

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC 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](#).

**Company Name** McKinney Downtown Business Re-Development, Inc.

**Federal Tax I.D.** 04-3615798

**Incorporation Date** Thursday, January 10, 2002

**Mailing Address** 111 N. Tennessee St.  
McKinney, TX, 75069

**Phone Number** (972) 547-2660

**Email** contact-mainstreet@mckinneytexas.org

**Website** downtownmckinney.com

**Social Media** <https://www.facebook.com/downtownmckinney/>,  
<https://www.instagram.com/downtownmckinney>

## **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.

Home to 180 small businesses, we encourage economic vitality through diverse partnerships and buy-local support.

Our core values were created to guide us in the pursuit of honoring Historic Downtown McKinney through every endeavor. As custodians of the Cultural District, it is our responsibility to preserve of historical assets by protecting the traditional aesthetic of Downtown and simultaneously implementing safeguards to treasured historical properties.

In addition to that responsibility, we work diligently to cultivate a safe family-friendly environment and foundation to support community gatherings.

It is our goal to present a Downtown destination that enhances the 'Uniquely McKinney' experience by embracing cultural diversity, and advocate opportunities that enhance revenue for businesses and the City of McKinney.

The McKinney Main Street takes an intentional approach to creating and presenting events and festivals that influence economic development and provide advocacy support to Downtown small businesses.


The success and growth of Downtown McKinney projects and programs are attributed to the Main Street's pillar of advancement, which include design, organization, promotion, and economic vitality.

Main Street staff also works alongside local and state agencies to achieve and maintain objectives. These partnerships are important as they strengthen relationships with Downtown and East McKinney property owners, merchants, and residents.

**Select One**

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

**IRS Determination Letter for 501(c)3**

 IRS Determination Letter\_3012.pdf

**Noteworthy recognitions or awards in the last two years.**

CITY-COUNTY COMMUNICATIONS & MARKETING ASSOCIATION  
Savvy Award (highest recognition awarded)  
• One Time Special: The Perfect Gift

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI (highest recognition awarded)  
• Video: PSA Marketing: Tiny Doors Ribbon Cutting  
Award of Honor

TEXAS ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS  
2nd Place  
• Best Use of Video for Social Media: International Women’s Day  
• Use of Humor: Oktoberfest Root Beer Stein Holding Competition

THE TELLY AWARDS  
Bronze  
• Biography: Gilda Garcia Garza  
• Events & Experiences: Oktoberfest Root Beer Stein Holding Competition  
• Travel & Tourism: The Perfect Gift

**Representative Completing Application** Jakia Brunell Marketing and Development Specialist

**Mailing Address** 111 N. Tennessee St.  
McKinney, TX, 75069

**Phone Number** (972) 547-9023

**Email** jbrunell@mckinneytexas.org

**Contact for Communications Between MCDC and Organization** Andrew Jones Director of Cultural District

**Address** 111 N. Tennessee St.  
McKinney, TX, 75069

**Phone Number** (972) 547-2661

**Email** ajones2@mckinneytexas.org

**Funding - Total Amount Requested** 13,000

**Are matching funds available?**

**Matching Funds Available** 13000

**Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

**Provide name of City of McKinney entity funding source and amount.** n/a

**Have you received or will funding be requested from other organizations / foundations?**

**Provide name of organization / foundation funding source and amount.** n/a

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

**Please list.** 2018, 2019, 2021, 2022, 2023

**Board of Directors**

- Onel Perez
- Preston Schwalls
- Von Daniel
- Amy Pyeatt
- Kate McAnally
- Daniel Stampfel, Alternate
- Mike Buchanan
- Lauren Smith
- Kim Black
- Ginger Hayes
- Heather Lowry, Altern

**Leadership Staff**

- Andrew Jones - Director of Cultural District
- Graham Meyers - Downtown Development Manager
- Gregory Hearn - Special Events Manager
- Ryan Phelan - Program Coordinator
- Heidi Wiese - Executive Assistant
- Jakia Brunell - Marketing and Development Specialist

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

**Date(s) of Event** April 11 - 13, 2025

**Location(s)** Downtown McKinney

**Event(s) open to the public?**

**Ticket Prices**

Free to attend.

**Describe the target audience for the event(s).**

This family-friendly event is open to all ages. We hope to welcome residents of McKinney, Anna, Allen, Plano, Frisco, Denton, Melissa, and Van Alstyne.

**Is this the first for this event?**

**If not, what is the history for the event (annual / biannual since what year)?**

This has been an annual three-day event since 2016.

**How does event showcase McKinney for tourism and/or business development?**

Arts in Bloom (AIB) is Historic Downtown McKinney’s annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, AIB generates revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney like district marketing and funding for start-up community produced events. AIB is also an opportunity to showcase the talents and offerings of McKinney-based artists.

**Expected attendance.** 50,000

**Expected number or percentage of attendees coming from outside of McKinney.** 30%

**Does the event support a non-profit (other than applicant)?**

**If yes, what organization(s) are supported?** n/a

**What percentage of revenue will be donated (indicate gross or net)?** n/a

**Financial Goals of Promotional / Community Event**

**Gross Revenue** 161,000

**Projected Expenses** 156,000

**Net Revenue** 5,000

**Other Funding Sources**

Title Sponsorship - Texans Credit Union at \$15,000  
Wine Pavillion Sponsorship - 10,000  
KidsCreate Station - Children's Health \$6,000  
Artist Demonstration Area - \$4,000 Meow Wolf  
Stage Sponsorship - \$7,000

Art Exhibits - \$3,000 each  
Expo Sponsorship - \$4,000

**Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.**

Experience a weekend of artistic enchantment and sensory delight as Arts In Bloom returns to Historic Downtown McKinney! Immerse yourself in the vibrant atmosphere of creativity and culture as over 120 handpicked artists grace the tree-lined streets surrounding the magnificent McKinney Performing Arts Center.

Step into a world of timeless beauty within the heart of McKinney's Historic District, renowned for its charm and character. Adorned with lovingly restored turn-of-the-century buildings, this picturesque setting boasts quaint cafes, cozy boutiques, and lively bars nestled amidst galleries and restaurants, creating a captivating backdrop for your artistic adventure.

Indulge your senses as downtown McKinney comes alive with a symphony of sights, sounds, and flavors during this three-day celebration. Explore an array of fine artistry, tantalize your taste buds with offerings from Texas wineries and culinary artisans, and lose yourself in the melodies of talented musicians spanning genres from jazz and folk to country and Latin jazz.

Admission to the festival is free! Wine tastings are available for pre-order. All food and beverages can be purchased at the festival, ensuring you have everything you need for a delightful experience.

For wine enthusiasts, elevate your experience with our exclusive Wine-Tasting Package! Delight in 12 exquisite wine tastings from renowned Texas wineries, all while sipping in style from your souvenir wine glass. Each sip is a journey through the flavors of the Lone Star State, promising an unforgettable tasting experience.

But that's not all! Engage your inner artist at our Kids Creation Station, where budding Picassos can unleash their creativity through hands-on activities and art processes. Plus, don't miss out on captivating live demonstrations at the Art Demo Stage, featuring McKinney's esteemed local art groups showcasing their preferred mediums.

Experience a weekend of inspiration, innovation, and indulgence at the Arts In Bloom Festival – where art, wine, and culture collide in Downtown McKinney! Secure your spot today and toast to the magic of creativity

**Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

Promotional Channel	Budget
Traditional Media - Newspapers	15,000
Social Media - Facebook, Instagram	5500
Billboards	12000
Signage	3500
Event t-shirts	830
Yarn Bombing	4.400

**Event Marketing Plan and Budget Attachment**



**Total Promotional Budget**

17,095

**What percentage of the total marketing budget does the grant represent?** 60%

**Attendance from previous event(s), if applicable** 45,000 - 50,000 attendees

**Marketing lessons learned from past (what worked and what did not).**

We learned that strong partnership with local and regional influencers makes a huge difference in getting the word out about our event and conjuring excitement. Our team has also recognized that an eight-week promotional timeline is a good amount of time to inform the public about the event.

In addition to promoting the wine portion of the event, staff understand the importance of catering and cultivating our non-alcoholic activities of the event, as we continue to strengthen our family-friendly facet of the Main Street brand.

**How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)**

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. McKinney Main Street will work to execute short surveys gathering demographic information. Sample questions will include zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. Redeemed incentives on direct marketing piece will also be measured. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown

**Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

sending an email to Linda.

**Budget**



**What percentage of Project / Promotional / Community Event funding will be provided by the applicant?** 60%

**Are matching funds available?**  Yes

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.?

**Sponsorship Revenue** 54,000

**Registration Fees** 0

**Donations** 0

**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.**

Sales of food and beverages (vendors)

Sales of Downtown businesses

Foot traffic

Shares and engagement on social media accounts, both from Main Street promotions and influencer collaborations

Surveys from vendors and businesses

Press mentions about event

- Provide an overview of the organization's financial status, including the impact of this grant request 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.

### Budget



ProfitandLoss AIB.pdf

### Financial Statements



ProfitandLoss MMS 2024.pdf

### IRS Determination Letter (if applicable)



IRS Determination Letter.pdf

### W9



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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.

If funding is approved by the MCDC board of directors, Applicant assures:

- 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 on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the 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.**

### Applicant Electronic Signature

**We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

Selecting this option indicates your agreement with the above statement.

### Chief Executive Officer



### Date

Friday, November 29, 2024

### Representative Completing Application



### Date

Friday, November 29, 2024

### 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.



## MCKINNEKY ARTS IN BLOOM MARKETING BUDGET 2025

Billboards	12,000
Event T-Shirts	830.00
Newspaper	15,000
Signage	3,500
Social Media	5,500
<b>TOTAL</b>	<b>36,000</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).

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Apr. 20, 2016 LTR 4168C 0  
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MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

Sincerely yours,




Teri M. Johnson  
Operations Manager, AM Ops. 3

ATLANTA GA 39901-0001

020666.655390.319170.32384 1 AT 0.399 530




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

020666

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

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

 The IRS address must appear in the window.

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



# McKinney Main Street

## Profit and Loss

January - August, 2024

	TOTAL
Income	
Events Income	45,523.09
Alcohol Sales	0.00
Ticket Sales	51,972.07
Vendor Commission	0.00
<b>Total Events Income</b>	<b>97,495.16</b>
Sponsorship Income	28,000.00
Vendor Income	33,208.38
Vendor Application Fee	2,935.81
<b>Total Vendor Income</b>	<b>36,144.19</b>
<b>Total Income</b>	<b>\$161,639.35</b>
GROSS PROFIT	<b>\$161,639.35</b>
Expenses	
Event Expenses	454.21
Activities Expense	388.16
Alcohol Expense	
Cashier Staffing	340.00
<b>Total Alcohol Expense</b>	<b>340.00</b>
Decorations Expense	5,954.67
Entertainer Expense	18,670.00
Event Staff	3,900.00
Hospitality	146.04
Infrastructure	
Electricity	26,130.30
Fencing	2,284.05
Ice	1,890.00
Portables	2,043.70
Rentals	24,861.25
<b>Total Infrastructure</b>	<b>57,209.30</b>
Marketing Expense	1,700.00
Event T-Shirts	230.75
Newspaper	7,500.00
Signage	4,100.28
Social Media	3,564.17
<b>Total Marketing Expense</b>	<b>17,095.20</b>
Merchandise	5,860.57
Other Miscellaneous Service Cost	525.00
Staffing Expense	
Cashiers	2,075.00
Misc Labor	1,290.00
Porters/Cleanup	1,825.00
<b>Total Staffing Expense</b>	<b>5,190.00</b>
Supplies & Materials	1,909.50

	TOTAL
Ticket Redemption	38,510.21
<b>Total Event Expenses</b>	<b>156,152.86</b>
<b>Total Expenses</b>	<b>\$156,152.86</b>
NET OPERATING INCOME	<b>\$5,486.49</b>
NET INCOME	<b>\$5,486.49</b>