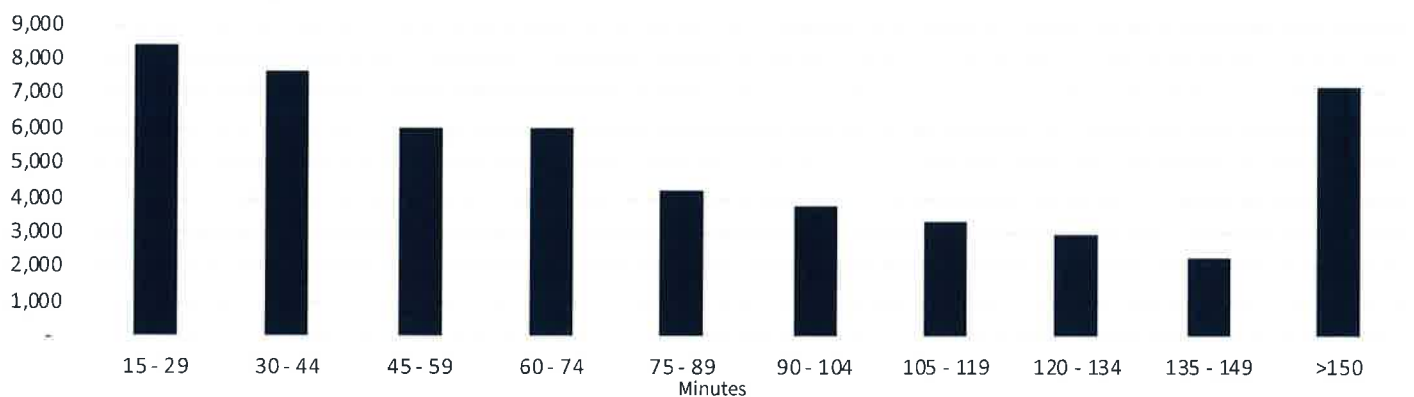
Hourly Visits



Daily Visits



Length of Stay



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Arts in Bloom

Recap & Highlights



Michelle Hancock, The Social Scribe, LLC

Overview



CREDIT: RUBY'S FOODIES

Included in this report:

- Social Media
 - Facebook
 - Instagram
 - Twitter
- Media Relations
- Influencer Marketing
- Future program recommendations

Recap Social Media Channels



Downtown McKinney



Downtown McKinney



Facebook

- **Impressions**
 - 815,937 (39% increase)
- **Engagements**
 - 44,175 (54% increase)
- **Post Link Clicks**
 - 2,651 (148% increase)
- **Organic Page likes**
 - 132 (200% increase)



Instagram

- **Impressions**
 - 227,482 (17% increase)
- **Engagements**
 - 5,296 (21% decrease)
- **Profile Actions**
 - 565 (215% increase)
- **Followers Gained**
 - 600 (195% increase)

Press Release

The Social Scribe LLC wrote and distributed a custom press release for Arts in Bloom.

- The City of McKinney distributed to their media list
- Distributed to The Social Scribe's media list which includes hyperlocal influencers and publications.
- Used press release to submit calendar submissions to online calendars of events.

Media Outreach

The Social Scribe LLC assisted in media reach pertaining the event

- Also added the event to several online calendars for art and community groups.
- Submitted content to media calendars, local blogger groups, and calendar listings.

Digital

Featured online

The event was covered in popular publications such as Dallas Morning News, Texas Highways, DFW Child, Local Profile, Community Impact, and more.

Recognized as Dallas News Editors' Pick

2023 Arts in Bloom Press

DALLASNEWS EDITORS' PICKS

Arts in Bloom

at Historic Downtown McKinney



Arts in Bloom (Stewart F. House - Special Contributor)



TexasMonthly

DFW
child

TEXAS
H I G H W A Y S
TEXAS ARTISAN

community
IMPACT
NEWSPAPER
LOCAL · USEFUL · EVERYONE GETS IT.

KIDS OUT
and **ABOUT**
.com

Influencer Marketing



CREDIT: VANESSA IN DALLAS



CREDIT: RUBY'S FOODIES

PROGRAM GOALS

- Increase brand awareness by leveraging influencers to create content that inspires consumers to attend Arts in Bloom.
- Drive positive online conversation and audience engagement around Arts in Bloom.
- Increase social media following through an Instagram giveaway.

Arts in Bloom Influencer Campaign

Activation

- 6 Influencers
- 6 Instagram Feed Ticket Giveaways
- Instagram stories
- Instagram Reels
- Extra social shares
- Original content with usage rights

Influencer Profile

- Local Micro-Influencers and Nano-Influencers on Instagram ages 28+
- The audience includes local wine, art, and event enthusiasts.
- Followers ranged from 11K - 175K.
- Diverse across Race & Ethnicity.

Top Performers

- @DallasDiscovered
- @MySuiteTastyLife
- @dallaspartyof2

Takeaways

Instagram giveaways were the main driver toward engagement. Many influencers posted original images of themselves in Downtown McKinney. A majority of influencers posted reels instead of a single image Instagram post. Four influencers attended the event and posted live content.

Influencer Recap

Impact



Influencers

Impressions

Engagements

Reach

6 85,231 22,761 69,545

Noteable Comments



I'd love to go there.
Beautiful!

Audience Comment
@SouthernChicStyle



3 things:
1) You look adorable.
2) I love Downtown McKinney.
3) That dog and scarf combo is
everything.

Audience Comment
@RubysFoodies



Thanks for sharing! Can't wait
to visit!

Audience Comment
@VanesaInDallas

Future Program Recommendations

Recommendations

- Tik Tok videos
- Hire influencers to take over Instagram accounts for the day.
- Boost influencer content to reach targeted audiences.
- Influencer VIP preview party.



CREDIT: LIVE LOVE LOCAL

Get Social With Us



THE
SOCIAL
SCRIBE

I'd love to
work with you again.

Phone Number
972-215-8870

Email Address
michelle@thesocialscribe.com

Website
www.thesocialscribe.com



Facebook Pages **Historic Downtown McKinney**

March 20, 2023 - April 16, 2023

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

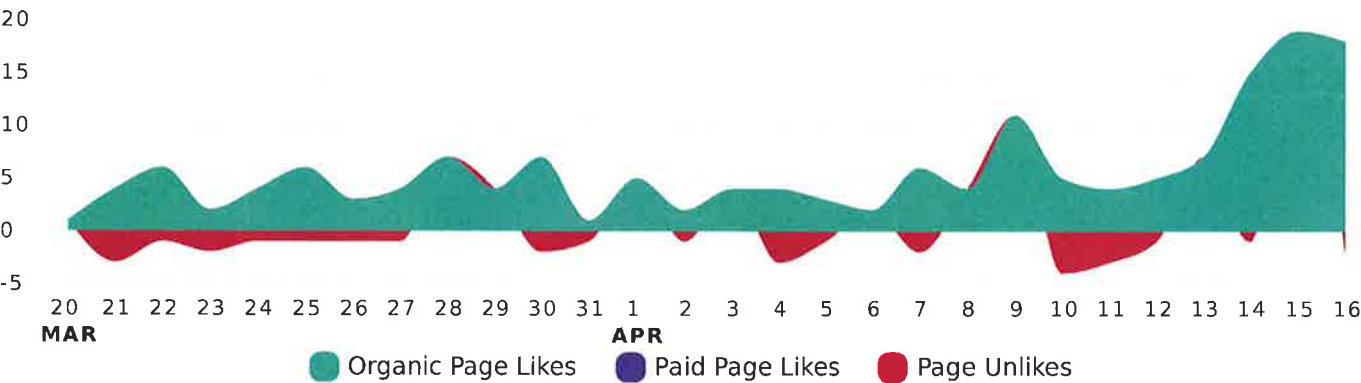




Audience Growth

See how your audience grew during the reporting period.

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



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



Top Posts

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

Descending by Lifetime Engagements



Historic Downt...

Mon 3/20/2023 9:19 am ...

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

[tickets.mckinneyperf...](#)



Total Engagements 3,878

Reactions **203**

Comments **15**

Shares **14**

Post Link Clicks **784**

Other Post Clicks **2,862**



Historic Downt...

Fri 4/7/2023 9:57 am PDT

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



Total Engagements 1,644

Reactions **251**

Comments **52**

Shares **29**

Post Link Clicks **237**

Other Post Clicks **1,075**



Historic Downt...

Sat 4/15/2023 6:00 am ...

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



Total Engagements 1,063

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...

Tue 3/21/2023 8:43 am ...

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



Total Engagements 551

Reactions **101**

Comments **6**

Shares **3**

Post Link Clicks **20**

Other Post Clicks **421**



Historic Downt...

Mon 3/27/2023 10:41 a...

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



Total Engagements 462

Reactions **185**

Comments **44**

Shares **28**

Post Link Clicks **1**

Other Post Clicks **204**



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! 🍷🍷🍷



Total Engagements 405

Reactions **95**

Comments **7**

Shares **13**

Post Link Clicks **145**

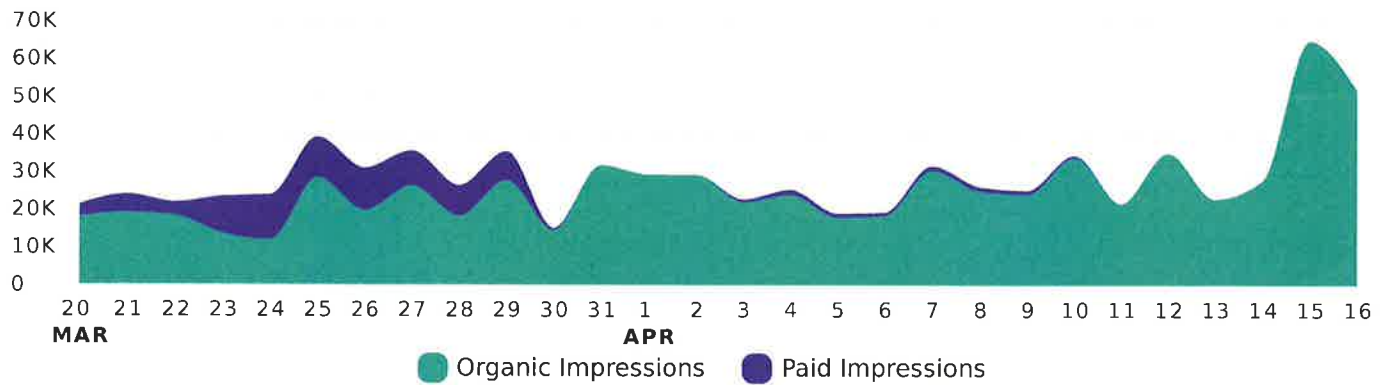
Other Post Clicks **145**



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
Impressions	722,515 ↗ 23.2%	89,945 ↗ —	815,937	↗ 38.7%



Engagement Rate

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

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



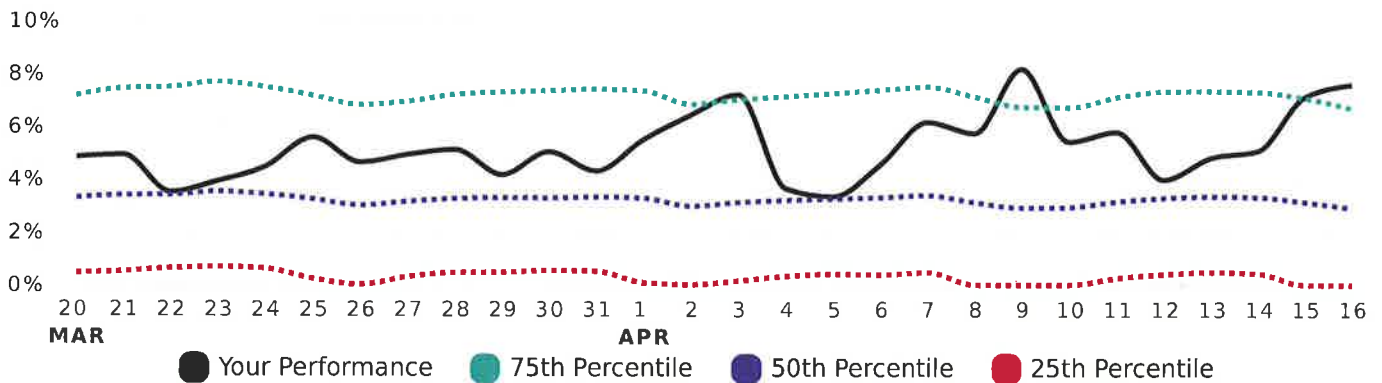
Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	5.41%	↗10.84%
Historic Downtown McKinney	5.41%	↗10.84%



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



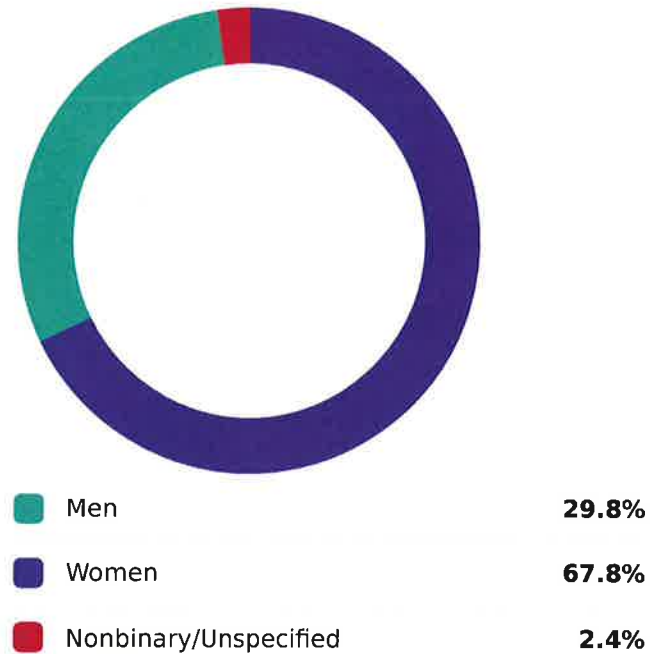
People Reached Demographics

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

People Reached by Age



People Reached by Gender



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

People Reached Top Countries

	Daily Average
United States	15,971.82
Mexico	130.54
India	56.29
United Kingdom	53.96
Philippines	50.82


People Reached Top Cities

	Daily Average
McKinney, TX	3,556.75
Dallas, TX	721.82
Plano, TX	676.96
Frisco, TX	600.04
Allen, TX	587.96



Pages

Review your aggregate page metrics from the reporting period.

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

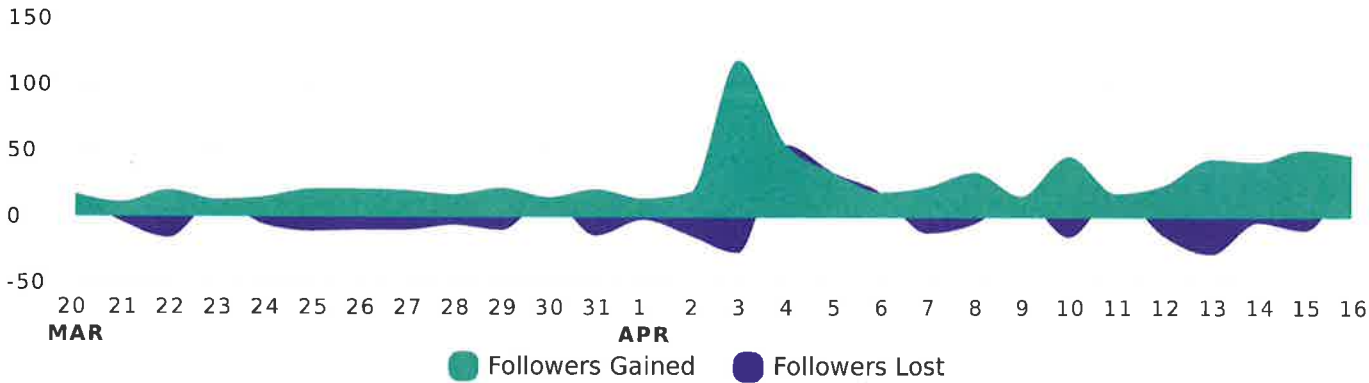




Audience Growth

See how your audience grew during the reporting period.

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



Audience Metrics

Totals % Change

Net Follower Growth

600 ↗195.6%

Followers Gained

818 ↗85.1%

Followers Lost










218 ↘8.8%



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










  downtownmcki... Fri 4/14/2023 10:47 am ...	  downtownmcki... Thu 4/6/2023 9:23 am PDT	  downtownmcki... Wed 4/12/2023 7:42 am...
It's almost showtime! See you soon. April 14 - 16, 2023 ART + WINE FESTIVAL Friday, 5 -...	You had us at "ciao!" @terrissgelatocafe is serving up our kind of love languag...	AT&T Byron Nelson is here! Beyond the course, McKinney is proud to be the 19th hole...
		
Total Engagements 928	Total Engagements 823	Total Engagements 436
Likes 693	Likes 555	Likes 426
Comments 21	Comments 14	Comments 2
Shares 182	Shares 199	Saves 8
Saves 32	Saves 55	



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

	 downtownmcki... Sat 4/15/2023 12:02 pm...		 downtownmcki... Thu 3/30/2023 5:39 am ...		 downtownmcki... Fri 4/7/2023 9:01 am PDT
It's beautiful day to stop by and smell the roses, er, blooms happening all aroun...		Learn more about Downtown McKinney's newest mural painted by @aholmesartstu...		Get your tickets now for #TMR27 in @downtownmckinney on Ju...	
					
Total Engagements	265	Total Engagements	259	Total Engagements	254
Likes	238	Likes	236	Likes	140
Comments	3	Comments	12	Comments	5
Shares	19	Shares	6	Shares	94
Saves	5	Saves	5	Saves	15



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

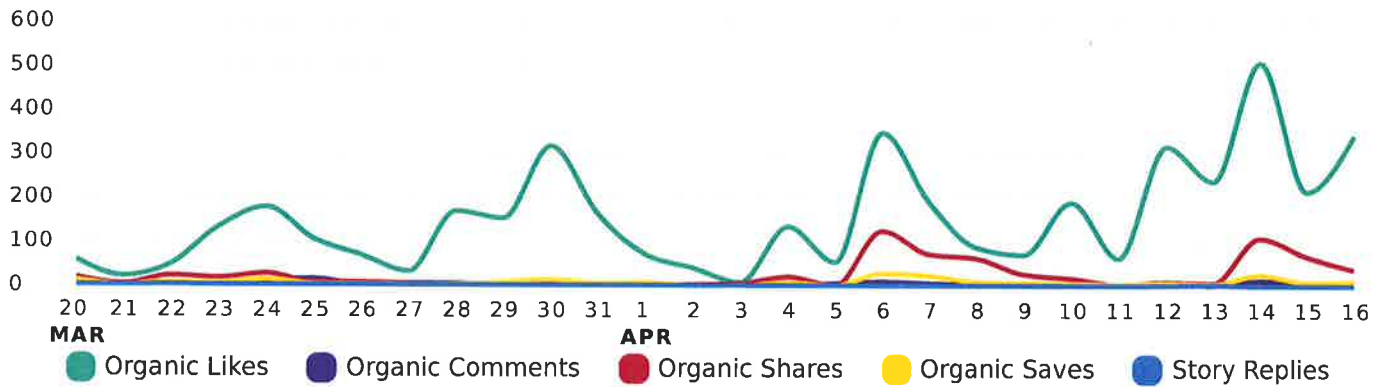
#downtownmckinney	1,903
#mckinneytx	1,903
#bestdowntown	1,694
#dallastx	1,694
#historicdowntown	1,694
#historicdowntownmckinney	1,694
#hometownpride	1,694
#mckinneytexas	1,694
#modernspirithistoricsoul	1,694
#planotx	1,694



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

Organic Engagements

5,296

↘21.3%

Organic Likes

4,298

↘18.1%

Organic Comments

122

↘26.1%

Organic Shares

661

↘31.7%

Organic Saves

210

↘39.8%

Story Replies

5

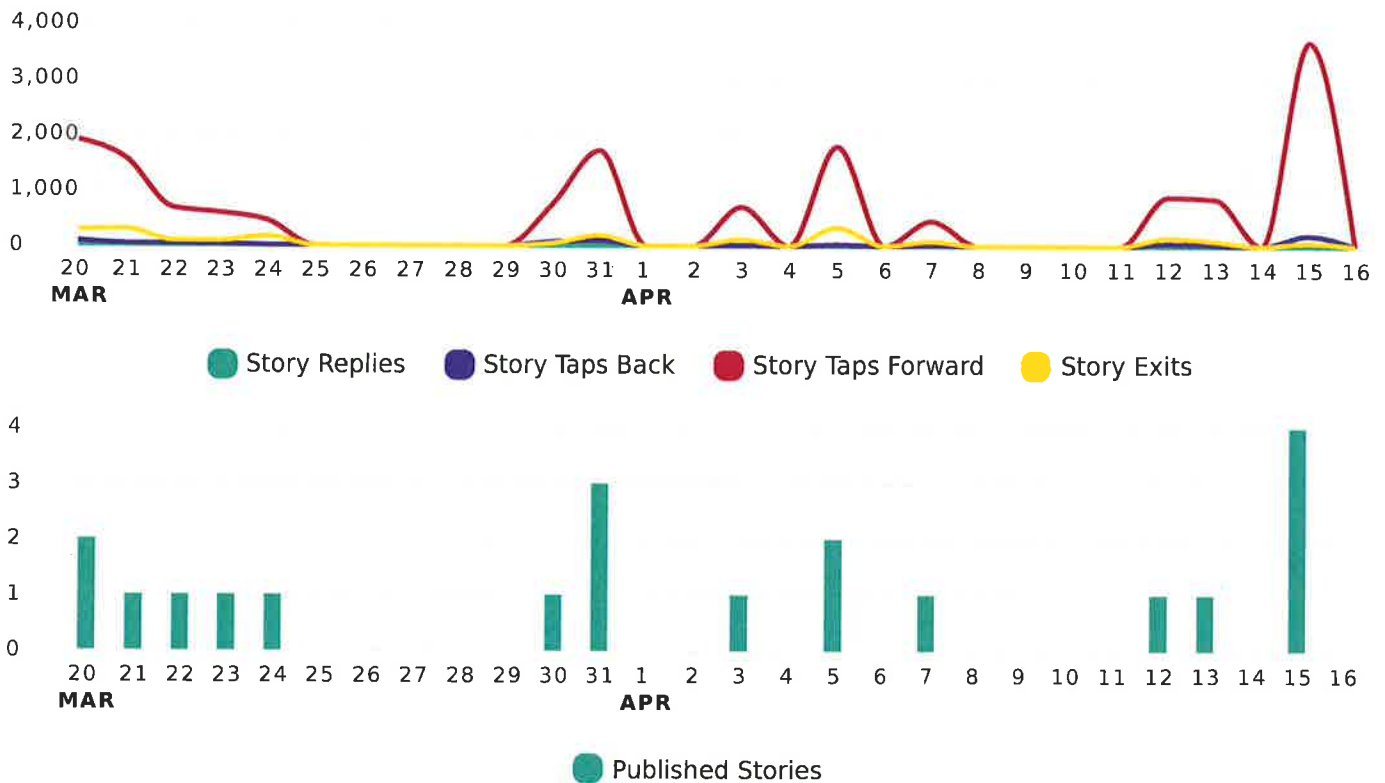
↗—



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

Published Stories

20

↗ 33.3%

Story Replies

5

↗ —

Story Taps Back

642

↗ 29.7%

Story Taps Forward

15,923

↗ 56%

Story Exits

1,971

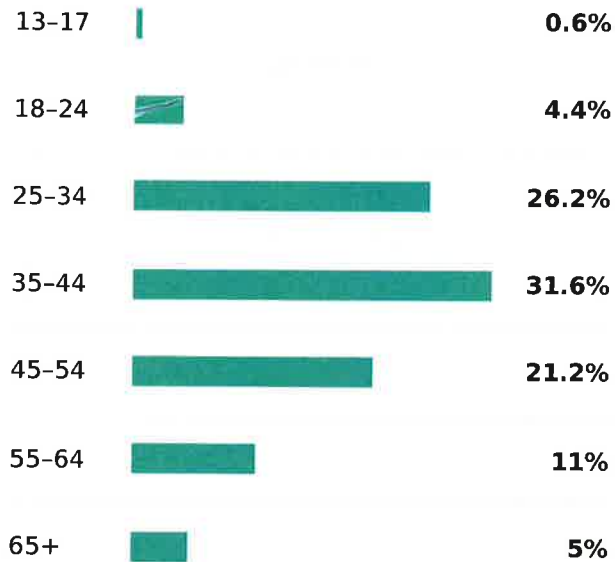
↗ 69.6%



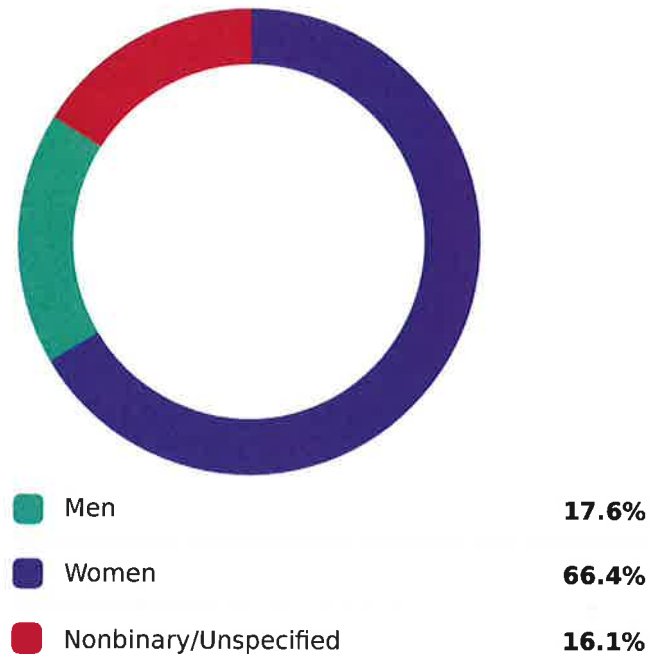
Audience Demographics

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

	United States	28,168
	Taiwan	384
	Nigeria	132
	India	51
	Mexico	51

Audience Top Cities

McKinney, Texas	8,312
Dallas, Texas	1,345
Frisco, Texas	1,304
Plano, Texas	1,180
Allen, Texas	1,046