

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2020

### 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](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto: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.***

### Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
<b>Cycle I: November 29, 2019</b>	<b>December 19, 2019</b>	<b>January 23, 2020</b>
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION –

Name: [McKinney Garden Club](#)

Federal Tax I.D.: [46-2683237](#)

Incorporation Date: [1930](#)

Mailing Address: [5100 Eldorado Pkwy, Suite 102, #305](#)

City [McKinney](#)

ST: [TX](#)

Zip: [75072](#)

Phone: [972.342.1413](#)

Fax: [NA](#)

Email: [shuttleworth.susan@gmail.com](mailto:shuttleworth.susan@gmail.com)

Website: [www.mckinneygardenclub.org](http://www.mckinneygardenclub.org)

**Check One:**

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter and 501(c) 3 confirmation.
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs: [Texas Garden Clubs, Inc., District X, Texas Garden Clubs Federation](#)

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: [Susan Shuttleworth](#)

Title: [McKinney Garden Club's 2019/2020, 2019/2020 Board Officer - Publicity](#)

Mailing Address: [2214 Old McGarrah Rd](#)

City: [McKinney](#)

ST: [TX](#)

Zip: [75072](#)

Phone: [972.342.1413](#)

Fax: [NA](#)

Email: [shuttleworth.susan@gmail.com](mailto:shuttleworth.susan@gmail.com)

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: [Susan Shuttleworth](#)

Title: [McKinney Garden Club's 2019/2020, Board Officer - Publicity](#)

Mailing Address: [2214 Old McGarrah Rd](#)

City: [McKinney](#)

ST: [TX](#)

Zip: [75072](#)

Phone [972.342.1413](#)

Fax: [NA](#)

Email: [shuttleworth.susan@gmail.com](mailto:shuttleworth.susan@gmail.com)

## FUNDING

Total amount requested: \$11,280

Matching Funds Available (Y/N and amount): No

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: \$11,280 total consisting of: \$5,810 for Print & Digital Advertising, and \$5,470 for Radio promotions.

## PROMOTIONAL/COMMUNITY EVENT

Start Date: 05/30/2020

Completion Date: 05/31/2020

## BOARD OF DIRECTORS *(may be included as an attachment)*

Sharon Scott, MGC President

Joyce Bartel, President-Elect

Day Stringer, 1<sup>st</sup> Co-Vice President - Memberships

Jan Caudell, 1<sup>st</sup> Co-Vice President - Memberships

Molly Jones, 2<sup>nd</sup> Co-Vice President – Programs

Gayle Pond, 2<sup>nd</sup> Co-Vice President – Special Luncheons

Larry Tunnell, Treasurer

Sue Wilbanks, Recording Secretary

Susan Shuttleworth, Publicity (Programs, Projects and Tour)

## LEADERSHIP STAFF *(may be included as an attachment)*

Sharon Scott, MGC President

Joyce Bartell, President-Elect

Day Stringer, 1<sup>st</sup> Co-Vice President - Memberships

Jan Caudell, 1<sup>st</sup> Co-Vice President - Memberships

Molly Jones, 2<sup>nd</sup> Co-Vice President – Programs

Gayle Pond, 2<sup>nd</sup> Co-Vice President – Special Luncheons

Larry Tunnell, Treasurer

Sue Wilbanks, Recording Secretary

Susan Shuttleworth, Publicity (Programs, Projects and Tour)

Valerie Kerby, Garden & Home Tour Chairman

Sharon Ellis, Garden & Home Tour Party Chairman

Marilyn Rice and Kari Kennedy Flowers, Special Advisors to the President

## 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.

The McKinney Garden Club (MGC), founded in 1930, celebrates its 90<sup>th</sup> year in 2020 of continuously promoting an interest in gardens and gardening throughout McKinney. We are also dedicated to educating our community on the design and management of gardens through our programs, projects, and meetings. MGC has historically promoted city and highway beautification programs, actively supported environmental concerns, and sponsored plantings in McKinney through our resources and member/volunteers. We have also provided grants to local non-profits for starter-seed projects, a Peace Garden for special needs youth, for shrubs and trees, as well as and scholarships to college students majoring in landscape design, environmental studies, city planning, forestry, etc.

**MGC Mission:** To continuously preserve, protect, educate, beautify, and serve as McKinney's civic leaders for a more beautiful and sustainable McKinney for the future.

**MGC's "day-to-day operations"** are under supervision by MGC's current executive board and officers led by President Sharon Scott with a focus on key beautification projects throughout McKinney.

MGC is a 501(c)3 nonprofit and is 100% self-funded with no paid staff. Currently MGC has 68 active members who provide member/volunteer services for all projects, programs, and events including MGC's 2020 Garden & Home Tour on May 30, 2020.

**MGC strategic goals, objectives are described below with "scope of services" included parenthetically:**

- a. **MGC Strategic Goals, Objectives, and "Scope of Services":** Continual dedication to preserve, protect, enrich, improve, and conserve the natural resources and green spaces throughout McKinney and to maintain and enhance the beauty of our city. (Specifically through our MGC member/volunteers and the City Parks Department, the MGC provides the design, planting, on-going maintenance, and enhancements including funding for plant/bulb replacements, a new irrigation system for McKinney's Lovejoy Memorial Flowerbed at Finch Park. This year MGC installed a totally new irrigation system.)
- b. As recently as 2019 November, the MGC's Finch Park Project Team, lead by Joanna Jestings Phillips, added more than 300 bulbs, mulch, and wire bulb protection to Finch Park's Lovejoy Memorial Cloverleaf Garden. (This MGC funded project consists of mostly hardy (heat/drought/critter tolerant bulbs, perennials and a few supplemental seasonal annuals for colorful display. The team also provides weeding and maintenance throughout the year.)
- c. Design, promoting, funding strategic plantings or enhancements (outdoor benches, etc.) at key venues throughout the city. MGC works with the City's Parks Department to fund and/or replace outdoor benches, sprinkler systems, trees, plants, bulbs within green spaces and or parks within McKinney. (MGC recently approved funds for the addition of an outdoor bench by the pond at the newly renovated Bonnie Wenk Park. Other MGC funded projects include plantings at Heritage Guild's Chestnut Square, outdoor benches at MPAC Historic Courthouse, mass bulb plantings along McKinney's Crape Myrtle Trails street medians and city park flowerbeds, arbors, benches, trees at Heard-Craig Arts Center for the Arts, HUGS Greenhouse, all seedlings for Caldwell Elementary School Vegetable Garden Club, trees at Community Garden Kitchen, and a Peach Garden at Open Horizon.)
- d. Continue to award college scholarships to McKinney area students to support our youth. (Scholarships are awarded to McKinney students majoring in landscape design, environmental studies, city planning, forestry, etc.)
- e. Growing the positive impact our annual events, programs, and projects have on McKinney's culture and

tradition. (The MGC continually strives to improve our events every year. For our 2020 Garden & Home Tour several new components will be added to the tour to increase and demonstrate the appeal and the southern charm uniqueness of our city and downtown historic area. For our 2020 Garden & Home Tour, a walking/bike trail will also be provided for our 2020 Tour.)

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

- The MGC has no plans for any significant or planned organizational changes that would have any impact on the MGC's 2020 Garden & Home Tour for which MCDC grant funds are being requested.

## **II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

- **Tour Scope:** MGC 2020 Garden & Home Tour is confirmed for Saturday, May 30, 2020 from 10am to 4pm. Our 2020 Tour gardens/homeowners currently consist of six to eight garden/homes in McKinney's Historic District.
  - The event is open to the public with a pre-purchase booklet/ticket price of \$25/person. Pre-sales will begin in the first quarter of 2020 and end on the day of the tour.
  - Currently our local retail outlets selling our 2020 Tour booklet/tickets include: 1. Diggin' It, 2. Lady Butterbug, 3. Little Red Hen, 4. Market Street McKinney, 5. Patina Green, and 6. Soho. Booklet/tickets will also be sold on our MGC website, through PayPal, and at our MGC's booth for the March 14-15, 2020 The Garden Show in McKinney at Myers Park.
  - MGC began planning for this 2020 event just after the April 2019 election of 2019/2020 MGC officers with Sharon Scott as the new MGC President.

Our 2020 "Chocolate & Champagne Garden Reception" is provided as a "thank you" to our tour garden/homeowners, sponsors, and MGC members/volunteer docents. It is tentatively scheduled at a private home in McKinney's Historic District with local catering. New in 2020, this garden reception will not be open to the public. The reception will be complimentary to our 2020 tour gardens/homeowners, our sponsors, and MGC members/volunteer. The complimentary garden reception cost is contingent on MGC's 2019 November meeting which includes a silent auction to raise funds to cover costs for our 2020 garden reception.

- **Garden & Home Tour Goals:** Our strategic goals include:
  - 1. Increase 2020 booklet/ticket sales by 10% over MGC's 2018 numbers of 873 total booklet/tickets sold totaling \$17,440 in 2018.
  - 2. Increase tour sponsors by 10% over MGC's 2018 numbers of 8 sponsors at \$3,250 total.
  - 3. Significantly increase 2020 pre-event promotion tactics with advertising focused on expanding our 2020 MGC's Tour demographic reach outside McKinney and Collin County. Our goal is to increase awareness of McKinney's rich historical legacy as the county seat of Collin County (3-16-1848) with our current 2020 picturesque city with a small town feel by showcasing the beauty of our 1890's homes. We will expand our demographic reach to include historical and travel-groups throughout the United States.
  - 4. 100% goal of ticket sales from all MGC active members.
  - 5. 100% in MCDC's 2020 Return on Investment goal.
  - 6. 10% Limit increase on our 2020 tour expenses vs. our 2018 tour expenses.
  - 7. Raise funds in our 2019 MGC November meeting and "Shop Til You Drop Auction" to cover 100% of expenses for 2020 "Chocolate & Champagne Reception".
  - 8. Increase awareness of MGC's 90<sup>th</sup> Year Anniversary along with the value MGC's provides to McKinney and its citizens.
  - 9. Generate more awareness of our 2020 Garden & Home Tour within Downtown McKinney merchants and other McKinney area merchants and businesses.
- **Tour Objectives:** To significantly boost ticket/booklet sales of this unique community event within McKinney

and outside McKinney. Position McKinney as one of the finest and most beautiful cities in North America to raise a family.

- **Tour Target Audience:** 1998 was the first MGC's Garden and Home Tour. Our 2020 MGC's Garden and Home Tour will be our 12<sup>th</sup> MGC's Garden & Home Tour which is held every other year (or every even year). Our target audience has typically been from McKinney. However for our 2020 Tour, our goal is to significantly increase participants from outside McKinney, Collin County, and Texas to generate awareness of McKinney as a great city to live and raise a family.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Since our first MGC Garden & Home Tour in 1998, our MGC Garden & Home Tour has become a highly-anticipated North Texas event bringing in more than 870 participants and visitors. Building on McKinney's rich historic history as the seat for Collin County, the MGC Tour will showcase some of McKinney's most picturesque and historical landmark gardens and homes.
- This 2020 Tour not only highlights some of McKinney's most desirable gardens and homes but will also generate awareness of local merchants who loan or display items at some of our tour homes to encourage local sales and tourism.
- Building on McKinney's southern charm as a city with a "small-town feel", a new Tour component will be added – a Walking/Bike Tour Maps. And the Heard-Craig Center for the Arts is hosting an afternoon tea on the same date as our Garden & Home Tour that will be perfect for out of town visitors.
- These new options will fit perfectly in promoting McKinney's "Unique by Nature" appeal while increasing awareness of McKinney as a great place to live – and visit. Tourism will be encouraged through 63 online media calendars, placements in community visitor centers outside McKinney and Collin County and with historical groups.
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

As MGC's major fundraiser, this tour provides funding for our charitable projects for the next two years of McKinney-focused projects, programs, and other initiatives as listed below:

- MGC's Lovejoy Memorial Flowerbed at Finch Park Project
- City Park Bench Program
- College Scholarship Program
- MGC Seed Starter Grant Program
- Civic Beautification Projects – As requested by local non-profit agencies and approved by the MGC membership each year.
- Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.
- Our 2020 Tour price is \$25 per person (one ticket/booklet) and is open to the public.
- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue). **NA – Our MGC Tour is not benefiting another nonprofit organization.**
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
  - Planned activities supporting this event, time frame / schedule and estimated attendance and admission fees:
  - Pre-planning for this event began in April 2019 by the new MGC board.
  - Social media plan – Tour social media plan to begin in the last quarter of 2019 with a MGC Facebook event page created, Instagram, and Twitter promotion.

- 2020 Garden & Home Tour – All 2020 gardens & homes to be confirmed by the first quarter of 2020.
  - Sponsor/advertising documents – Sponsor/advertising documents provided by the first quarter of 2020. Include new component for 2020 to offer local businesses the ability to highlight their businesses by showcasing their products and offering a coupon or discount. Include hotel/restaurant discount program to encourage out-of-state tourism for the 2020 tour weekend Friday thru Sunday (May 29, 30, 31).
  - Local ticket sales outlets confirmed – Our 2020 ticket/booklet sale vendors will be confirmed by the first quarter of 2020. **Ticket/booklet cost is \$25 and our 2020 Tour attendance goal is 10% over our 2018 attendance.**
  - Our pre-event strategic promotional tactics will be estimated and submitted to MCDC for grant consideration in the last quarter of 2019. Upon MCDC notice of award, our advertising and radio placements will be confirmed in the first quarter of 2020.
  - Ticket/booklet sales – 2020 ticket/booklet sales will begin in the first quarter of 2020 and continue through the day of the tour.
  - Pre-event local promotional signs – Our 2020 pre-event promotional plan components will be provided in the first quarter of 2020. Sandwich boards signs with Tour posters displayed, window clings “Tour Tickets Sold Here” will be provided to each retail outlet.
  - Pre-event yard signs – Yard signs for our 2020 tour gardens/homes will be provided to each 2020 garden/home tour homeowner by the end of the first quarter of 2020.
- Include the venue/location for the proposed event. All 2020 MGC Garden & Home Tours will be located within McKinney’s Historic District.
  - Provide a timeline for the production of the event.
  - 2019 – 2<sup>nd</sup> Qtr – Pre-planning begins for our 2020 Garden & Home Tour. This effort is kicked off by our newly elected MGC President, Sharon Scott who will also select MGC new officers/executive board, standing committees, and special committees.
  - 2019 – 3<sup>rd</sup> Qtr – Tour pre-planning continues with selection of our 2020 tour homeowners and gardens, development of the 2020 tour theme, new marketing and advertising plans to achieve a larger demographic reach with our 2020 Tour, and retail ticket sale vendors are secured.
  - 2019 – 4<sup>th</sup> Qtr – Tour planning continues with development of our tour’s pre-event promotional items designed increase ticket sales and demographics outside McKinney and Collin County. Draft text to be added to our MGC website and other tour elements to confirm that our May 30 event is “a rain or shine event”, that MGC is a nonprofit and no refunds or alternative days will be provided if the event has to be cancelled due to weather/safety concerns, purchase of a tour ticket will be a consent that their photo may be used by MGC on social posts and/or other promotional events, and a list of our pre-event promotions to track “how ticket purchaser heard about our 2020 Tour” for adding to our MGC website/Facebook and/or retail ticket store information . Tour elements creative begins for posters, save-the-date cards, yard signs, etc. 2020 Tour sponsors are secured and our MGC website is updated with our 2020 Tour details and website transaction capability. MGC submits its MCDC grant application and creates its presentation. Our media placement teams creates 2020 Tour Boilerplate copy and draft news release and begins uploading our tour information to our 63-current on-line media lists. Tour details is also provided to 2020 online calendars for all Collin County cities and to key Texas cities as well as outside Texas key website. Our MGC Facebook account is updated with a special event added to promote our 2020 tour, acknowledge our 2020 tour homeowners, sponsors, and local retail ticket locations. MGC Tour Head Docents and Docent Teams are assigned to each 2020 Tour homeowner. Finalization of our 2020 Garden Reception confirmed, signs needed, date confirmed, and MGC volunteers confirmed.
  - 2020 – 1<sup>st</sup> Qtr – Tour planning continues with preparation for MGC booth at The Garden Show at Myers Park on March 14-15 event. Ticket/booklets will be designed and printed, our tour retail outlets promotional kits will be created and will include (for each ticket sales vendors): one sandwich board with poster, one 3x5 window cling 2020 MGC Tour Tickets Sold Here) for store window fronts,

instructions, and tour booklet/tickets. One ticket sale outlet will be selected for the Dirt Doctor's Tour Promotional Event. MGC booth at The Show will be staffed by MGC members in 2-hour shifts and will have the ability to accept cash, check or process credit cards at the show. Yard signs will be created, produced, and distributed to each 2020 Tour homeowner. Also, our 2020 Tour's pre-event promotions begins with our Save-the-Date full page ad creation in the March issue of The Art of Living Beautifully, followed by April's 3-videos featuring MGC President Sharon Scott on TAOLB Facebook, and creation of our 2-page feature for May issue of TAOLB. Materials are created for our Community Impact 18 ads (2 print & 16 digital) for the April and May issues of McKinney CI and Dallas METRO CI. May/April radio 62 radio commercials are planned with 1.5 hour Howard Garrett book-signing and Tour Promotion at one retail tour ticket vendor with site signage, news release, etc. And KLAK radio commercial script is drafted and tour interview will be scheduled. Complimentary tour homeowner plaques are ordered. MGC Tour Head Docents begin introductions to their specific tour homeowners to determine their Head Docent requirements and begin communicating home docent plan to their MGC docent teams. Our 2020 Tour ZIP Code Plan Team needs to create our 2020 plan for obtaining ZIP codes from one tour home that will be included in our MCDC Grant Final Report.

- 2020 2<sup>nd</sup> Qtr – April and May will be used to confirm all plans are complete and we're ready for our 2020 MGC Tour. Before the end of Saturday, May 30 or no later than Tuesday, June 2, 2020, all remaining tickets/booklets must to picked up from our Tour retail ticket/booklet locations. The MGC Booklet/Ticket Team must provide a count of remaining/unsold tickets; proceeds from each location must be arranged for deposit and provided to our MGC treasurer as soon as possible. Our final 2020 MGC Garden & Home Tour financial needs to created and provided to our MGC's MCDC Team to our final report to MCDC that is due no later than June 28, 2020.
- Detail goals for growth/expansion in future years.
- Future growth and expansion goals for our MGC's Garden & Home Tour include: Promoting our future tour on a local morning news television station (WFAA Good Morning Texas), including another "educational tour garden" or other cutting-edge horticultural related issue gardens, obtaining a written article in a local or Dallas-area magazine about the MCG and the Garden & Home Tour, partnering with other Garden Clubs in various city's within Collin County and unique state garden clubs to promote our Garden & Home Tour as well as MGC will helping to promote their garden tour.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- The MGC does have a new, robust 2020 Tour marketing/pre-event plan to attract local residents as well as visitors to our 2020 Tour. Our proposed Dirt Doctor plan reaches cities all across America and our Howard Garrett Tour Promotional Event at one of our ticket selling stores should also increase awareness to boost tour ticket sales. And each year, our MGC Tour Media List gets larger which results in more visitors to McKinney.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

Our 2020 Garden & Home budget uses final numbers from our 2018 Garden & Home Tour. We based our financial goals by adding a 10% increase to our final 2018 numbers to determine our 2020 Garden & Home Tour Budget. However, we have estimated \$11,280 total for our pre-event promotional (all new for 2020) in unique and strategic advertising and radio exposures for our 2020 Tour. In addition, we have added other new 2020 tactics to support our revenue generation. As related to our 2020 Tour net proceeds, 100% of this revenue will be poured back into McKinney through our MGC project and programs.

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



Yes

No

**Date(s):** June 8-9, 2018 McKinney Garden Club's Garden & Home Tour (Sat., June 9, 2018) and Garden Party (June 8, 2018).

### Financial

- Provide an overview of the organization's financial status including the impact of this event on organization mission and goals. (See attached budget)
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why. (See attached budget) Due to the revenue generated each year by the McKinney Garden Club, we do not make enough revenue each to warrant audited financials.

**Overview of Promotional/Community Event financial goal? (see attached budget)**

<b>Gross Revenue</b>	<b>\$40,430</b>
<b>Projected Expenses</b>	<b>\$17,807</b>
<b>Net Revenue</b>	<b>\$22,623</b>

**(Attach a detailed budget specific to the proposed Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 20%**

**Are Matching Funds available?**  Yes  No

Cash \$	Source	% of Total
In-Kind \$	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.***

**No other federal, state, or municipal entities or foundations have been approached by MGC for funding or matching funds.**

### IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

**MGC 2020 May 30<sup>th</sup> Garden & Home Tour – Pre-Event Advertising/Marketing Plan - \$11,280**

- Community Impact - **\$4,360** – 18 total ad (2 print & 16 digital), April/May, Dallas METRO (8 markets) & McKinney ¼ page ad, designed to reach McKinney and non-McKinney target audience.
- The Art of Living Beautifully - **\$1,450** – March full-page save-the-date tour ad, April 3-videos with MGC President Sharon Scott posted on TAOLB Facebook site.
- Dirt Doctor Radio Show, Daily Commentaries, and Radio Station Promotions – **\$2,470** - Includes 62 total radio announcements, May Sundays, 2/show 60-seconds, Commentaries Monday-Friday, weeks of May 4 & 11, and Radio station promo of 20 per week with a bonus of Howard Garrett at a Pre-Tour Promotional Event at one of our retail ticket sale vendors for 1.5 hours.
- KLAK Radio - **\$3,000** – 130 30-sec commercials, 10 per day for 13 days from May 16 to May 29 with on-air interview with MGC President, Sharon Scott.

Each of these tactics will be added by our MGC Social Media Team on our MGC's social media sites.

## V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Promotional/ Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Our metrics used to evaluate our Tour success will be meeting/exceeding our 2020 event goals below. (see attached budget)

1. \$25,575 – 2020 Tour Ticket/Booklets Sold Revenue Goal
2. 1,023 – 2020 Total Quantity Ticket/Booklets Sold
3. 272 – 2020 MGC Member Ticket Quantity Sold (68 MGC @ 4 tickets)
4. \$6,800 – 2020 MGC (272 tickets sold @\$25 ea.)
5. \$ 3,575 – 2020 Tour Sponsor Donations Total
6. \$17,807 – 2020 Tour Expense Goal
7. 10% – 2020 Non-McKinney Participant Goal (tracked/measured by ZIP codes)
8. 100% – MCDC 2020 Return of Investment Goal

## Acknowledgements

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

- The 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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.

- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**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

\_\_\_\_\_  
Signature

**Sharon Scott**

Printed Name

**Susan Shuttleworth**

Printed Name

November 29 , 2019

Date

November 29 , 2019

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 Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/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 FOR THE FINAL REPORT.***

**2020 MGC GARDEN & HOME TOUR - May 30, 2020**

	<b>ESTIMATE</b>
<b>REVENUE</b>	
Advertising/Sponsor Sales	\$3,575
Ticket Sales (1023 tickets@25)*	\$25,575
MCDC Grant**	\$11,280
<b>TOTAL REVENUE</b>	<b>\$40,430</b>
<b>EXPENSES</b>	
Pre-event Advertising/promotion MCDC Grant**	\$11,280
Pre-event Bookmarks/Cards	\$200
Pre-event Printed ticket/booklets, 1,100 qty	\$1,600
Pre-event yard signs	\$497
Pre-event posters	\$285
Pre-event Social media	\$250
Tour fans, day of event	\$300
Graphic designer	\$550
PayPal	\$1,320
Plaques (homeowners)	\$975
Insurance	\$300
Other supplies	\$250
<b>TOTAL EXPENSES</b>	<b>\$17,807</b>
<b>TOTAL NET PROFIT</b>	<b>\$22,623</b>

\*Includes 272 Tickets by 68 current MGC members for \$6,800  
and 751 Tickets sold by retail, MGC website, etc.

\*\*MCDC Grant & expenses contingent on final award amount on 1/23/2020

Checking Account  
 Balance  
 12/31/2017  
 18,343.51

Row Labels	Sum of Amount
<b>Income</b>	
2018 Garden Tour	24473.6
Aprons	150
Club Fundraiser	1026
Donation	3007.38
Dues	2570
Field Trip	990
Filed Trip	180
Grant	1142.95
Luncheon	2935
Refund of Ins. Premium	45
<b>Grand Total</b>	<b>36519.93</b>

Income 36,519.93

Row Labels	Sum of Amount
<b>Expense</b>	
2018 Garden Tour	3503.5
2020 Garden Tour	610
Aprons	129.64
Auditorium	900
Bank Fee	5.05
Checks	23.95
Club Meeting	277.19
Donation	1115
Fiels Trip	720
Finch Park	1674.62
Insurance	1237
Luncheon	4999.1
Meeting Expense	235.28
Membership Booklet	140
Office Supplies	50.65
PO Box Rental	120
Postal	12
SEED Money	1500
Speaker	525
Stop Payment Fee	4
Texas Garden Club Fee	528
Website	144.68
<b>Grand Total</b>	<b>18454.66</b>

Expense 18,454.66

Balance 36,408.78

Checking Account Balance 12/31/2018 36,408.78

Difference 0.00 ✓

**McKinney Garden Club**  
**Treasurer's Report**  
**OCTOBER, 2019**  
**110 E. Louisiana, Suite 201B, McKinney, TX 75069**  
**Office (972) 234-3770 - Larry Cell (214) 893-2485**  
**For any questions please contact Larry Tunnell or Crystal Lewis**

**Balance Forward from, September 30, 2019** **12,243.95**

**Credits/Deposits (+)**

Date	Description	Amount
10/9/2019	Celebrations Field Trip	920.00

**Total Credits/Deposits (+)** **\$920.00**

**Debits (-)**

Club Expenses:			
check#	Date	Paid to	Description
1407	10/8/2019	Celebrations	October Field Trip
1408	10/14/2019	Polser Irrigation	Finch Park - Installation
			1,000.00
			1,389.45

**Total Debits (-)** **\$2,389.45**

**Other Income/Expenses**

Other Income	0.00
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**Total Other Income/Expenses** **\$0.00**

**Balance as of October 31, 2019** **\$10,774.50**

**Respectfully submitted by Larry Tunnell, Treasurer**



September 9, 2019

To Whom It May Concern:


Re: McKinney Garden Club  
EIN: 46-2683237

This letter is to verify that the McKinney Garden Club is a member in good standing of Texas Garden Clubs, Inc. and has been entitled to 501 (c) (3) status under the rules and regulations for group exemptions of the Internal Revenue Service (see attached letter of entitlement).

All subordinate clubs of Texas Garden Clubs, Inc. do business under their own unique EIN number (listed above) and not that of Texas Garden Clubs, Inc. that is listed on the 501 (c) (3) letter of entitlement.

If you have any further questions, please call Jodi Zambino, Office Manager, Texas Garden Clubs, Inc. at 817-332-6602.

Sincerely,

  
Jodi Zambino  
Office Manager

encl. (1)



TEXAS GARDEN CLUBS INC  
3111 OLD GARDEN RD  
FORT WORTH TX 76107

43659

Employer Identification Number: 75-1057918  
Group Exemption Number:  
Person to Contact: Mr. McQueen  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your May 07, 2015, request for information about your tax-exempt status.

Our records indicate that you were issued a determination letter in January 1993, and that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on the information supplied, we recognized the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106 and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

*Doris P. Kenwright*

Doris Kenwright, Operation Mgr.  
Accounts Management Operations 1

# Exemption Verification Letter



**Texas Comptroller of Public Accounts**  
**Austin, TX 78774**

September 30, 2019

MCKINNEY GARDEN CLUB  
2816 CHEVERNY DR  
MCKINNEY, TX 75070-4708

According to the records of the Comptroller of Public Accounts, the following exemption(s) from Texas taxes apply to the above organization(s):

Franchise tax, as of 09-09-2019

Sales and use tax, as of 09-09-2019

(provide Texas sales and use tax exemption certificate [Form 01-339 \(Back\)](#) to vendor)

The entity is not exempt from hotel occupancy tax.

Texas taxpayer identification number: 17523078446

This exemption verification is not a substitute for the completed exemption certificates that are required when claiming exemption from Texas taxes. Vendors should be familiar with the requirements for accepting the certificates in good faith from their customers.

This exemption verification does not mean that the organization holds a permit for collecting or remitting any Texas taxes.

Exempt organizations must collect tax on most sales. For more information, please see our publication [Exempt Organizations: Sales and Purchases \(96-122\)](#). [Online registration is available.](#)

For information concerning sales taxpayer permit status, please use the [vendor search](#) we provide online.

Corporations that are registered in Texas with the Secretary of State must maintain a current registered agent and registered office address. Information is available from [Business and Nonprofit Forms page](#) of the [Secretary of State's website](#). Additionally, out-of-state corporations, limited liability companies, or limited partnerships transacting business in Texas may need to file a Certificate of Authority or Registration with the Texas Secretary of State. More information is available from the [Foreign or Out-of-State Entities page](#) on the Secretary of State's website.

Our publications and other helpful information are available on our [website](#). If you need more information, write to us at [exempt.orgs@cpa.texas.gov](mailto:exempt.orgs@cpa.texas.gov), or call us at 800-252-5555.