

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
 Fiscal Year 2015

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:

- | | | |
|---|---|--|
| <input type="checkbox"/> 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 | <input checked="" type="checkbox"/> 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 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

APPLICATION

ORGANIZATION INFORMATION

Name: St. Peter's Episcopal Church

Federal Tax I.D.: 75-1447168

Incorporation Date: 12/27/2007

Mailing Address: 511 Foote St.

City McKinney

ST: Tx

Zip: 75069

Phone: 972-562-1166

Fax:

Email: jstclair@stpetersmckinney.com

Website: www.stpetersmckinney.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: Episcopal Diocese of Dallas, McKinney Chamber of Commerce, 3e McKinney

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jamie St.Clair

Title: Outreach Coordinator

Mailing Address: 511 Foote St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-896-5086

Fax:

Email: jstclair@stpetersmckinney.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jamie St.Clair

Title: Outreach Coordinator

Mailing Address: 511 Foote St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-1166

Fax:

Email: jstclair@stpetersmckinney.com

FUNDING

Total amount requested: \$6,136.00

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 4/14/16

Completion Date: 4/14/16

BOARD OF DIRECTORS *(may be included as an attachment)***Michele Bernard****Sue McNaughton****Curtis Burlbaw****Molly Mitchell****Craig Fowler****Sy Shahid****Guy Giersch****Julie Smith****Mike Jones****Johnnie Sorrells****George Kadera, Jr.****Bob Wood****LEADERSHIP STAFF** *(may be included as an attachment)***Rev. Michael Hoffmann, Rector****Jamie St.Clair, Outreach Coordinator****Rev. Kathy Garrett, Assoc. Rector****Mariana Pearson, Parish Administrator****Rev. Betty Breyfogle, Deacon****Sharon Childers, Clergy Secretary****Georgia Thompson, Children's Ministries** **Tony Hewitt, Sexton****Glenn Stroh, Music Ministries****Meika Zack, Administrative Assistant**

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.

St. Peter’s Episcopal Church is one of three Episcopal churches in McKinney and is a member of the Episcopal Diocese of Dallas. We are a thriving congregation of people who are passionate about reaching out to those in need in our community. We have nine paid staff members and untold number of volunteers.

We created our Empty Bowls McKinney event in 2012 to raise money to combat hunger in our community. The event supports hunger initiatives at Community Lifeline Center.

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 type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input 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.*

Event Overview:

Empty Bowls McKinney was started in 2012 to combat hunger in McKinney. It is patterned off the Empty Bowls concept created by The Imagine Render Group (www.emptybowls.net). The Imagine Render Group started an international grassroots effort to fight hunger with the simple basic premise: "Potters and other craftspeople, educators and others work with the community to create handcrafted bowls. Guests are invited to a simple meal of soup and bread. In exchange for a cash donation, guests are asked to keep a bowl as a reminder of all the empty bowls in the world. The money raised is donated to an organization working to end hunger and food insecurity." Empty Bowls events now take place around the world. Each group organizing an event designs it around the needs of their own community.

On April 14, 2016, we will hold our 5th annual event from 5:30 to 7:30pm. We are partnering again with The Parks Church. The McKinney Performing Arts Center (MPAC) is sponsoring us at their location. We expect to increase our attendance to at least 600 people. Our eventual goal is to have this event draw thousands of people to fill the McKinney Square. McKinney's Community Lifeline Center (CLC) is the beneficiary of our event. In 2012, our event grossed \$4,500. In 2013, we grossed \$6,000. In 2014, we grossed \$10,000. Last year, we grossed over \$25,000.

In 2016, the cost for tickets will be \$25 with a bowl and \$15 without a bowl (food only). Children ages 12 and under can attend for free when accompanied by a paying adult (we want to be affordable to young families). We plan to have artist demonstrations using pottery wheels outside the MPAC which are free to the public.

Our event promotes local artists from McKinney and surrounding communities. We have grown from 2 participating artists in 2012 to 40 artists in 2015. Artists who donate to the silent auction have their pieces displayed for the month prior to the event in the gallery of Orisons Art and Framing. A "Silent Auction Kick-off" is held at the gallery on the 2nd Saturday of March. Their pieces are also promoted on our website – www.EmptyBowlsMcKinney.com. We provide great exposure for our participating artists.

We also impact the business development of local restaurants. We invited 10 McKinney Square restaurants to participate in Empty Bowls McKinney, each with a booth providing samples of soup. We had prominent signage on each booth displaying the restaurant name and soup type. Restaurants had the option to provide advertising flyers and/or coupons. Several restaurants had event attendees visit their establishment after the event.

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact "buying local" has on quality of life in McKinney

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

Yes

No

Support MCDC Goals:

- Empty Bowls McKinney will promote the City of McKinney for the purpose of business development and/or tourism by providing an annual, entertaining, experience to people living in the North Texas area who appreciate art and want to contribute to fight hunger in our local area. Our attendance has increased each year as the word spreads about the event. Last year, our fourth year, we had almost 500 people!
- Empty Bowls McKinney will continue to increase McKinney tourism. In 2015, 27% of attendees lived outside of McKinney. Over 25% of those participating in the online Silent Auction were also from outside McKinney.
- The money we raise impacts McKinney through the hunger initiatives of Community Lifeline Center. CLC Executive Director, Christine Hockin-Boyd, shared that "as a result of the Empty Bowls McKinney proceeds in 2015, Community Lifeline Center was immediately able to increase the amount of food distribution from 3 to 4 days per person which includes breakfast, lunch and dinner -- providing a minimum of 12 meals per person. Also, CLC was able to double the visits, per month, to the Lifeline Market benefiting families with a second opportunity to receive much needed food during their family crisis."
- We promote McKinney artists and help the art community to grow. We have grown from 2 participating artists to 40.

An offshoot of Empty Bowls McKinney is the SPARC (St. Peter's Artist Run Community) Pottery Studio. This studio came into being as a direct result of artist interaction with our church through Empty Bowls. The studio is now home to 8 studio artists who create and teach in McKinney. It also hosts 13 gallery artists who display and sell their art at SPARC. Part of the charter agreement with the SPARC artists is that they will actively support our Empty Bowls McKinney event.

J.B. Phipps, a wood turning artist, offered this statement of impact about the event: "In addition to serving a vitally important fund raising cause, Empty Bowls McKinney provides a much needed avenue for local artists to get public exposure. I love knowing that the proceeds for the sale of my work go directly to such a worthy cause, and as a pleasant side effect, I have personally benefitted from the exposure. I can't begin to estimate how many times I have heard, "Oh! You're the one who made the wooden bowl for Empty Bowls!" It gives me instant credibility with a potential customer and without a doubt, has increased my sales. I am strongly encouraging other bowl makers to donate their best work to Empty Bowls McKinney. It is a win, win, and very gratifying. I am grateful for the opportunity."

- We promote the participating restaurants and increase their business. They have the opportunity at the event to bring promotional material and/or incentives to the event. We will bring 600 people to the Square on a Thursday night. There will definitely be a financial impact.

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

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

\$14,328.00

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

Projected Event Income

Item	Amount
MCDC Community Event Grant	\$6,136.00
Sponsorships	\$5,000.00
MPAC sponsorship	\$600.00
Admissions	\$14,000.00
Silent Auction Proceeds	\$4,000.00
Raffle Proceeds	\$2,500.00
TOTAL	\$32,236.00

Projected Event Expenses

Item	Amount
Supplies	\$2,000.00
MPAC rental	\$1,142.00
Sponsor Appreciation	\$500.00
T-Shirts (for volunteers & artists)	\$1,500.00
Benefit Bidding - online silent auction	\$250.00
Bowl Making Classes	\$500.00
Security at event	\$300.00
Advertising:	
Hobson Signs - Billboard	\$411.00
McKinney Magazine - 3 mo, 1/6 pg ad	\$1,950.00
Stonebridge Ranch - 3 mo, 1/6 pg ad	\$900.00
Twin Creeks -3 mo, 1/4 pg ad	\$855.00
Allen Image - 3 mo, 1/4 pg ad	\$1,920.00
4" x 6" Postcard (printing costs, qty 1000)	\$100.00
Signs	\$2,000.00
Total Advertising	\$8,136.00
TOTAL	\$14,328.00

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 57% of the funding will come from additional sponsorships & proceeds of the event.

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.*
I plan to seek \$5,000 in additional sponsorships.

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.* **No.**

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and 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 advertising for past events has included:

- Empty Bowls cards provided to artists for MAST (McKinney Art Studio Tour)
- Posters put up in shops by retailers around McKinney
- Visits to professional groups (Rotary, Kiwanis & Lions) in McKinney
- Email through Historic Homes Association
- Email to Orisons Art & Framing email list
- Event listed on Bubblelife – McKinney & Allen
- Active Facebook page
- Facebook postings by MCDC, MPAC, Orisons Art & Framing & participating vendors
- MPAC advertised our event on their website, emails & marquee
- Banners on church property
- Advertising in our church bulletins and emails (St. Peter's & The Parks Church)
- Banner on 3 Taps buses
- ¼ pg ad for 3 months in Craig Ranch Telegram (HOA Newsletter)
- ¼ pg ad for 3 months in the Stonebridge Ranch HOA Newsletter
- ¼ pg ad for 3 months in the Twin Creeks News (HOA Newsletter) - Allen
- ¼ pg ad for 3 months in Heritage Ranch Reporter (HOA Newsletter) – Fairview
- Story submitted to KLAK radio
- Articles in the McKinney Courier-Gazette

With a grant from MCDC, we hope to utilize the following advertising vehicles to help us reach our attendance goals (within and without McKinney):

- Advertise on billboard along Central Expwy in McKinney (Hobson Signs)
- Advertise in McKinney Magazine
- Advertise in Allen Image
- Advertise in the Stonebridge Ranch HOA Newsletter
- Advertise in the Twin Creeks News (HOA Newsletter) - Allen

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.

1. **Attendance:** We expect to bring 600 people to the McKinney Square on a Thursday night in April 2016 and positively impact the businesses who participate in our event and/or are located nearby.
2. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2016.

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;

Acknowledgements - *continued*

- 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.

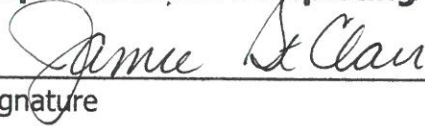
Chief Executive Officer


Signature

The Rev. Michael Hoffman
Printed Name

06/28/2015
Date

Representative Completing Application


Signature

Jamie St.Clair
Printed Name

06/28/2015
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
- 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.