

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:

- 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.

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.

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: McKinney Rotary Club Foundation

Federal Tax I.D.: 34-2051592

Incorporation Date: 9/10/2007

Mailing Address: PO Box 552

City McKinney

ST: TX

Zip: 75070

Phone: 972-547-2850

Fax: 972-547-2858

Email: dannykistner@att.net

Website: www.mckinneyrotary.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: Rotary International

REPRESENTATIVE COMPLETING APPLICATION:

Name: Danny Kistner

Title: President

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-2850

Fax: 972-547-2858

Email: dkistner@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Danny Kistner

Title: President

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-2850

Fax: 972-547-2858

Email: dannykistner@att.net

FUNDING

Total amount requested: 6000.00

Matching Funds Available:

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 9/1/16

Completion Date: 1/15/17

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

President Danny Kistner

President Elect Tim Baker

Past President Tommy Stanley

Secretary Celeste Cox

Treasurer Cathie Walner

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

Membership Ron Johnson

Youth Services Liesel Friesenhahn

Rotary Foundation Bill Cox

Strategic Planning Mike Bell

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/Promotion/Community Event for which funds are requested.

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.**
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

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

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

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

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.
- 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.

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

\$13,000

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

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 54%

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.*

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.*

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.

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.

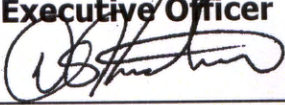
Acknowledgements

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

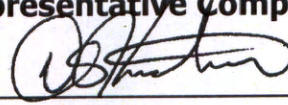


Signature

Danny Kistner - President
Printed Name

6/24/16
Date

Representative Completing Application



Signature

Danny Kistner
Printed Name

6/24/16
Date

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

*MCKINNEY ROTARY CLUB FOUNDATION – 2016 CHRISTMAS PARADE OF LIGHTS
MCDC APPLICATION*

1. APPLYING ORGANIZATION

The McKinney Rotary Club has been actively serving the community for close to 100 years. The organization sponsors numerous scholarships and charities in the McKinney community, as well as organizing community events such as the Christmas Parade. The Club meets at noon on Friday in the ballroom of the Grand Hotel above Rick's Chophouse in downtown McKinney.

2016 Parade Chairman:

Danny Kistner

903-258-4651 cell

972-547-2850 office

dannykistner@att.net

2. PROJECT, PROMOTION OF COMMUNITY EVENT

The 17th Annual McKinney Rotary Christmas Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1200 participants and many thousands more in spectators. The parade brings a sense of community to the entire city, bringing children and parents from all of McKinney together in the historic Downtown Square. The parade is expected to continue growing in size with the participation of three high school bands and drill teams. It also promotes McKinney's downtown area and packs the local restaurants and bars with patrons before and after the parade. Prizes for winning floats provide valuable funds to local youth organizations and schools.

This event helps fulfill the objectives and purpose of the MCDC by developing and strengthening the City's physical amenities for recreational and leisure opportunities by providing a free event where McKinney citizens can bring their children to usher in the holiday season. The parade is not only a community-wide focal point that brings thousands of people to downtown McKinney, but also attracts multitudes of others from surrounding cities and beyond to experience the downtown square for a safe, family friendly event.

The parade will begin at 6:30 pm on Saturday, December 10, 2016. It lasts approximately one hour. Float staging begins around 5:00 pm in the public parking lot at the corner of Tennessee and Davis St. The parade will proceed north on Tennessee through downtown, around the public library, then south on Kentucky, ending in the public parking lot where it began.

The parade is a free event and underwritten through donations and sponsorships of local businesses and organizations. The total cost of the parade is approximately \$13,000.00 Please see the budget in the financial section of the application.

3. FINANCIAL

The McKinney Rotary Club operates the parade through the Rotary Foundation, a 501c (3) nonprofit organization (Attachment).

The total cost of the parade is approximately \$13,000.00. The requested grant amount of \$6,000.00 represents 46% of the total cost. The remaining funds will be generated through sponsorships and donations from local businesses.

The McKinney Rotary Club's fiscal year runs July 1, 2016 – June 30, 2017. The board will vote on the final budget at the July Board meeting.

PARADE BUDGET	
PERMITS	\$25.00
SECURITY	\$400.00
SIGNAGE	\$1500.00
ADVERTISING	\$4000.00
PARADE PROGRAM	\$1500.00
FLOAT PRIZES	\$3000.00
MISC.	\$2575.00
TOTAL	\$13,000

4. MARKETING AND OUTREACH

The McKinney Rotary Club is planning to kick off a strong advertising campaign in August, 2016. The parade will be promoted via social media, websites, local newspapers/magazines, signage and possibly a billboard. The largest single initiative is the parade program. This program includes advertisements from local sponsors as well as information about the parade and the Rotary Club.

5. METRICS TO EVALUATE SUCCESS

The parade has increased in the number of participants and spectators in each of its 15 years. In 2014, 68 float entries comprised over 1200 individual participants. The number for 2015 was higher, though weather forced an event cancellation (Appendix A). We expect the number of entries to increase again this year as well as draw record crowds to the downtown area.

APPENDIX A

16TH ANNUAL MCKINNEY ROTARY CHRISTMAS PARADE OF LIGHTS DEC 2015

EVENT SUMMARY: CANCELED due to severe weather forecast.

We had 83 groups confirmed as part of the parade with just over 2000 participants. All 3 MISD high school bands along with the marching band from MCA were participating. Our goal this year was to make it more of an "event" and not just a parade. Some of the added elements were; a scavenger hunt that included stationary targets as well as float targets with prizes over \$2000.00 to be given out. We were having a Blood-drive with Carter Blood care. Salvation Army Canteen –giving away free hot cocoa. A VIP reception and bleachers for seating for our sponsors and other VIPs. Nine vintage military vehicles carrying retired service members from every war back to WWII, and an interactive "FLOATVOTE" where spectators could vote for their favorite float.

Much energy and effort went into making this the biggest and best parade ever in McKinney.

Due to the cancelation we have had to refund or rollover \$2250.00 of the total entry fees paid.

PROMOTIONAL EXPENSES:

NextMedia 97.5	Radio	\$1500.00
Community Impact	Newspaper	\$2000.00
MetroGrafix	Marketing Brochures	\$457.00
MetroGrafix	Postcards	\$126.00
MetroGrafix	Posters	\$180.00
SuperCheap Signs	Yard Signs	\$198.31
Facebook	Post / Site Boosts	\$134.00
MetroGrafix	Design work	\$600.00
MetroGrafix	Marketing Banners	\$330.00
TOTAL		\$5525.31

