

APPLICATION

ORGANIZATION INFORMATION

Name: MCKINNEY GARDEN CLUB,
Federal Tax I.D.: 75-2307844
Incorporation Date: FOUNDED IN 1930 - 501(C) STATUS PENDING FEB 2013
Mailing Address: 5100 ELDORADO PKWY, SUITE 102, # 305
City MCKINNEY ST: TEXAS Zip: 75070
Phone: 214-912-7302 Fax: Email: BELL13@stglobal.net
Website: www.mckinneygardenclub.org

Check One:

- Nonprofit - 501(c) Attach a copy of IRS Determination Letter PENDING FEB, 2013
- Governmental entity
- For profit corporation
- Other REGISTERED STATE NON-PROFIT - FOUNDED IN 1930

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE COMPLETING APPLICATION:

Name: BEVERLY RIVERS
Title: CO-CHAIR SIGNATURE PROJECT
Mailing Address: 5901 MOSS GLEN COURT
City: MCKINNEY ST: TEXAS Zip: 75070
Phone: 972-529-3886 CELL Fax: 214-535-1028 Email: B-Rivers@stglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: BEVERLY RIVERS

Title: CO-CHAIR SIGNATURE PROJECT

Mailing Address: 5901 MOSS GLEN COURT

City: MCKINNEY

ST: TEXAS

Zip: 75070

Phone 972.529.3886

Fax: CELL
214.535.1028

Email: B-RIVERS@stcglobal.net

FUNDING

Total amount requested: \$10,000.00

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: July 2013

Completion Date: NOVEMBER 2013

BOARD OF DIRECTORS (may be included as an attachment)

PRESIDENT: SANDRA BELL

VICE PRESIDENTS: BETTY HUFFINES
CAROLYN MCGOWN,
ANITA RAY
SHERIE VARD WISER

SECRETARY: JOYCE BARTELL

TREASURER: JAY BOWEN

LEADERSHIP STAFF (may be included as an attachment)

BEVERLY RIVERS SANDRA BELL

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/Promotional Activity/Community Event for which funds are requested.

II. Project or Promotional Activity/Community Event (whichever is applicable)

- Outline details of the Project/Promotional Activity/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/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotional Activity/Community Event?
- Provide a timeline for the Project/Promotional Activity/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 checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" 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.*

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

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability

Has a request for funding, for this Project/Promotional Activity/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.
- 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/Promotional Activity/Community Event?

\$ 20,000.00

(Please include a budget for the proposed Project/Promotional Activity/Community Event.)

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? \$ 10,000.00 50%

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.*

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.*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotional Activity/Community Event 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 Project/Promotional Activity/Community Event. 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 MCDC board of directors, Applicant will assure:

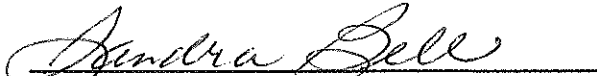
- The Project/Promotional Activity/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/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/Promotional Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/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



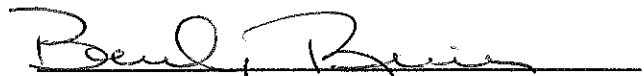
Signature

Sandra Bell

Printed Name

Date 1-22-13

Representative Completing Application



Signature

Beverly Rivers

Printed Name

1-22-13

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/Promotional Activity/Community Event; description, goals and objectives
- Project/Promotional Activity/Community Event timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotional Activity/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/PROMOTIONAL ACTIVITY/COMMUNITY EVENT.

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



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/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.
- Evaluation against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

The McKinney Garden Club

Signature Beautification Projects Long Term Plan

1. Partner with the Parks Department on the design and construction of a wooden bridge to cross the creek in Finch Park toward the gazebo, near our Lovejoy Memorial Garden, and plant daffodils among the trees we planted there so many years ago.

2. Begin an ongoing program of mass the planting of bulbs. The Phase One proposal calls for a first planting of 9000 Bulbs. Daffodils, Guernsey Lilies and Muscari will be used. Each bed will also have an accent planting of one evergreen such as Candytuft, Pink Thrift, Yellow Daylilies and Blue Lirope Muscari. The plantings will be spread across the City in prepared median beds on major thoroughfares and woodland areas that are not mowed in City Parks.

This project, tentatively approved by the Parks Dept., Engineering Dept. and the City Arborist, would be funded by the Garden Club and hopefully, a matching grant from McKinney Community Development Corporation, (MCDC). A matching grant, if awarded, would allow for the immediate planting of Phase Two, another 9000 bulbs.

The prominent colors of these Blub Plantings would be yellow, blue and fuchsia. This look would become a Signature for future Garden Club plantings and these colors are in keeping with the colors to be used at 121 and 75 and the landscaping of State Highway 75, as the new construction is completed. Our legacy of beautification will grow again.

McKinney Garden Club

Signature Project - Planting 18,000 Bulbs

Project Description and Location	Cost	Scope	Bulbs
Phase One			
Median Planting Eldorado Parkway	\$ 4,000.00	2 Beds	4000 Bulbs
Median Planting West Virginia Parkway	\$ 2,000.00	1 Bed	2000 Bulbs
Median West McDonald Street	\$ 1,000.00	1 Half Bed	1000 Bulbs
Park Bulb Planting at Glen Mitchell Park	\$ 1,000.00	1 Half Bed	1000 Bulbs
Park Planting in Finch Park	\$ 2,000.00	2 Half Beds	1000 Bulbs
Phase One Sub Total	\$ 10,000.00	7 Plantings	9000 Bulbs
Phase Two			
Median Planting on Eldorado Parkway West	\$ 4,000.00	2 Beds	4000 Bulbs
Median Planting on Lake Forest Dr *	\$ 2,000.00	1 Half Bed *	1000 Bulbs *
Median Planting on McKinney Ranch Pkwy	\$ 2,000.00	1 Bed	2000 Bulbs
Park Bulb Planting at Towne Lake Park	\$ 2,000.00	1 Bed	2000 Bulbs
Phase Two Sub Total	\$ 10,000.00	5 Plantings	9000 Bulbs
Signature Project Total	\$ 20,000.00	12 Plantings	18,000 Bulbs
MCDC Matching Grant Offset	\$ (10,000.00)	Grant Request	
McKinney Garden Club Investment	\$ 10,000.00		

Notes:

The term "One Bed" is an area about 50 Ft long and 8 Ft wide when planted.

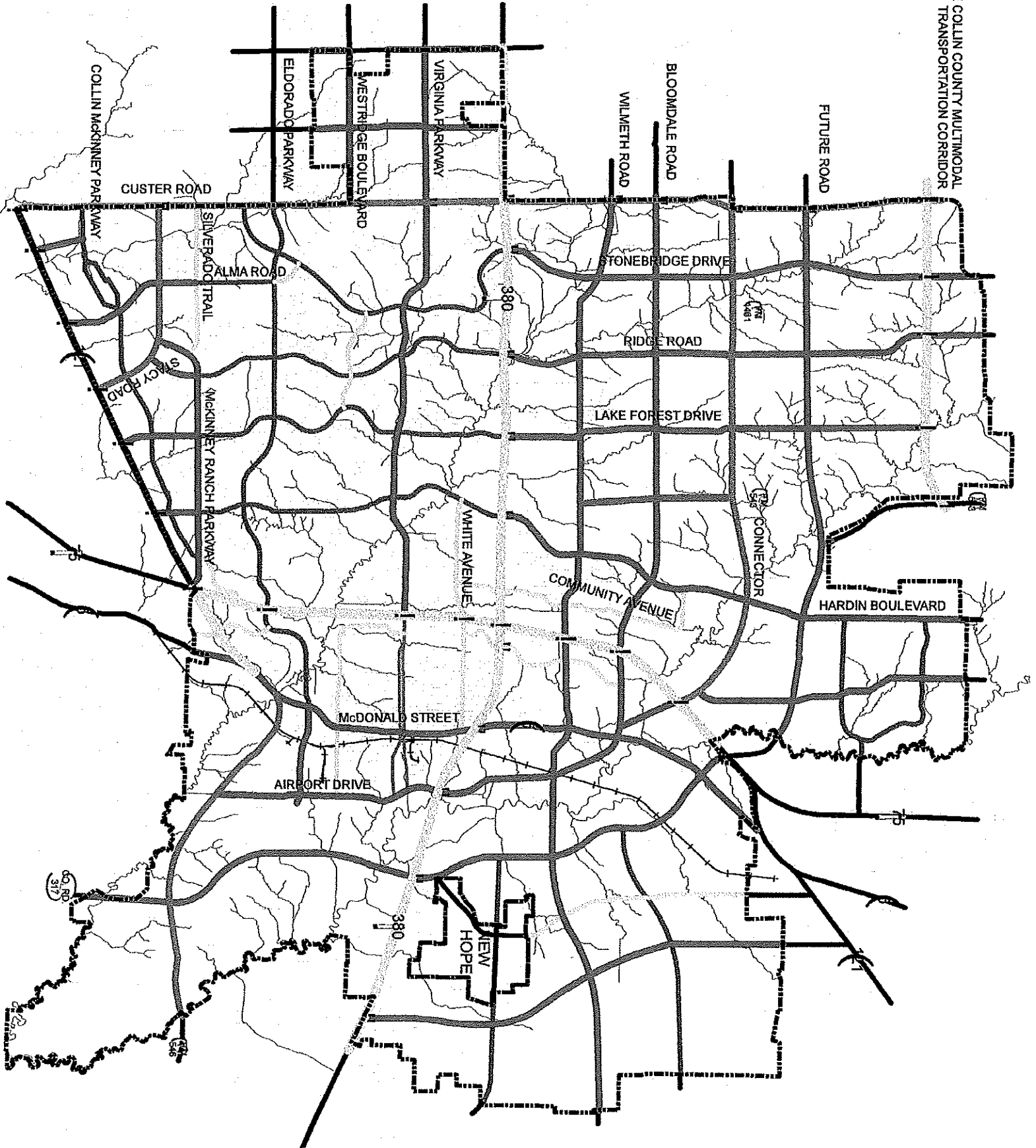
The estimated number of bulbs and plants in each "bed" or planting is:

1000 Yellow Daffodils - 1000 Hot Pink Guernsey Lilies - 80 1 gallon accent plants

The accent plants are: Blue Liriope Muscari, Yellow Day Lilies, White Candy Tuft and Pink Thrift

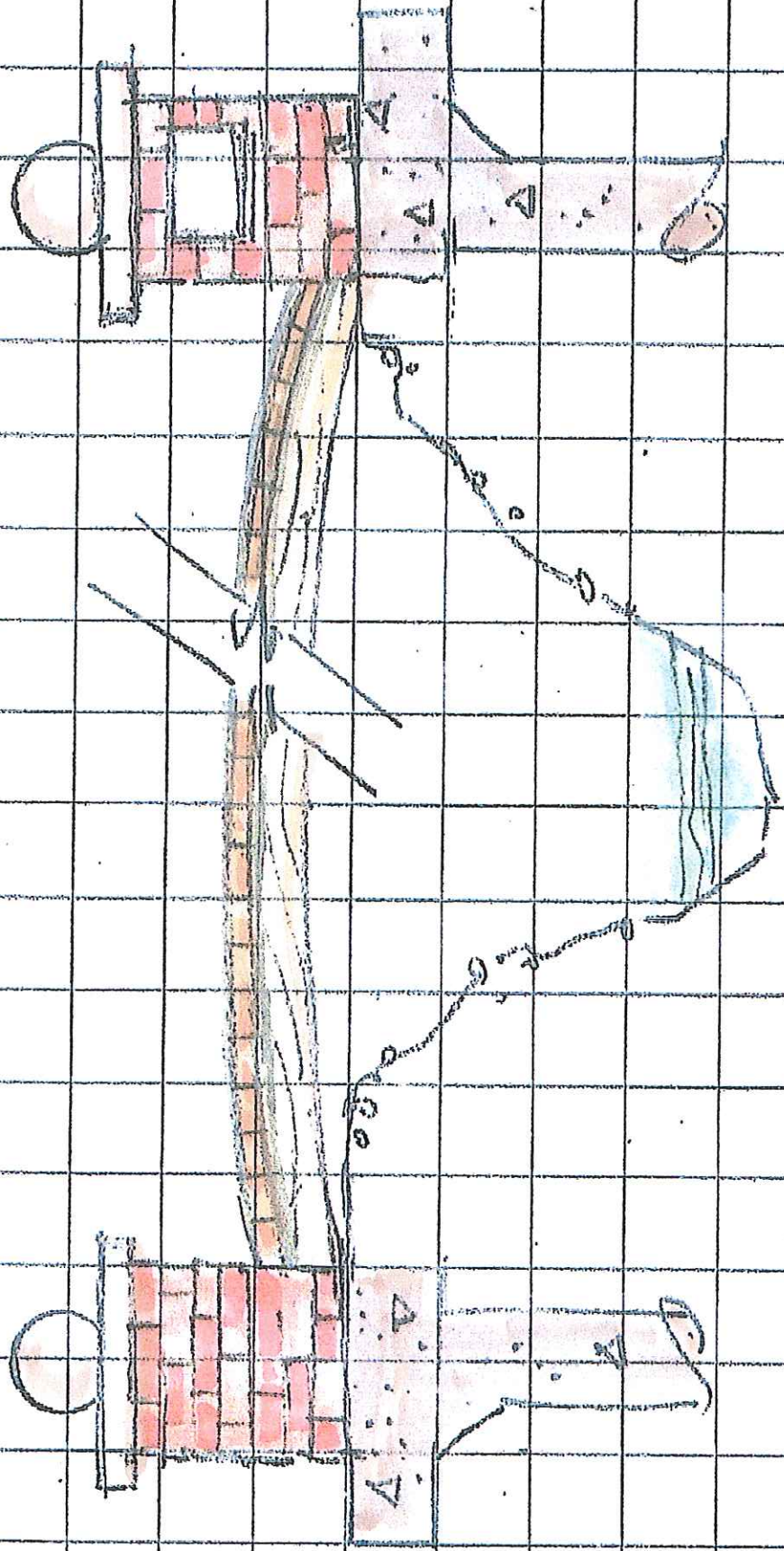
* Indicates Bed Prep required. The quantities listed here are approximate and will vary by location.

FUTURE COLLIN COUNTY MULTIMODAL
TRANSPORTATION CORRIDOR

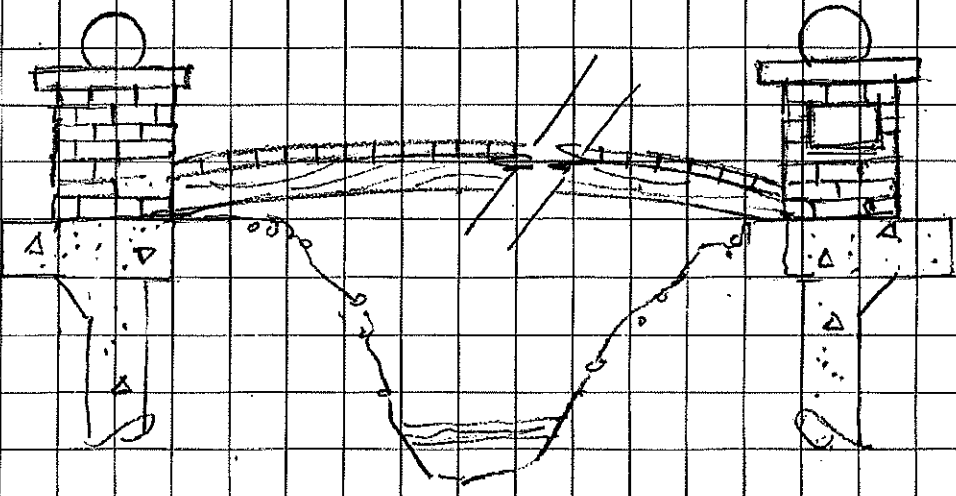


GARDEN CLUB BRIDGE

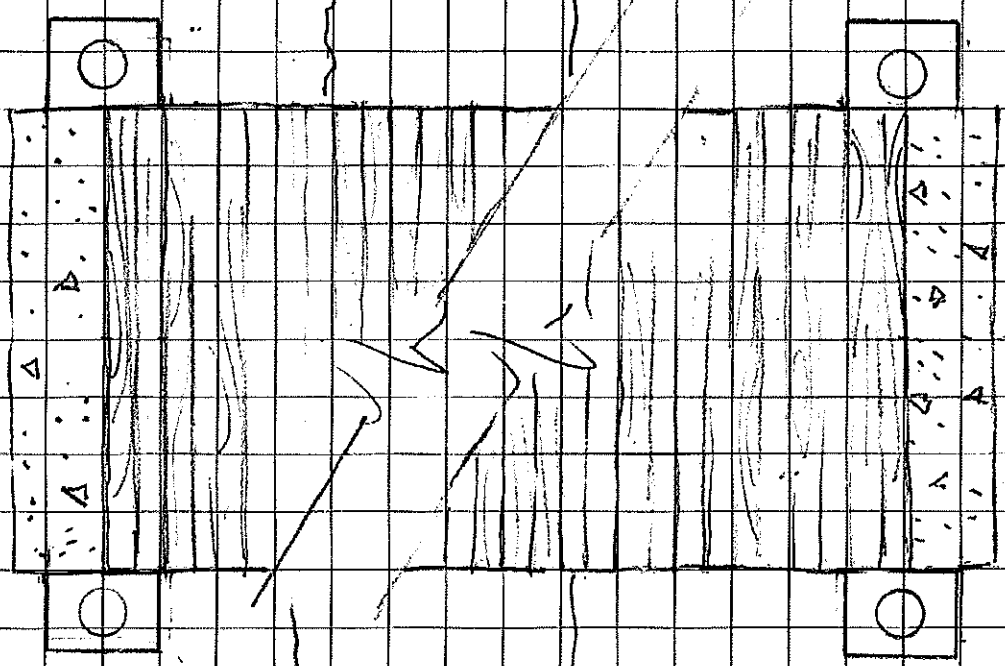
SIDE ELEVATION AND CROSS SECTION



SIDE ELEVATION
AND CROSS SECTION



PAINTED BRICK COLUMNS
w/ CAST STONE CAPS

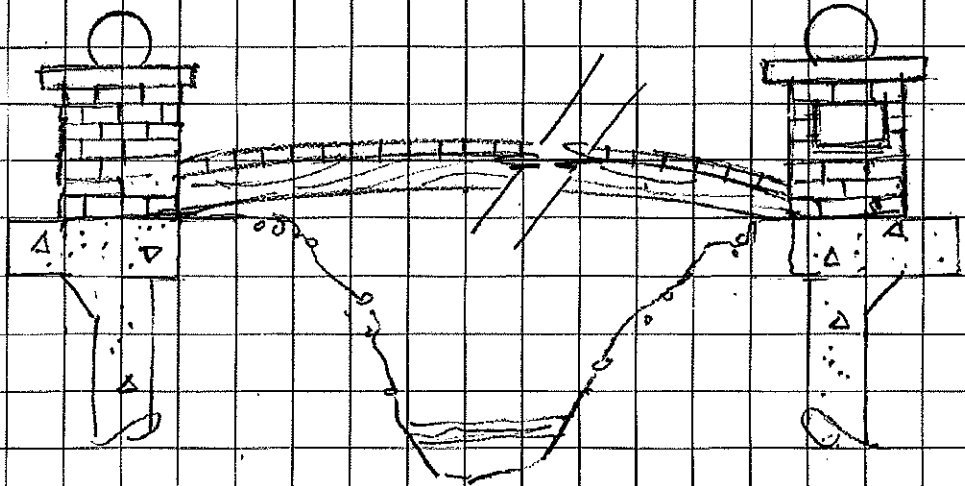


PLAN VIEW

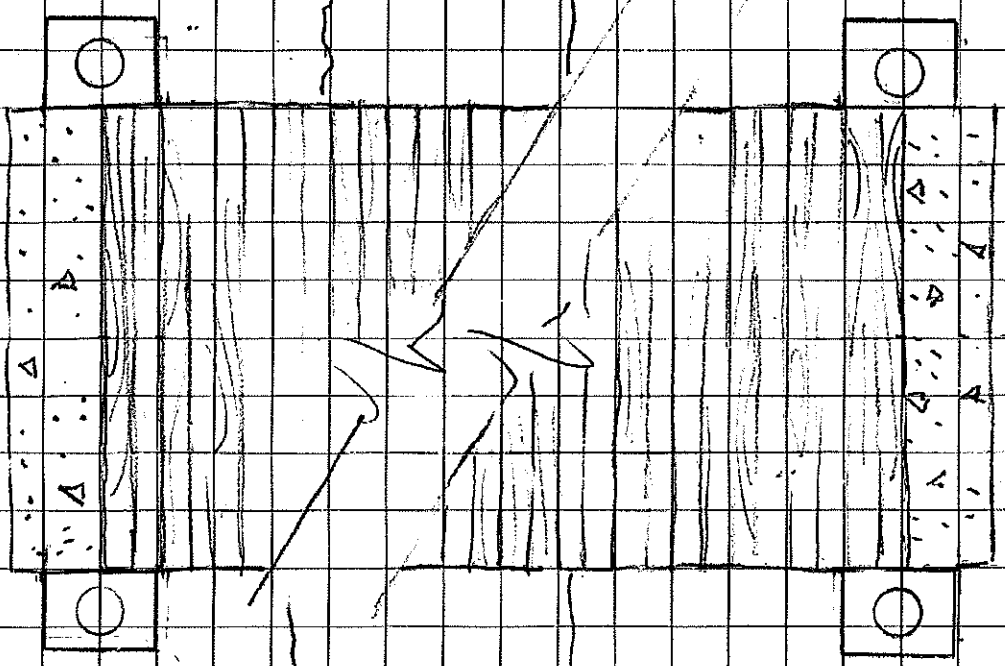
SCALE 1/4" = 1"

HERITAGE BRIDGE

SIDE ELEVATION
AND CROSS SECTION



PAINTED BRICK COLUMNS
w/ CAST STONE CAPS

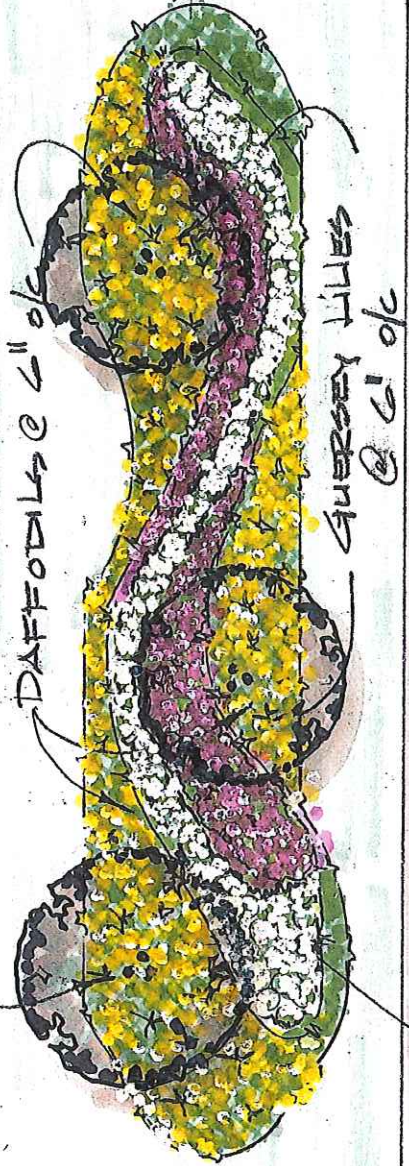


PLAN VIEW

SCALE 1/4" = 1"

HERITAGE BRIDGE

EXIST. GRAPE MYRTLE (TYP)



CANDY TUFT | GAL @ 12" o/c

SCALE 1/8" = 1'



The McKinney Garden Club

Signature Beautification Project - Typical Plan 2012





McKinney Garden Club

Central Park Urban Garden

**Chestnut Square - Meditation Garden,
School House Garden & Chapel Garden**

Collin County SPCA Garden

**Heard-Graig House Memorial Garden - Katie's Garden
Lighting, & Jane Douglas Memorial Japanese Maple Tree**

**McKinney Performing Arts Center
Benches at the Historic Courthouse**

McKinney's Crape Myrtle Trails

Holy Family School Plantings

**Lovejoy Memorial Clover Leaf Flower Bed
at Historic Finch Park**

**Advocated Landscaping
Along Future State Highway 75**

**Advocated Landscaping
The Interchange at State Highways 121 & 75**

Beautifying our Community for 80 Years

5:49 PM
11/27/12
Cash Basis

McKinney Garden Club
Profit & Loss
August 31, 2009 through August 31, 2010

	<u>Aug 31, '09 - Aug 31, 10</u>
Ordinary Income/Expense	
Income	
Associate Dues	20.00
Bus Tour Guest	40.00
Christmas Lunch (Collected)	1,012.00
Cookbooks	60.00
Garden Club Tour	14,487.14
Garden Club Tour Ads	2,325.00
May Luncheon	759.24
Membership Dues	1,245.00
Pay Pal - Dep	0.30
Raffle	340.00
Silent Auction	503.00
Total Income	20,791.68
Expense	
Bus	725.00
Checks	18.95
Christmas Lunch	1,034.00
Deposit Stamp	34.00
Donation	100.00
Finch Park	275.66
Garden Club Garden Party	2,138.60
Garden Club Tour Expense	2,441.33
Greeting Cards	120.00
May Luncheon - Expense	759.24
McKinney Chamber of Commerce	250.00
McKinney Musical Society	40.00
Overdraft	32.00
Scholarship	1,050.00
Speaker	120.00
Stamps	8.80
Treasurer's Expense	14.97
Yearbooks	449.99
Total Expense	9,612.54
Net Ordinary Income	11,179.14
Other Income/Expense	
Other Income	
Interest Income	0.06
Other Income	0.21
Total Other Income	0.27
Net Other Income	0.27
Net Income	11,179.41

5:49 PM
11/27/12
Cash Basis

McKinney Garden Club
Profit & Loss
August 31, 2010 through August 31, 2011

	<u>Aug 31, '10 - Aug 31, 11</u>
Ordinary Income/Expense	
Income	
Associate Dues	5.00
Christmas Lunch (Collected)	980.00
Cookbooks	75.00
May Luncheon	900.00
Membership Dues	1,315.00
Raffle	136.00
Silent Auction	891.00
Waxahachie Lunch	560.00
Total Income	<u>4,862.00</u>
Expense	
Christmas Lunch	1,000.00
Contributions	100.00
Donation	550.00
Finch Park	345.25
Heard Craig Center for the Arts Luncheon	2,694.00
May Luncheon - Expense	574.05
McKinney Chamber of Commerce	1,065.00
Meeting Expense	250.00
Member-Get Well	38.30
Miscellaneous	27.06
Monthly Lunch	1,056.85
New Member Welcome	56.63
Prosperity Bank Balance	49.34
Speaker	0.00
Website Domain Registration	250.00
	20.00
Total Expense	<u>8,076.48</u>
Net Ordinary Income	-3,214.48
Other Income/Expense	
Other Income	
Interest Income	0.25
Total Other Income	<u>0.25</u>
Net Other Income	<u>0.25</u>
Net Income	<u><u>-3,214.23</u></u>

5:51 PM
11/27/12
Cash Basis

McKinney Garden Club
Profit & Loss
August 31, 2011 through May 31, 2012

	<u>Aug 31, '11 - May 31, 12</u>
Ordinary Income/Expense	
Income	
Ads	2,780.00
Christmas Lunch (Collected)	1,102.00
Garden Club Tour Tickets - Dep	4,485.00
Garden Party	1,300.00
May Luncheon	880.00
Membership Dues	1,275.00
Raffle	323.00
Silent Auction	336.50
Total Income	<u>12,481.50</u>
Expense	
Christmas Lunch	1,102.39
Donation	900.00
Dues and Subscriptions	275.00
Finch Park	539.09
Garden Club Tour Expense	606.73
Heard Craig Center for the Arts	238.15
Heard Craig Garden	273.65
Insurance	1,435.00
Luncheon	530.00
May Luncheon - Expense	879.80
Miscellaneous	103.30
Postage and Delivery	20.71
Speaker	150.00
VOID	0.00
Website	2,200.00
Yearbooks	45.08
Total Expense	<u>9,298.90</u>
Net Ordinary Income	3,182.60
Other Income/Expense	
Other Income	
Interest Income	0.19
Total Other Income	<u>0.19</u>
Net Other Income	0.19
Net Income	<u><u>3,182.79</u></u>

6:14 PM
11/27/12
Cash Basis

McKinney Garden Club
Profit & Loss
December 31, 2009 through December 31, 2010

	<u>Dec 31, '09 - Dec 31, 10</u>
Ordinary Income/Expense	
Income	
Associate Dues	20.00
Bus Tour Guest	40.00
Christmas Lunch (Collected)	980.00
Cookbooks	45.00
Garden Club Tour	14,487.14
Garden Club Tour Ads	2,325.00
May Luncheon	759.24
Membership Dues	1,245.00
Pay Pal - Dep	0.30
Raffle	292.00
Silent Auction	891.00
	<hr/>
Total Income	21,084.68
Expense	
Bus	725.00
Checks	18.95
Christmas Lunch	1,000.00
Contributions	100.00
Deposit Stamp	34.00
Donation	550.00
Finch Park	505.64
Garden Club Garden Party	2,138.60
Garden Club Tour Expense	2,441.33
May Luncheon - Expense	759.24
McKinney Chamber of Commerce	250.00
Meeting Expense	38.30
Member-Get Well	27.06
Monthly Lunch	56.63
New Member Welcome	49.34
Overdraft	32.00
Scholarship	1,050.00
Speaker	180.00
Stamps	8.80
Treasurer's Expense	14.97
Yearbooks	230.36
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Total Expense	10,210.22
Net Ordinary Income	10,874.46
Other Income/Expense	
Other Income	
Interest Income	0.14
Other Income	0.21
	<hr/>
Total Other Income	0.35
Net Other Income	0.35
	<hr/>
Net Income	<u>10,874.81</u>

6:14 PM
11/27/12
Cash Basis

McKinney Garden Club
Profit & Loss
December 31, 2010 through December 31, 2011

	<u>Dec 31, '10 - Dec 31, 11</u>
Ordinary Income/Expense	
Income	
Associate Dues	5.00
Christmas Lunch (Collected)	1,102.00
Cookbooks	60.00
May Luncheon	900.00
Membership Dues	1,315.00
Raffle	210.00
Silent Auction	336.50
Waxahachie Lunch	560.00
Total Income	<u>4,488.50</u>
Expense	
Christmas Lunch	1,102.39
Finch Park	334.09
Heard Craig Center for the Arts	2,932.15
Insurance	1,143.00
Luncheon	574.05
May Luncheon - Expense	1,065.00
McKinney Chamber of Commerce	250.00
Miscellaneous	1,156.85
Prosperity Bank Balance	0.00
Speaker	250.00
Website	1,100.00
Website Domain Registration	20.00
Total Expense	<u>9,927.53</u>
Net Ordinary Income	-5,439.03
Other Income/Expense	
Other Income	
Interest Income	0.23
Total Other Income	<u>0.23</u>
Net Other Income	<u>0.23</u>
Net Income	<u><u>-5,438.80</u></u>

McKinney Garden Club Bi-Annual Budget 2013 & 2014

Income: 2 years 2013 & 2014		
Income: 2 years 2013 & 2014	2013 Only	2013 & 2014 Combined
Balance on Hand January 2013	\$ 18,587.00	\$ 18,587.00
Income: 2 years Dues 2013 - 2014	\$ 2,100.00	\$ 4,200.00
Total Income 2 years 2013 & 2014	\$ 2,100.00	\$ 21,987.00
Expenses: 2 years 2013 & 2014		
Expenses: 2 years 2013 & 2014	2013 Only	2013 & 2014 Combined
Benevolence Fund	\$ 100.00	\$ 200.00
Maintenance at Finch Park	\$ 600.00	\$ 1,200.00
Chanber of Commerce	\$ 275.00	\$ 550.00
Heard Craig Facility	\$ 300.00	\$ 600.00
Insururance	\$ 1,035.00	\$ 2,070.00
Meeting Expenses	\$ 100.00	\$ 200.00
Office Supplies and PO Box	\$ 200.00	\$ 400.00
Scholarship Fund	\$ 1,000.00	\$ 2,000.00
Speaker Expenses	\$ 300.00	\$ 600.00
Transporatation	\$ 525.00	\$ 1,050.00
Website	\$ 60.00	\$ 120.00
Membership Yearbooks	\$ 400.00	\$ 800.00
Total Expenses	\$ 4,895.00	\$ 9,790.00
Total Income 2013 & 2014	\$ 21,987.00	\$ 21,987.00
Less Annual Expenses 2013 & 2014	\$ 9,790.00	\$ 9,790.00
Less Cash held in Reserve	\$ 2,000.00	\$ 2,000.00
Cash Available for Signature Project	\$ 10,197.00	\$ 10,197.00