

# SMILES CHARITY CONCERT AND FAMILY FESTIVAL

## I. APPLYING ORGANIZATION

My name is Dr. Jennifer Buchanan and I am the founder and president of Smiles Charity. Smiles Charity started as a skating party for my patients to raise funds to build homes for deserving families and has developed into a community wide concert attracting 15,000 fans to raise funds to build homes for our wounded veterans. 2016 marks the 20<sup>th</sup> anniversary of my orthodontic practice in McKinney and the 9<sup>th</sup> Smiles Charity Concert and Family Festival. Over the past 8 years with the help of MCDC, my dental colleagues, area businesses, corporations, and McKinney citizens Smiles Charity has built 9 homes for deserving families. The 10<sup>th</sup> home will be completed in 2016. Smiles Charity has provided 8 free family concerts with top-notch entertainment at no charge to our McKinney citizens because of MCDC's assistance! Everyone raves about the grand finale Fireworks.

Our goals are:

- A. To contribute to Quality of Life for McKinney residents
- B. To encourage business development in McKinney
- C. To promote growth of McKinney sales tax revenue
- D. To create entertainment to attract resident and visitor participation
- E. To build homes for wounded veterans and their families

- F. Increase media exposure to promote McKinney
- C. Develop leisure and fitness activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. To spotlight McKinney as a unique destination
- G. Increase attendance (15,000-20,000 fans)
- H. Promote giving back to others and community volunteer projects
- I. Pay tribute to our American military heroes on Memorial Day Weekend

All of the “man power” is with 500 non-paid volunteers-patients, high school students, dental colleagues, friends, and my team of orthodontic professionals. Smiles Charity is a 501(c)3 charity. In years past we would donate our funds to other 501(c)3 charities that specialize in building homes for wounded veterans. We restructured Smiles Charity to have a Veterans Committee to determine the recipient family and Building Committee so we can oversee the build of the home and control outcomes. It has been exciting to be able to see the whole home process from start to finish! Additionally we created a Junior Board of local High School students to gain increased community involvement.

## II. COMMUNITY EVENT

Thank you for MCDC’s support over the last 8 years!!! We have had tremendous Smiles Charity events because of your help! This year we are building on our success from past years and want to create even more positive publicity for McKinney.

This year we will showcase 3 bands. Our opening band is being finalized. Local favorite, the Maylee Thomas Band will play for the 9<sup>th</sup> year in a row. Our headliner is a breakout country newcomer Frankie Ballard.

Since Smiles Charity Concert is held over Memorial Day Weekend (SUNDAY MAY 29, 2016) and we are honoring and helping the military, the media will be even more interested in covering our event. The Smiles Charity Concert and Family Festival 2016 will be a FREE McKinney citywide family festival and benefit concert complete with FIREWORKS. Our goal is raise enough money to build a home for single father Sgt. Peter Strauch and his 2 young daughters.

Smiles Charity keeps growing in attendance. In 2008 we had 6,000 fans, 2009 8,000 fans, 2010 had 12,000 fans, 2011 had 15,000 fans, 2012 10,000 fans, 2013 12,000 fans, 2014 10,000 fans, and in 2015 8,000 fans (even with a month of rain and soggy conditions). The attendance capacity is 20,000 fans. The date of the Smiles Charity Concert is Sunday May 29, 2016 (Memorial Day Weekend). Students are still in school and have Monday May 30, 2016 off from school. We believe we will get great participation with our date selection.

The schedule of events from 5-10pm is as follows:  
Sunday May 29, 2016

12:00 pm set-up for festival sponsors (bounce houses, rock-climbing wall, food and drink vendors)

5 pm family festival opens, National Anthem, Military Flyover with WWII planes

5:15-6:15 pm Opening band

6:30-8pm Maylee Thomas Band

8:00pm Tribute to fallen soldiers, introduce family receiving home

8:30-10 pm Headliner Frankie Ballard

10 pm FIREWORKS

10:15 pm event ends

Benchmarks for success for the event will be the following:

1. FREE quality recreation and leisure activities for ALL McKinney families conveniently located in the middle of our city
2. Making the “Smiles Charity Concert and Family Festival” a focal point for McKinney citizens
3. Safe family friendly event
4. Expose corporate sponsors (outside McKinney) to McKinney which can result in more economic development for our city and tax base for schools
5. Promote attractive image of McKinney
6. Continue Smiles Charity Concert as an annual event that McKinney citizens look forward to
7. Smiles Charity is UNIQUE BY NATURE (McKinney’s city slogan) because it combines recreation and leisure with giving back to the community (unlike many area public events which are ONLY recreation)
8. When Forever Free was hosted at this site, my neighbors and myself would have many out of town friends visit to enjoy the festivities (this promotes a

- great image of McKinney that can result in positive economic development and good-will)
9. Promote local businesses and economically impact the success of the businesses that participate in the event
  10. Smiles Charity will sustain and enhance the historic character of McKinney by building on past traditions and creating new ones
  11. Smiles Charity creates awareness of the need to give back and instills good citizenship
  12. Smiles Charity results in tangible assets-HOMES that you can drive by and see the results of your giving
  13. Raising funds to build a home for wounded veteran Sgt. Peter Strauch and his family.

**WE TRULY BELIEVE THAT SMILES CHARITY  
FULFILLS THE MISSION AND ALL OF THE GOALS  
OF THE MCDC!!!**

## **FACILITIES**

Smiles Charity will be hosted behind my office in Adriatica. The developers of Adriatica support our event. The VIP party will be hosted at my office that has a perfect view of the entertainment stage and fireworks.

## **III. FINANCIAL**

The bulk of the donations are from local dental professionals and companies who have supported us over the years. Smiles Charity has been a successful

event and we are happy that sponsors want to continue to be a part of it.

We are busy talking to new corporate sponsors. We are unaware of any other federal, state or city foundations that could be of help but are researching all avenues for funding.

The Smiles Charity Concert is an expensive event to execute. The financial impact of \$15,000 from MCDC would be very helpful to promote McKinney through advertising and 4000 t-shirts! The funding from MCDC can continue to help make this a FREE event for the citizens of McKinney, will alleviate promotional costs and make the dream of home ownership a reality for a deserving wounded veteran and his family. Please see attached budget and financials.

#### IV. MARKETING AND OUTREACH

Our marketing goals are to have over 15,000 fans attend the Smiles Charity Concert and to provide excellent media exposure for our sponsors and the City of McKinney. Partnering with McKinney Community Development Corporation (MCDC) is crucial to the success of our 2016 Smiles Charity Concert.

Our current marketing venues will include:

- a. 4,000 t-shirts promoting the event with the MCDC logo

- b. Event related stories in print media such as Living Magazine, Stonebridge Ranch Newsletter, the McKinney Courier Gazette, and Neighbors Go (Dallas Morning News)
- c. Partnership with local radio station KLAK to advertise the event and feature our top sponsors
- d. Email blasts to our fans and supporters
- e. Our website, Facebook, Twitter, Instagram
- f. the Ticket Radio station to promote our event and Raffle
- g. Jumbotron featuring our top sponsors at the Smiles Concert
- h. Banners for top sponsors
- i. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities

A grant from MCDC will make a HUGE difference and enable us to accomplish everything above!!!!

## V.METRICS TO EVALUATE SUCCESS

Smiles Charity will be a success by meeting and exceeding the benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can think of no other event that creates a WIN-WIN like Smiles

Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney. The Smiles Charity Concert and Festival will reflect positively on the city of McKinney as it will demonstrate one more way **McKinney is unique by its nature of generosity and why McKinney is the #1place to live in the USA. We are proud that Smiles Charity was voted as the Best Annual Event in McKinney and we appreciate your support to build on this tradition. Thank you for your strong consideration!**