

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
Fiscal Year 2016

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
 5900 S. Lake Forest Blvd., Suite 110
 McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|--|---|
| <p><input type="checkbox"/> Project Grant
 Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.</p> | <p><input checked="" type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
 Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.</p> |
|--|---|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: Holy Family School

Federal Tax I.D.: 75-1025515

Incorporation Date: 10/13/1964

Mailing Address: 500 Throckmorton

City McKinney

ST: TX

Zip: 75069

Phone: 972-562-5476

Fax:

Email:

Website: www.hfsmckinney.org

Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Sara Thomas (Contact information is below), Carolyn Searles, Ned Searles

Title: Board President of Holy Family School, co-director of Believe Team

Mailing Address: 3746 Billy Lane

City: McKinney

ST: TX

Zip: 75071

Phone: 972-345-8195

Fax: 972-569-8678

Email: SThomas@ibtx.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Sara Thomas (Contact information is below), Carolyn Searles, Ned Searles

Title: Coordinators of Believe Team

Mailing Address: 3746 Billy Lane

City: McKinney

ST: TX

Zip: 75071

Phone 972-345-8195

Fax: 972-569-8678

Email: SThomas@ibtx.com

FUNDING

Total amount requested: \$10,000

Matching Funds Available: No

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 11/26/2016

Completion Date: 11/26/2016

BOARD OF DIRECTORS *(may be included as an attachment)*

Sara Thomas

Ned Searles

LEADERSHIP STAFF *(may be included as an attachment)*

Carolyn Searles

Michelle Bowman

Forrest Farley

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

- Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

This grant request is submitted on behalf of the Board of Trustees of Holy Family School in McKinney. Holy Family School provides a loving environment for children, meeting the needs of McKinney and surrounding area's diverse population. They promote a sense of self-worth, a respect for others and a love for learning. In partnership with parents and the community, their programs allow each child to grow, develop and learn to his or her fullest potential. All net funds from the Believe! 10k/5k run go towards scholarships for students and families who need financial assistance during the school year. The school was started in the 1951 to address a need for safe, effective baby care and preschool within the Spanish-speaking migrant community. Holy Family School, founded as a safe haven and educational cornerstone for preschool-aged children, has grown and evolved over the past 64 years and now has a stellar reputation within the community. Holy Family School alumni are now leaders in the community and have pointed to the difference the school made in their lives as children. (Please see additional information about daily operations, staff, and volunteers on the HFS website - www.hfsmckinney.org). As for Believe!, there are not any paid staff, this is run by volunteers, with over 100 volunteers on race day.

- Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

The Holy Family School has recently named a new Head of School, Ms. Stephanie VanKirk. With extensive experience in nonprofit management and children's programs, Ms. VanKirk's mission for the Believe Race this year is to garner even more support from within the McKinney and Dallas church communities, and increase participation of youth runners from across north Texas by a large margin. She also plans to increase the participation of our Holy Family students and their families in the race itself.

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**

In 2006 McKinney was the fastest growing community with a population over fifty thousand in the United States. As such, the Believe! team realized that there was a growing need for affordable, quality childcare in the area. Even today, with our town named The Best Place to Live in the United States, many parents live below the poverty level on one income due to the lack of affordable childcare for their infants and preschoolers. Single mothers languish in long lines waiting for federal or state funding because there is simply no money for child care.

Believe! would have to create a project large enough that it would capture the attention of the community, touch the hearts of volunteers and participants, and be unique enough to start a strong tradition in our great city. The theme and timing of the run has been intentionally designed to benefit the downtown merchants, the annual Home for the Holidays festival, and the tourism and economy of McKinney. Building on TEN consecutive years of success, this grant request for \$10,000 will help fund the promotional and advertising expenses associated with the race. Due to the heavy rains the week of Thanksgiving, and on race day, our numbers were below normal. Our statistics show that 42.2% of the race participants come from outside McKinney. There were a total of 803 registered runners and 340 were from cities other than McKinney. Believe! attracts people who may stay the night in McKinney the Friday night before the race and stay to shop after run on Saturday and enjoy Home for the Holidays events. Local families also attend the event, bringing several thousand people to the kickoff of the Home for the Holidays week end. We would like to build on this success and market the race to increase participation and grow the numbers of visitors who come to our great city.

- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.

Our goal remains to fund pre-school scholarships for the children who need us most by hosting a safe, challenging, beautiful 5/10k race to show off our historical downtown and help increase attendance at Home for the Holidays. The average race has brought in around 1,200 runners, not including families, volunteers, and spectators which increase the total to around 3,000 in attendance. With each registration, we are increasing the monetary donation to the Holy Family School's Scholarship Fund and growing the event for the following year.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

The event will take place on Saturday, November 26^h, 2016. Start and Finish will be located at Mitchell Park and the awards ceremony will take place on the Main Stage at Home for the Holidays. Before the races begin, Believe! offers the community a time to celebrate with the sunrise and create a very special children's event. The Great Santa Chase! Thanks to our mayor, Brian Loughmiller, who has been our guest Santa for 10 years, the children love to "chase" Santa and burst through a banner made especially for them. Each child receives a candy cane for being part of the event. Then they are encouraged to run in the 5k Mayors Challenge. During the race and award ceremony, Judge Paul Raleeh continues to promote our city, schools, and Home for the Holidays by sharing fun facts about the great town and the great traditions here! After the commencement of the awards all participants could join in the Home for the Holidays, including eating in restaurants and some very special Christmas shopping. Believe! receives numerous compliments about the timing of the run and having family day in downtown to celebrate the beginning of the holidays.

- Include the venue/location for Project/Promotion/Community Event?

The event takes place at Mitchell Park, in downtown McKinney.

- Provide a timeline for the Project/Promotion/Community Event.

During Home for the Holidays
 6:00 am - Volunteer Check-in
 7:00 am - Race Registration
 7:30 am - Sunrise Celebration
 8:00 am- 10K starts
 8:15 am - The Great Santa Chase
 8:20 am - Warm Up
 8:25 am - 5K and 1 Mile Holiday Walk
 9:45 am - Awards Ceremony

- Detail goals for growth/expansion in future years.

Believe! is thrilled to pair up again with Home for the Holidays and present the 11th annual Believe! Believe!’s long term vision is to increase preschool scholarship funding for families in need within our community. We will continue to look for fun and family-friendly ways to bring energetic, creative fundraising to McKinney and help get the community involved as we raise funds for both Believe! and HFS. Believe! is building year by year on past successes, and we are hopeful that local businesses will help us with sponsorships in a more substantial way now that event has grown in strength and credibility. We see the day when the run will have several thousand participants, and truly be a jump-start to the Saturday’s events at Home for the Holidays. We are looking for partners and grants to help us make this vision a reality, and to invest in an idea that is likely to reap great benefits in the future.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project?

This is the 11th year for the Believe! race. We do not think a feasibility study is necessary. If you have questions or concerns about this, let us know.

Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life

improvements in McKinney

Believe! is unique in that it features McKinney's historic downtown area. The courses are chip timed and officially certified by USATF in 2010. They are not only breathtaking with the turning of the trees in November and our beautiful homes, but also are challenging courses which brings in more competitive runners. It has become a tradition for many, many families kicking off the holiday season. We intend to keep the race locally influenced and administered, not corporate and urban like so many runs have become. Opportunities to feature local talent abound, from the pre-race "Sunrise Celebration" and music, to the post-race awards celebration. As the run progresses, we look forward to integrating more local talent. Also we feel the run has an important place in McKinney by promoting health and fitness to all who participate including our children.

Besides the philanthropic aspect of Believe!, we want this race to exist in the city to boost McKinney's economy and small businesses. Before Believe! there were not a lot of visitors early morning in our downtown area which was competing against one of the busiest shopping weekends of the year. Believe! which has something for all age groups, encourages families to come to our downtown and shop and eat in one of our great restaurants. The Believe! Team works with the local retailers to open early for the many race participants in the race area prior to the event. This year, we are partnering with one of the local businesses to have packet pick up in their store, bringing significant foot traffic through their business. This grant is a way for us to promote Believe! and consequently Home for the Holiday, and ultimately, McKinney.

Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?

Yes No

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.

The Believe! race is a self-contained endeavor which benefits Holy Family School in McKinney. The net proceeds from each year's race are given to the Scholarship Fund at Holy Family School to help low income families afford quality childcare for their preschoolers. The Board of Directors of Believe! retains a portion of the proceeds from the prior year's race to cover start-up expenses for the current year's race. The grant will allow greater funds for advertising and promotion, leading into an increase of participants, and thus increasing the scholarship money for Holy Family. This is more critical than ever with the expansion of the Samaritan Inn. The grant monies will be utilized for promoting the Believe! race, targeting populations outside of McKinney.

- 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.

We have attached the 2015 deposits and expenses for the Holy Family School.

What is the estimated total cost for this Project/Promotion/Community Event?

\$40,000

(Include a budget for the proposed Project/Promotion/Community Event.)

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 100%

Are Matching Funds available? Yes No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Are other sources of funding available? *If so, please list source and amount.*

No

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

No

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Grant money will be used exclusively for advertising and promotion to areas outside of McKinney. Local advertising, expenses on website development and promotion is funded by income for local sponsors, and from some start-up expenses held from prior year's race. What is listed in the "Use of Grant" section are items that are not funded by our current budget, and will spell out the specific use of grant funds. No grant money will be used for operational expenses or local advertising. We would propose that the natural partnership between the Believe! race and McKinney Main Street should now extend to the Chamber of Commerce and the Convention and Visitors Bureau. We would like to tap in to the Bureau's expertise on how to advertise the race and help us build more and better relationships with local businesses.

Specific uses for grant money would include:

The focus of the marketing strategy is targeting surrounding DFW residents to kick off the start of the 2016 holiday season by participating in the 5k/10k race through beautiful historic downtown McKinney. Specifically, the target audience is as follows:

1. Frequent competitive and non-competitive short-distance runners interested in an event to participate over the holiday weekend. They are looking for race courses that are challenging and well-managed to track their performance, but also come with a tradition of fun and giving back to the community
2. Families of all ages who lead an active lifestyle that are interested in building on their own holiday traditions in a way that promotes a healthy lifestyle and an opportunity for service
3. Festival goers in the DFW area that would be interested in participating in the run/walk event as a part of a full day of activities at the "Home for the Holidays" event in downtown McKinney.

The Believe 2016 race is different from other races in the DFW area because of its philanthropic history of benefiting educational scholarships for needy children in the area, as well as being the opening element to a fun day of holiday activities in the downtown McKinney area. We intend to highlight that uniqueness in marketing and PR messages. The marketing activities will focus on the following elements, and will spend approximately \$10,000 in funding:

- Paid digital social media: utilizing highly geo-targeted paid media plan on social channels like Facebook and Twitter, we will focus on driving awareness and engagement with the three segments listed above. The Facebook and Twitter pages will contain content about the race, how to register, details on the charity, and a way for viewers and followers to "share" the content with friends and family. While we will focus on McKinney residences as a core target, we will also reach out broadly to the DFW area in hopes of drawing new runners and their families to the historic McKinney area and fun family holiday events. Cost: \$5,000
- Email outreach: targeted emails to past runners, sponsors, and volunteers will kick off the effort. Emails will include photo of 2015 race shirt, pricing, special "early bird" offers incorporating MEDC and other corporate sponsor information, and link to registration site. Cost: \$2,000
- PR effort: pitch local media (McKinney, Frisco, Plano, Coppell, Allen, Dallas and more) All PR interviews will include a press packet with social channel detail, race logo, race registration URL, photos from previous year races, and website information. Target media include McKinney Gazette, Dallas Morning News, Plano Star Courier, Allen American and more. Cost: \$1,000

- Local community outreach: Yard signs, local store and church banners and flyers, and marketing materials for sponsoring corporations to provide in break rooms and other areas for their employees will be developed. \$2,000

After the race, a full analysis of the media spend, engagement metrics like click throughs and "likes", as well as attribution of race registrations will be conducted to understand what efforts yielded the most effective and efficient response. The goal is to have over 1,500 run/walkers in 2016, and to bring in new or first time participants from a broader area across the DFW region. Learnings from 2015 race will inform ongoing improvements for 2016.

V. Metrics to Evaluate Success

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

Every year the committee members come together and evaluate how the event went and where they can improve again next year. At each of these meetings, the committee discusses what worked, what could be improved upon, or what needs to be changed. Our team includes people that are expert in marketing, finance and in administration of run events. Our committee takes a careful look on not only the day of the race, but also the entire administration for the entire year. We are interested in getting local input from local merchants, hotels and civic groups on how to improve the participation and quality of the event.

Acknowledgements

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

- The Project/Promotion/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 the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- 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 Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation

under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

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


Chief Executive Officer

Signature

Sara Thomas
Printed Name

Date

Representative Completing Application



Signature

Ned Searles
Printed Name

Date 6/21/2016

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org