

VISIT MCKINNEY
Grant Application
Fiscal Year 2019-20

IMPORTANT:

- Please read the VISIT MCKINNEY Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at www.visitmckinney.com, by calling 972-547-2059 or by emailing dguerra@visitmckinney.com
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the VISIT MCKINNEY board. Please submit the application to:

VISIT MCKINNEY
200 W. Virginia
McKinney, TX 75069

If emailing, please send to dguerra@visitmckinney.com.

- If you are interested in a preliminary review by the VISIT MCKINNEY Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or emailing dguerra@visitmckinney.com.

Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, Dropbox or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below.

VISIT MCKINNEY Promotional Grants for Event or Project

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "*Texas Hotel Tax Expenditure Requirements*," for qualifying uses for hotel tax.)

Advertising/Promotional Grants for Events/Projects:

Application Deadline	Presentation to VISIT MCKINNEY Board	Board Vote and Award Notification
October 1, 2019	October 22, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.:

Incorporation Date: February 17, 2017

Mailing Address: 7200 W University Drive, suite 210

City McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax:

Email: hello@sbghospitality.com

Website: www.sbghospitality.com www.mckinneywinefestival.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, (Frisco and Plano)

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lauren Stephan

Title: President

Mailing Address: 7200 W University Drive, Suite 210

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax (optional):

Email: hello@sbghospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY AND ORGANIZATION:

Name: Lauren Stephan

Title: President

Mailing Address: 7200 W University Drive, suite 210

City: McKinney

ST: TX

Zip: 75071

Phone 318-527-9221

Fax:

Email: hello@sbghospitality.com

FUNDING

Total amount requested: \$8,500

Matching Funds Available (Y/N and if yes, please indicate amount and source): Yes- SBG Hospitality

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes

No

Please provide details and funding requested:

Promotions/ Advertising for the 4th annual event will cost approximately \$20,000 to advertise effectively for our new event location and to grow the attendance. This grant would be instrumental in the success of the event at its new location- Towne Lake Park.

TOURISM-RELATED EVENT OR PROJECT

Start Date: Feb 2020

Completion Date: October 2020

APPLICANT'S BOARD OF DIRECTORS *(list may be included as an attachment)*

NA

APPLICANT'S LEADERSHIP STAFF (*may be included as an attachment*)

Lauren Stephan
Andrew Stephan
Kaylee Kelley

Use the outline below to prepare a written narrative no more than seven 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
- Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.

Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and VISIT MCKINNEY.*

- Ensure application eligibility for VISIT MCKINNEY consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for VISIT MCKINNEY grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

Indicate which goal(s) listed above will be supported by the proposed Event or Project:

Has a request for funding for this Event or Project been submitted to VISIT MCKINNEY in the past?

Yes No

Date(s):

Financial

- Provide an overview of the organization’s financial status including the impact of this grant request on the organization’s mission and goals.
- Please attach your organization’s 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 total estimated cost for this Event or Project?

\$ ~~00,000~~ \$90,000

(Please provide a budget for the proposed Event or Project.)

What percentage of the Event or Project funding will be provided by the Applicant?

Are Matching Funds available? Yes No

Cash \$ \$70k	Source	% of Total
In-Kind \$	Source	% of Total

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

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Event or Project 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 Event or Project. 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 VISIT MCKINNEY board of directors, Applicant will assure:

- The Event or Project 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 purposes described in this application.
- VISIT MCKINNEY will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and VISIT MCKINNEY and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part by Visit McKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the VISIT MCKINNEY Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to VISIT MCKINNEY no later than 30 days following the completion of the Event or Project.

- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. (The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project.) The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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 upon interest rate, not later than the 120th day after the date VISIT MCKINNEY requests repayment.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Representative Completing Application

Signature

Lauren Stephan
Signature

Printed Name

Printed Name Lauren Stephan

Date

Date 2/3/20

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Event or Project - description, budget, goals and objectives
- Indicate the VISIT MCKINNEY goal(s) that will be supported by this Event or Project
- Event or Project timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- A one-page summary of the goals/activities involved in the Event or Project for which you are seeking VISIT MCKINNEY grant funding.
- Financials: organization's budget for current fiscal year
- Event or Project 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 VISIT MCKINNEY WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE EVENT OR PROJECT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



VISIT MCKINNEY

Final Report

Organization:

Funding Amount:

Event or Project:

Start Date:

Completion Date:

Location of Event or Project:

Please include the following in your report:

- Narrative report on the Event or Project
- 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
- Tear sheets from print advertisements/promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following completion of the Event or Project to:

VISIT MCKINNEY
200 W. Virginia
McKinney, TX 75069

Attn: Dee-dee Guerra