

Arts in Bloom 2026 Promotional Grant Reimbursement Request 14K

Yarn Bombing: 7,650

The Social Scribe Influencer: 2,750

Hannah Fairchild Influencer: 2,500

Clear Channel Outdoor Billboards: 1,250

Seerel meadows Influencer: 600

Total: \$14,750



Arts In Bloom 2026 – RECAP

- Welcomed 48K guests
- 12 Texas Wineries
- 125 Artist Vendors spanning 55 cities, 15 states, and Canada
- Introduced new Community Competition Stage. Activities included sketch-off and clay hand building for professional and novice participants
- Expanded children's area into "Kids Art Avenue." Activities included free-paint on 3D sculptures, crafts, and STEM activities.
- Two stages featuring live music
- More Yarn Bombing with decorations added to Downtown McKinney Trolley

Social Media Ads:

- Total Facebook Followers – 53,000
- Impressions – 219,845
- Engagements – 18,057
- Reach/Views – 264,503

Influencer Data

Top collaborative post:

@DallasFunFam

Views: 168K

Likes: 3.1K

@Dallas_Discovered

Views: 58K

Likes: 1.2K

Arts In Bloom festival welcomed the spring season in Downtown McKinney. From Friday, April 10th to Sunday, April 12th, the Cultural District welcomed over 48K visitors. And this year, guests had an opportunity to participate in new experiences and expanded interactive areas for more interactive art.

An immediate crowd favorite was our Community Competition Stage. This new area hosted artists of all ages and skills. On Friday, artists sketched an over-sized stuffed elephant and later in the evening, professional artists participated in a lively sketch-off featuring a live model.

The following day, guests got their hands dirty with pottery making. Each participant had 1lb of clay for hand-building. To keep things entertaining, we also hosted a competition for the most ornate and tallest vessel. Both artists and observers thoroughly enjoyed the experience and expressed that they were looking forward to the stage again next year.

Another new feature we rolled out was Kids Art Avenue. An entire street was transformed into an immersive art experience for kids. Tiny visitors had an opportunity to free-paint oversized 3D cardboard trees and flowers. Guests could also participate in STEM activities, face painting, crafts, as well as learn about native plants and animals with the Heard Natural Science Museum.

We also brought back our Artist Demo Stage that featured local arts groups. Organizations like Art Club of McKinney and Millhouse delighted observers with live painting. For all three days, artists showcased their work and the “behind the scenes” of creating on stage for spectators.

The fun continued with two stages for live music, 120 artists, including a local artists tent, 12 Texas wineries, and a mini soccer field sponsored by the McKinney Chupacabras.

It is an honor to present this spectacular event to our community and transform our district into a living canva. We look forward to next year and welcoming even more people to experience the beauty of Downtown McKinney and all we have to offer.



Apr 10 - Apr 12, 2026



315 S Chestnut St, McKinney, TX 75069



Placer.ai

500 ft

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



Civic Dashboard

Apr 10 - Apr 12, 2026

Metrics

Downtown McKinney Cul...

S Chestnut St, McKinney, TX

Visits	44.5K	Avg. Dwell Time	101 Min
Visits / sq ft	0.01	Panel Visits	5.9K
Size - sq ft	3.3M	Visits YoY	+8.5%
Visitors	40.8K	Visits Yo2Y	+86.9%
Visit Frequency	1.09	Visits Yo3Y	+174.5%

Apr 10th, 2026 - Apr 12th, 2026

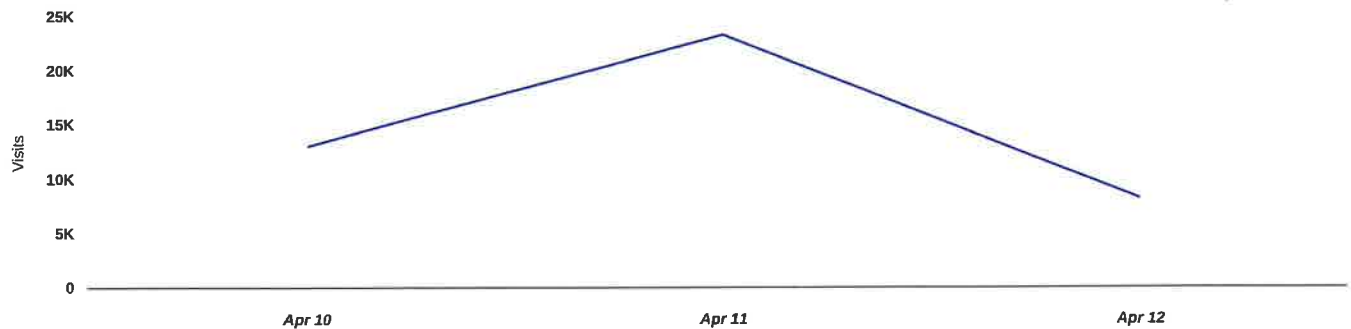
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Downtown McKinney Cultural Di...

S Chestnut St, McKinney, TX



Daily | Visits | Apr 10th, 2026 - Apr 12th, 2026

Data provided by Placer Labs Inc. (www.placer.ai)





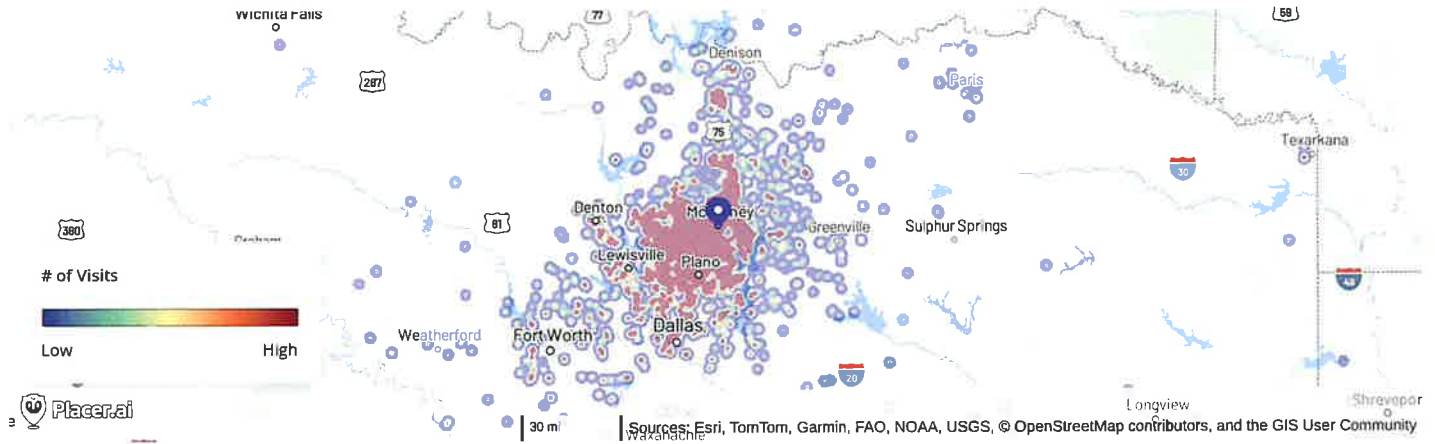
Civic Dashboard

Apr 10 - Apr 12, 2026

Trade Area

Downtown McKinney Cul...

S Chestnut St, McKinney, TX



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Apr 10th, 2026 - Apr 12th, 2026

Data provided by Placer Labs Inc. (www.placer.ai)





Civic Dashboard

Apr 10 - Apr 12, 2026

Zip Code	Visits (% of Total)
75035 Frisco, TX	1.2K (2.8%)
75454 Melissa, TX	1.2K (2.7%)
75409 Anna, TX	909 (2%)

Apr 10th, 2026 - Apr 12th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Civic Dashboard

Apr 10 - Apr 12, 2026

Prior / Post Compare

Downtown McKinney Cult...

S Chestnut St, McKinney, TX

Downtown McKinney Cultural District / S Chestnut St, McKinney, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 Central Park Central Park, Mckinney, TX	2.2%	1	 RaceTrac S McDonald St, Mckinney, TX	1.3%
2	 TUPPS Brewery E Louisiana St, Mckinney, TX	1.1%	2	 QuikTrip S McDonald St, McKinney, TX	1.1%
3	 The Hub at Town Center W Lamar St, McKinney, TX	0.8%	3	 TUPPS Brewery E Louisiana St, Mckinney, TX	1%
4	 The Fade Shop W Lamar St, McKinney, TX	0.8%	4	 Eldorado Plaza Craig Dr, Mckinney, TX	0.9%
5	 Shopping Center at 1720 W Universi... W University Dr, Mckinney, TX	0.8%	5	 McKinney Cotton Mill Elm St, Mckinney, TX	0.8%
6	 McKinney Cotton Mill Elm St, Mckinney, TX	<0.5%	6	 Buc-ee's Central Expy, Melissa, TX	0.8%
7	 The Station McKinney E. Lamar Street, McKinney, TX	<0.5%	7	 Fairview Town Center Town Pl, McKinney, TX	0.7%
8	 Starbucks S Mcdonald St, Mckinney, TX	<0.5%	8	 Shopping Center at 1720 W Universi... W University Dr, Mckinney, TX	0.6%
9	 Hutchins BBQ N Tennessee St, Mckinney, TX	<0.5%	9	 H-E-B Eldorado Pkwy, Mckinney, TX	<0.5%
10	 McKinney Town Square McKinney, TX	<0.5%	10	 H-E-B Central Expy, Melissa, TX	<0.5%

Apr 10th, 2026 - Apr 12th, 2026

Data provided by Placer Labs Inc. (www.placer.ai)





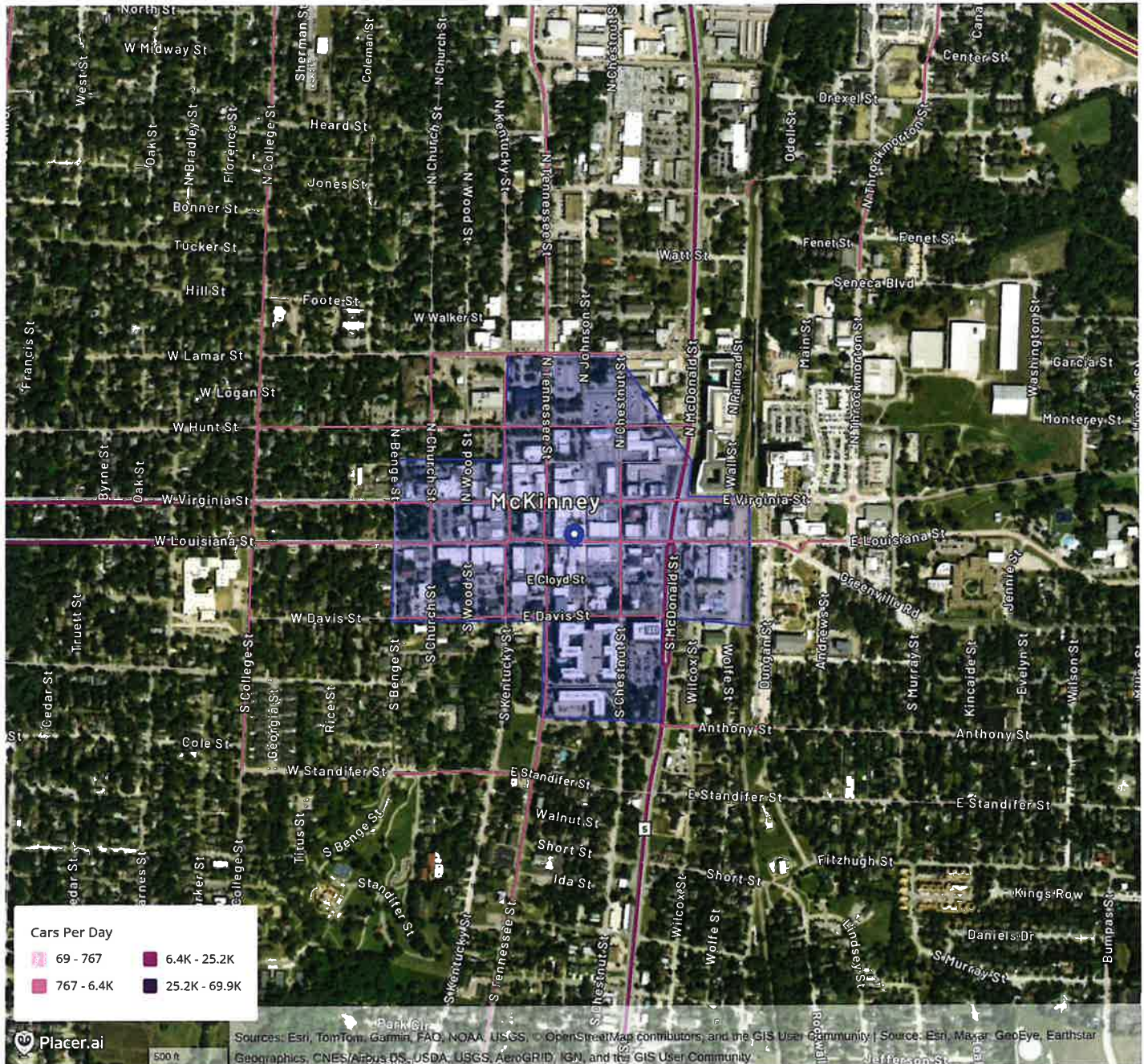
Civic Dashboard

Apr 10 - Apr 12, 2026

Vehicle Traffic Volume

Downtown McKinney Cul...

S Chestnut St, McKinney, TX



Jan 1st, 2026 - Dec 31st, 2026

Data provided by Placer Labs Inc. (www.placer.ai)





Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Overview

Population	156,801	363,224	720,999
Pop density (per sq mile)	3,694	4,139	3,597
Area (sq mi) - based on Census Block Groups	42.45	87.76	200.43

Households

Households	55,525	128,883	268,055
Family Households	41,664 (75%)	94,713 (73.5%)	183,915 (68.6%)
Non-Family Households	13,861 (25%)	34,170 (26.5%)	84,140 (31.4%)
Persons per Household	2.82	2.82	2.69

Gender

Male	79,284 (50.6%)	181,305 (49.9%)	360,878 (50.1%)
Female	77,517 (49.4%)	181,919 (50.1%)	360,121 (49.9%)

Age

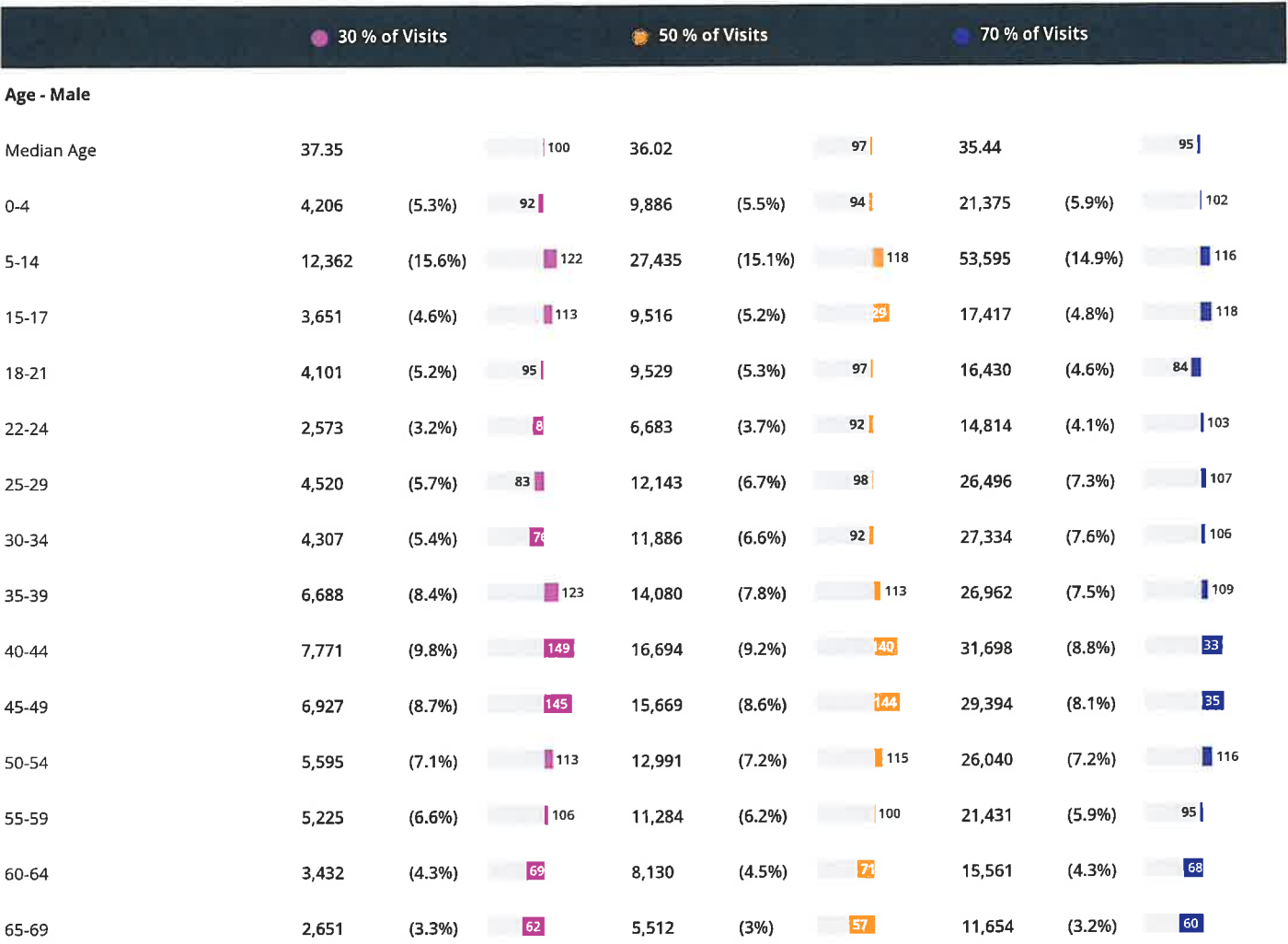
Median Age	37.64	36.24	35.86
0-4	8,812 (5.6%)	20,478 (5.6%)	42,095 (5.8%)
5-14	24,255 (15.5%)	55,333 (15.2%)	104,313 (14.5%)

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)





Benchmark: Nationwide



View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)



Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
50-54	5,824	(7.5%)	122	13,131	(7.2%)	117	24,105	(6.7%)	109
55-59	4,530	(5.8%)	93	10,552	(5.8%)	92	20,336	(5.6%)	90
60-64	4,398	(5.7%)	87	8,380	(4.6%)	79	17,137	(4.8%)	75
65-69	2,861	(3.7%)	64	5,819	(3.2%)	55	12,523	(3.5%)	60
70-74	2,501	(3.2%)	66	4,648	(2.6%)	53	10,357	(2.9%)	59
75-79	1,970	(2.5%)	75	3,619	(2%)	59	7,192	(2%)	59
80-84	1,570	(2%)	91	2,704	(1.5%)	67	5,369	(1.5%)	67
85+	1,284	(1.7%)	69	1,967	(1.1%)	45	4,005	(1.1%)	46

Population by Generation

Gen Alpha	33,067	(21.1%)	117	75,811	(20.9%)	116	146,408	(20.3%)	113
Gen Z	19,209	(12.3%)	94	48,357	(13.3%)	102	93,664	(13%)	99
Millennials	30,363	(19.4%)	95	77,078	(21.2%)	104	164,422	(22.8%)	112
Gen X	38,465	(24.5%)	32	89,496	(24.6%)	32	170,263	(23.6%)	27
Baby Boomers	27,542	(17.6%)	7	58,294	(16%)	20	117,798	(16.3%)	72
Silent & Greatest	8,155	(5.2%)	74	14,188	(3.9%)	56	28,444	(3.9%)	56

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)

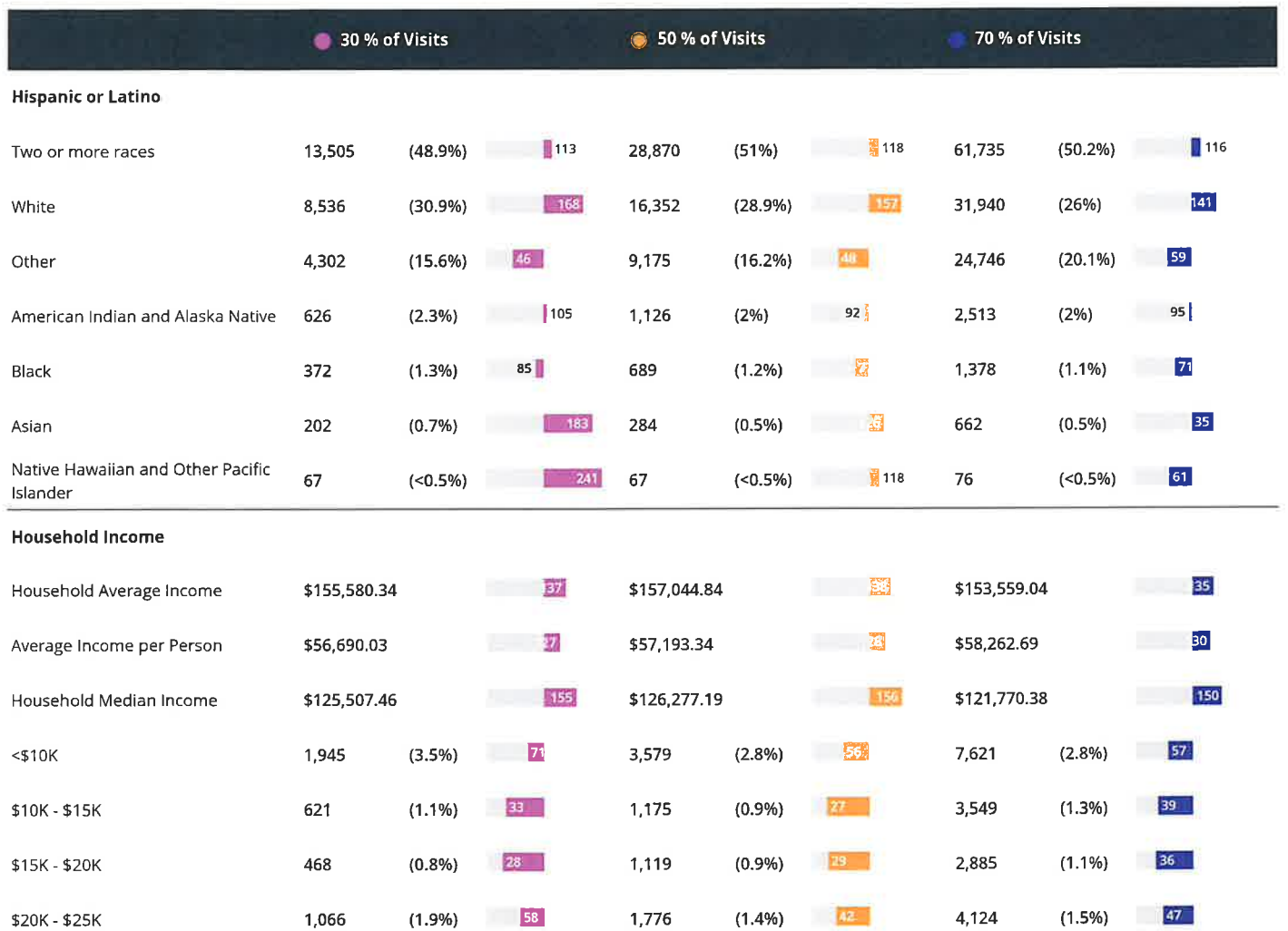




Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide



View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)





Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide



Household Size

1 Person Household	11,537	(20.8%)	72	27,136	(21.1%)	72	67,584	(25.2%)	88
2 Persons Household	17,891	(32.2%)	95	39,337	(30.5%)	90	80,467	(30%)	89
3 Persons Household	9,670	(17.4%)	113	24,009	(18.6%)	121	46,388	(17.3%)	113
4 Persons Household	9,762	(17.6%)	140	24,343	(18.9%)	130	46,341	(17.3%)	138
5 Persons Household	3,904	(7%)	120	8,910	(6.9%)	118	17,870	(6.7%)	114
6 Persons Household	2,048	(3.7%)	164	3,794	(2.9%)	38	6,889	(2.6%)	114
7+ Persons Household	713	(1.3%)	89	1,354	(1.1%)	76	2,516	(0.9%)	65

Education

Elementary	4,655	(4.5%)	43	10,086	(4.2%)	41	23,972	(5%)	48
High School Graduate	15,717	(15%)	58	32,767	(13.7%)	53	65,559	(13.6%)	52
College / Associate Degree	28,398	(27.2%)	97	59,069	(24.7%)	89	114,593	(23.8%)	85
Bachelor Degree	34,897	(33.4%)	155	83,705	(35%)	162	169,079	(35.2%)	163
Advanced Degree	20,858	(20%)	142	53,429	(22.3%)	159	107,724	(22.4%)	159

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)





Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide

			30 % of Visits		50 % of Visits		70 % of Visits
Transport to Work							
Drove alone	54,070	(66.1%)	96	122,772	(63.5%)	92	244,798 (62.6%) 91
Worked from home	18,511	(22.6%)	150	50,951	(26.4%)	174	106,478 (27.2%) 180
Carpooled	6,566	(8%)	94	14,028	(7.3%)	85	26,921 (6.9%) 8
Other	968	(1.2%)	104	2,090	(1.1%)	95	4,523 (1.2%) 102
Walked	901	(1.1%)	46	1,907	(1%)	42	5,074 (1.3%) 55
Bicycle	518	(0.6%)	142	557	(<0.5%)	65	875 (<0.5%) 50
Taxicab	119	(<0.5%)	56	301	(<0.5%)	60	508 (<0.5%) 50
Public transportation	99	(<0.5%)	4	514	(<0.5%)	8	1,544 (<0.5%) 12
Motorcycle	63	(<0.5%)	64	166	(<0.5%)	71	386 (<0.5%) 8

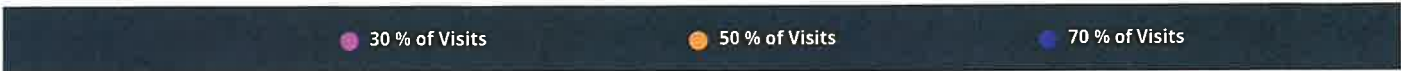
Travel Time to Work							
Median travel time to work	23		104	25		112	24 107
Less than 10 minutes	6,018	(9.5%)	7	13,777	(9.7%)	67	28,228 (9.9%) 7
10-15 minutes	7,854	(12.4%)	93	14,911	(10.5%)	7	30,179 (10.6%) 8
15-20 minutes	11,324	(17.9%)	117	22,604	(15.9%)	103	43,472 (15.3%) 99
20-25 minutes	8,027	(12.7%)	88	19,555	(13.7%)	96	41,604 (14.6%) 102

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)





Benchmark: Nationwide



Vacant Housing Units

For rent	1,686	(54.3%)	298	3,142	(50.5%)	278	7,366	(49.5%)	272
Other	565	(18.2%)	51	1,357	(21.8%)	61	3,364	(22.6%)	63
Rented, not occupied	434	(14%)	397	707	(11.4%)	323	1,268	(8.5%)	242
For sale only	180	(5.8%)	106	408	(6.6%)	120	1,219	(8.2%)	149
Sold, not occupied	152	(4.9%)	120	372	(6%)	147	770	(5.2%)	27
For seasonal, recreational or occasional use	89	(2.9%)	9	237	(3.8%)	12	905	(6.1%)	19
For migrant workers									

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)



Civic Dashboard

Apr 10 - Apr 12, 2026

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
No health insurance coverage	11,396	(7.3%)	87	28,093	(7.7%)	92	63,203	(8.8%)	105
Direct purchase health insurance only	11,284	(7.2%)	114	29,366	(8.1%)	37	54,229	(7.5%)	119
Medicare coverage only	6,172	(3.9%)	62	12,444	(3.4%)	54	28,712	(4%)	63
Other coverage combinations	6,149	(3.9%)	64	12,185	(3.4%)	55	24,146	(3.4%)	55
Medicaid/means-tested public coverage only	5,758	(3.7%)	25	13,609	(3.8%)	25	31,655	(4.4%)	29
With direct purchase and medicare coverage	4,255	(2.7%)	88	6,701	(1.8%)	60	12,834	(1.8%)	57
Employer based and medicare coverage	2,805	(1.8%)	60	5,632	(1.6%)	52	11,856	(1.6%)	55
Employer based and direct purchase coverage	2,658	(1.7%)	104	6,325	(1.7%)	106	14,538	(2%)	123
TRICARE/military health coverage only	1,489	(1%)	107	2,417	(0.7%)	75	4,669	(0.6%)	75
Medicare and medicaid/means-tested public coverage	1,292	(0.8%)	35	2,571	(0.7%)	30	5,196	(0.7%)	30
Other private only combinations	493	(<0.5%)	7	1,039	(<0.5%)	71	1,928	(<0.5%)	67
Other public only combinations	260	(<0.5%)	37	435	(<0.5%)	26	812	(<0.5%)	25
VA Health Care only	161	(<0.5%)	41	585	(<0.5%)	64	906	(<0.5%)	50

SNAP Households

Non-snap Households	54,005	(97.3%)	111	125,699	(97.5%)	111	259,631	(96.9%)	110
Snap Households	1,520	(2.7%)	23	3,184	(2.5%)	21	8,424	(3.1%)	26

View: Potential Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2024 (ACS)



Hannah Fairchild

DFF City Ventures LLC
6871 Lorna Lane
Dallas, TX 75214
(713) 591-0331

Invoice

3/25/2026

Invoice for

Downtown McKinney

Payable to

Hannah Fairchild
DFF City Ventures LLC

Invoice #

DM03252026

Project

Arts in Bloom 2026

Due date

4/25/2026

Description	Qty	Unit price	Total price
Items in Partnership Agreement	1	\$2,500.00	\$2,500.00

Notes:

Thank you so much! - Hannah

Total: \$2,500.00

\$2,500.00