



MCVB Grant Request – Letter of Inquiry

APPLICANT INFORMATION

Organization Name: SBG Hospitality EIN: 81-5195550
Mailing Address: 2509 Tremont Blvd.
City: McKinney State: TX Zip: 75071
Phone: 318 527 9221 Fax: NA Email: hello@SBGhospitality.com
Website: SBGHospitality.com + YellowWoodFestival.com
Primary Contact: Lauren Stephan Title: owner
Phone: 318 527 9221 Email: hello@SBGhospitality.com

Project Title: Yellow Wood Festival Total Amount Requested: \$15,000

PROJECT DESCRIPTION (Please attach an additional page if needed)

Yellow Wood Music & outdoors Festival combines great music with the great outdoors! Please see attached presentation.

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBB 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: NA Email: Hello@SBBHospitality.com
Website: SBBhospitality.com & YellowWoodFestival.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: Owner/Founder
Mailing Address: 2509 Tremont Blvd.
City: McKinney ST: TX Zip: 75071
Phone: 318.527.9221 Fax (optional): NA Email: Hello@SBBHospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: Lauren Stymann

Title: owner/founder

Mailing Address: 2509 Tremont Blvd

City: McKinney

ST: TX

Zip: 75071

Phone: 318 527 9221

Fax: NA

Email: hello@SIBHospitality.com

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and if yes, please indicate amount):

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:

ADVERTISING/PROMOTIONAL/COMMUNITY EVENT

Start Date: February 12, 2018 Completion Date: May 28, 2018

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

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

NA

Use the outline below to prepare a written narrative no more 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 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. Advertising/Promotional/Community Event

- 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 Advertising/Promotional/Community Event 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 Advertising/Promotional/Community Event.
- Provide a timeline for the Advertising /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 Convention & Visitors Bureau.*

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying document.) To be considered for MCVB 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 Project/Promotional/Event:

Has a request for funding, for this Advertising/Promotional/Community Event, been submitted to MCVB 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.

** This is a first year festival.*

What is the total estimated cost for this Advertising/Promotional/Community Event?

\$ 25,000

(Please provide a budget for the proposed Advertising, Promotional, or Community Event.)

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

\$10,000 (or whatever % is left if a grant is awarded)

Are Matching Funds available? Yes

No

Cash \$ \$10,000
In-Kind \$ ~~10,000~~ \$2,500

Source SBG Hospitality % of Total
Source 975 KLRK % 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 Advertising/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 Advertising /Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

If funding is approved by the MCVB board of directors, Applicant will assure:

- The Advertising/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 purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Advertising/Promotional/Community Event. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement.
- 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 MCVB Grant Guidelines in executing the Advertising /Promotional/Community Event for which funds were received.
- A final report detailing the success of the Advertising/Promotional/Community Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Advertising/Promotional/Community Event.
- 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 Project/Promotional/Community Event have been submitted and approved by the MCVB in its sole discretion.

- 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 upon interest rate, not later than the 120th day after the date the MCVB requests repayment.

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

Chief Executive Officer

Signature

Printed Name

Date

Representative Completing Application


Signature

Lauren Stephan
Printed Name

1/26/2018
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/Community Event; description, budget, goals and objectives
- Indicate the MCVB goal(s) that will be supported by this Advertising/Promotional/Community Event
- Project/Promotional/Community Event 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 Advertising/Promotional/Community Event for which you are seeking MCVB grant funding.
- Financials: organization's budget for current fiscal year
- Advertising/Promotional/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 MCVB WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE ADVERTISING/PROMOTIONAL/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.