Monday, May 25, 2026

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

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.
- If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online Letter of Inquiry.
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
    - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
    - Planned activities pre-event and during event;
    - History of past or similar events;
    - Event budget (fundraising goals, projected revenue, funding sources);
    - Ticket price(s). (At least one category of ticket must be $35 or under.)
    - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
    - Attendance projections (include how your calculations were made);
    - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
    - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
    - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);
  - Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)

  - Verification of organization's status (IRS letter of determination, W9);
  - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	McKinney Chamber Foundation
CEO / Executive Director	Lisa Hermes
Federal Tax I.D.	20-8285256
Incorporation Date	Tuesday, January 23, 2007
Mailing Address	7300 SH121 Access Rd McKinney, Tx, 75070
Phone Number	(972) 542-0163
Email	hola@mckinneydiadelosmuertos.com
Website	mckinneydiadelosmuertos.com
Social Media	https://facebook.com/mckinneydieadelosmuertos, @mckinneydiadelosmuertos @McKDiaDLMuertos, mckinney-dia-de-los-

Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.

The McKinney Día de los Muertos (DDLM) initiative was established in 2021 through the leadership of a group of local citizens. The following year, the McKinney Chamber of Commerce Foundation, served as the umbrella organization for this event. McKinney Chamber of Commerce Foundation, a 501(c)(3) nonprofit organization dedicated to advancing education, cultural understanding, economic development, community engagement, and opportunities that improve the quality of life for residents throughout McKinney and Collin County. The Foundation's mission includes fostering educational, charitable, and community-based programs that strengthen relationships among diverse populations while supporting economic vitality and civic participation.

The mission of McKinney Día de los Muertos is to celebrate, preserve, and share the rich cultural heritage of Hispanic and Latino communities while promoting unity, education, inclusion, and economic opportunity. Through an authentic and family-friendly cultural experience, the event honors the traditions of Día de los Muertos, encourages intercultural understanding, and highlights the historical contributions of Mexican and Latino families to McKinney's growth and identity.

Since its inaugural event in 2021, McKinney Día de los Muertos has grown from approximately 3,000 attendees to more than 6,000 attendees in 2025, making it one of the region's premier Hispanic cultural celebrations. Hosted annually at Dr. Glenn Mitchell Memorial Park in Historic Downtown McKinney, the free community event attracts residents and visitors from across North Texas. Event data indicates that a significant percentage of attendees travel from outside McKinney, contributing to local tourism, restaurant activity, retail sales, and hotel occupancy while showcasing McKinney as a welcoming and culturally vibrant destination.

The organization is led by an all-volunteer planning committee composed of community leaders, business owners, educators, artists, nonprofit representatives, and civic volunteers who collectively contribute hundreds of hours annually to event planning, fundraising, sponsorship development, marketing, vendor coordination, educational programming, and community outreach. The committee works closely with local schools, cultural organizations, artists, downtown merchants, city departments, and community partners to ensure the event reflects the authentic traditions and diverse backgrounds represented within McKinney's growing Hispanic and Latino population.

McKinney Día de los Muertos provides a broad scope of cultural, educational, and community services through its annual event and year-round outreach efforts. Programming includes traditional ofrendas (altars), educational exhibits highlighting McKinney's Mexican history, folklórico and cultural dance performances, mariachi music, Aztec dancers, visual artists, local artisan vendors, family activities, student engagement opportunities, cultural demonstrations, and interactive experiences designed to educate participants of all ages. The event also creates meaningful opportunities for local artists, entrepreneurs, food vendors, nonprofits, and small businesses to showcase their work and connect with new audiences.

One of the organization's greatest successes has been its ability to bring together people from diverse backgrounds in a celebration that promotes understanding, respect, and appreciation of Hispanic culture. The event has become a highly anticipated annual tradition that strengthens community connections, encourages civic participation, and fosters cultural pride. Through partnerships with local schools, cultural organizations, civic clubs, faith communities, and businesses, DDLM has expanded educational opportunities while creating a welcoming environment where residents and visitors can learn about traditions that are often misunderstood or underrepresented.

Beyond the event itself, the organization has demonstrated a commitment to investing back into the community. In 2025, DDLM and its sponsors awarded a $5,000 scholarship to a deserving high school student and a $500 scholarship to a student pursuing cinematography studies. Future plans include expanding scholarship opportunities in partnership with the Alliance of Elite Youth Leadership (AEYL) and increasing educational programming that supports youth leadership, cultural awareness, and academic achievement.

Looking ahead, McKinney Día de los Muertos seeks to continue expanding its impact by increasing attendance, enhancing cultural and educational programming, supporting local businesses and artists, and further establishing McKinney as a destination for cultural tourism. The organization remains committed to celebrating heritage, strengthening community relationships, promoting economic development, and creating meaningful experiences that honor the past while inspiring future generations. Through collaboration, volunteer leadership, and community partnerships, McKinney Día de los Muertos continues to enrich the cultural fabric of McKinney and contribute to a more inclusive and connected community.

Select One	Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)
IRS Determination Letter for 501(c)3	McKinney Chamber Foundation IRS ta... .pdf
Is the representative information same as above?	No
Representative Completing Application	Celeste Haiduk Cox Volunteer Grant Writer, McKinney Dia de los Muertos
Mailing Address	1301 Oak St McKinney, Texas, 75069
Phone Number	(214) 616-7373
Email	celeste.haidukcox@gmail.com
Is the contact for communications between MCDC and the organization same as above?	No
Contact for Communications Between MCDC and Organization	Pearl Garza Chair, MMDLM
Address	McKinney, Tx
Phone Number	(469) 343-9141
Email	hola@mckinneydiadelosmuertos.com
Total Amount Requested	15,000
Are matching funds available?	Yes
Matching Funds Available	$40,000
Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.	All McKinney Dia De Los Muertos, 2025 $12,000, 2024 $9,350,

2023 $9,000

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

Date(s) of Event Saturday, October 10th, 2026

Location(s) Dr. Glenn Mitchell Memorial Park

Ticket Prices

FREE - attracting residents and out-of-town visitors

Is this the first time for this event? No

If not, what is the history for the event (beginning in what year and how often is it held)?

With close to 3,000 attendees in the 2021 inaugural Día de los Muertos (DDLM) and 6,000 attendees for 2025, this annual event highlights cultural and artistic performers. It is held every year in October.

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

McKinney Dia de los Muertos has expanded the tourism footprint for the community. This event will continue to highlight local artists and give them an opportunity to present and sell their work. Food vendors from McKinney will be present, offering various types of Hispanic/Latino foods. Performances will be put on by local performers and schools, thus, giving them the opportunity to highlight the work they are doing in the community. Multiple sponsors will be present to offer their products and advertise/promote McKinney. The actual DDLM holiday is celebrated on November 1-2. With McKinney's occurring on October 10th, this will give us the advantage of drawing in crowds from across the county that might otherwise go to events closer to them or in their own city. Based on last year's events, we anticipate at least 6,500 individuals to flow through the event, shopping, or dining in downtown and other local establishments. Our desire is to bring new and renewed attention to these Hispanic resources in our own community and promote their growth.

83% of our attendees from last year were outside of McKinney according to our eventbrite registrations. We are expecting at least 30 booths that artists, businesses, and organizations will occupy. We also want to highlight and promote McKinney as a unique destination for residents and visitors alike.
This includes the ongoing development of the McKinney Día de los Muertos website (www.mckinneydiadelosmuertos.com), Facebook (https://www.facebook.com/mckinneydiadelosmuertos/) and Instagram (https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link) pages; paid and donated newspaper articles through Community Impact and McKinney Courier-Gazette. This also includes presentations to and through the following entities as available:

- Mexican/Latino Civic entities and community events
- Downtown ofrenda displays.
- McKinney Creative Community
- City Council
- Local Chambers
- Kiwanis Club
- McKinney Morning Pride Lions Club
- McKinney Noon Lions Club
- Rotary Club
- Millhouse Lunch and Learn
- Downtown merchants
- Roy & Helen Hall McKinney Public Library (Genealogy Week)
- Local radio stations

Does the event support a non-profit (other than applicant)? No

What percentage of revenue will be donated (indicate gross or net)? 14% gross for a scholarship to Hispanic Youth

Expected total attendance and how calculations were made. 6,500 - 7.500 based on last years attendance

Expected percentage of attendees coming from outside of McKinney. 80%

Total attendance from previous event(s) (if applicable)

17 **percentage** of attendees from McKinney at the previous event.

83 **percentage** of attendees from outside of McKinney at the previous event.

Geographic Reach (estimated travel distance) 164 miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

The target audience includes the Mexican, Latino and Hispanic populations of McKinney, along with anyone who is willing to experience this cultural experience. We want all ages of the general population to learn and experience Latino/Hispanic culture and history.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	75000
Projected Expenses	64300
Net Revenue	10,000

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	30,000
Registration Fees	0
Donations	0
Other (raffle, auction, etc.)	45000
Net Revenue	10000

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

- Attendance: We expect to bring 6,500-7,500 people to McKinney Square and positively impact the businesses participating in our event and/or located nearby.
- Non-McKinney Attendance: We expect our non-McKinney participation to be high, possibly 60%. We believe that many from surrounding communities that do not have a Day of the Dead event, and possibly those who do have one, will attend ours, such as those from Allen, Frisco, Anna, Celina, Plano, Princeton, Richardson, Prosper, etc.
- Monetary Impact: Our financial focus is to build on the first five years' baseline and cover the costs of this event. All excess funds will be reserved for the 2027 event.
- Educational Impact: This event is meant to engage residents and visitors in awareness of Hispanic culture and heritage in McKinney. This will include email signups to gain a larger audience, volunteers and ambassadors for the event.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

McKinney Día de los Muertos (DDLM) is a community-wide cultural celebration produced by local volunteers and supported by the McKinney Chamber of Commerce Foundation to preserve, share, and celebrate the traditions of Día de los Muertos while fostering cultural understanding, education, economic development, tourism, and community engagement. The event honors the history and contributions of Hispanic and Latino families while creating opportunities for residents and visitors of all backgrounds to experience authentic cultural traditions in an inclusive and welcoming environment.

The event supports the Foundation's broader mission of education, cultural awareness, community collaboration, and economic development through programs that strengthen relationships among diverse populations and promote community enrichment.

Primary goals of the event include:

Presenting and preserving the Mexican and Hispanic history of McKinney.
Providing educational opportunities that increase awareness and appreciation of Hispanic and Latino cultures.
Supporting local artists, performers, entrepreneurs, nonprofits, and small businesses.
Increasing visitation to Historic Downtown McKinney and generating economic activity for local merchants.
Creating meaningful opportunities for community engagement across generations and cultures.
Developing future leaders through volunteerism, student participation, and scholarship opportunities.

The event follows a structured year-round planning process:

January – February

Review prior-year results and attendee feedback.
Establish annual goals, attendance targets, and budget projections.
Confirm venue requirements and city coordination meetings.
Begin sponsorship outreach and grant applications.

February – May

Recruit and organize volunteer committee members.
Confirm event date and entertainment concepts.
Initiate vendor recruitment and cultural partner outreach.
Coordinate with schools, civic organizations, and community stakeholders.

May – July

Finalize sponsorship commitments and funding sources.
Confirm performers, artists, exhibitors, food vendors, and educational partners.
Develop marketing materials and promotional campaigns.
Begin operational planning with city departments and public safety partners.

August – October

Execute comprehensive marketing campaign.
Finalize logistics, permits, site plans, traffic flow, and vendor placements.
Conduct volunteer training and operational briefings.
Coordinate emergency preparedness plans and event-day communications.

Event Day

Event operations begin with early-morning vendor setup and safety inspections.
Public event programming operates from 2:00 PM to 8:00 PM.
Post-event breakdown, cleanup, and evaluation follow immediately after conclusion.
Planned Activities
Pre-Event Activities

The months leading to the event include extensive community engagement and promotional activities designed to increase awareness, participation, and tourism.

Pre-event activities include:

Development of promotional videos, flyers, rack cards, posters, and yard signs.
Social media advertising campaigns targeting North Texas communities.
Influencer partnerships and sponsored digital content.
Newspaper and radio advertising.
Community presentations to civic clubs, chambers of commerce, schools, churches, and neighborhood organizations.
Downtown ofrenda displays and educational exhibits leading up to the event.
Volunteer recruitment and ambassador training.
Theme-based workshops
Vendor orientation meetings and logistics coordination.
Scholarship promotion and youth engagement activities.
Media outreach and public relations campaigns.
Event-Day Activities

The event is intentionally designed to combine education, cultural celebration, entertainment, art, commerce, and community participation.

Planned activities include:

Community Ofrenda (Memorial Altar) where attendees may honor loved ones.
Educational exhibits highlighting McKinney's Mexican and Hispanic history.
Traditional Mariachi performances.
Folklórico dance performances.
Aztec dance demonstrations in authentic regalia.
Puerto Rican music and dance performances.
Cultural costume contests.

Live art demonstrations and community art projects.
Interactive educational booths.
Children's activities, face painting, and cultural crafts.
Monarch butterfly remembrance activities.
Classic Volkswagen display.
Local artist marketplace.
Artisan and craft vendors.
Food vendors representing diverse Hispanic and Latin American cuisines.
Scholarship recognition and community partner presentations.

The event is free and open to the public, ensuring accessibility for all residents and visitors.

History of Past Events

McKinney Día de los Muertos was first launched in 2021 and has experienced significant growth each year.

Attendance Growth

Year	Estimated Attendance
2021	Approximately 3,000
2022	Approximately 5,000
2025	More than 6,000
2026 Goal	6,500–7,500

The event has evolved from a small cultural gathering into one of North Texas' largest Día de los Muertos celebrations. Attendance data indicates strong regional draw, with a large percentage of attendees traveling from outside McKinney, contributing to tourism and local economic activity.

Notable accomplishments include:

Significant annual attendance growth.
Expanded cultural programming and educational offerings.
Increased participation by schools, artists, and nonprofits.
Strong sponsorship support from community businesses.
Launch of scholarship initiatives supporting local students.
Recognition as a signature cultural event in Historic Downtown McKinney.
Continued collaboration with downtown businesses, cultural organizations, and community partners.

The event also strengthens McKinney's tourism appeal by showcasing the city's vibrant arts, culture, dining, and historic downtown district, one of North Texas' premier visitor destinations.

Safety and Security Plan

Safety is the highest operational priority for McKinney Día de los Muertos.

The event works collaboratively with city departments, public safety agencies, and contracted service providers to ensure a safe environment for attendees, vendors, performers, and volunteers. This plan is submitted to the City of McKinney as part of the special event permitting process.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

McKinney Día de los Muertos (DDLM) has become one of the region’s premier cultural events, drawing thousands of visitors annually to Historic Downtown McKinney and generating meaningful economic activity for local businesses. The event serves as both a cultural celebration and a tourism driver by introducing residents and visitors from across North Texas to McKinney’s unique historic charm, vibrant downtown district, restaurants, shops, attractions, and hospitality offerings.

Since its inaugural event in 2021, attendance has grown from approximately 3,000 participants to more than 6,000 attendees in 2025, with Eventbrite registration data indicating that approximately 83% of attendees traveled from outside McKinney. For the 2026 event, organizers anticipate attracting 6,500–7,500 attendees from communities throughout Collin County and the Dallas-Fort Worth Metroplex, including Allen, Frisco, Plano, Richardson, Prosper, Celina, Anna, Princeton, Melissa, Oklahoma, and beyond.

The event is strategically located at Dr. Glenn Mitchell Memorial Park in the heart of Historic Downtown McKinney, allowing visitors to easily explore the surrounding district before, during, and after the event. Attendees routinely visit downtown restaurants, coffee shops, bakeries, boutiques, galleries, and specialty retailers, creating additional sales opportunities for local merchants. Many visitors arrive early or remain after the event to shop, dine, and enjoy McKinney's nationally recognized downtown experience, extending the economic impact beyond the event footprint itself.

The festival directly supports economic development by providing opportunities for more than 30 local artists, vendors, makers, nonprofits, and small businesses to showcase and sell their products and services. Participating food vendors and food trucks feature authentic Hispanic and Latin American cuisine, encouraging visitors to experience the diverse culinary offerings available within McKinney. The event also provides valuable exposure for sponsors and local businesses seeking to connect with thousands of potential customers in a single day.

As attendance continues to grow, DDLM increasingly contributes to overnight visitation. Visitors traveling from outside Collin County often combine the event with weekend stays in local hotels, visits to downtown attractions, shopping excursions, and participation in other community activities. By scheduling the event several weeks before the traditional November Día de los Muertos observance, McKinney attracts visitors who may otherwise attend similar celebrations in neighboring communities, strengthening the city's position as a cultural destination within North Texas.

The event's marketing campaign further promotes McKinney as a destination through regional advertising, social media outreach, influencer partnerships, earned media coverage, community presentations, and the dedicated website at McKinney Día de los Muertos. Promotional efforts highlight not only the event itself but also McKinney's historic downtown, local businesses, arts community, restaurants, cultural attractions, and welcoming atmosphere.

Beyond its immediate economic impact, McKinney Día de los Muertos enhances the city's reputation as an inclusive, culturally vibrant community that values diversity, heritage, arts, and education. The event creates memorable visitor experiences that encourage repeat visits, positive word-of-mouth marketing, and increased engagement with McKinney throughout the year. By attracting thousands of visitors, supporting local businesses, generating tourism spending, and showcasing the unique character of Historic Downtown McKinney, DDLM serves as an important contributor to the city's tourism economy and long-term economic development goals.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Community Impact & Star Local	1,000
KLAK and other Radio	1,000
Social Media Ads (Facebook, Instagram, Linked in	3,500
email campaigns (website contacts from previous participants)	500
Influencer Marketing	2,000

Promotional Channel	Budget
Mktg Activities (Scavenger Hunt) Downtown Merchants	1,000
Pre-Event Mktg Materials (Video, flyers, cards, yard signs) Local print vendors	2,000
Event Day Marketing (stage, banners, posters, a-frame stigns, informational brochures)	2,000
Photography and Videography	2,000

Event Marketing Plan and Budget Attachment

McKinney Día de los Muertos 2026 ... .docx

Total Promotional Budget

15,000

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

yes, all materials will be in Spanish and English

What percentage of the total marketing budget does the grant represent?

100%

Marketing lessons learned from past events (if applicable).

Over the first five years of McKinney Día de los Muertos, the planning committee has continuously evaluated attendance data, participant feedback, vendor experiences, sponsorship outcomes, and marketing performance to improve outreach and maximize visitor engagement. Several important marketing lessons have emerged that are shaping the strategy for future events.

1. Social Media is the Most Effective Marketing Channel

One of the clearest lessons learned is that targeted social media advertising generates the highest return on investment. Facebook, Instagram, and community-based social media groups consistently drive event awareness, website traffic, registrations, and attendee engagement. Video content, performer announcements, vendor spotlights, and behind-the-scenes event preparations have proven particularly effective in generating shares and expanding reach beyond McKinney. As a result, the event has increased investment in digital advertising, influencer partnerships, and video storytelling.

2. Authentic Cultural Content Drives Engagement

Audiences respond most strongly to authentic cultural storytelling rather than generic event promotion. Posts highlighting traditional Día de los Muertos customs, family ofrendas, cultural performers, local artists, educational exhibits, and personal stories receive significantly higher engagement than standard event advertisements. Marketing efforts now focus on educating audiences about the meaning and traditions behind the celebration while showcasing the unique cultural experiences available at the event.

3. Regional Marketing Expands Attendance

Past attendance data demonstrated that a substantial percentage of attendees come from outside McKinney. This confirmed that regional outreach is essential to continued growth. Marketing efforts now target neighboring communities such as Allen, Frisco, Plano, Richardson, Prosper, Celina, Anna, Princeton, and Melissa, positioning McKinney as a regional cultural destination rather than focusing solely on local audiences. This strategy has contributed directly to year-over-year attendance growth.

4. Early Promotion Increases Vendor and Sponsor Participation

Experience has shown that sponsors, vendors, and performers make participation decisions several months in advance. Beginning sponsorship campaigns and vendor recruitment earlier in the planning cycle has resulted in stronger commitments, increased sponsorship revenue, higher-quality vendor participation, and greater marketing support from partners who help promote the event through their own networks.

5. Community Partnerships Amplify Reach

Partnerships with schools, churches, civic organizations, cultural groups, downtown merchants, nonprofit organizations, and community leaders significantly extend marketing reach. These organizations serve as trusted messengers and help connect the event with diverse audiences that traditional advertising may not reach. Community ambassadors and partner organizations have become an important component of the overall marketing strategy.

6. Media Coverage Creates Credibility

Earned media coverage through local newspapers, magazines, television stations, radio programs, community calendars, and online publications generates valuable third-party validation. Positive media stories have increased public awareness, attracted new attendees, and strengthened sponsor confidence. Maintaining strong relationships with local media outlets remains a priority.

7. Website and Event Information Must Be Continuously Updated

Visitors increasingly rely on the event website and social media pages for current information. Previous events demonstrated that attendees expect frequent updates regarding entertainment schedules, vendor announcements, parking information, maps, and event activities. Maintaining accurate and timely information on the website and social media platforms improves attendee satisfaction and reduces confusion on event day.

8. Visual Content Drives Attendance

Professional photography and videography from previous events have become some of the most effective marketing assets. Images of colorful cultural performances, family participation, community ofrendas, traditional attire, artwork, and downtown activities help prospective attendees visualize the experience and encourage participation. The event now prioritizes capturing and distributing high-quality visual content throughout the year.

9. Highlighting Downtown McKinney Benefits Local Businesses

Marketing that promotes not only the event but also Historic Downtown McKinney encourages visitors to extend their stay, dine locally, shop with downtown merchants, and explore other attractions. Messaging that positions the event as part of a broader McKinney experience has increased economic benefits for local businesses and strengthened community support.

10. Consistent Branding Builds Recognition

As the event has matured, maintaining consistent branding across all marketing materials—including logos, colors, messaging, website content, signage, and social media graphics—has improved recognition and credibility. Attendees increasingly recognize McKinney Día de los Muertos as a signature annual event, contributing to repeat attendance and stronger word-of-mouth promotion.

Application to the 2026 Event

These lessons have informed the 2026 marketing strategy, which includes increased digital advertising, expanded regional outreach, enhanced storytelling through video and photography, stronger partnerships with community organizations, continued media engagement, and ongoing promotion of Historic Downtown McKinney as a destination. By building on proven marketing approaches and refining tactics based on past performance, the event expects to attract 6,500–7,500 attendees while continuing to increase tourism, community engagement, and economic impact for McKinney.

If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

This was submitted in the Final Report to MCDC for the 2025 event.

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

The success of the McKinney Día de los Muertos marketing and promotional campaign will be measured through a combination of attendance data, digital analytics, audience engagement, tourism indicators, media reach, and stakeholder feedback. These metrics will provide quantifiable evidence of the campaign's effectiveness in increasing awareness, attracting visitors, expanding audience reach, and generating economic impact for McKinney. All results will be compiled and included in the final grant report.

Attendance and Audience Growth

A primary measure of success will be overall event attendance and the ability to attract new visitors to McKinney. Attendance will be estimated through event registration data, crowd counts, vendor feedback, and event observations.

Success Metrics:

6,500–7,500 total attendees
Minimum 15% attendance growth over previous years
At least 60% of attendees residing outside McKinney
Attendance from multiple North Texas communities
Increased participation by families, students, and first-time attendees
Digital Marketing Performance

Digital advertising and social media campaigns will be evaluated through platform analytics and audience engagement metrics.

Success Metrics:

250,000+ social media impressions
100,000+ individuals reached through paid and organic social media campaigns
10% increase in social media followers across platforms
Engagement rate above industry averages (likes, comments, shares, saves, and video views)
5,000+ event-related social media interactions
Increased user-generated content and event hashtags
Website Analytics

The McKinney Día de los Muertos website serves as a primary source of event information and visitor engagement.

Success Metrics:

20,000+ website visits during the promotional period
Increase in unique website visitors compared to prior years
Growth in traffic from outside McKinney and Collin County
Increased time spent on event pages
Downloads or views of event maps, schedules, and vendor information
Measurable referral traffic from social media, media outlets, and partner organizations
Media and Public Relations Impact

Earned and paid media efforts will be evaluated based on reach, audience exposure, and publicity generated.

Success Metrics:

Coverage in local and regional media outlets
Minimum of 20 media placements, calendar listings, interviews, or feature stories
Radio interview and promotional reach statistics
Positive media sentiment and community recognition
Growth in website traffic following media coverage
Community Outreach and Partnership Engagement

Community partnerships play a critical role in extending awareness and attracting diverse audiences.

Success Metrics:

Participation by schools, civic organizations, churches, nonprofits, and community groups
Number of partner organizations actively promoting the event
Volunteer recruitment and retention levels
Community presentation attendance and outreach contacts
Growth in email subscriber lists and community engagement opportunities
Tourism and Economic Impact

The event's promotional efforts are intended to attract visitors who contribute to McKinney's local economy.

Success Metrics:

Percentage of attendees visiting downtown restaurants, shops, and attractions
Visitor origin data collected through registration surveys and event questionnaires
Participation of 35+ vendors and local businesses
Food vendor and merchant sales feedback
Hotel referrals and overnight visitor indicators when available
Increased visibility for Historic Downtown McKinney and local businesses
Sponsor and Vendor Success

Sponsor and vendor satisfaction is a key indicator of promotional effectiveness.

Success Metrics:

Achievement of sponsorship revenue goals
Vendor participation goals met or exceeded
Positive sponsor and vendor survey responses
Sponsor recognition impressions and engagement
High rate of sponsor and vendor return commitments for future events
Educational and Cultural Impact

The marketing campaign is designed not only to increase attendance but also to promote cultural awareness and community engagement.

Success Metrics:

Participation in educational exhibits and cultural activities
Community feedback regarding cultural learning experiences
Growth in audience awareness of Hispanic and Latino heritage
Increased engagement with cultural content shared online and through event programming

Reporting and Evaluation

Following the event, organizers will compile data from website analytics, social media platforms, registration systems, media reports, vendor surveys, sponsor feedback, volunteer reports, and attendee surveys. A comprehensive evaluation report will summarize performance against established goals, identify lessons learned, document economic and tourism impacts, and provide recommendations for future marketing efforts. These findings will be included in the final grant report to demonstrate accountability, measurable outcomes, and return on investment for public funding.

Please provide:

- Verification of organization's status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget

PDF Dia Event Budget - 2026.pdf

Financial Statements

PDF 2022 McKinney Chamber of Commerc....pdf

PDF 2023 McKinney Chamber Audit Report....pdf

PDF McKinneyFound.990N.2023.pdf

DOCX financial statements mckinney cha... .docx

IRS Determination Letter (if applicable)

PDF McKinney Chamber Foundation IRS ta... .pdf

W9

PDF 2026 Foundation W-9 (1).pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

- Application completed and submitted prior to deadline (5:00 PM on deadline date)
- Application Submitted via online form

Organization and Financial Information

- Completed all organizational information
- Provided documentation of organization status (IRS letter, W9)
- Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

- Missions, goals, execution timeline, programming/activities, budget
- Event dates, times, and location(s)
- Cultural or community relevance
- Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

- Description of how the event promotes tourism and economic development
- Economic impact projections
- Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

- Itemized marketing plan and budget
- List of marketing channels (print, digital, radio, social, etc.)
- Promotional time
- Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **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, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.

- 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.
- Recognition to MCDC:
  - 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.
  - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/ Community Event(s). Applicant may choose to use the online form for Final Report or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
  - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC**.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Monday, May 25, 2026

Representative Completing Application

Date

Monday, May 25, 2026

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.

ADDENDUM TO GRANT APPLICATION

MCDC Promotional & Community Event Grant

Organization:	Dia Festival Committee
Submission Date:	June 10, 2026
Prepared By:	Pearl Garza

SECTION 1 — PURPOSE OF ADDENDUM

This addendum is submitted to formally notify the McKinney Community Development Corporation (MCDC) of two material changes to the Dia Festival Committee's original grant application: a revision to the festival date and a change in the event venue. These updates reflect developments that occurred following the submission of the original application. All other terms, conditions, programmatic details, and commitments set forth in the original application remain in full effect and are unchanged.

SECTION 2 — SUMMARY OF CHANGES

Item	Original	Updated
Festival Date	October 10, 2026	October 17, 2026
Event Venue	Glenn Mitchell Park	TUPPS Brewery, McKinney, TX

SECTION 3 — EXPLANATION OF CHANGES

The Dia Festival Committee is an unincorporated community committee. In the course of pursuing supplemental funding for this year's festival, it was clarified by the McKinney Chamber of Commerce that their participation is limited to providing accounting services to assist the committee; the Chamber does not serve as the host organization of the event. Due to the committee's organizational structure — specifically the absence of a formal board of directors and a designated financial officer or treasurer — the committee was determined to be ineligible for certain corporate and institutional funding opportunities, which reduced anticipated revenue for the event.

The committee has continued to pursue sponsorships diligently. As this is the sixth year of McKinney's Dia de los Muertos celebration, a number of long-standing supporters have reached their giving capacity for this cycle. The committee is pleased to report, however, that all newly acquired sponsors are first-time contributors, reflecting sustained and growing community interest in the festival. Additionally, the committee developed proactive revenue strategies, including the introduction of ticketed community workshops. While these efforts reflect strong initiative, the projected revenue from workshops alone is not sufficient to cover the full cost of hosting the event at the originally proposed venue.

In light of these circumstances, TUPPS Brewery extended a generous offer to the committee to use their facility as an in-kind donation. This partnership meaningfully reduces the financial requirements necessary to produce the festival to the standard the community has come to expect, and enables the event to proceed successfully.

SECTION 4 — DATE DECISION WAS CONFIRMED

Following a formal meeting between the Dia Festival Committee and representatives of TUPPS Brewery on **May 26, 2026**, all logistical details were reviewed and finalized. The decision to relocate the festival to TUPPS Brewery and to adjust the festival date to **October 17, 2026** was formally confirmed on that date.

SECTION 5 — IMPACT ON GRANT APPLICATION

The venue changes and date adjustment described in this addendum do not alter the purpose, scope, or community benefit of the event as set forth in the original grant application. The Dia Festival Committee remains fully committed to delivering a high-quality, inclusive, and meaningful cultural celebration for the McKinney community, honoring the traditions of Dia de los Muertos and continuing to serve as a cherished community event.

Submitted by: Pearl Garza
Title: Committee Representative, Dia Festival Committee
Date: June 10, 2026

McKinney Día de los Muertos 2026 Marketing Plan

Event Date: October 10, 2026
Location: Dr. Glenn Mitchell Memorial Park, Historic Downtown McKinney
Attendance Goal: 6,500–7,500 attendees
Primary Marketing Goals:

1. Increase attendance by 15–20% over 2025.
2. Maintain at least 60% attendance from outside McKinney.
3. Generate measurable economic impact for downtown merchants, restaurants, hotels, and local businesses.
4. Increase website traffic and social media engagement by 25%.
5. Secure participation from 35+ vendors, 10+ food vendors, and community organizations.
6. Enhance sponsor visibility and value.
7. Position McKinney as North Texas' premier Día de los Muertos destination.

Marketing Strategy

Target Audiences

Primary Audiences

- Hispanic and Latino families throughout North Texas
- Families seeking cultural and educational experiences
- Arts and culture enthusiasts
- Regional event attendees
- Historic downtown visitors

Secondary Audiences

- Schools and universities
- Civic organizations
- Churches and faith communities

- Young professionals
- Tourism audiences
- Heritage and genealogy groups

Geographic Focus

- McKinney
- Allen
- Frisco
- Plano
- Richardson
- Prosper
- Celina
- Anna
- Melissa
- Princeton
- Fairview
- Lucas
- Dallas-Fort Worth Metroplex

Key Marketing Messages

Cultural Heritage

"Experience the beauty, tradition, and celebration of Día de los Muertos in Historic Downtown McKinney."

Family Friendly

"Free admission. Family activities, music, food, art, culture, and unforgettable experiences."

Tourism

"Spend the day exploring Historic Downtown McKinney's restaurants, boutiques, galleries, and cultural attractions."

Community

"Honoring loved ones, celebrating culture, and bringing communities together."

Economic Impact

"Supporting local artists, restaurants, vendors, nonprofits, and small businesses."

Marketing Timeline

January – February

Foundation & Sponsorship Phase

Activities:

- Finalize branding assets
- Update website
- Create sponsorship package
- Build marketing calendar
- Secure media partners
- Launch vendor recruitment

Goals:

- Secure 50% of sponsorship commitments
- Generate initial awareness

Budget:
$1,000

March – May

Awareness Phase

Activities:

- Launch social media campaigns
- Release Save-the-Date graphics
- Begin influencer outreach
- Announce performers and attractions
- Community presentations
- Press releases

Goals:

- Reach 100,000 impressions
- Increase social followers by 10%

Budget:
$2,500

June – August

Engagement Phase

Activities:

- Weekly vendor spotlights
- Artist profiles
- Cultural education content
- Media interviews
- Community festival promotions
- Downtown merchant partnerships

Goals:

- Increase website visits
- Drive vendor registrations
- Build volunteer recruitment

Budget:
$4,000

September – Event Day

Conversion Phase

Activities:

- Paid digital advertising
- Radio promotions
- Event countdown campaign
- Daily social content
- Influencer visits
- Email reminders
- Media appearances

Goals:

- Maximize attendance
- Increase visitor spending
- Drive event participation

Budget:
$7,500

Marketing Budget

Pre-Event Marketing

Item	Budget
Promotional Videos	$750
Flyers & Rack Cards	$500
Yard Signs	$500
Posters & Handouts	$250

Item	Budget
Subtotal	**$2,000**

Traditional Media

Item	Budget
Community Impact Advertising	$500
Star Local Advertising	$500
Local Radio Advertising	$1,000
Subtotal	**$2,000**

Digital Marketing

Item	Budget
Facebook Advertising	$1,500
Instagram Advertising	$1,000
Google Display Campaign	$500
Retargeting Ads	$500
Subtotal	**$3,500**

Website & Email Marketing

Item	Budget
Website Content Updates	In-Kind (Gifted)
Email Marketing Platform	$500
Subtotal	**$500**

Influencer & Sponsored Marketing

Item	Budget
Local Influencers	$1,000
Sponsored Community Posts	$500
Tourism Influencer Visits	$500
Subtotal	**$2,000**

Community Engagement Marketing

Item	Budget
Scavenger Hunt Promotion	$500
Community Outreach Materials	$500
Subtotal	**$1,000**

Event Day Marketing

Item	Budget
Stage Banners	$750
Large Event Posters	$500
A-Frame Signs	$250
Printed Programs & Brochures	$500
Subtotal	**$2,000**

Photography & Videography

Item	Budget
Event Photography	$1,000
Event Videography	$1,000
Subtotal	**$2,000**

Total Marketing Budget

Category	Budget
Pre-Event Marketing	$2,000
Traditional Media	$2,000
Digital Advertising	$3,500
Website & Email	$500
Influencer Marketing	$2,000
Community Outreach	$1,000
Event Day Marketing	$2,000
Photography & Videography	$2,000
TOTAL MARKETING INVESTMENT	**$15,000**

Tourism Promotion Strategy

To maximize tourism and economic impact, marketing efforts will actively promote:

Historic Downtown McKinney

- Boutique shopping
- Art galleries
- Local restaurants
- Coffee shops

- Historic architecture
- Seasonal attractions

Overnight Stays

Partner with local hotels to:

- Promote event packages
- Include event information in visitor guides
- Encourage weekend visitation

Downtown Merchant Engagement

- Window decorating contest
- Ofrenda displays in businesses
- Merchant specials and promotions
- Event map featuring participating businesses

Regional Tourism Marketing

Advertising will target:

- Dallas-Fort Worth Metroplex
- Collin County communities
- Cultural tourism audiences
- Heritage tourism groups

Success Metrics

Metric	Goal
Attendance	6,500–7,500
Non-McKinney Visitors	60%+
Social Media Reach	250,000+ impressions
Website Visitors	20,000+

Metric	Goal
Vendor Participation	35+
Food Vendors	10+
Sponsorship Revenue	$30,000
Email Subscribers Added	500+
Volunteer Recruitment	75+ volunteers
Media Placements	20+

Measurement Tools

- Eventbrite registrations
- Website analytics
- Social media analytics
- Vendor surveys
- Sponsor feedback
- Downtown merchant feedback
- Attendance estimates
- Email campaign reporting

This marketing plan aligns directly with the approved **$15,000 marketing budget** and supports the event's goals of increasing attendance, expanding tourism, strengthening economic development, and positioning McKinney Día de los Muertos as a premier cultural destination event in North Texas.

BUDGET

Income	Budget	Actual
Sponsorships	$30,000.00	
Grants	$25,000.00	
Food Trucks(6) /Vendors(4)	$3,000.00	
Vendor Booths (35)	$7,000.00	
Fundraisers	5,000.00	
Workshops	5,000.00	
Total Income	**$75,000.00**	

Expenses	Budget	Actual
Scholarship for Hispanic Students	$9,500.00	$0.00
Pre-Event Marketing Materials (promotional videos, fly	$2,000	
Local Newspapers (Community Impact & Star Local)	$1,000	
Local Radio	$1,000	
Social Media Ads	$3,500	
Website Content	----GIFTED----	
Email Campaigns	$500	
Sponsored & Influencer Marketing	$2,000	
Marketing Activities (Scavenger Hunt...)	$1,000	
Event Day Marketing (stage banners, large posters, a	$2,000	
Photographer & Videographer	$2,000	
Artistic Decor	$5,000.00	
DJ & Entertainment	7,000.00	
Security	$1,200.00	
Permit Fee	$100.00	
Stage, Sound & Lighting	$12,500.00	
Event Insurance	$1,200.00	
Porta potties	$2,000.00	
General Supplies	$2,500.00	
T-shirts for volunteers & sponsors	$4,000.00	
Butterfly Cutouts	$200.00	
Frontier Waste	$600.00	
Traffic Plan & Barriers	$1,500.00	

Storage & UHAUL	$2,000.00	
Total Expense	**$64,300.00**	
MCDC Expenses	**$15,000.00**	**23%**
Total Minus MCDC Expenses	$49,300.00	
Total Expense	$64,300.00	
Total Net Income (for next year's event)	$10,700.00	

McKinney Chamber of Commerce and Affiliates

Combined Financial Statements
December 31, 2023 and 2022

SFC
Certified Public Accountants

McKinney Chamber of Commerce and Affiliates
Contents

SFC
Certified Public Accountants

Independent Auditors' Report

To the Board of Directors of
McKinney Chamber of Commerce and Affiliates

Opinion

We have audited the accompanying combined financial statements of McKinney Chamber of Commerce and Affiliates (Chamber) (nonprofit organizations), which comprise the combined statements of financial position as of December 31, 2023 and 2022, and the related combined statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the combined financial statements.

In our opinion, the combined financial statements referred to above present fairly, in all material respects, the financial position of the Chamber as of December 31, 2023 and 2022, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America (GAAP).

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Combined Financial Statements section of our report. We are required to be independent of the Chamber and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Change in Accounting Principle

As discussed in Note 2 to the combined financial statements, the Chamber changed its method of accounting for the allowance for credit losses effective January 1, 2023 as required by the provisions of Financial Accounting Standards Board Accounting Standards Update 2016-03 *Financial Instruments – Credit Losses* (Topic 326): *Measurement of Credit Losses on Financial Instruments*. Our opinion is not modified with respect to that matter.

Responsibilities of Management for the Combined Financial Statements

Management is responsible for the preparation and fair presentation of the combined financial statements in accordance with GAAP, and for the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of combined financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the combined financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber's ability to continue as a going concern within one year after the date that the combined financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Combined Financial Statements

Our objectives are to obtain reasonable assurance about whether the combined financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the combined financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.

- Identify and assess the risks of material misstatement of the combined financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the combined financial statements.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Chamber's internal control. Accordingly, no such opinion is expressed.

- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the combined financial statements.

- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings and certain internal control related matters that we identified during the audit.

Sutton Frost Cary

A Limited Liability Partnership

Arlington, Texas
April 23, 2024

McKinney Chamber of Commerce and Affiliates
Combined Statements of Financial Position
Years Ended December 31, 2023 and 2022

	2023	2022
Assets		
Current assets:		
Cash	$ 351,740	$ 334,972
Cash held for others	10,581	20,174
Certificates of deposit	338,718	164,031
Accounts receivable	3,325	15,622
Other receivable	-	164,219
Prepaid expenses	28,837	55,100
Total current assets	733,201	754,118
Noncurrent assets:		
Certificate of deposit	168,921	337,873
Security deposit	10,000	10,000
Right-of-use asset - operating lease, net	679,047	746,048
Property and equipment, net	147,236	93,630
Total noncurrent assets	1,005,204	1,187,551
Total assets	$ 1,738,405	$ 1,941,669
Liabilities and Net Assets		
Current liabilities:		
Accounts payable	$ 5,449	$ 12,141
Accrued expenses	76,523	68,750
Deferred revenue	11,175	5,800
Right-of-use liability - operating lease	71,092	42,985
Due to others	10,581	20,174
Total current liabilities	174,820	149,850
Right-of-use liability - operating lease, net	692,030	763,122
Total liabilities	866,850	912,972
Net assets without donor restrictions:		
Undesignated	581,240	738,382
Board designated	290,315	290,315
Total net assets without donor restrictions	871,555	1,028,697
Total liabilities and net assets	$ 1,738,405	$ 1,941,669

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Activities
Years Ended December 31, 2023 and 2022

	2023	2022
Net assets without donor restrictions:		
Revenue and support:		
Membership dues	$ 702,865	$ 741,392
Membership services	262,123	258,669
Publications	90,344	86,573
Advocacy	55,771	51,695
Community development	166,516	158,852
Contributions	18,879	41,587
Administrative and other	18,098	6,285
Total revenue and support	1,314,596	1,345,053
Expenses:		
Program services	1,325,504	1,339,544
Management and general	144,942	146,735
Total expenses	1,470,446	1,486,279
Change in net assets from operations	(155,850)	(141,226)
Non-operating activity:		
Loss on disposal of property and equipment	(1,292)	(4,056)
Other income	-	164,219
Change in net assets	(157,142)	18,937
Net assets without donor restrictions, beginning of year	1,028,697	1,009,760
Net assets without donor restrictions, end of year	$ 871,555	$ 1,028,697

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2023

	Program Services	Management and General	Total
Member activities	$ 213,151	$ 23,683	$ 236,834
Bank charges	1,820	202	2,022
Community development	101,636	11,293	112,929
Computer software and technical support	15,119	1,680	16,799
Credit card processing fees	21,035	-	21,035
Depreciation	17,197	1,911	19,108
Development	34,160	3,795	37,955
Dues and subscriptions	9,492	1,055	10,547
Equipment rental and lease	7,520	836	8,356
Insurance	3,280	365	3,645
Office rent	82,456	9,162	91,618
Other	85,503	9,500	95,003
Payroll taxes	43,340	4,816	48,155
Personnel	70,017	7,780	77,797
Professional	16,758	1,862	18,620
Promotional	5,926	658	6,584
Publishing	66,732	7,415	74,147
Repairs and maintenance	2,645	294	2,939
Salaries and bonuses	519,452	57,717	577,169
Telephone service	8,266	918	9,184
Total expenses	$ 1,325,504	$ 144,942	$ 1,470,446

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2022

	Program Services	Management and General	Total
Member activities	$ 266,168	$ 29,574	$ 295,742
Bank charges	687	76	763
Community development	83,011	9,223	92,234
Computer software and technical support	11,580	1,287	12,867
Credit card processing fees	18,933	-	18,933
Depreciation	11,354	1,261	12,615
Development	31,874	3,542	35,416
Dues and subscriptions	8,223	914	9,137
Equipment rental and lease	7,172	797	7,969
Insurance	3,131	348	3,479
Office rent	135,079	15,009	150,088
Other	41,698	4,633	46,331
Payroll taxes	40,211	4,468	44,679
Personnel	88,332	9,815	98,147
Professional	16,200	1,800	18,000
Promotional	2,138	238	2,376
Publishing	59,944	6,660	66,604
Salaries and bonuses	506,757	56,306	563,063
Telephone service	7,052	784	7,836
Total expenses	$ 1,339,544	$ 146,735	$ 1,486,279

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Cash Flows
Years Ended December 31, 2023 and 2022

	2023	2022
Cash flows from operating activities:		
Change in net assets	$ (157,142)	$ 18,937
Adjustments to reconcile change in net assets		
to net cash provided (used) by operating activities:		
Depreciation	19,108	12,615
Loss on disposal of property and equipment	1,292	4,056
Amortization of right-of-use asset - operating lease	67,001	46,556
Changes in assets and liabilities:		
Cash held for others	9,593	(9,057)
Accounts receivable	12,297	56,959
Other receivable	164,219	(164,219)
Prepaid expenses	26,263	(14,776)
Security deposit	-	(4,143)
Accounts payable	(6,692)	(4,859)
Accrued expenses	7,773	(54,616)
Deferred revenue	5,375	(59,855)
Right-of-use liability - operating lease	(42,985)	13,503
Due to others	(9,593)	9,057
Net cash provided (used) by operating activities	96,509	(149,842)
Cash flows from investing activities:		
Purchases of certificates of deposit	(169,766)	(1,152)
Redemption of certificate of deposit	164,031	-
Purchases of property and equipment	(74,006)	(90,028)
Net cash used by investing activities	(79,741)	(91,180)
Net change in cash	16,768	(241,022)
Cash at beginning of year	334,972	575,994
Cash at end of year	$ 351,740	$ 334,972
Supplemental disclosure of cash flow information:		
Right-of-use asset obtained in exchange for new lease liability	$ -	$ 792,604

See notes to combined financial statements.

1. Organization

The McKinney Chamber of Commerce (Chamber of Commerce) is a not-for-profit organization incorporated under the laws of the State of Texas. The purpose of the Chamber of Commerce is to provide a broad range of services that promotes business and economic development and provides information to its members, the citizens and visitors of McKinney, Texas.

The activities of the Chamber of Commerce include the activities of the McKinney Chamber of Commerce Political Action Committee dba Committee to Inform Voters on Business Issues and Concerns (CIVBIC). The Chamber of Commerce has one affiliate entity: the McKinney Chamber Foundation, Inc. (Foundation).

The combined financial statements include the activities of the Chamber of Commerce, the CIVBIC and the Foundation (collectively, the Chamber). The Chamber is primarily supported by membership dues, fees for activities and public contributions from individuals and organizations.

2. Summary of Significant Accounting Policies

Combined Financial Statements

In accordance with the provisions of FASB ASC 958-810 *Not-for-Profit Entities/Consolidations,* the financial statements of the Chamber have been combined, and all material inter-organization transactions and accounts have been eliminated.

Basis of Accounting

The accompanying combined financial statements are presented on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (GAAP).

Combined Financial Statement Presentation

Net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes therein are classified as follows:

> *Net assets without donor restrictions* - Net assets not subject to donor-imposed stipulations. Net assets without donor restrictions may be designated for specific purposes by action of the board of directors.
>
> *Net assets with donor restrictions* - Net assets subject to donor stipulations that will be met by actions of the Chamber and/or the passage of time.

Some net assets with donor restrictions include a stipulation that assets provided be maintained permanently (perpetual in nature) while permitting the Chamber to expend the income generated by the assets in accordance with the provisions of additional donor-imposed stipulations or a board of directors approved spending policy. As of December 31, 2023 and 2022, no such net asset restrictions existed.

Revenues are reported as increases in net assets without donor restrictions unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in net assets without donor restrictions. Gains and losses are reported as increases or decreases in net assets without donor restrictions unless their use is restricted by explicit donor stipulation or by law. Contributions whose restrictions are met in the same year the contributions are received are reported as net assets without donor restrictions. Expirations of donor restrictions on net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as reclassifications between the applicable classes of net assets.

Financial Instruments and Credit Risk Concentrations

Financial instruments which are potentially subject to concentrations of credit risk consist principally of cash, certificates of deposit and accounts receivable. Cash and certificates of deposit are placed with high credit quality financial institutions to minimize risk. Accounts at these institutions are insured by the Federal Deposit Insurance Corporation up to $250,000. At December 31, 2023, the Chamber had no uninsured balances. Accounts receivable are unsecured and due from members. The Chamber continually evaluates accounts receivable for collectability, and allowances for potential losses are maintained, if considered necessary. No allowance was deemed necessary at December 31, 2023 or 2022.

Certificates of Deposit

Certificates of deposit with original maturities greater than three months and remaining maturities less than one year are classified as current assets. Certificates of deposit with remaining maturities of more than one year are classified as noncurrent assets. At December 31, 2023, the Chamber had one certificate of deposit with an interest rate of 4.00% maturing on January 7, 2025 and two certificates of deposit with an interest rate of 0.25% maturing on June 6, 2024 and August 4, 2024. At December 31, 2022, the Chamber had three certificates of deposit with an interest rate of 0.25% maturing on December 6, 2023, June 6, 2024 and August 4, 2024. The certificates of deposit are carried at cost plus accrued earnings, which approximates fair value.

Accounts Receivable

The Chamber collects membership dues from individuals and organizations whose invoices are due within 30 days. The Chamber uses historical loss information based on the aging of receivables as well as current and future analysis of economic conditions as the basis to determine expected credit losses for receivables and believes that the composition of accounts receivables at year end is consistent as credit terms and practices and the customer base has not changed significantly. The Chamber has not historically experienced instances of significant uncollectability with their customers. Based on this information, management believes the Chamber is unlikely to experience credit losses. As such, management has not recorded an allowance for doubtful accounts as of December 31, 2023 and 2022.

Property and Equipment

Property and equipment purchased by the Chamber are recorded at cost. Depreciation is calculated using the straight-line method based upon the estimated useful lives of 3 to 10 years.

Deferred Revenue

Deferred revenue consists of event and program revenue that has been paid in advance. Revenues are recognized when the event or program occurs.

Due to Others

Due to others represents amounts held by the Chamber related to a scholarship program and other programs it administers on behalf of committees of the Chamber.

Revenue Recognition

Membership dues are recognized as revenue over the applicable membership period as members simultaneously receive and consume the benefits of membership. Registrations and sponsorships are recognized as revenue in the year in which the event occurs. Membership dues, registration and sponsorship revenue received before year-end and relating to the next fiscal year are classified as deferred revenue in the statements of financial position.

The Chamber recognizes contributions when cash, securities or other assets or an unconditional promise to give is received. Unconditional promises to give that are expected to be collected in future years are recorded at the present value of the amounts expected to be collected. All contributions are considered available for unrestricted use unless specifically restricted by the donor.

Federal Income Taxes

The Chamber of Commerce is exempt from federal income tax under the provision of Section 501(c)(6) of the Internal Revenue Code (IRC), except to the extent it has unrelated business income. The CIVBIC is a nonprofit, publicly supported organization, as defined in Section 501(c)(4) of the IRC, that is exempt from federal income taxes on related income under Section 501(a) of the IRC. The Foundation is exempt from federal income taxes under Section 501(a) of the IRC as foundations described in IRC Section 501(c)(3), except to the extent it has unrelated business income. The Chamber did not have any taxable unrelated business income during the years ended December 31, 2023 and 2022.

GAAP requires the evaluation of tax positions taken in the course of preparing the Chamber’s tax returns and recognition of a tax liability (or asset) if the Chamber has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service.

Management has analyzed the tax positions taken by the Chamber, and has concluded that as of December 31, 2023 and 2022, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the combined financial statements.

Allocation of Functional Expenses

The costs of providing program and supporting services have been summarized on a functional basis in the combined statements of activities. Accordingly, certain costs have been allocated among programs and supporting services benefited.

Estimates and Assumptions

The preparation of combined financial statements in conformity with GAAP requires the Chamber's management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the combined financial statements and the reported revenues and expenses during the reporting periods. Actual results could differ from those estimates.

Accounting Pronouncements Adopted

The Chamber adopted FASB ASU 2016-13, *Financial Instruments – Credit Losses* (Topic 326): *Measurement of Credit Losses on Financial Instruments*, as amended, which modifies the measurement of expected credit losses on certain financial instruments. The Chamber adopted this new guidance utilizing the modified retrospective transition method. The adoption of this Standard did not have a material impact on the Chamber's combined financial statements but did change how the consideration for allowance for credit losses is determined. Due to the nature and terms of the accounts receivables, no allowance was considered necessary.

3. Cash Held for Others

The Chamber holds funds on behalf of committees of the Chamber for various programs. The Chamber collects the money on behalf of the these committees and disburses funds periodically. The amount collected but not yet disbursed totaled $10,581 and $20,174 at December 31, 2023 and 2022, respectively, and is presented as cash held for others with a corresponding liability reported as due to others.

4. Property and Equipment

Property and equipment consist of the following at December 31:

	2023	2022
Equipment	$ 10,740	$ 10,740
Furniture and fixtures	113,425	76,833
Information technology	60,745	40,823
Leasehold improvements	-	1,017
	184,910	129,413
Less accumulated depreciation	(37,674)	(35,783)
	$ 147,236	$ 93,630

Depreciation expense totaled $19,108 and $12,615 for the years ended December 31, 2023 and 2022, respectively.

5. Employee Retention Credit

During the year ended December 31, 2022, the Chamber was eligible to receive the Employee Retention Credit pursuant to the CARES Act. Accordingly, an other receivable and other income totaling $164,219 has been included in the accompanying combined financial statements. The other receivable was collected in 2023.

6. Net Assets Without Donor Restrictions

Net assets without donor restrictions include a board designated reserve fund totaling $290,315 at December 31, 2023 and 2022. The reserve is designated to help ensure long-term financial stability and position the Chamber to respond to varying economic conditions and changes affecting the combined financial position and the ability to continuously carry out the Chamber's mission as well as to have funds available for new venture investments.

7. Employee Benefit Plan

The Chamber provides a Simple IRA retirement plan for all eligible employees. The Chamber contributed $9,918 and $11,630 to the plan during the years ended December 31, 2023 and 2022, respectively.

8. Lease

In evaluating its contracts, the Chamber separately identifies lease and nonlease components, such as common area and other maintenance costs, in calculating the right-of-use (ROU) assets and lease liabilities for its retail spaces. The Chamber has elected the practical expedient to not separate lease and nonlease components and classifies the contract as a lease if consideration in the contract allocated to the lease component is greater than the consideration allocated to the nonlease component.

Leases result in the recognition of ROU assets and lease liabilities on the combined statements of financial position. ROU assets represent the right to use an underlying asset for the lease term, and lease liabilities represent the obligation to make lease payments arising from the lease, measured on a discounted basis. The Chamber determines lease classification as operating or finance at the lease commencement date.

At lease inception, the lease liability is measured at the present value of the lease payments over the lease term. The ROU asset equals the lease liability adjusted for any initial direct costs, prepaid or deferred rent, and lease incentives. The Chamber uses the implicit rate when readily determinable. As most of the leases do not provide an implicit rate, the Chamber uses the risk-free rate based on the information available at the commencement date to determine the present value of lease payments. Risk-free rates used to determine the present value of lease payments were derived by reference to the interest paid on short-term government debt.

The lease term may include options to extend or to terminate the lease that the Chamber is reasonably certain to exercise. The Chamber has elected not to record leases with an initial term of 12 months or less on the combined statements of financial position. Lease expense on such leases is recognized on a straight-line basis over the lease term.

Nature of Lease

In April 2022, the Chamber entered into an operating lease arrangement for use of a building for general office space. The lease expires September 15, 2032. The lease notes one five-year renewal option that will be utilized and requires the Chamber to pay all executory costs (maintenance and insurance). Termination of the lease is generally prohibited unless there is a violation under the lease agreement.

Future minimum lease payments and reconciliation to the combined statement of financial position at December 31, 2023 are as follows for the years ending December 31:

2024	$ 91,659
2025	94,104
2026	95,985
2027	97,905
2028	99,867
Thereafter	383,431
Total future undiscounted lease payments	862,951
Less present value discount	(99,829)
Lease liability	$ 763,122

The following lease cost and required information for the years ended December 31:

	2023	2022
Total operating lease cost	$ 89,440	$ 63,602
Other information:		
Cash paid for amounts included in the measurement of lease liability:		
Operating cash flows from operating leases	$ (42,985)	$ (13,503)
Right-of-use assets obtained in exchange for new operating lease liability	$ -	$ 792,604
Weighted-average remaining lease term:		
Operating leases	8.71 years	9.71 years
Weighted-average discount rate:		
Operating leases	2.84%	2.84%

9. Liquidity and Availability of Resources

The Chamber's financial assets available within one year of the combined statements of financial position date for general expenditure are as follows at December 31:

	2023	2022
Cash	$ 351,740	$ 334,972
Cash held for others	10,581	20,174
Certificates of deposit	338,718	164,031
Accounts receivable	3,325	15,622
Other receivable	-	164,219
Total current financial assets	704,364	699,018
Less amounts unavailable for general expenditures within one year:		
Due to others	10,581	20,174
Board designated reserves	290,315	290,315
Financial assets not available for general expenditures	300,896	310,489
Total current financial assets available to meet cash needs for general expenditures within one year	$ 403,468	$ 388,529

The Chamber's cash is not subject to donor or other contractual restrictions that make it unavailable for general expenditures within one year of the combined statements of financial position date.

The Chamber keeps financial assets available for general expenditures and other obligations as they come due. During the years ended December 31, 2023 and 2022, the level of liquidity was managed within the Chamber's expectations.

10. Subsequent Events

The Chamber evaluated subsequent events through April 23, 2024, the date the combined financial statements were available to be issued, and concluded that no additional disclosures are required.

McKinney Chamber of Commerce and Affiliates

Combined Financial Statements
December 31, 2022 and 2021

SFC
Certified Public Accountants

McKinney Chamber of Commerce and Affiliates
Contents

Independent Auditors' Report

To the Board of Directors of
McKinney Chamber of Commerce and Affiliates

Opinion

We have audited the accompanying combined financial statements of McKinney Chamber of Commerce and Affiliates (Chamber) (a nonprofit organization), which comprise the combined statements of financial position as of December 31, 2022 and 2021, and the related combined statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the combined financial statements.

In our opinion, the combined financial statements referred to above present fairly, in all material respects, the financial position of the Chamber as of December 31, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America (GAAP).

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Combined Financial Statements section of our report. We are required to be independent of the Chamber and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Change in Accounting Principle

As discussed in Note 2 to the combined financial statements, the Chamber changed its method of accounting for its leases effective January 1, 2022 as required by the provisions of Financial Accounting Standards Board Accounting Standards Update 2016-02, *Leases*. Our opinion is not modified with respect to that matter.

Sutton Frost Cary LLP
600 Six Flags Drive, Suite 600 Arlington, Texas 76011
www.sfcllp.com
Phone 817.649.8083

Responsibilities of Management for the Combined Financial Statements

Management is responsible for the preparation and fair presentation of the combined financial statements in accordance with GAAP, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of combined financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the combined financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber's ability to continue as a going concern within one year after the date that the combined financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Combined Financial Statements

Our objectives are to obtain reasonable assurance about whether the combined financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the combined financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.

- Identify and assess the risks of material misstatement of the combined financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the combined financial statements.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Chamber's internal control. Accordingly, no such opinion is expressed.

- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the combined financial statements.

- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber’s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Sutton Frost Cary

A Limited Liability Partnership

Arlington, Texas
May 17, 2023

McKinney Chamber of Commerce and Affiliates
Combined Statements of Financial Position
Years Ended December 31, 2022 and 2021

	2022	2021
Assets		
Current assets:		
Cash	$ 334,972	$ 575,994
Cash held for others	20,174	11,117
Certificate of deposit	164,031	163,621
Accounts receivable	15,622	72,581
Other receivable	164,219	-
Prepaid expenses	55,100	40,324
Total current assets	754,118	863,637
Noncurrent assets:		
Certificates of deposit	337,873	337,131
Security deposit	10,000	5,857
Right-of-use asset - operating lease, net	746,048	-
Property and equipment, net	93,630	20,273
Total noncurrent assets	1,187,551	363,261
Total assets	$ 1,941,669	$ 1,226,898
Liabilities and Net Assets		
Current liabilities:		
Accounts payable	$ 12,141	$ 17,000
Accrued expenses	68,750	123,366
Deferred revenue	5,800	65,655
Right-of-use liability - operating lease, current	42,985	-
Due to others	20,174	11,117
Total current liabilities	149,850	217,138
Right-of-use liability - operating lease, net	763,122	-
Total liabilities	912,972	217,138
Net assets without donor restrictions:		
Undesignated	738,382	719,445
Board designated	290,315	290,315
Total net assets without donor restrictions	1,028,697	1,009,760
Total liabilities and net assets	$ 1,941,669	$ 1,226,898

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Activities
Years Ended December 31, 2022 and 2021

	2022	2021
Net assets without donor restrictions		
Revenue and support:		
Membership dues	$ 741,392	$ 721,884
Membership services	258,669	187,210
Publications	86,573	77,091
Advocacy	51,695	217,856
Community development	158,852	81,180
Contributions	41,587	31,144
Administrative and other	6,285	31,102
Total revenue and support	1,345,053	1,347,467
Expenses:		
Program services	1,339,544	1,306,764
Management and general	146,735	85,906
Total expenses	1,486,279	1,392,670
Change in net assets from operations	(141,226)	(45,203)
Non-operating activity:		
Gain on forgiveness of Paycheck Protection Program Loan	-	246,919
Loss on disposal of property and equipment	(4,056)	
Other income	164,219	-
Change in net assets	18,937	201,716
Net assets without donor restrictions, beginning of year	1,009,760	808,044
Net assets without donor restrictions, end of year	$ 1,028,697	$ 1,009,760

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2022

	Program Services	Management and General	Total
Member activities	$ 266,168	$ 29,574	$ 295,742
Bank charges	687	76	763
Community development	83,011	9,223	92,234
Computer software and technical support	11,580	1,287	12,867
Credit card processing fees	18,933	-	18,933
Depreciation	11,354	1,261	12,615
Development	31,874	3,542	35,416
Dues and subscriptions	8,223	914	9,137
Equipment rental and lease	7,172	797	7,969
Insurance	3,131	348	3,479
Office rent	135,079	15,009	150,088
Other	41,698	4,633	46,331
Payroll taxes	40,211	4,468	44,679
Personnel	88,332	9,815	98,147
Professional	16,200	1,800	18,000
Promotional	2,138	238	2,376
Publishing	59,944	6,660	66,604
Salaries and bonuses	506,757	56,306	563,063
Telephone service	7,052	784	7,836
Total expenses	$ 1,339,544	$ 146,735	$ 1,486,279

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2021

	Program Services	Management and General	Total
Member activities	$ 475,192	$ -	$ 475,192
Bank charges	683	76	759
Community development	49,535	5,504	55,039
Computer software and technical support	12,137	1,349	13,486
Credit card processing fees	13,148	1,461	14,609
Depreciation	6,301	700	7,001
Development	9,212	1,024	10,236
Dues and subscriptions	7,393	821	8,214
Equipment rental and lease	6,879	764	7,643
Insurance	3,508	390	3,898
Office rent	69,385	7,709	77,094
Other	21,161	2,350	23,511
Payroll taxes	40,284	4,476	44,760
Personnel	89,036	9,893	98,929
Professional	9,000	1,000	10,000
Promotional	2,242	249	2,491
Publishing	58,416	-	58,416
Repairs and maintenance	675	75	750
Salaries and bonuses	425,525	47,281	472,806
Telephone service	7,052	784	7,836
Total expenses	$ 1,306,764	$ 85,906	$ 1,392,670

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Cash Flows
Years Ended December 31, 2022 and 2021

	2022	2021
Cash flows from operating activities:		
Change in net assets	$ 18,937	$ 201,716
Adjustments to reconcile change in net assets		
to net cash used by operating activities:		
Gain on forgiveness of Paycheck Protection Program loan	-	(246,919)
Depreciation	12,615	7,001
Loss on disposal of property and equipment	4,056	-
Amortization of right-of-use asset - operating lease	46,556	-
Changes in assets and liabilities:		
Cash held for others	(9,057)	(2,981)
Accounts receivable	56,959	(41,634)
Other receivable	(164,219)	-
Prepaid expenses	(14,776)	(443)
Security deposit	(4,143)	-
Accounts payable	(4,859)	17,000
Accrued expenses	(54,616)	88,115
Deferred revenue	(59,855)	(25,840)
Right-of-use liability - operating lease	13,503	-
Due to others	9,057	2,981
Net cash used by operating activities	(149,842)	(1,004)
Cash flows from investing activities:		
Purchases of certificates of deposit	(1,152)	(3,107)
Purchases of property and equipment	(90,028)	(7,674)
Net cash used by investing activities	(91,180)	(10,781)
Cash flows from financing activities:		
Proceeds from Paycheck Protection Program loan	-	246,919
Net change in cash	(241,022)	235,134
Cash at beginning of year	575,994	340,860
Cash at end of year	$ 334,972	$ 575,994
Supplemental disclosure of cash flow information:		
Forgiveness of Paycheck Protection Program loan	$ -	$ 246,919
Right-of-use asset obtained in exchange for new lease liability	$ 792,604	$ -

See notes to combined financial statements.

1. Organization

The McKinney Chamber of Commerce (Chamber of Commerce) is a not-for-profit organization incorporated under the laws of the State of Texas. The purpose of the Chamber of Commerce is to provide a broad range of services that promotes business and economic development and provides information to its members, the citizens and visitors of McKinney, Texas.

The activities of the Chamber of Commerce include the activities of the McKinney Chamber of Commerce Political Action Committee dba Committee to Inform Voters on Business Issues and Concerns (CIVBIC). The Chamber of Commerce has one affiliate entity: the McKinney Chamber Foundation, Inc. (Foundation).

The combined financial statements include the activities of the Chamber of Commerce, the CIVBIC and the Foundation (collectively, the Chamber). The Chamber is primarily supported by membership dues, fees for activities and public contributions from individuals and organizations.

2. Summary of Significant Accounting Policies

Combined Financial Statements

In accordance with the provisions of FASB ASC 958-810 *Not-for-Profit Entities/Consolidations,* the financial statements of the Chamber have been combined, and all material inter-organization transactions and accounts have been eliminated.

Basis of Accounting

The accompanying combined financial statements are presented on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (GAAP).

Combined Financial Statement Presentation

Net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes therein are classified as follows:

> *Net assets without donor restrictions* - Net assets not subject to donor-imposed stipulations. Net assets without donor restrictions may be designated for specific purposes by action of the board of directors.
>
> *Net assets with donor restrictions* - Net assets subject to donor stipulations that will be met by actions of the Chamber and/or the passage of time.

Some net assets with donor restrictions include a stipulation that assets provided be maintained permanently (perpetual in nature) while permitting the Chamber to expend the income generated by the assets in accordance with the provisions of additional donor-imposed stipulations or a board of directors approved spending policy. As of December 31, 2022 and 2021, no such net asset restrictions existed.

Revenues are reported as increases in net assets without donor restrictions unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in net assets without donor restrictions. Gains and losses are reported as increases or decreases in net assets without donor restrictions unless their use is restricted by explicit donor stipulation or by law. Contributions whose restrictions are met in the same year the contributions are received are reported as net assets without donor restrictions. Expirations of donor restrictions on net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as reclassifications between the applicable classes of net assets.

Financial Instruments and Credit Risk Concentrations

Financial instruments which are potentially subject to concentrations of credit risk consist principally of cash, certificates of deposit and accounts receivable. Cash and certificates of deposit are placed with high credit quality financial institutions to minimize risk. Accounts at these institutions are insured by the Federal Deposit Insurance Corporation up to $250,000. At December 31, 2022, the Chamber's uninsured balances totaled $87,873. Accounts receivable are unsecured and due from members. The Chamber continually evaluates accounts receivable for collectability, and allowances for potential losses are maintained, if considered necessary. No allowance was deemed necessary at December 31, 2022 or 2021.

Certificates of Deposit

Certificates of deposit with original maturities greater than three months and remaining maturities less than one year are classified as current assets. Certificates of deposit with remaining maturities of more than one year are classified as noncurrent assets. At December 31, 2022, the Chamber had three certificates of deposit with an interest rate of 0.25% maturing on December 6, 2023, June 6, 2024 and August 4, 2024. At December 31, 2021, the Chamber had three certificates of deposit with interest rates of 0.20%, 0.25% and 0.20% maturing on June 6, 2022, December 6, 2023 and August 4, 2024, respectively. The certificates of deposit are carried at cost, which approximates fair value.

Accounts Receivable

The Chamber has receivables from corporations, individuals and members. Accounts receivable are stated at estimated net realizable value. The Chamber recognizes bad debt expense using the allowance method.

Property and Equipment

Property and equipment purchased by the Chamber are recorded at cost. Depreciation is calculated using the straight-line method based upon the estimated useful lives of 3 to 10 years.

Deferred Revenue

Deferred revenue consists of event and program revenue that has been paid in advance. Revenues are recognized when the event or program occurs.

Due to Others

Due to others represents amounts held by the Chamber related to a scholarship program and other programs it administers on behalf of committees of the Chamber.

Revenue Recognition

Membership dues are recognized as revenue over the applicable membership period as members simultaneously receive and consume the benefits of membership. Registrations and sponsorships are recognized as revenue in the year in which the event occurs. Membership dues, registration and sponsorship revenue received before year-end and relating to the next fiscal year are classified as deferred revenue in the statements of financial position.

The Chamber recognizes contributions when cash, securities or other assets or an unconditional promise to give is received. Unconditional promises to give that are expected to be collected in future years are recorded at the present value of the amounts expected to be collected. All contributions are considered available for unrestricted use unless specifically restricted by the donor.

Federal Income Taxes

The Chamber of Commerce is exempt from federal income tax under the provision of Section 501(c)(6) of the Internal Revenue Code (IRC), except to the extent it has unrelated business income. The CIVBIC is a nonprofit, publicly supported organization, as defined in Section 501(c)(4) of the IRC, that is exempt from federal income taxes on related income under Section 501(a) of the IRC. The Foundation is exempt from federal income taxes under Section 501(a) of the IRC as foundations described in IRC Section 501(c)(3), except to the extent it has unrelated business income. The Chamber did not have any taxable unrelated business income during the years ended December 31, 2022 and 2021.

GAAP requires the evaluation of tax positions taken in the course of preparing the Chambers' tax returns and recognition of a tax liability (or asset) if the Chamber has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service.

Management has analyzed the tax positions taken by the Chamber, and has concluded that as of December 31, 2022 and 2021, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the combined financial statements.

Allocation of Functional Expenses

The costs of providing program and supporting services have been summarized on a functional basis in the combined statements of activities. Accordingly, certain costs have been allocated among programs and supporting services benefited.

Advertising Costs

Advertising costs are expensed when paid and totaled $1,075 for the year ended December 31, 2021. No advertising costs were incurred for the year ended December 31, 2022.

Estimates and Assumptions

The preparation of combined financial statements in conformity with GAAP requires the Chamber's management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the combined financial statements and the reported revenues and expenses during the reporting periods. Actual results could differ from those estimates.

Accounting Pronouncement Adopted

The Chamber adopted ASU 2016-02, *Leases*, (Topic 842). The guidance in the ASU supersedes the current leasing guidance. Under the new guidance, lessees are required to recognize lease assets and lease liabilities on the statement of financial position for all leases with terms longer than 12 months. Leases are classified as either finance or operating, with classification affecting the pattern of expense recognition in the statement of activities. The ASU also required expanded disclosures related to the amount, timing and uncertainty of cash flows arising from leases. The Chamber adopted the provisions from ASU 2016-02 and recorded the impact of the adoption as of January 1, 2022, using the modified retrospective method resulting in recording a right-of-use asset and right-of-use liability totaling $844,311. No changes were required to net assets as of January 1, 2022.

3. Cash Held for Others

The Chamber holds funds on behalf of committees of the Chamber for various programs. The Chamber collects the money on behalf of the these committees and disburses funds periodically. The amount collected but not yet disbursed totaled $20,174 and $11,117 at December 31, 2022 and 2021, respectively, and is presented as cash held for others with a corresponding liability reported as due to others.

4. Property and Equipment

Property and equipment consist of the following at December 31:

	2022	2021
Equipment	$ 10,740	$ 10,740
Furniture and fixtures	76,833	12,034
Information technology	40,823	35,785
Leasehold improvements	1,017	1,017
	129,413	59,576
Less accumulated depreciation	(35,783)	(39,303)
	$ 93,630	$ 20,273

Depreciation expense totaled $12,615 and $7,001 for the years ended December 31, 2022 and 2021, respectively.

5. Paycheck Protection Program Loan

During February and June 2021, the Chamber received loan proceeds in the amounts of $128,458 and $118,461, respectively from financial institutions under the Paycheck Protection Program (PPP), established as part of the Coronavirus Aid, Relief and Economic Security Act (CARES Act). The CARES Act loan includes a feature that allows for forgiveness of the loan if the funds are used for eligible purposes, including payroll and benefits, and if the Chamber maintains its payroll levels. During the year ended December 31, 2022, the Chamber received notification from the Small Business Administration that their PPP loans were forgiven in full. Accordingly, the Chamber has recognized $246,919 as non-operating income in the combined statement of activities for the year ended December 31, 2021.

Employee Retention Credit

During the year ended December 31, 2022, the Chamber was eligible to receive the Employee Retention Credit pursuant to the CARES Act. Accordingly, an other receivable and other income totaling $164,219 has been included in the accompanying combined financial statements.

6. Net Assets Without Donor Restrictions

Net assets without donor restrictions include a board-designated reserve fund totaling $290,315 at December 31, 2022 and 2021. The reserve is designated to help ensure long-term financial stability and position the Chamber to respond to varying economic conditions and changes affecting the combined financial position and the ability to continuously carry out the Chamber's mission as well as to have funds available for new venture investments.

7. Employee Benefit Plan

The Chamber provides a Simple IRA retirement plan for all eligible employees. The Chamber contributed $11,630 and $11,476 to the plan during the years ended December 31, 2022 and 2021, respectively.

8. Lease

In evaluating its contracts, the Chamber separately identifies lease and nonlease components, such as common area and other maintenance costs, in calculating the right-of-use (ROU) assets and lease liabilities for its retail spaces. The Chamber has elected the practical expedient to not separate lease and nonlease components and classifies the contract as a lease if consideration in the contract allocated to the lease component is greater than the consideration allocated to the nonlease component.

Leases result in the recognition of ROU assets and lease liabilities on the combined statements of financial position. ROU assets represent the right to use an underlying asset for the lease term, and lease liabilities represent the obligation to make lease payments arising from the lease, measured on a discounted basis. The Chamber determines lease classification as operating or finance at the lease commencement date.

At lease inception, the lease liability is measured at the present value of the lease payments over the lease term. The ROU asset equals the lease liability adjusted for any initial direct costs, prepaid or deferred rent, and lease incentives. The Chamber uses the implicit rate when readily determinable. As most of the leases do not provide an implicit rate, the Chamber uses the risk-free rate based on the information available at the commencement date to determine the present value of lease payments. Risk-free rates used to determine the present value of lease payments were derived by reference to the interest paid on short-term government debt.

The lease term may include options to extend or to terminate the lease that the Chamber is reasonably certain to exercise. The Chamber has elected not to record leases with an initial term of 12 months or less on the combined statements of financial position. Lease expense on such leases is recognized on a straight-line basis over the lease term.

Nature of Lease

In April 2022, the Chamber entered into an operating lease arrangement for use of a building for general office space. The lease expires September 15, 2032. The lease notes one five-year renewal option that will be utilized and requires the Chamber to pay all executory costs (maintenance and insurance). Termination of the lease is generally prohibited unless there is a violation under the lease agreement.

Future minimum lease payments and reconciliations to the combined statement of financial position at December 31, 2022 are as follows for the years ending December 31:

2023	$ 65,424
2024	91,659
2025	94,104
2026	95,985
2027	97,905
Thereafter	483,298
Total future undiscounted lease payments	928,375
Less present value discount	(122,268)
Lease liability	$ 806,107

The following lease cost and required information for the year ended December 31, 2022:

Total operating lease cost	$ 63,602
Other information:	
Cash paid for amounts included in the measurement of lease liability:	
Operating cash flows from operating leases	$ (13,503)
Right-of-use assets obtained in exchange for new operating lease liability	$ 792,604
Weighted-average remaining lease term:	
Operating leases	9.71 years
Weighted-average discount rate:	
Operating leases	2.84%

9. Liquidity and Availability of Resources

The Chamber's financial assets available within one year of the combined statements of financial position date for general expenditure are as follows at December 31:

	2022	2021
Cash	$ 334,972	$ 575,994
Cash held for others	20,174	11,117
Certificate of deposit	164,031	163,621
Accounts receivable	15,622	72,581
Other receivable	164,219	-
Total current financial assets	699,018	823,313
Less amounts unavailable for general expenditures within one year:		
Due to others	20,174	11,117
Board designated reserves	290,315	290,315
Financial assets not available for general expenditures	310,489	301,432
Total current financial assets available to meet cash needs for general expenditures within one year	$ 388,529	$ 521,881

The Chamber's cash is not subject to donor or other contractual restrictions that make it unavailable for general expenditures within one year of the combined statements of financial position date.

The Chamber keeps financial assets available for general expenditures and other obligations as they come due. During the years ended December 31, 2022 and 2021, the level of liquidity was managed within the Chamber's expectations.

10. Subsequent Events

The Chamber evaluated subsequent events through the date the combined financial statements were available to be issued, and concluded that no additional disclosures are required.

Form **990-N**

Electronic Notice (e-Postcard) for Tax-Exempt Organization Not Required to File Form 990 or 990-EZ

Electronic Filing Only — Do Not Mail

2023

For the 2023 calendar year, or tax year beginning 1/01 **, 2023, ending** 12/31 , 2023

Check if applicable	Organization name and address	Employer identification number
☐ Termination	MCKINNEY CHAMBER FOUNDATION INC. 1700 N REDBUD BLVD. #180 MCKINNEY, TX 75069	20-8285256 **Telephone Number** 972-542-0163

Other names the organization uses

Website:> MCKINNEYCHAMBER.COM

Check > ☒ if the organization's gross receipts are normally not more than $50,000 ($5,000 for a 509(a)(3) supporting organization)

Principal Officer Information	**Name**	LISA M HERMES
	Address	1700 N REDBUD BLVD. #180 MCKINNEY, TX 75069

Form 990-N, also known as the e-Postcard, must be filed electronically with the Internal Revenue Service. There will be no paper form accepted by the Internal Revenue Service.

Do Not mail this form to the Internal Revenue Service.

IRS Department of the Treasury Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

030330.398387.473963.29340 1 AB 0.461 530

MCKINNEY CHAMBER FOUNDATION INC
% TERRI RICKETTS PRESIDENT
1700 REDBUD BLVD STE 180
MCKINNEY TX 75069-3293

030330

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

0752594868

BODCD-TE

Letter Number: LTR4168C
Letter Date : 2021-12-20
Tax Period : 000000

208285256

MCKINNEY CHAMBER FOUNDATION INC
% TERRI RICKETTS PRESIDENT
1700 REDBUD BLVD STE 180
MCKINNEY TX 75069-3293

INTERNAL REVENUE SERVICE
P.O. Box 2508
Cincinnati OH 45201

208285256 YN MCKI 00 2 000000 670 00000000000

The IRS address must appear in the window. Use for payments

0752594868

BODCD-TE

Letter Number: LTR4168C
Letter Date : 2021-12-20
Tax Period : 000000

208285256

MCKINNEY CHAMBER FOUNDATION INC
% TERRI RICKETTS PRESIDENT
1700 REDBUD BLVD STE 180
MCKINNEY TX 75069-3293

INTERNAL REVENUE SERVICE

OGDEN UT 84201-0102

208285256 YN MCKI 00 2 000000 670 00000000000

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752594868
Dec. 20, 2021 LTR 4168C 0
20-8285256 000000 00
00051223
BODC: TE

MCKINNEY CHAMBER FOUNDATION INC
% TERRI RICKETTS PRESIDENT
1700 REDBUD BLVD STE 180
MCKINNEY TX 75069-3293

030330

Employer ID number: 20-8285256
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Dec. 09, 2021, about your tax-exempt status.

We issued you a determination letter in July, 2008, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show 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 you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See *Specific Instructions* on page 3.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

2 Business name/disregarded entity name, if different from above.
McKinney Chamber Foundation Inc.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . ______

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☑ Other (see instructions) 501 (c) (3)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . ☐

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) ______

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) ______

(Applies to accounts maintained outside the United States.)

5 Address (number, street, and apt. or suite no.). See instructions.
7300 State Highway 121, Ste 200A

Requester's name and address (optional)

6 City, state, and ZIP code
McKinney, TX 75070

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number
_ _ _ – _ _ – _ _ _ _

or

Employer identification number
20 – 8285256

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person** Linda Imai-Dixon **Date** 1/5/2026

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they