

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2020

**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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

**APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: Game Day Foods, LLC (dba Bernard's Gourmet Foods and 1 Square Mile) applying on behalf of the McKinney Star-Spangled Salsa fest benefitting the Community Garden Kitchen of Collin County

Federal Tax I.D.: 46-0594815

Incorporation Date: 2014

Mailing Address: 215 N. College St.

City McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a Email: [michele@bernardsgourmetfoods.com](mailto:michele@bernardsgourmetfoods.com)

Website: [bernardsgourmetfoods.com](http://bernardsgourmetfoods.com) and [salsafestmckinney.com](http://salsafestmckinney.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, Leadership McKinney Alumni Group (Class of 2015), Founder/Chair McKinney Star-Spangled Salsa Fest Committee, McKinney Hunger Free Coalition (founding member), Holy Family School Board Member, GOTEXAN Member, H-E-B Quest Texas Best Member (Class of 2018), H-E-B Quest North Texas Business Mentor (2019).

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Michele Bernard

Title: Co-Owner/Community Relations Liaison

Mailing Address: 215 N College St

City: McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a

Email: michele@bernardsgourmetfoods.com

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

Name: Michele Bernard

Title: Co-Owner/Community Relations Liaison

Mailing Address: 215 N College St

City: McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a

Email:

michele@bernardsgourmetfoods.com 6700

**FUNDING**

Total amount requested: 6700.00

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

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?

X Yes

No

Please provide details and funding requested: Funding will also be requested from McKinney Convention and Visitors Bureau

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: August 2019

Completion Date: July 2020

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

**Star-Spangled Salsa Fest Committee Members: Michele Bernard, Chair; Molly Jones, Co-Chair; Angela Poen and Kate Ruscheinski, Alison Luke, Michelle Burke, Jaymie Pedigo (Chestnut Square rep), Dana Riley, Becky Aly, David Bernard, Mike Jones, Rick Moreno, Kathryn Waite, Kaye Woolery-Moreno, Liz Harper, Jenifer Florence**

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

**All persons listed above are volunteers. There are no paid staff members.**

**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 McKinney Star-Spangled Salsa Fest Committee is comprised of a volunteer team of community members who share a heart for service and a mind to nourish others. This group of servant leaders were invited by David and Michele Bernard to come together for the first time in August 2017. David and Michele are multi-generation McKinney natives who are active community volunteers and members of McKinney's "foodie" community. They can be found sharing David's award-winning specialty food products and recipes at McKinney's Farmers Market and beyond. As 2018 members of H-E-B's Quest for Texas Best Class, Bernard's Gourmet Roasted Salsas can now also be found in over 200 H-E-B Grocery stores in over 90 Texas cities.**

**Through participation in specialty food events such as the Austin Chronicle Hot Sauce Festival benefitting the Central Texas Food Bank, David and Michele have been able to see first-hand the immense popularity and big positive impact such an event enjoys in a community. The Bernards determined to bring such an event to McKinney in order to address and eradicate food insecurity at home. In August 2017, David and Michele reached out to their friends, colleagues and partners in community service in order to produce this event to help the Community Garden Kitchen of Collin County raise funds to build the Community Garden Kitchen at Holy Family School. Once built, the Community Garden Kitchen will be a center of hope and compassion, ensuring that no one in our community suffers the fear and distress of food insecurity. The Community Garden Kitchen will serve nutritious meals to those in need in a safe, welcoming place. The community Garden Kitchen will serve the pre-school children and staff of Holy Family School during the day, and serve the greater community each evening, providing dining with dignity after school hours end.**

**The McKinney Star-Spangled Salsa Fest Committee will help the Community Garden Kitchen of Collin County achieve their goals and meet their objectives by producing and hosting McKinney's 3<sup>rd</sup> Annual Star-Spangled Salsa Fest on July 4, 2020 at Chestnut Square Heritage Village in downtown McKinney. This food/holiday festival will be held in conjunction with the City of McKinney's Red, White and BOOM Celebration. Proceeds collected for salsa contest entries, the ticket gate, as well as merchandise sales and festival related donations from the public will benefit the Community Garden Kitchen of Collin County.**

**The McKinney Star-Spangled Salsa Fest beneficiary, the Community Garden Kitchen of Collin County (CGK) came to be in late 2014 when a group of concerned citizens, educators and business persons joined together to address food insecurity in Collin County, Texas. This group decided to raise funds to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger. After much research, an opportunity was discovered that not only provided a unique way to address this issue, but benefit another group as well. CGK learned that a local preschool, Holy Family School of McKinney (HFS), in operation since 1951, was in critical need of a kitchen and dining facility to prepare and serve food to their pre-school children and staff. The CGK board and the HFS board created an agreement which would allow dual use of the proposed kitchen facility. Holy Family School would use the kitchen during the day, and in the evening after school hours, CGK volunteers would use the kitchen. A fund raising campaign was launched by the CGK board in order to gather the required building capital. As of this writing, approximately \$650,000 has been raised. Ground-breaking is slated for December 6, 2019. The Community Garden Kitchen expects to**

**be operational by Spring 2020. Community Garden Kitchen of Collin County, Inc. received the 501©3 tax status in February 2016.**

**Hunger and nutritional issues affect all age groups in McKinney, Texas. Data from the North Texas Food Bank indicate 2500 to 4400 food insecure people live in the 75069 zip code. The Community Garden Kitchen located at Holy Family School will be in the heart of this low-income zone. Preparing and serving evening meals to people in need without requiring paperwork, provides a unique service and addresses a need that is not offered anywhere in Collin County.**

**Project Description: The Community Garden Kitchen will be a 4780-square foot free standing kitchen and dining hall located on the two-acre Holy Family School campus. The property is owned by the Episcopal Diocese of Dallas.**

**On Saturdays, this facility will be uniquely situated to provide space for community volunteers to teach basic nutrition classes, economical food preparation, as well as, lessons on sustainable living through gardening.**

**Desired Impact/Outcome:**

**Using the midrange data from the North Texas Food Bank on food insecure people in the 75069 zip code and estimating 10% of that number will join CGK for a meal each day, CGK anticipates serving 350 people one meal per day.**

**A well-balanced diet contributes toward living a healthy, productive life. This cannot be overstated. Data shows that children who are not well-fed function poorly in school. The planned nutritional classes will provide community members access to valuable information for building healthy eating habits.**

**Implementation: After research and review of multiple kitchen operations across the country, the Community Garden Kitchen board has chosen to replicate a Kansas City, MO facility. This facility has been in operation for over 30 years and employs a restaurant model which decreases food waste and costs. Utilizing their operational strategies as the foundation, overhead will be streamlined.**

**At the conclusion of the capital campaign and when construction is complete, the Community Garden Kitchen will employ a professional kitchen manager who will be responsible for menu planning, food purchasing and preparation oversight. The plan for Year One is to serve evening meals four (4) days per week and breakfast each Saturday morning.**

**The Community Garden Kitchen is structuring overhead expenses carefully. Arrangements have been made with the landlord, the Episcopal Diocese of Dallas, to pay \$10.00 per year on a 10-year lease with a 10-year option to renew at the same rate.**

**A database of CGK supporters has been established. These supporters will be targeted through direct mail at least twice a year and through personal contacts. CGK will continue to reach out to local faith based, business and civic organizations for both volunteer and financial support.**

**The Community Garden Kitchen organization is creating a project/program sustainability plan for obtaining active, ongoing support from groups who will finance the cost of food, and volunteer to prepare and serve food. Currently, CGK has identified numerous groups and individuals who have verbally committed to serve at the Community Garden Kitchen when**

officially opened to the public. CGK has also compiled a list of food sources that can provide supplies at reduced costs.

Other funding initiatives include contacting multiple corporations, foundations, and government institutes for financial support and sponsoring an annual golf tournament and spring gala (The Gathering at Sanctuary). CGK donors are offered a variety of methods by which to donate through honorariums, memorials, real estate gifts, life insurance, and appreciated securities as described on the CGK website: [www.communitygardenkitchen.org](http://www.communitygardenkitchen.org).

The McKinney Star-Spangled Salsa Fest, to be held every July 4<sup>th</sup>, will be the primary annual fundraising event for the Community Garden Kitchen of Collin County.

**PARTNERS:** Since the inception of the CGK building project in 2014, over 81 businesses and over 900 individual donors have supported it. CGK has an active 10-member board and over 60 volunteers and growing. CGK is encouraged by the overwhelming positive community response and finds that people enjoy the opportunity to donate locally.

In 2017, Game Day Foods, LLC chose CGK to be their beneficiary for McKinney's Star-Spangled Salsa Fest. CGK received \$9609 from the inaugural festival. Year two (2) festival garnered \$14,605. In 2018, RBFCU awarded \$25,000 to CGK and will serve as the Star-Spangled Salsa Fest title sponsor for a five year term. Other past award: In 2017, The Seed Project Foundation chose CGK as their 2017 charity to support. The Episcopal Foundation of Dallas has provided \$70,000 in grant funding. By partnering with Communities Foundation of Texas during North Texas Giving day, CGK has received over \$8400. A partnership with McKinney Roots will garner locally grown produce once Community Garden Kitchen is built and service to community begins.

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

**There are no organizational changes at this time.**

## **II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
  - i. **The Promotional/Community Event funds we are requesting will be used in support of promoting McKinney's 3<sup>rd</sup> Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County. This family friendly holiday event will be held July 4, 2020 at Chestnut Square Heritage Village. We respectfully request grant funds to assist in marketing and promoting this community wide event, specifically to create print and electronic format marketing materials and for advertising in local and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites and outlets.**
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
  - i. **McKinney's 3<sup>rd</sup> Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County will showcase McKinney and promote the City of McKinney for the purpose of business development and tourism by providing a fun-filled family friendly holiday event for residents and visitors to enjoy at Chestnut Square Heritage Village. This event immediately follows the City of McKinney's Red, White**

and **BOOM Downtown Parade**. This event features live entertainment, music and dance, a children's play/arts-n-crafts/entertainment area, a tasting/shopping area featuring **GOTEXAN salsa/spicy food vendors** from throughout Texas, local restaurant and food vendors, culinary demonstrations and both a judged and people's chose Salsa Competition for restaurants, commercial bottlers, and individuals. This festival will conclude prior to the City of McKinney Red, White and **BOOM** spectacular fireworks display at Craig Ranch, creating a seamless day of fun-filled activities for both residents and visitors to enjoy.

- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
  - i.* **McKinney's 3<sup>rd</sup> Annual Star-Spangled Salsa Fest** benefitting the Community Garden Kitchen of Collin County, fulfills our strategic goals and objectives by producing a community-wide event that brings residents and visitors together to celebrate, while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many members of the McKinney community. This event through participation, also creates the opportunity for all involved to address and play a significant role in the reduction of food insecurity in our community. McKinney's 3<sup>rd</sup> Annual Star-Spangled Salsa Fest is aligned to MCDC's goal of meeting citizen needs for quality of life improvements.
- Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.
  - i.* **Admission Fee: \$10 Adult/Children 12 and under FREE**
- 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).
  - i.* **100% of Salsa Contest entry fees benefit CGK. 100%, after expenses, of admission fees, production partner/sponsor donations, and vendor fees benefit CGK.**
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
  - **Planned activities for McKinney's Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County include:**
    - **Judged Salsa Contest for the following categories: Red, Green, Special Variety in three divisions – Restaurant, Commercial, Special Variety. Judge's Choice will be awarded to Overall Best Salsa**
    - **People's Choice Contest: Residents and visitors will have the opportunity to judge all Salsa/Spicy Food Vendors present to determine the People's Choice Award**
    - **Live Music provided by DJ and local musicians**
    - **Salsa Street Dance and lessons lead by Salsa Dallas**
    - **Children's play zone featuring outdoor family fun games**
    - **Children's Arts-n-Crafts zone featuring holiday projects lead by Holy Family School**
    - **Children's entertainment provided by local youth musicians and dancers**
    - **Tasting and Shopping zone featuring local restaurants, food vendors and GOTEXAN Salsa/Spicy Food vendors from throughout Texas.**
  - **Event will begin immediately following Red, White and BOOM Parade at 11 a.m.**

**and concludes at 3 p.m.**

- Include the venue/location for the proposed event.
  - i. **Chestnut Square Heritage Village***
- Provide a timeline for the production of the event.
  - i. **August 2019-July 2020***
- Detail goals for growth/expansion in future years.
  - i. **McKinney's first and second Star-Spangled Salsa Fests were blessed with great success. Positive first and second year experiences were reported by festival attendees, committee members, city officials and departments, volunteers, sponsors, partners, vendors and Community Garden Kitchen of Collin County. The second year saw many returning vendors, and guests eager to once again enjoy the opportunity to celebrate the holiday together while benefitting Community Garden Kitchen. Second year attendance was approximated to be 2000 plus guests, thanks to: successful year one event, returning guests and vendors, increased promotions, completed construction in area, beautifully improved grounds, new parking garage, relocation of Parks and Rec car show to neighboring Playful parking lot. GOTEXAN salsa/spicy food vendors from across the state look forward to returning to enjoy the warm reception received in McKinney from festival guests. Included in this number are vendors whose businesses launched (local and beyond) via this event, who have gone on to enjoy great success. Vendors provided positive festival experiences across the board, citing numerous reasons, including ability to enjoy the holiday and McKinney's Red, White and Boom festivities with family and customers as a reason to return to future salsa festivals.***
  - ii. **Due to the success and positive reception received in year one and year two, it is anticipated that attendance will continue to grow. As the festival gains popularity within the city and across Texas, The McKinney Star-Spangled Salsa Fest Committee will continue to work closely with City of McKinney officials and departments (particularly Main Street, Special Events, Health Department, Fire Marshall, Police Department, Public Works) to adjust for future growth and plan accordingly to ensure continued popularity and guest participation while contributing to the quality of life, business development and the growth of McKinney sales tax revenue.***
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
  - i. **Plans to attract resident and visitor participation while contributing to business development, tourism and growth of McKinney sales tax revenue include encouragement/promotion to all to participate in contest as individual, restaurant or commercial bottlers, participate as festival vendors and guests. Will encourage and promote weekend stays at local hotels and include McKinney-centric information-filled shopping bags to festival guests and vendors.***
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
  - i. **See attached budget***

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



X Yes  No

**Date(s): November 2018 funding granted: \$5268; November 2019 funding granted: \$6700**

**Financial**

- Provide an overview of the organization’s financial status including the impact of this event on organization mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

<b>Gross Revenue</b>	<b>\$47,000</b>
<b>Projected Expenses</b>	<b>\$20,212</b>
<b>Net Revenue</b>	<b>\$26,788</b>

***(Attach a detailed budget specific to the proposed Promotional/Community Event.)***

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 34% (Game Day Foods, Bernard’s Gourmet Foods, 1 Square Mile)**

**Are Matching Funds available?** X Yes  No

Cash \$13,212	Source Sponsorship	% of Total 66%
In-Kind \$	Source	% of Total

***Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.***

**Please see attached**

**IV. Marketing and Outreach**

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

**McKinney’s 3<sup>rd</sup> Annual Star-Spangled Salsa Fes will be advertised and marketed via social media and traditional print media, as well as, relationally through committee member/festival vendor shared networking efforts. Marketing materials will include print and electronic format advertising for use in local and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites, groups and outlets. The same will be shared electronically with out of town festival vendors to be shared in their areas and with their fan base. Festival posters and flyers will be distributed throughout Collin County and shared electronically with all festival vendors. Social media engagement via SalsaFestMcKinney.com and the related Facebook/Instagram posts and fan engagement opportunities will begin January 2020 and ramp up accordingly, culminating**

**with date of event.**

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

<b>Community Impact</b>	<b>Print Media</b>	<b>\$1850</b>
<b>Star Local Media</b>	<b>Print Media</b>	<b>\$ 400</b>
<b>Edible DFW</b>	<b>Print/Digital</b>	<b>\$2000</b>
<b>Allen Image</b>	<b>Print</b>	<b>\$ 900</b>
<b>Facebook/Instagram</b>	<b>Digital</b>	<b>\$ 350</b>
<b>We Are Collin County/We Are DFW</b>	<b>Social Media</b>	<b>\$ 350</b>
<b>Festival Day Map/Hand Fans (to be passed out at parade)</b>	<b>Print</b>	<b>\$1500</b>
<b>Flyers/Posters</b>	<b>Print</b>	<b>\$ 500</b>

**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.

- 1. Number in Attendance**
- 2. Customer Satisfaction Survey to be shared with guests, committee members, vendors, sponsors, partners and beneficiary via email, website and/or social media**

## 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**

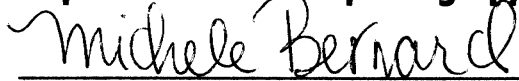


Signature

David Bernard  
Printed Name

November 24, 2019  
Date

**Representative Completing Application**



Signature

Michele Bernard  
Printed Name

November 24, 2019  
Date

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



# 2020 SALSA FESTIVAL BUDGET

		\$	(20,212)	\$	40,250	\$	20,038	TOTAL BENEFIT
		EXPENSES		\$	1,800	\$	2,000	2,000
		\$	(20,212)	\$	18,450	\$	24	SPONSOR
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY					
VENUE RENTAL		\$ 1,500	1	\$ (1,500)	\$ 7,850	\$ 18,450	\$ 20,038	TOTAL BENEFIT
				\$ -	\$ 3,000	\$ 3,000	\$ 2,000	2,000
COOL ZONE		\$ 150	2	\$ (300)	\$ 3,000	\$ 3,000	\$ 2,000	2,000
	CYCLONE 3000		1	\$ -	\$ 1,500	\$ 1,500	\$ 1,500	1,500
	FREE WATER STATION		1	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	5,000
				\$ -	\$ 1,500	\$ 1,500	\$ 1,500	1,500
				\$ -	\$ 600	\$ 600	\$ 600	600
EVENT TENTS 10 x 10		\$ 75	28	\$ (2,100)	\$ 500	\$ 500	\$ 500	500
	SALSA VENDORS		20	\$ -	\$ 500	\$ 500	\$ 500	500
	FOOD VENDORS		4	\$ -	\$ 500	\$ 500	\$ 500	500
	REGISTRATION/TICKET		3	\$ -	\$ 500	\$ 500	\$ 500	500
	NON-FOOD VENDORS		1	\$ -	\$ 250	\$ 250	\$ 250	250
				\$ -	\$ 250	\$ 250	\$ 250	250
				\$ -	\$ 250	\$ 250	\$ 250	250
TABLES, CHAIRS, OTHER FURNITURE RENTAL		\$ 8.00	6	\$ (64)	\$ 250	\$ 250	\$ 250	250
CHAIRS		\$ 2.00	32	\$ (48)	\$ 100	\$ 100	\$ 100	100
	TASTING/FOOD			\$ -	\$ 100	\$ 100	\$ 100	100
	REGISTRATION			\$ -	\$ 100	\$ 100	\$ 100	100
	VOLUNTEER TENT			\$ -	\$ 100	\$ 100	\$ 100	100
	FIRST AIDE TENT			\$ -	\$ 100	\$ 100	\$ 100	100
	FREE WATER			\$ -	\$ 100	\$ 100	\$ 100	100
	ENTERTAINMENT			\$ -	\$ -	\$ -	\$ -	-
DECORATIONS		\$ 250	1	\$ (250)	\$ -	\$ -	\$ -	-
FOOD/DRINKS FOR STAFF/VOLUNTEERS		\$ 100	1	\$ (100)	\$ -	\$ -	\$ -	-
				\$ -	\$ -	\$ -	\$ -	-
SECURITY		\$ 150	4	\$ (600)	\$ -	\$ -	\$ -	-
LOGISTICS				\$ -	\$ -	\$ -	\$ -	-
EVENT INSURANCE		\$ 1,000	1	\$ (1,000)	\$ -	\$ -	\$ -	-
PERMITS		\$ 500	1	\$ (500)	\$ -	\$ -	\$ -	-

# 2019 SALSA FEST MCKINNEY

	BEGINNING BALANCE	DEPOSITS / CREDITS	WITHDRAWS / DEBITS	ENDING BALANCE
Beginning balance on 2/22/2019 \$0.00	\$ -			
Deposits/Credits 10,000.00		\$ 10,000.00		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 2/28/2019 \$10,000.00</b>				<b>\$ 10,000.00</b>
Beginning balance on 3/1/2019 \$10,000.00	\$ 10,000.00			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 356.59			\$ (356.59)	
<b>Ending balance on 3/31/2019 \$9,643.41</b>				<b>\$ 9,643.41</b>
Beginning balance on 4/1/2019 \$9,643.41	\$ 9,643.41			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 4/30/2019 \$9,643.41</b>				<b>\$ 9,643.41</b>
Beginning balance on 5/1/2019 \$9,643.41	\$ 9,643.41			
Deposits/Credits 9,868.41		\$ 9,868.41		
Withdrawals/Debits - 16,845.15			\$ (16,845.15)	
<b>Ending balance on 5/31/2019 \$2,666.67</b>				<b>\$ 2,666.67</b>
Beginning balance on 6/1/2019 \$2,666.67	\$ 2,666.67			
Deposits/Credits 1,583.36		\$ 1,583.36		
Withdrawals/Debits - 3,315.05			\$ (3,315.05)	
<b>Ending balance on 6/30/2019 \$934.98</b>				<b>\$ 934.98</b>
Beginning balance on 7/1/2019 \$934.98	\$ 934.98			
Deposits/Credits 14,377.81		\$ 14,377.81		
Withdrawals/Debits - 5,641.33			\$ (5,641.33)	
<b>Ending balance on 7/31/2019 \$9,671.46</b>				<b>\$ 9,671.46</b>
Beginning balance on 8/1/2019 \$9,671.46	\$ 9,671.46			
Deposits/Credits 200.00		\$ 200.00		
Withdrawals/Debits - 9,371.00			\$ (9,371.00)	
<b>Ending balance on 8/31/2019 \$500.46</b>				<b>\$ 500.46</b>
Beginning balance on 9/1/2019 \$500.46	\$ 500.46			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 9/30/2019 \$500.46</b>				<b>\$ 500.46</b>
Beginning balance on 10/1/2019 \$500.46	\$ 500.46			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 10/31/2019 \$500.46</b>				<b>\$ 500.46</b>
<b>CURRENT BALANCE</b>		<b>\$ 36,029.58</b>		
			<b>\$ (35,529.12)</b>	<b>\$ 500.46</b>
			<b>\$ 21,924.12</b>	<b>SALSA FEST EXPENSES</b>
			<b>\$ (13,605.00)</b>	<b>BENEFIT TO CGK</b>
			<b>\$ (1,000.00)</b>	<b>CONTRIBUTIONS DIRECTLY TO CGK</b>
			<b>\$ (14,605.00)</b>	<b>TOTAL BENEFIT</b>