

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2018

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 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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.

Please indicate the type of funding you are requesting:

- Project Grant**
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.



Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2017	December 2017	January 2018
Cycle II: May 31, 2018	June 2018	July 2018

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2018	January 2018	February 2018
Cycle II: March 30, 2018	April 2018	May 2018
Cycle III: June 29, 2018	July 2018	August 2018

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: February 2017

Mailing Address: 2509 Tremont Blvd.

City McKinney

ST: TX

Zip: 75071

Phone: 318.527.9221

Fax:

Email: Hello@SBGHospitality.com

Website: SBGHospitality.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

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lauren Stephan

Title: Founder, Director

Mailing Address: 2509 Tremont Blvd.

City: McKinney

ST: TX

Zip: 75071

Phone: 318.527.9221

Fax:

Email: Hello@SBGHospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Lauren Stephan

Title: Founder, Director

Mailing Address: 2509 Tremont Blvd.

City: McKinney

ST: TX

Zip: 75071

Phone 318.527.9221

Fax:

Email: Hello@SBBhospitality.com

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount):

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)?

Yes

No

Please provide details and funding requested:

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: May 1, 2018

Completion Date: October 21, 2018

BOARD OF DIRECTORS (may be included as an attachment)

Lauren Stephan

LEADERSHIP STAFF (may be included as an attachment)

Lauren Stephan

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/Community Event for which funds are requested.

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

- Outline details of the Project/Promotional/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/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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.*

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC 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 organization 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 Project/Promotional/Community Event?

\$ 35,000

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?

\$ 20,000 (or whatever percentage is left depending on a grant being awarded)

(I dont completely understand direction.)

Are Matching Funds available? Yes No

Cash \$ 20,000
In-Kind \$

Source SBA Hospitality % of Total
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.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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/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.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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

Representative Completing Application

Signature

Lauren Stephan

Signature

Printed Name

Printed Name

Lauren Stephan

Date

Date

5/31/18

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

MCKINNEY



WINE & **MUSIC**

FESTIVAL

SATURDAY, OCTOBER 20, 12PM-4PM

MYERS PARK, MCKINNEY, TEXAS



SBG Hospitality is an event production and marketing company from McKinney, Texas. Our current McKinney festivals include:

- McKinney Wine & Music Festival**
- Brunch Fest at Tucker Hill**
- McKinney St. Patrick's Day Festival & Shamrock Run**
- Yellow Wood Music & Outdoors Festival**

We plan community events that

- 1) drive traffic and visitors to the city, increasing sales for restaurants, artists, shops, etc.
- 2) impact McKinney residents quality of life.

Our team of three partners with McKinney restaurants, artisans, boutiques and larger businesses to increase their brand awareness and sales. McKinney event partners love our festivals and only have **WONDERFUL** things to say about the events and our partnerships!

Our next McKinney event is the 2nd Annual McKinney Wine & Music Festival.

www.McKinneyWineFestival.com

WHAT, WHERE, WHEN

The 2nd Annual McKinney Wine & Music Festival is scheduled for Saturday, October 20, 2018 from 12pm-4pm!

The beloved festival will take place at Myers Park & Event Center.

The event is free to attend, open to the public and family friendly. The event attracts people of all ages. Wine tastings with a signature wine glass, and food will be available for purchase. The festival will feature over 100 wines, 4 bands, 100 McKinney artisans, small businesses, artists and shops, grape stomping, a wine themed photo-booth, a culinary experience tent featuring local culinary experts, a play-zone for kids and many other activities throughout the day!

The event is in partnership with the McKinney based Love Life Foundation and a portion of the proceeds will be donated to the non-profit organization.

www.LoveLifeFoundation.com



GOALS, NUMBERS, OBJECTIVES

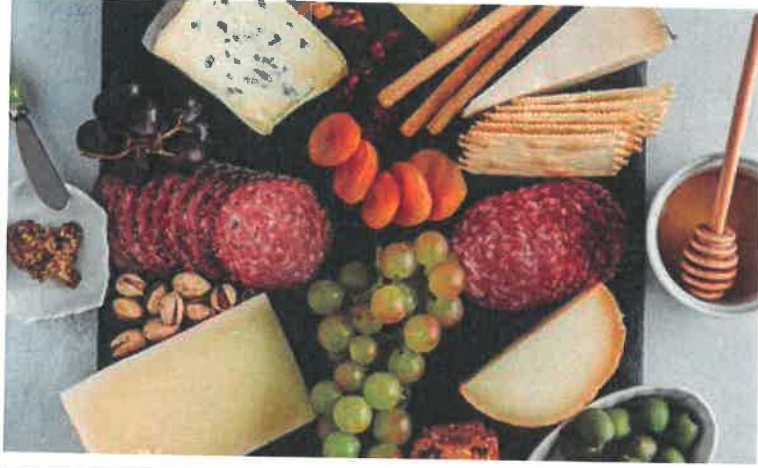
In 2017, at our inaugural festival, we had over 3,500 people in attendance! Our goal is to see 4,000 in attendance at the 2018 festival and to increase our attendance by 50% in 2019.

In 2017 the McKinney Wine & Music Festival had the most social media event followers for a fall/winter event in DFW! We had 21,600 people following and engaging with our event on facebook!

Our facebook event page alone reached 500,000 people and received over 33,000 unique views.

Our objective with this event is to create a festival that will add value and increase the quality of life for McKinney residents, to attract visitors to the City of McKinney and to create a cultural event that will be a community favorite in McKinney for many years to come.

The event gives McKinney artists, business owners, restaurants and winegrowers an opportunity to showcase and expand their businesses with McKinney residents and visitors.



GOALS, NUMBERS, OBJECTIVES

The event showcases McKinney as a unique, fun and cultural experience destination.

Not only will residents continue to love and support the event but our attendance and social following will continue to increase all around the metroplex and beyond.

The festival will cost \$35,000. We are hoping to receive \$15,000 from the grant to support our advertising efforts so we can promote and advertise the free community event effectively.

Marketing efforts will include:

- Social Media
- Community Impact- McKinney/Plano/Frisco
- D Magazine
- Dallas Observer
- Local Bloggers
- Pandora
- Local Radio

Participating as vendors at other McKinney events
Press Releases sent to media
Local Magazines



MEASURING SUCCESS

The events success will be measured by:

Event attendance

Social media following

Feedback from attendees, participating businesses, sponsors, vendors, restaurants, hotels and artists.

Event surveys will be shared on social media and the event website for the general public. Event surveys for our participating businesses, hotels, etc will be shared directly in their inbox.

The survey will show us where people are from, how likely they are to attend again, and how much they enjoyed the festival overall.

Color coded wristbands and online ticket sales will help us track where our attendees are coming from.



CHECK US OUT ONLINE

Thank you for considering our community event for the McKinney Community Development Corporation Grant.

We'd love to grow our event in McKinney to support tourism, to grow small businesses and support our artistic community.

Please check us out online. Our website is in construction but you can see we've already got the ball rolling! Thank you!

www.mckinneywinefestival.com
info@mckinneywinefestival.com

Thank you!
Lauren Stephan
SBG Hospitality

