

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; by calling 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: 2/2017

Mailing Address: 7200 W University Drive

City McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: NA

Email: hello@sbghospitality.com

Website: www.sbghospitality.com

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: McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Boulevard

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: NA

Email: hello@sbghospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Boulevard

City: McKinney

ST: TX

Zip: 75071

Phone 318-527-9221

Fax: NA

Email: hello@sbghospitality.com

FUNDING

Total amount requested: \$15,000

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

No

Please provide details and funding requested: NA

PROMOTIONAL/COMMUNITY EVENT

Start Date:

Completion Date:

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

NA

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

NA

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.

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

- 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): 2018, 2019, 2020

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.
- 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?

Gross Revenue	\$160,000
Projected Expenses	\$110,000
Net Revenue	\$50,000

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.?

Sponsorship Revenue	\$80k
Registration Fees	\$80k
Donations	\$na
Other (raffle, auction, etc.)	\$na
Net Revenue	\$160k

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.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

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

Signature

Printed Name

Date

Representative Completing Application

Lauren Stephan

Signature

Printed Name Lauren Stephan

Date 5/29/2021

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)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/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 FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org



SBG
Hospitality



LIVE MUSIC AND WINE TASTING IN MCKINNEY

SBG Hospitality is a McKinney based event production and marketing business.

We plan several fun community events that promote tourism and a sense of community!

McKinney residents and visitors are invited to experience live music and wine tasting at Towne Lake Park in McKinney, TX over a 2 day weekend- October 16th and 17th!



The 5th Annual festival is expecting to more than double its attendance in 2021 by doubling its footprint and extending the events hours to a two day event!

The festival will attract McKinney residents and many visitors from around the DFW area. We expect to see 10,000 attendees over the two day event. The event will promote for visitors to stay in McKinney and to take in all the city has to offer while they're here!



In addition to bringing tourism (and tax dollars) to McKinney our goals are to create a fun experience for residents that increase their quality of life and showcase McKinney as a unique destination AND a music friendly destination! The festival will feature over 25 local and national wineries and will be tripling its music in 2021 with the addition of a 2nd music stage and local musicians playing in tents around the festival!



2021 EVENTS ARE COMING BACK IN A BIG WAY!!

We're working hard to make sure the 5th Annual event (and the first festival post covid) comes back with a BIG bang! The festival has gained notoriety in DFW and we plan to make the 5th year the best yet making the event a can't miss celebration in McKinney!



The event gives back to local non-profits!

The Warriors Keep and Love Life are our 2 non profit partners! In 2019 the event donated a total of \$5,000 and this year our goal is \$8,000.

Love life receives \$1 from every pass sold and The Warriors Keep receives \$3 per vip pass sold and 100% of proceeds from grape stomping competitions!

We will measure the events success based on our attendance. Our success will also be dependant on feedback from attendees and the 80+ local businesses that will be participating at the event! We want to hear that our local businesses had a spectacular day with selling their products and/or promoting their brands and engaging with the community!



THE EXPERIENCE...FUN IN MCKINNEY!!



Attendees can attend and enjoy the live music and other activities for free! Participants wanting to enjoy wine at the event can purchase a wine pass for \$40.



Towne Lake Park will offer the perfect setting for the festival! Event festivities include two stages with nonstop live music, music at tents throughout the festival, local businesses and vendors, grape stomping contest, culinary demos, photo props and much more!

Click [HERE](#) to see the 2019 event video!



FINANCIALS



The event expenses will cost between \$110k- \$125k. We will work to get event sponsorships hopefully totaling \$80k. We plan to bring in approximately \$80 from ticket sales.



We are requesting \$15,000 from MCDC in a promotional grant to help us make a big advertising push for the McKinney event in 2021. We expect a lot of competition with other events happening post covid and people will be looking for something fun to do and somewhere fun to visit! We want to make sure that place is McKinney, TX at the McKinney Wine & Music Festival!



Below we have noted how we will put the grant to good use! The events exposure will double with the support of a \$15k grant and we are hopeful you will see the value of the event growing in McKinney!

HOW THE GRANT WILL BE SPENT:



Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- PR assistance (this will be used to get our events on TV, in a 3rd party email database and in 50+ local calendars)
- DFW Social Media Influencers
- Event Flyers
- Local Print Ads (Community Impact Magazine)
- Local Radio
- Upwork to create ads and marketing materials

Thank you for your consideration! The \$15,000 to put towards advertising the event would be instrumental in the events success! We would greatly appreciate a partnership with MCDC on this impactful and fun community event in McKinney, TX!

Sincerely,
SBG Hospitality

SOURCE	AMOUNT
Bargain Basement Printing/ Flyers	\$76
Promotional Video	\$1,300
Local Radio	\$2,500
Print Advertising	\$1,500.00
Website Update	\$500.00
North Texas influencers	\$1,500.00
Social Media	\$4,500.00
Digital Ads	\$3,000.00
Christine Finnegan/ Press	\$500.00
Total	\$15,376

Advertising Budget Details for the \$15,000 Grant

Summary

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
Income	\$97,438	\$151,839
Expenses	\$71,624	\$115,763
Net Revenue [1]	\$25,814	\$36,076

Income

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
Sponsorships	\$27,450	\$45,200
Vendors	\$14,325	\$15,950
Ticket Sales	\$55,663	\$90,689

Expenses

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
Event Labor & Logistics	\$10,201	\$29,178
On Site Event Services	\$2,166	\$10,869

5k Race Costs	\$10,386	\$0
Advertising & Marketing Costs	\$20,155	\$18,040
Entertainment/ Stage Management	\$2,925	\$4,868
Misc. Event Costs & Supplies	\$6,369	\$12,553
Insurance	\$2,372	\$1,686
Cost of Goods Sold	\$17,050	\$38,569

Texas Franchise Tax Return Summary

For privilege period covering **01/01/19** through **12/31/19**
SBG HOSPITALITY LLC **32062757284**

Taxable Income

Total Revenue	390,639	
Margin subject to apportionment		
Apportionment factor	<u>1.0000</u>	
Margin apportioned to TX		
Allowable deductions	<u> </u>	
Taxable margin		<u><u> </u></u>

Tax Computation

Taxable margin		
Tax rate	<u>.007500</u>	
Tax due before adjustments		
Tax credits	<u> </u>	
Tax due before discount	0.00	
Discount	<u>0.00</u>	
Total tax due		<u><u>0.00</u></u>

Payments/Penalties

Prior payment		
Penalty		
Interest	<u> </u>	
Total payments/penalties		<u><u> </u></u>

Total tax due and payable 0.00

Refund

Client Copy

TX 2019 05-102
Ver. 10.0 (Rev.9-15/33)

Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

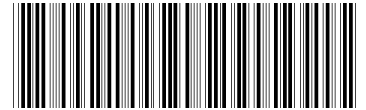
■ Tcode 13196

■ Taxpayer number 32062757284		■ Report year 2019		You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.	
Taxpayer name SBG HOSPITALITY LLC				<input type="checkbox"/> Check box if the mailing address has changed.	
Mailing address 7200 W UNIVERSITY SUITE 210				Secretary of State (SOS) file number or Comptroller file number	
City MCKINNEY		State TX	ZIP code plus 4 75071-7202	0802639642	

Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office 7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202	
Principal place of business 7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202	

You must report officer, director, member, general partner and manager information as of the date you complete this report.



Please sign below! This report must be signed to satisfy franchise tax requirements.

3206275728419

SECTION A Name, title and mailing address of each officer, director, member, general partner or manager.

Name LAUREN STEPHAN	Title PRESIDENT	Director <input type="checkbox"/> YES	Term expiration 123119
Mailing address 2509 TREMONT BOULEVARD	City MCKINNEY	State TX	ZIP Code 75071
Name	Title	Director <input type="checkbox"/> YES	Term expiration
Mailing address	City	State	ZIP Code
Name	Title	Director <input type="checkbox"/> YES	Term expiration
Mailing address	City	State	ZIP Code

SECTION B Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

SECTION C Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
---	--------------------	-------------------------------	-------------------------

Registered agent and registered office currently on file (see instructions if you need to make changes)		You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.	
Agent: LAUREN STEPHAN			
Office: 2509 TREMONT BOULEVARD	City: MCKINNEY	State: TX	ZIP Code: 75071

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign ^x here _z	Title PRESIDENT	Date 09/16/2019	Area code and phone number (318) 527-9221
-------------------------------------	---------------------------	---------------------------	---

Texas Comptroller Official Use Only



VE/DE <input type="checkbox"/>	PIR IND <input type="checkbox"/>
--------------------------------	----------------------------------



TX 2019 05-163
Ver. 10.0 (Rev.9-17/9)

Texas Franchise Tax No Tax Due Report

■ Tcode 13255 ANNUAL

The law requires No Tax Due Reports originally due on or after Jan. 1, 2016 to be filed electronically. Filing this paper report means you are requesting, and we are granting, a waiver from the electronic reporting requirement for this report year ONLY.

■ Taxpayer number	■ Report year	Due date
32062757284	2019	11/15/2019

Taxpayer name SBG HOSPITALITY LLC				Secretary of State file number or Comptroller file number 0802639642	
Mailing address 7200 W UNIVERSITY SUITE 210					
City MCKINNEY	State TX	Country UNITED STATES	ZIP code plus 4 75071-7202	Check box if the address has changed <input type="checkbox"/>	
Check box if this is a combined report <input type="checkbox"/>				NAICS code 711300	
Check box if Total Revenue is adjusted for Tiered Partnership Election, see instructions. (Note: Upper tiered partnerships do not qualify to use this form.) <input type="checkbox"/>					
Is this entity a corporation, limited liability company, professional association, limited partnership or financial institution? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					

If any of the statements below are true, you qualify to file this No Tax Due Report

(Check all boxes that apply.):

- 1. **This entity is a passive entity as defined in Texas Tax Code Sec. 171.0003.** (Passive income does NOT include rent.) (See instructions.) 1.
- 2. **This entity's annualized total revenue is below the no tax due threshold.** 2.
- 3. **This entity has zero Texas Gross Receipts.** 3.
- 4. **This entity is a Real Estate Investment Trust (REIT) that meets the qualifications specified in Texas Tax Code Sec. 171.0002(c)(4).** 4.
- 5. **This entity is a new veteran-owned business as defined in Texas Tax Code Sec. 171.0005.** (Must have formed after Jan. 1, 2016, and must be pre-qualified.) (See instructions.) 5.

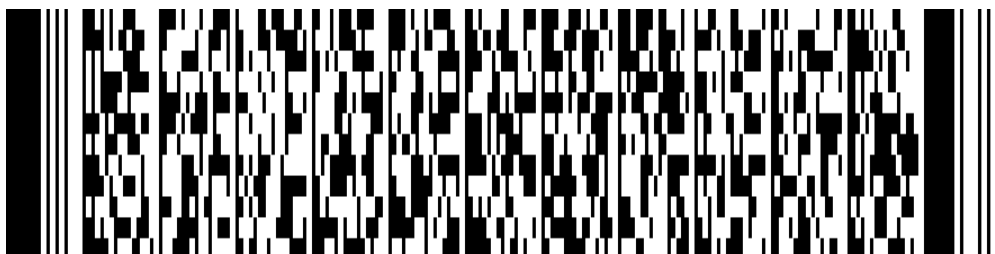
6a. Accounting year begin date	<input type="text" value="010118"/>	6b. Accounting year end date	<input type="text" value="123118"/>
--------------------------------	-------------------------------------	------------------------------	-------------------------------------

7. **TOTAL REVENUE** (Whole dollars only) 7.

Print or type name LAUREN STEPHAN	Area code and phone number (318) 527-9221
I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief.	Mail original to: Texas Comptroller of Public Accounts P.O. Box 149348 Austin, TX 78714-9348
sign here } Date 09/16/2019	

Instructions for each report year are online at www.comptroller.texas.gov/taxes/franchise/forms/. If you have any questions, call 1-800-252-1381.

Texas Comptroller Official Use Only



VE/DE	<input type="checkbox"/>
PM Date	<input type="text"/>



Franchise Tax Report, Page 1, Line 15 - Wages and Cash Compensation

<u>Description</u>	<u>Federal Amount</u>	<u>Adjustment</u>	<u>TX Amount</u>
SCH K ORDINARY BUS INC/LOSS	\$ 105,861	\$	\$ 105,861
SCH K CONTRIBUTIONS LAUREN STEPHAN	-4,110		-4,110
TOTAL	<u>\$ 101,751</u>		<u>\$ 101,751</u>

Client Copy