

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2021

**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](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

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

**Promotional and Community Event Grant Calendar:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

**APPLICATION**

<b>INFORMATION ABOUT YOUR ORGANIZATION</b>			
Name: McKinney Garden Club			
Federal Tax I.D.: 46-2683237			
Incorporation Date: 1930			
Mailing Address: 5100 El Dorado Pkwy Suite #310			
City McKinney	ST: Texas	Zip: 75072	
Phone: 858 205-4061	Fax:	Email:	
gpond1216@gmail.com			
Website: <a href="http://www.mckinneygardenclub.org">www.mckinneygardenclub.org</a>			

**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:

Texas Garden clubs Inc. District X, Texas Garden Clubs Federation

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Gayle Pond

Title: President-Elect

Mailing Address: 804 Tucker Street

City: McKinney

ST: Texas

Zip: 75069

Phone: 858 205-4061

Fax:

Email: gpond1216@gmail.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Gayle Pond

Title: President- Elect

Mailing Address: 804 Tucker Street

City: McKinney

ST: Texas

Zip: 75069

Phone 858-2054061

Fax:

Email: gpond1216@gmail.com

**FUNDING**

Total amount requested: \$7,700

Matching Funds Available (Y/N and amount): N

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes                      x  No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: January 1, 2021

Completion Date: September 26,

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

<b>Joyce Bartell</b>	<b>President</b>
<b>Gayle Pond</b>	<b>President-Elect</b>
<b>Jan Caudel, Wendy Vura</b>	<b>Co-1<sup>st</sup> Vice Presidents</b>
<b>Lori Bhargava</b>	<b>Treasurer</b>
<b>Nancy Davies, Dee Dee Brown</b>	<b>Co 2<sup>nd</sup> Vice Presidents</b>
<b>Donna Brookshire</b>	<b>Secretary</b>
<b>Publicity</b>	<b>Valarie Kerby</b>

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

Same as above

**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.

See addendum

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

## II. Promotional/Community Event

See addendum

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

**Date(s):**

**Financial**

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.

Our financial status is tight. We were unable to proceed with our 2020 Home and Garden Tour, but thanks to MCDC we were able to replenish what was spent on publicity items. This leaves us with monies for operating costs and enough to fund our promotional needs for the 2022 Home and Garden Tour. It is our intention to use the proceeds from this event to continue our focus of beautifying McKinney at the Heard Craig Center for the Arts using Hugs Greenhouse as the facilitator toward that end, and other opportunities to promote activities which fall within our stated goals and objectives.

- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

**Overview of Promotional/Community Event financial goal?**

<b>Gross Revenue</b>	<b>\$5,000</b>
<b>Projected Expenses</b>	<b>\$0000 – event related expenses</b>
<b>Net Revenue</b>	<b>*\$5,000</b>

**\*\$7,500 request for publicity is for non-profit support. Without the MCDC support, the event revenue projection of \$5,000 would net a -\$2,500. Therefore, the \$7,500 is 100% publicity support.**

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

<b>Sponsorship Revenue</b>	<b>\$0</b>
<b>Registration Fees</b>	<b>\$0</b>
<b>Donations</b>	<b>\$0</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$0</b>
<b>Net Revenue</b>	<b>\$5,000 Half for Hugs Greenhouse beautification and half for Garden club non-profit for McKinney beautification projects with partners.</b>

**IV. Marketing and Outreach**

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.**

**V. 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.

## VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## 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 MCDCV 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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**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**

Joyce A. Bartell  
Signature

Printed Name

Joyce A. BARTELL

Date

11/30/20

**Representative Completing Application**

Gayle Pond  
Signature

Printed Name

Gayle Pond

Date

11/30/20

**INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED CHECKLIST:**

**Completed Application:**

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

## I. Applying Organization:

Mission Statement, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.

The McKinney Garden Club (MGC) founded in 1930, celebrates its 90<sup>th</sup> year in 2020 of continuously promoting an interest in gardens and gardening throughout McKinney. We are also dedicated to educating our community on the design and management of gardens through our program, projects and meetings. MGC has historically promoted city and highway beautification programs, actively supported environmental concerns, and sponsored plantings in McKinney through our resources and member/volunteers. We have also provided grants to local non-profits for starter-seed projects, a Peace Garden for special needs youth, for shrubs and trees, as well as scholarships to college students majoring in landscape design, environmental studies, city planning, forestry etc. Just recently we have partnered with Heard-Craig Center for the Arts and Hugs Greenhouse in an effort to promote these non-profit entities and help maintain and improve the grounds at McKinney's Heard-Craig House.

MGC Mission: To continuously preserve, protect, educate, beautify and serve as McKinney's civic leaders for a more beautiful and sustainable McKinney for the future

MGC day-to-day operations are under supervision by MGC's current executive board and officers led by President Joyce Bartell with a focus on key beautification projects throughout McKinney as funds allow.

MGC is a 501©3 nonprofit and is 100%self-funded with no paid staff. Currently MGC has 72 members who provide member/volunteer services for all projects, programs and events including the biannual Home and Garden Tour and our new endeavor to sponsor the Heard-Craig Center for the Arts "Art Meets Floral" event through publicity, tickets, posters, advertising, Hugs Greenhouse maps, etc.

The MGC has no plans for any significant organizational changes, which would have impact on the Art Meets Floral event for which the funds are being requested.

## II. Promotional/Community Event

### Strategic Goals, Objectives of Art Meets Floral Event

McKinney's "Art Meets Floral" goal in 2021 is to promote McKinney across the state and neighboring states as in order to showcase McKinney and it's motto "Unique by Nature" focus. The community event will enhance the quality of life for our



residents and promote the arts. Both these strategic goals are perfectly in line with MCDC's objectives.

As the McKinney Garden Club one of our goals, simply stated, is to beautify McKinney. The club voted unanimously to proceed with this object by beautifying the landscape at the Heard Craig House by employing Hugs Greenhouse to implement new plantings and provide needed maintenance of plants and irrigation needs. Partnering with them in this event gives each entity the increased awareness in the community and surrounding areas. The Garden Club will not only provide our experience with event promotion but also be involved with event docent activities. We plan to promote Hugs Greenhouse by having them as participants in floral design, showcase their goods in bed plantings and planters on the Heard-Craig premises during the event.

### Scope

Approximately a dozen different paintings are selected for the Art Meets Floral event. Florists from McKinney, Allen, Celina, Princeton, Denton, Plano, Richardson and Dallas are contacted to explore their interest in participating in the event. Each florist selects a painting and then designs their interpretation of the painting. These paintings and their floral interpretation will be showcased in the Heard-Craig House where ticket holders will peruse the efforts of the florists. The event is open to the public, charged an entrance fee of \$10.00 and ticket holders have the opportunity to vote for a People's Choice Award. The florists donate their time, talent and supplies for the event in order to draw people to McKinney from all over the metroplex and beyond.

Ticket sales will printed January - March 2021 and ticket sales will conclude on the last day of the event September 26 2021. Ticket outlets will be Market Street and downtown/cultural square businesses, McKinney Garden Club, Hugs and Heard Craig Websites. More detailed event planning and promotion will commence in early 2021 and proceed through the election in May of the garden club's new board headed by Gayle Pond as President 2021-2022 calendar year. The plan is to follow the marketing strategy of the McKinney Garden Club to boost ticket sales for this event.

### Goals and Objectives

Significantly increase the event attendance by strategic publicity and promotional efforts via the McKinney Garden Club.

Increase pre-event promotion tactics with advertising focused on expanding the previous years demographics (by targeted publicity in multiple counties and the towns where the featured florists reside) and inside the McKinney community. Increase the awareness of McKinney's rich and diverse historical and cultural identity.

## IV and V

### Marketing and Outreach

- ❖ Community Impact -\$4,000. Dallas metro area - Eight markets. ¼ page ad.
- ❖ Posters and counter cards -\$200
- ❖ Facebook ads - \$300
- ❖ Tickets- \$500
- ❖ Sandwich Boards -\$350
- ❖ Banners -\$250
- ❖ Star Local Media \$2,000
- ❖ Floral Cards - \$100
- ❖ Social Media – Twitter; Instagram; Heard Craig, Hugs and McKinney Garden Club websites; etc

### Metrics for Evaluation

#### Data collection

1. Zip code information on ticket holders to evaluate the marketing effectiveness regarding attendees outside of McKinney
2. “How did you hear about this event” via short survey.
3. 1st timers and repeat attendees
4. Number of tickets sold.

### Event Timeline and Venue

January through March 2021 - Print Tickets and Promotional Materials  
April – June - Promotional activities  
July-August – Continue promotional activities and begin ticket sales.  
September - Art Meets Floral Event  
October – Final report to MCDC

## Exemption Verification Letter

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OFFENDING COMMAND: ...;ptroller of Public Accounts

STACK:  Austin, TX 78774

September 30, 2019

MCKINNEY GARDEN CLUB  
2816 CHEVERNY DR  
MCKINNEY, TX 75070-4708

According to the records of the Comptroller of Public Accounts, the following exemption(s) from Texas taxes apply to the above organization(s):

Franchise tax, as of 09-09-2019

Sales and use tax, as of 09-09-2019

(provide Texas sales and use tax exemption certificate [Form 01-339 \(Back\)](#) to vendor)

The entity is not exempt from hotel occupancy tax.

Texas taxpayer identification number: 17523078446

This exemption verification is not a substitute for the completed exemption certificates that are required when claiming exemption from Texas taxes. Vendors should be familiar with the requirements for accepting the certificates in good faith from their customers.

This exemption verification does not mean that the organization holds a permit for collecting or remitting any Texas taxes.

Exempt organizations must collect tax on most sales. For more information, please see our publication [Exempt Organizations: Sales and Purchases](#) (96-122). [Online registration is available.](#)

For information concerning sales taxpayer permit status, please use the [vendor search](#) we provide online.

Corporations that are registered in Texas with the Secretary of State must maintain a current registered agent and registered office address. Information is available from [Business and Nonprofit Forms page](#) of the [Secretary of State's website](#). Additionally, out-of-state corporations, limited liability companies, or limited partnerships transacting business in Texas may need to file a Certificate of Authority or Registration with the Texas Secretary of State. More information is available from the [Foreign or Out-of-State Entities page](#) on the Secretary of State's website.

Our publications and other helpful information are available on our [website](#). If you need more information, write to us at [exempt.orgs@cpa.texas.gov](mailto:exempt.orgs@cpa.texas.gov), or call us at 800-252-5555.

**McKinney Garden Club Budget**

	FY - 2019 - 2020		FY - 2020 - 2021		FYTD Difference
	Budget	Actual	Budget	Actual	
<b>Income:</b>					
Membership Dues	\$ 3,115.00	\$2,205.00	\$ 2,135.00	\$ 2,205.00	\$ (70.00)
Food Sales	\$ -	\$ -	\$ 546.00	\$ 268.00	\$ 278.00
December Meeting	\$ 1,680.00	\$1,770.00	\$ 1,200.00	\$ 1,110.00	\$ 90.00
Fall Special Event	\$ 1,675.00	\$1,050.00	\$ 750.00	\$ -	\$ 750.00
Spring Special Event	\$ 1,750.00	\$1,325.00	\$ 1,000.00	\$ -	\$ 1,000.00
Raffles-Auctions	\$ 650.00	\$ 686.75	\$ 1,000.00	\$ 487.00	\$ 513.00
Grants	\$ 4,100.00	\$4,056.72	\$ -	\$ -	\$ -
Other Fundraisers	\$ -	\$ -	\$ 197.00	\$ -	\$ -
<b>Total Income:</b>	<b>\$ 12,970.00</b>	<b>\$11,093.47</b>	<b>\$ 6,828.00</b>	<b>\$ 4,070.00</b>	<b>\$ 2,561.00</b>
<b>Expenses:</b>					
<b>Events</b>					
December Luncheon	\$ 1,200.00	\$1,057.63	\$ 1,200.00	\$ 300.00	\$ 900.00
Fall Special Event	\$ 1,675.00	\$1,050.00	\$ 750.00	\$ -	\$ 750.00
Spring Special Event	\$ 1,750.00	\$1,325.00	\$ 1,000.00	\$ 500.00	\$ 500.00
<b>Administrative Expenses</b>					
Insurance	\$ 1,290.00	\$1,290.00	\$ -	\$ 380.00	\$ (380.00)
Website Maintenance	\$ 650.00	\$ 600.00	\$ 500.00	\$ 261.88	\$ 238.12
Office Supplies	\$ 250.00	\$ 247.18	\$ 100.00	\$ -	\$ 100.00
Texas Garden Club	\$ 623.00	\$ 623.00	\$ 455.00	\$ 455.00	\$ -
Post Office Box Rental	\$ 144.00	\$ 144.00	\$ 144.00	\$ 72.00	\$ 72.00
Meeting Supplies	\$ 375.00	\$ 468.00	\$ 250.00	\$ 207.45	\$ 42.55
Speaker Fees	\$ 300.00	\$ 450.00	\$ 300.00	\$ 50.00	\$ 250.00
Directory-Plaques	\$ 225.00	\$ 225.00	\$ 225.00	\$ 186.54	\$ 38.46
Membership - Supplies	\$ 150.00	\$ 125.00	\$ 100.00	\$ -	\$ 100.00
Miscellaneous - President	\$ 100.00	\$ -	\$ 100.00	\$ 127.05	\$ (27.05)
<b>Service Expenses</b>					
Scholarships	\$ 4,000.00	\$4,000.00	\$ -	\$ 2,000.00	\$ (2,000.00)
Finch Park Garden	\$ 1,500.00	\$1,232.00	\$ 1,710.00	\$ 837.77	\$ 872.23
Heard-Craig Garden	\$ -	\$ -	\$ 1,170.00	\$ 145.00	\$ 1,025.00
<b>Total Expenses:</b>	<b>\$ 14,232.00</b>	<b>\$12,836.81</b>	<b>\$ 8,004.00</b>	<b>\$ 5,522.69</b>	<b>\$ 2,481.31</b>
<b>Net Increase(Decrease):</b>	<b>\$ (1,256.00)</b>	<b>\$(1,743.34)</b>	<b>\$(1,170.00)</b>	<b>\$(1,452.69)</b>	<b>\$ 79.69</b>