

Organization Information

Name	Direction61:3
Federal Tax ID Number	81-4392389
Incorporation Date	11/18/2015
Mailing Address	6190 Virginia Parkway, Suite 500
City	McKinney
State	TX
Zip Code	75071
Phone Number	214-544-9055
Fax Number	214-544-9055
Email Address	myron@direction613.org
Website	www.direction613.org
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	OCP 501C3 letter.pdf
Professional Affiliations and Organizations to Which Your Organization Belongs	<i>Field not completed.</i>

Representative & Contact Information

Representative Completing Application:

Name	kristin Mycke
Title	Director of Programming
Mailing Address	6190 Virginia Parkway
City	McKinney
State	TX
Zip Code	75071

Phone Number 2145449055

Fax Number *Field not completed.*

Email Address kristin@direction613.org

(Section Break)

Contact for Communications Between MCDC and Organization:

Name kristin Mycke

Title Director of Programming

Mailing Address 6190 Virginia Parkway

City McKinney

State TX

Zip Code 75071

Phone Number 2145449055

Fax Number *Field not completed.*

Email Address kristin@direction613.org

Project Information

Funding - Total Amount Requested \$5000

Are matching funds available? No

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)? No

Promotional / Community 11/1/2019 - 12/21/2019
Event Start and
Completion Dates

Board of Directors *Field not completed.*

Leadership Staff *Field not completed.*

Board of Directors Attachment [D613BoardofDirectors .docx](#)

Leadership Staff Attachment [D613BoardofDirectors .docx](#)

Narrative

Using the outline below, provide a written narrative no longer than seven pages in length:

1: Applying Organization

- *Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.*
- *Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Promotion / Community Event for which funds are requested.*

2: Promotion / Community Event

- *Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.*
 - *Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.***
 - *Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.*
 - *Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.***
 - *Include the venue / location for the proposed event.*
 - *Provide a timeline for the production of the event.*
 - *Detail goals for growth / explanation in future years.*
 - *Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.*
 - *Highlight and promote McKinney as a unique destination for residents and visitors alike.*
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- *Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.*

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past? No

3: Financial

- *Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals*
- *Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

Budget [D613 Org budget.xlsx](#)

Financial Statements [audit letter.pdf](#)

Overview of Promotional / Community Event Financial Goal

Gross Revenue \$76,200

Projected Expenses \$9,750

Net Revenue \$66,420

Budget [Christmas concert budget.xlsx](#)

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 50%

Are matching funds available? No

Other Funding Sources Sponsorships will be solicited through local businesses and community partners to cover costs of venue rental and professional musician fees.

4: Marketing and Outreach

- *Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.*
- *Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.*

5: Metrics to Evaluate Success

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

Attach Narrative

[MCDC grant narrative.docx](#)

Acknowledgements

If funding is approved by the MCDC board of directors, applicant will assure:

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*
 - *All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.*
 - *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.*
 - *The organization's officials who have signed the application are authorized by the organization to submit the application.*
 - *Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.*
 - *A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.*
 - *Grant funding is provided on a reimbursement basis subsequent to 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.***
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(Section Break)

Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Myron Wilson
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Date	5/29/2019
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Representative Completing Application	Kristin Mycke
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Date	5/29/2019
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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.*
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MCDC Grant Narrative

1: Applying Organization

Direction 61:3 is a 501(c)3 incorporated entity established in 2015 to provide support for young adults aging out of foster care. The purpose of Direction 61:3 is to show Christ's love to young adults transitioning out of foster care by providing support and stability through housing and educational services in a family environment. Aged out youth are at high risk of adverse effects including homelessness, unemployment, incarceration, unplanned pregnancies, and substance abuse. Direction 61:3 helps address these community needs by providing free housing, case management, basic needs support, transportation, and counseling while the youth pursues an education, job training, and develop interpersonal skills. Assisting aged out foster youth in their journey towards independence benefits the community and reduces the societal burden that supporting them creates. Our vision is for aged out foster youth to thrive in life.

The goal for young people leaving the program is that they are employable and able to live independently. Our residential services currently include one home for young ladies (Oak Creek Place). We partner with various community agencies, public schools, and social services agencies to provide these services. We strive to provide a community of support by connecting youth with individuals outside the program through the utilization of volunteer mentors, local professionals, the local school system, counselors, and churches. Residents can stay in the program up to their 26th birthday as long as they continue to make progress towards education and career goals. Our non-residential services include case management, financial assistance, education support, transportation assistance and mentoring. Any aged out foster youth in the North Texas area is eligible to receive non-residential assistance.

We have been successful at helping youth achieve their employment and personal goals by formatting our programming around very specific objectives. Within the first 90 days of service, youth are provided weekly case management and mentoring services. Youth are also enrolled in an educational/training program and receive job placement services through Texas Workforce Solutions. We also assist youth in addressing any medical, emotional, or financial needs within their first 30 days. This provides a firm foundation for future success.

Direction 61:3 currently have 2 full-time and 2 part-time staff members. Direction 61:3 utilizes over 100 volunteers annually to help with the operational and supportive needs of the agency. Volunteers come from all over Collin County and represent a diverse collection of individuals, businesses, and churches. Volunteers serve as mentors, transportation providers, property maintenance, administrative support, and event planners.

The first home for young ladies, Oak Creek Place, opened in McKinney, Texas in 2018 and has served 5 residents and 6 non-resident clients. We plan to open a network of homes throughout north Texas for both young ladies, pregnant teens, and young men. Our second home is scheduled to open Fall 2019. The opening of our second transition home, targeting pregnant young ladies who age out of foster care, will allow us to serve the needs of a highly vulnerable population. It will also allow us to connect with a different demographic of supporters and volunteers. The excitement and momentum following the opening of a second home will

positively impact the promotion and success of the McKinney Christmas Mosaix Concert. Concert supporters and attenders will be able to see firsthand how their donations and partnership impacts young ladies in need.

2: Promotion / Community Event

McKinney's Christmas Mosaix is a fundraising event to benefit the residents of DIRECTION61:3, a McKinney based non-profit serving homeless foster girls in McKinney and the surrounding North Texas area. We currently have two homes located in McKinney.

Christmas Mosaix has been in place since 2017 with past performances taking place at the Sanctuary Events Center. This year we will expand the event to include a diverse representation of McKinney talent in addition to professional and semi-pro musicians in the immediate area. We are currently working with Rick McDaniel to secure the new performance center at McKinney High. Plans are to host two concerts on Saturday, December 21-- 4:00pm/7:30pm.

PRODUCTION SCOPE

In that McKinney is a mecca of talent the concert will feature and target those with the highest of skills musically and professionally. There will be an intentional effort to display diversity of musical styles, thus appealing to a wide demographic. We will highlight musical diversity and play to the more recognizable household names to drive the marketing of the event. Musical expressions will include, but are not limited to the following:

- Professional rock/pop orchestra which will also incorporate certain accomplished high school musicians.
- American Idol participants: Ex: Harper Grace
- A few local bands: EX: Maylee Thomas, Crystal Yates
- Local country band
- The State Honor Choir from Eddins Elementary School, McKinney
- Jazz- Perhaps Big Band
- Motown Christmas tunes
- McKinney household named artists with professional careers
- Combined Church Choir Gospel Piece- with top level soloists

PLATFORM PERSONALITIES

- George Fuller has done a welcome for us in previous years and has played with Maylee Thomas. We hope to continue this opportunity.
- Our hope is to secure Allison Harris as hostess for the evening. Allison is a native of McKinney and currently works as a reporter for CBS News-DFW.

PRODUCTION LEADERSHIP

The production will be led by Dr. Myron Wilson. Dr. Wilson has 35 years of musical/production experience and has been an active citizen in the McKinney area since 1992. Together, with musical leaders in various circles of the McKinney community a leadership team will plan and coordinate the event.

ANNUAL EVENT/MCKINNEY BENEFIT

- Our intent is to continue Christmas Mosaix as an annual event and therefore create a sense of expectation. The date will be always be later in December to encourage attendance by visiting family members and others who are home for the holidays.
- As for local economic impact, we will work with local restaurants to supply fliers, discounts, etc. to be included in the concert brochure. There will be an intentional moment during the event for our mayor or a representative to welcome the audience and to encourage visitation to McKinney shops and restaurants. During intermission we hope to have refreshments provided by local restaurants with an additional display for McKinney tourism.
- As with any production, if done with excellence, strong marketing, correct timing, and an excellent venue, McKinney's Christmas Mosaix will continue to grow. There is potential for a multi-night production in subsequent years.
- Christmas in general is a season for giving. People want to make a difference in the lives of others and their community. This event will provide for those in need while simultaneously allowing McKinney residents/visitors the opportunity to acknowledge and celebrate the great talent of our community.

DIRECTION61:3 GOALS AND OBJECTIVES

There are roughly 180 foster youth in Collin County and over 350 in Region 3 who age out of care every year. To clarify, when youth in the foster system reach age 18-22 they no longer qualify to be supported by the system. Without support many of these youth become homeless on their 18th birthday. In Texas, foster youth make up 35% of the homeless population. Foster youth also make up 80% of those who become trafficked in the sex trade. Almost 50% of foster girls will be pregnant before age 21. Many of these youth simply need a safe environment and mentors to help them make it through the transitional years. We currently target young women ages 15-24. We have two homes in McKinney with hopes to expand in the years to come.

- Our goals are to provide housing, education, emotional support and healing from past abuses. Additionally, we work to give these young women a sense of belonging and community. We seek to turn kids who are trying to simply survive into young adults who can live independently and thrive as members of society.
- McKinney's Christmas Mosaix will raise funds to support aging out foster youth. Funds will go to support the two homes we currently operate, and to support future initiatives.

CONCERT FINANCIAL STRATEGY

- Our fee the last few years has been \$30.00. We had pre-determined to increase this amount to \$35.00 for the 2019 year. In that your guidelines stipulate no more than \$35.00 we will of course remain at this amount.
- We are working to secure sponsors to help cover costs of the building rental, AV/technical expenses, and costs to hire certain professional band/orchestra members.
- We hope to generate \$60,000.00 in revenue through this event.

3. Financial

DIRECTION61:3 is largely supported by private individual donors. Our budget runs from November 1 to October 31. We are in good standing and contributions are above what has been forecast for the current month of the 2019 budget year. Our goal is to have 50% of our annual budget be raised by reoccurring monthly donations (monthly partners). 38% of the budget is currently through monthly partnerships. Our

monthly donations have increased by \$1875.00 since November 1, 2018. We also expect 25% to be raised through special events and 25% to be raised through church/business partnerships and grant support. Direction 61:3 has applied for several foundation grants and hopes to obtain additional funds to expand our programming in the next budget year.

Direction 61:3 maintains its books on Apolos accounting software and has monthly financials prepared by the board treasurer who is a CFO of a public company, Atrion Corporation. These financials are shared with board and staff members monthly. Because our organization is relatively young, we have not had any audits performed to date. Under the advisement of our CPA, we expect to have a financial audit performed this next budget year.

4. Marketing and Outreach

A large percentage of the advertising, marketing and outreach plans will be geared towards venues and audiences outside of McKinney proper. Social media blasts including Facebook and Instagram will be used to advertise concert to a wider more diverse audience. Direction 61:3 has many business sponsors who have agreed to help advertise the event through their social media and web avenues. These businesses vary from medical providers, to home repair, to attorneys. Each touch a broad and diverse population through North Collin County and the greater DFW metroplex. Print material (posters, flyers, tickets) will be displayed through Collin County to promote event. Target areas will include coffee shops, bookstores, and various church partners. Again audiences will be both around downtown McKinney as many visitors come from outside the City of McKinney and throughout Collin County. Strategic Radio advertising will be the means to reach a greater audience. Concert details will begin to be advertised immediately after Thanksgiving during peak commuting times. Spots will be selected based on hitting the largest number of listeners for the most cost-effective means. Radio stations that broadcast throughout the Metroplex and start playing Christmas music will be selected. Setting up a booth and advertising concert at the "Home for the Holidays" McKinney Christmas festival will be a great way to promote event and reach those coming to McKinney to enjoy the downtown area. Print material will be distributed at the event. All of these strategies will enable us to reach an extremely large number of diverse patrons who are thinking and planning their holidays. plans. The more we get the information out to our target audience, the more word of the concert and future concerns will spread. Direction 61:3 has help the Christmas Concert for the last two years and sold out (venue only held 250 patrons). Heavy advertising and promotion will allow us the ability to reach a great audience and expand our ticket sales. Effective advertising will allow us to continue to grow and improve on this wonderful local event for the community and raise necessary funds for our agency.

McKINNEY'S CHRISTMAS MOSAIX PROMOTIONAL BUDGET

Social Media Ad Campaigns	This will be used to run facebook/instagram ads to expand the reach of our social platform and reach more people. This will include a link to a fb event and a url to go directly to the site to purchase tickets	\$500
Facebook Boosts	This will be used to boost concert Facebook posts to expand the reach of the posts	\$50
Tickets	2,000 Printed tickets	\$250
Posters	50 Posters printed to hang in area businesses advertising the event and all who will be involved	\$150
Home for the Holidays booth	Rent sponsor booth at McKinney's Home for the Holidays to advertise and sell tickets at the booth	\$250
Metroplex radio spots	Ads running on 102.1 and 94.9 as well as KLAK to reach thousands of people in the DFW area. This will be running at peak drive times beginning December 1 and run up until the concert or until the concert is sold out	\$3,000
Design Costs	Cost to design all collateral for event	\$800
Total Promotional cost		\$5,000

5. Metrics to Evaluate Success

We will evaluate success by tracking the number of patrons who attend the concert, tracking the various zip codes represented, and the amount of funds raised. Our goal is to have 2000 patrons in attendance who represent a variety of zip codes including Plano, Frisco, Melissa and McKinney. We also hope to raise \$60,000 through the event.



Executive Leadership

Myron Wilson, Executive Director, Lives in Van Alstyne, Retired minister, Doctorate in Religious Studies and Management. Role includes daily management and operation of entity including fundraising and networking.

Kristin Mycke, Director of Programming, Licensed Clinical Social Worker (LCSW), Lives in McKinney, Master's Degree in Social Work. Duties include development and operation of the residential and non-residential programming including client and volunteer management.

Board of Directors

Ronda Murray, President: Lives in McKinney, Board leadership

Scott Campbell, Vice President: Lives in McKinney, Employed by The Campbell Firm (Texas Trial Attorneys), member of the Texas Bar and Collin County Bar Association

Neely Kennedy, Secretary: Lives in McKinney

Jeff Strickland, Treasurer: Lives in McKinney, CFO of medical device corporation

JD Kennedy: Lives in McKinney, Honorary Lifetime member of the Texas Association of School Administrators

2019 Christmas Mosaix Concert Budget	
Advertising/Promotion	\$5,000
Venue rental	\$1,000
Professional Musician fees	\$1,300
Mosaix Organization fee	\$1,000
Technology support (lighting/sound)	\$750
Décor and set-up	\$200
Program expense	\$500
Total event expenses	\$9,750
Ticket sales (\$35x2000)	70,000
MDCD grant	5,000
venue sponsorship	1,000
additional sponsorship	200
Total Revenue	76,200
Difference (projected Profit)	66,450

DIRECTION61:3


*Aging out Foster Youth **Thriving** as Adults*

Dr. Myron Wilson
6190 Virginia Pkwy
McKinney, Texas 75071

April 10, 2019

To Whom It May Concern:

Direction61:3 maintains its books on Aplos accounting software and has monthly financials prepared by its treasurer who is a CFO for a public company, Atrion Corporation. These financials are shared with all board members monthly and the bank reconciliation is sent to a staff member to review each month. Because our organization is relatively young, we have not had any audits performed to date. We expect to have a review or audit performed by a CPA in the next year.



Dr. Myron Wilson
Executive Director
Direction61:3



**CITY OF MCKINNEY
COMMUNITY SUPPORT GRANT
Audit Waiver Request Form**

Send Form To:
HOUSING AND COMMUNITY DEVELOPMENT DEPARTMENT
406 N. Tennessee Street, McKinney, TX 75069, or email (csmith2@mckinneytexas.org)

PART I Agency Information

Agency Name:	Direction 613 dba: Oak Creek Place
Address, including Zip	6190 Virginia Parkway, McKinney, TX 75071
Phone Number:	214-544-9055
Email Address:	kristin@direction613.org
DUNS#:	024657300
Total Grant Requested:	\$ 8500.00
Source of Funds:	Community Support Grant

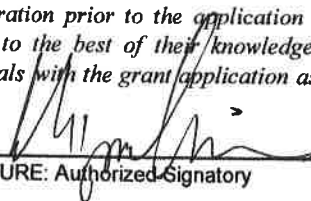
PART II Reason(s) Audit Waiver is Requested:

(Check All that Apply)

- The agency has annual revenues of \$ 50,000 or less
- An audit is not cost effective OR would place an undue hardship on the requesting agency.
(Attach Explanation Statement) *See attached*
- Audit costs would exceed more than 5% of the total amount requested.
Audit Cost: *\$ 4,000* Source of Estimate: *past audit costs*

PART III. Certification

I understand there is no guarantee, expressed or implied that funds will be guaranteed to the applicant. If funds are awarded, the applicant agrees to comply with applicable state and city policies under the Community Support Grant. The signatory declares that HE/SHE is an authorized signatory for the organization and is authorized to submit an Audit Waiver Request for consideration prior to the application submission. The signatory certifies the information under this request is true and correct to the best of their knowledge. Signatory/ Requestor confirms the requirement to submit the 990 Short Form and Financials with the grant application as full compliance of this waiver.


SIGNATURE: Authorized Signatory

4.10.2019
Date of Signature

FOR HCD OFFICE ONLY

Approved Denied Comments, if applicable:

SIGNATURE: Housing & Community Development Mgr.

Date of Signature

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

DEPARTMENT OF THE TREASURY

Date: APR 06 2018

OAK CREEK PLACE
3400 CEDAR BLUFF DR
MCKINNEY, TX 75070-9231

Employer Identification Number:
81-4392389
DLN:
17053279301027
Contact Person:
MRS. KREBS ID# 31072
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
October 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
November 18, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

OAK CREEK PLACE

Sincerely,

Stephen a. martin

Director, Exempt Organizations
Rulings and Agreements