

# 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](http://www.mckinneycdc.org); by calling 214.544.0296 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. 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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto: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.

#### **X 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: The WERX Foundation, Inc.

Federal Tax I.D.: 43-2533449

Incorporation Date: 12/8/2014

Mailing Address: 610 Elm St., Suite 700

City McKinney

ST: TX

Zip: 75069

Phone: 214-856-4113

Fax: N/A

Email: cindy@thewerxfoundation.com

Website: mckinneywerx.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, Non-Profit Business Incubator Association (NBIA), Dun & Bradstreet

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Cindy Johnson

Title: Development Director

Mailing Address: 610 Elm St., Suite 700

City: McKinney

ST: TX

Zip: 75069

Phone: 214-417-5049

Fax: N/A

Email: cindy@thewerxfoundation.com

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

Name: Cindy Johnson

Title: Development Director

Mailing Address: 610 Elm St., Suite 700

City: McKinney

ST: TX

Zip: 75069

Phone 214-417-5049

Fax: N/A

Email: cindy@thewerxfoundation.com

**FUNDING**

Total amount requested: \$11,000

Matching Funds Available: \$11,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 2/28/16

Completion Date: 10/31/2016

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

**Mark Cottam**

**Co-Chairperson/Secretary**

**Steve Tucker**

**Co-Chairperson/Treasurer**

**Terry Casey**

**Board Member**

**John Minnis**

**Board Member**

**John Valencia**

**Ex-Officio Board Member**

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

**Christine Smith**

**Executive Director**

**Cindy Johnson**

**Development Director**

**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.

The WERX Foundation, Inc. (The WERX) in McKinney is a non-profit business incubator focused on nurturing start-up technology businesses with the goal of keeping them in McKinney as they grow and become successful. The WERX offers shared office space and resources including conference rooms, technology, refreshments and learning and networking opportunities to tenants and to local businesses. The operation was initially funded by the McKinney Economic Development Foundation with two year grant through 2016 and is now a 501c3, moving forward as a non-profit.

The mission of The WERX is to:

***Build, grow and support small business in McKinney by providing start-ups with:***

- o ***Dedicated collaborative work space***
- o ***Resources***
- o ***Educational Programs***
- o ***And fostering entrepreneurialism in the community***

The WERX provides value to the client through low cost collaborative office space, business resources and business services that improve their opportunity for business success, reduce risk as they grow and provide a path for growth within the McKinney community. The WERX provides value to the City of McKinney by attracting start-up businesses, improving business retention and nurturing home-grown corporate citizens that are loyal to and give back to the community.

Business incubators are not new and not invented in McKinney. This is a nationwide growth industry that is yielding a "build local" movement for business much as the "buy local" and "grow local" movements have succeeded in growing small retail and local agriculture. A 2011 study by Business Incubator Works (<http://ww2nbia.org/resource.library/works/>) concluded that \$1 in incentive money invested to incubate small business growth in a community yielded \$30 in tax revenue to that community. In addition, viability of local real estate markets is built on these small firms' success. 87% of firms that graduate from business incubators are still in business after three years. 84% stay in the community.

Successful, locally grown businesses create jobs, revitalize neighborhoods and commercialize new technologies that bring larger companies to a community according to a 2011 University of Michigan study (<http://www.ns.umich.edu/new/releases/20038-new-national-business-incubation-study-identifies-best-practices-for-success>). Their 2011 study also showed that 49,000 start-ups that graduated from incubators employed 200,000 workers and contributed \$15 billion to the U.S. economy in 2011.

The WERX, located at The Historic McKinney Cotton Mill, consists of 6,200 square feet of desk space, office space, conference rooms, presentation space, restrooms and two kitchens. Clients may choose to rent open desk space, reserved desk space or office space on a month to month basis. As tenants, they may use the WIFI, printers, conference rooms, kitchen resources and presentation resources. Tenants also have access to a network of WERX mentors who provide free business consulting in areas

that include corporate law, intellectual property, marketing, finance, accounting, software development, hardware, business planning and more. Tenants are also invited to networking and learning opportunities, many of which are open to McKinney's business community.

The typical week at The WERX includes a Wednesday evening community networking session, a Thursday morning networking coffee, and a lunch and learn on a topic of interest to new businesses. Quarterly technology roundtables and twice a month informal tech talks are offered to bring information about new technologies to tenants. Twice a year, Demo Days bring investors to The WERX to hear presentations from business start-ups that are ready for the next round of funding.

The WERX is currently staffed by a full-time Executive Director and part-time Development Director. Volunteer college interns provide event and social media support during summer internships. Volunteer mentors provide free consulting to tenants and help with educational programming. Seventeen volunteers from Volunteer McKinney postings helped with the first non-profit event held in October, 2015.

Non-profit status was granted to The WERX in September, 2015, retroactive to December 2014. With this new non-profit status, The WERX Board of Directors and staff developed the following strategic goals:

- Achieve financial self-sufficiency through programs, services, events and support from the local business community.
  - Add programs to leverage The WERX intellectual assets: A Summer Young Entrepreneur Program, Entrepreneur Boot Camps and other workshops for local businesses
  - Increase facility use through innovation lab services: 3D modelling and printing services, innovation workshops
  - Add events to raise The WERX awareness in the community: Corporate Family Feud, Start-Up Local Contest, Innovate Her Contest, Annual Business Speaker
  - Partner with local businesses and educational institutions to build support for The WERX.
- Draw new business to McKinney by increasing awareness of McKinney's start-up friendly business community and economic development resources through new WERX programming and events.
- Add a business accelerator component to The WERX by partnering with an investment group.

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

There are no significant planned organizational changes at this time.

## **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.

The WERX is requesting funding in support of our goal of increased community awareness of the resources available at The WERX and increased regional awareness of McKinney as a start-up business friendly community. We have planned five events in 2016 to address these two goals. We

are requesting funding for four of these events (the first event, Corporate Family Feud, will occur before the promotional funding becomes available).

### **Event 1: Start-Up Local Competition**

The first event The WERX is requesting funding to promote is an event modelled after a successful event held in other communities, Start-Up Local ([www.startuplocal.biz](http://www.startuplocal.biz)). The name for the local event will be determined in January by the event committee. The WERX is partnering with the McKinney Chamber of Commerce on this event which meets the Chamber's goal of reaching next generation business owners and employees, along with small businesses in the community. For The WERX, this event is a way to celebrate, showcase and support local entrepreneurs while raising regional awareness of The WERX.

**Objective:** To inspire local innovation, entrepreneurship and customer service in the business community.

**Goals:** Provide a judged competition to award a prize to the best new business in the area  
Provide a Peoples' Choice award to involve the community in the competition  
Promote the event regionally to increase awareness of McKinney as a start-up friendly business environment, the McKinney Chamber and The WERX  
Recognize the importance of small business, innovation and entrepreneurship to the community.

**Scope:** The competition will be open to new small businesses who do business in McKinney. (Exact parameters for entry will be determined by the event committee in January)

**Target**

**Audience:** Competitors will be new small businesses who do business in McKinney (there will not be an entry fee)  
Sponsors will be local businesses who want to promote entrepreneurship and innovation in McKinney. Sponsors will serve as judges in the contest.  
The final competition with presentation from the finalists will be open to the public and priced affordably so that all can attend.

### **Event 2: Innovate McKinney Speaker**

Just as McKinney is known for its rolling hills, stands of trees, large historic district and vibrant downtown square, we want to be known for our unique business culture that welcomes and nurtures small businesses. Our second event, will feature a world class speaker discussing an element necessary to successful entrepreneurship – innovation, technology, culture. We are currently vetting speaker options.

**Objective:** To position McKinney as a good place not only to live, dine, shop and play but also to build a business! To add "Unique by Nurture" to our "Unique by Nature" tagline in innovators' minds!

**Goals:** Provide a large venue speaking event that draws entrepreneurs, business people, and venture capitalists regionally.  
Enhance McKinney's image as a forward thinking business environment.

Scope: The speaker will address an area that is important to successful innovation.

Target

Audience: The speaking event will be open to the public and tickets will be reasonably priced. The goal is 500-750 people in attendance.  
A smaller (100 person) cocktail event will be held before or after the speaking event and will be by invitation only with a higher priced ticket.

### **Event 3: 2016 Innovate Her Competition**

In 2015, The WERX participated in the Small Business Administration's (SBA) Innovate Her Competition, a nationwide competition for entrepreneurs who are developing products and services that will enhance the lives of women and their families. As host to a local competition, The WERX promoted the competition locally, drafted local judges and selected a semi-final round finalist to send to the SBA final judging. Finalists chosen by the SBA will compete in May 2016 for a total of \$70,000 in prize money provided by Microsoft. Despite a small promotion budget and a gully washer of a storm the night of the competition, four companies competed and one was chosen. We are awaiting notification of the finalists.

Objective: To inspire local innovation and entrepreneurship around products and services for women and their families.

Goals: Provide a judged competition to award a prize to the best new product or service for women and their families  
Promote the event regionally to increase awareness of McKinney as a start-up friendly business environment and the resources that The WERX offers

Scope: The competition will be open to businesses that have new products or services for women and their families.

Target

Audience: Competitors will be businesses with a product or service for women and their families.  
Sponsors will be local businesses who want to promote entrepreneurship and innovation for women.  
The final competition with presentation from the finalists will be open to the public and will be free.

### **Event 4: 2<sup>nd</sup> Annual Hot Tech Chili Cook-Off**

In November, 2015, The WERX held the First Annual Hot Tech Chili Cook-Off at neighboring TUPPS Brewery. We were looking for a way to celebrate our new non-profit status and get the word out to the community about the resources available for new businesses at The WERX. What better way than a chili cook-off...long used as a corporate tool for team building...we thought! With very little promotion, the Chili Cook-Off brought in 13 chili teams and 400 tasters to enjoy innovative chili, TUPPS beer and Maylee Thomas Band. Inquiries into The WERX jumped significantly during late November and December after the cook-off.

Objective: Provide an open community event that promotes innovation concepts and increases awareness of the resources available at The WERX.

Goals: Sign-up 20 teams of three chili cook-off teams.

Attract 600-800 attendees to enjoy the chili, beer and music.  
Promote awareness of The WERX and the McKinney business environment.

Scope: Open to the public.

Target

Audience: Family oriented. Must enjoy loud music, beer, soft drinks and chili!

- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**

All four events have the objective of presenting McKinney as an innovative business friendly community with the purpose of attracting and retaining new businesses. The Start-Up Local, Innovate Her and Innovate McKinney Speaker Event have potential regional draw to bring business people to McKinney.

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

All four events address our strategic goals to:

Increase The WERX awareness in the community.

Draw new business to McKinney by increasing awareness of McKinney as a start-up friendly business community and its economic development resources through new WERRX programs and events.

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

#### **Event 1: Start-Up Local**

Planned Activities: Identify sponsors, promote contest, gather applications, judge applications, meet with finalists, hold finalist presentations, select winner(s), promote winner(s)

Time Frame/Schedule: January-June, 2016

Estimated Attendance: 30-40 competitors, 5 finalists, 200 attendees at finalist presentations

Admission fees: No fee to enter, \$10 to attend finalist presentations.

#### **Event 2: Innovate McKinney Speaker**

Planned Activities: Finalize date, identify speaker, identify sponsors, select venue, promote event, sell tickets, invite select individuals to cocktail event, develop program, post-event press release.

Time Frame/Schedule: September 2016

Estimated attendance: 500-750 at speaker session, 100 at cocktail event

Admission fees: \$25 for speaker event, \$100 for cocktail event.

#### **Event 3: Innovate Her**

Planned Activities: Identify sponsors, promote contest, gather applications, mentor applicants as needed, identify judges, judge applications, meet with finalists, hold finalist presentations, select winner(s), promote winner(s)



Time Frame/Schedule: March – September, 2016  
Estimated Attendance: 10-20 Competitors, 5-8 finalists, 50 attendees at finalist presentations  
Admission fees: None.

**Event 4: 2<sup>nd</sup> Annual Hot Tech Chili Cook-Off**

Planned Activities: Identify sponsor, solicit teams, promote event, identify judges, line up band, hold event.

Time Frame/Schedule: October, 2016

Estimated Attendance: 20 Teams, 500-800 attendees

Admission fees: \$20 adult with beer/\$15 adult no beer/\$5 child

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

Start-Up Local: Cotton Mill

Innovate McKinney Speaker: TBD. Collin College? SMU GuildHall?

Innovate Her: The WERX

2<sup>nd</sup> Annual Hot Tech Chili Cook-Off: TUPPS Brewery

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

**Start-Up Local**

December 2015: Partnership with Chamber, Contract signed with Start-Up Local

January 2016: Form committee, sell sponsorships, set-up contest software

February 2016: Finalize sponsors, go live with contest software

March 2016: Promote contest, begin accepting applications

April 2016: Application deadline mid-April, Judging begins

May 2016: Judging complete by mid-May, finalists contacted, finalist meeting end of May

June 2016: Finalist presentation, winner(s) selected, winner(s) promoted

**Innovate McKinney Speaker**

First Quarter 2016: Select speaker

February 2016: Select venue

March-May 2016: Sell sponsorships

June 2016: Invitations to cocktail event go out

June 2016: Initial press goes out, promotion begins, ticket sales begin for speaker event

September 2016: Speaker event, follow up press

**Innovate Her**

March 2016: SBA kicks off 2016 Innovate Her

June 2016: Sell sponsorships, call for applications, contest promotion

August 2016: Application deadline, application judging

September 2016: Finalist presentations, winner(s) selected, winners promoted

**2<sup>nd</sup> Annual Chili Cook-Off**

May 2016: Sell sponsorships, promote for chili teams

June 2016: Select band, order promo glasses, etc.

August 2016: Begin promotion for cook-off, select judges

October 2016: Cook-Off

- Detail goals for growth/expansion in future years.

We hope that all of the events continue to grow and be successful.

**Project Grants – please complete the section below:**

- An expansion/improvement?  Yes  No
- A replacement/repair?  Yes  No
- A multi-phase project?  Yes  No
- A new project?  Yes  No

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

See the Start-Up Local website and the SBA website for background on these contests. No feasibility study was performed on the Chili Cook-Off or the speaker event. A post-event survey for the First Annual Chili Cook-Off indicated that 90% of the attendees thought the event was good to excellent and 75% would attend again. Many commented that the event needed to be promoted more.

**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:**

These events contribute to business development and growth of McKinney sales tax revenue by attracting new business to McKinney and improving retention of businesses in McKinney. These events also meet citizen needs for business development and sustainable economic growth for residents in the City of McKinney by providing resources so that current and future residents can build businesses in McKinney.

**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.  
In 2015, The WERX finished out the year with a net profit of \$11,728. This net profit was based on tenant rent, minimal private donations, some in-kind donations and one fundraiser event. Now that The WERX has official 501c3 status, development efforts will focus on increasing sources of earned and unearned income from programming, events and donations. The 2016 budget projects a net

profit of \$28,286 from all sources of revenue. The MCDL promotional grant will provide much needed promotional funding to get the word out to a broader base of potential stakeholders in The WERX.

- 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?**

**\$43,100**

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

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 81%**

**Are Matching Funds available?**  Yes  No

Cash \$65,750                      Source Sponsorships, ticket sales      % of Total 153%  
In-Kind \$13,000

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

MEDC grant for 2016 is \$117,000.

**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.*

Yes. McKinney Economic Development Corporation (MEDC) provided \$264,000 for 2015-2016. An application to the Small Business Administration (SBA) for \$50,000 in accelerator funds was turned down. A request to the McKinney Housing and Community Development Department for \$50,000 in Community Support Grant money was turned down.

#### **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.

Our marketing, promotion and outreach strategies for each of the events will include the following:

- Early press releases to introduce the events for the longer lead time publications. Press will be targeted toward the attendees for the events – for example the Chili Cook-Off early press release will go to foodie types of publications. Later event press releases will go to family oriented publications.
- Strategically placed posters and handouts throughout the community.
- Presentations to service organizations and business groups.
- As the events draw near, strategically placed ads in targeted print and radio media. For the larger speaker event we will use electronic billboards on 75, 121 and the North Dallas Tollway.
- Social Media including Facebook, LinkedIn, Twitter and Instagram along with our mailing list newsletters will be used to get the word out.
- Ticket sales through Eventbrite will provide additional social media feeds.

#### **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.

Attendance at the events

Follow-up satisfaction survey results

Improvements in business attraction and retention metrics as measured by MCDC

#### **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 120<sup>th</sup> 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.**

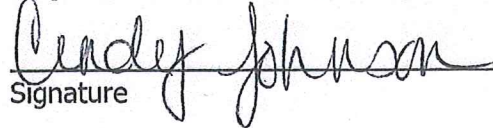
**Chief Executive Officer**

  
Signature

Christine Smith  
Printed Name

1/4/2016  
Date

**Representative Completing Application**

  
Signature

Cindy Johnson  
Printed Name

1/4/2016  
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](mailto:cschneible@mckinneycdc.org)