

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
Fiscal Year 2023

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
 7300 SH 121, SB, Suite 200
 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.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION			
Name: McKinney Community Concerts Association, Inc.			
Federal Tax I.D.: 75-2050552			
Incorporation Date: June 8, 1985			
Mailing Address: P.O. Box 1903			
City McKinney	ST: TX	Zip: 75070	
Phone: 214-548-4384	Fax:	Email:	
Website: www.mckinneycommunityconcerts.org			

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: David Zappe

Title: Board Member – Grant Writer

Mailing Address: 300 Haddington Ln.

City: McKinney

ST: TX

Zip: 75071

Phone: 214-926-2308

Fax:

Email: ddzzzap@sbcglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDL AND ORGANIZATION:

Name: David Zappe

Title: Board Member – Grant Writer

Mailing Address: 300 Haddington Ln.

City: McKinney

ST: TX

Zip: 75071

Phone: 214-926-2308

Fax:

Email: ddzzzap@sbcglobal.net

FUNDING

Total amount requested: \$6000

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

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

X Yes

No

Please provide details and funding requested: Notice of grant award from McKinney Arts Commission for \$12,000 received in October 2022.

PROMOTIONAL/COMMUNITY EVENT

Start Date: June 1, 2023

Completion Date: August 15, 2023

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

Tomm Schultz President

Larry Wissner Vice President

Steve Hubbard Vice President

Teresa Golden Treasurer

Sandy Pritchard Secretary

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

Board of Directors (currently 25 members)

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization (See Attachment “MCDC Application Narrative”)

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. Promotional/Community Event (See Attachment “MCDC Application Narrative”)

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **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).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

x No

Date(s):

III. Financial (See Attachment “MCDC Application Narrative”)

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why. **(See Attachment “Audit Statement” and “Treasurers Report 11/15/22” and “12/31/2021 Net Change Report”)**
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$116,644
Projected Expenses	\$102,705
Net Revenue	\$ 13,939

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	\$4225	Business donations
Registration Fees	\$84,720	Ticket sales
Donations	\$11,158	Ticket holder donations
Other (raffle, auction, etc.)	\$16,540	Grants, foundations, Money Market
Net Revenue	\$116,644	Actual as of 11/15/2022

IV. Marketing and Outreach (See Attachment “MCDC Application Narrative”)

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success (See Attachment “MCDC Application Narrative”)

- 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.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

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 MCDC 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

Tomm Schultz
Printed Name

David Zappe
Printed Name

Date

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 how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** 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.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

McKinney Community Development Corporation
7300 SH 21, SB, Suite 200
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org
[f:MCDC 2022 Grant Application](#)

f:MCDC Grant Application

Acknowledgements

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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

Tomm Schultz
Signature

Tomm Schultz
Printed Name

Date Nov. 28. 2022

Representative Completing Application

David Zappe
Signature

David Zappe
Printed Name

Date Nov. 28. 2022

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

ATTACHMENT TO MCKINNEY COMMUNITY DEVELOPMENT CORPORATON GRANT APPLICATION SUBMIITED BY: MCKINNEY COMMUNITY CONCERT ASSOCIATION

I. Applying Organization

The mission of the McKinney Community Concert Association (MCCA) is to build and maintain through a nonprofit plan, a concert audience in McKinney and surrounding communities by providing the general public with live performances by professional artists. MCCA is a 501(c)(3), nonprofit with an all-volunteer Board of Directors and no paid staff.

Our goal in seeking the MDCDC grant funds is to expand our outreach to the community through a more aggressive advertising campaign leading into our 2023-24 concert season (August 2023-April 2024). With the requested funds we intend to advertise in a number of local publications with the intent in expanding our subscriber base. Both the requested grant and an enlarged base of subscribers allows us to “hold the line” on subscription prices which is beneficial to our subscribers who are mostly senior citizens, many of whom are on a fixed income.

MCCA has recently reviewed and updated its Constitution and Bylaws and does not foresee any organizational changes.

II. Promotional/Community Event

Our goal is to increase the number of subscribers who will join us in our 2023-24 Season of six concerts, beginning in August 2023 and extending through April 2024. We would like to our numbers grow by a minimum of 40 subscribers. We intend to place ads for our upcoming season in several monthly publications including those distributed to homeowners in Stonebridge and Craig Ranch, and the “Community Impact” newspaper. For the greatest impact we intend to run the ads two consecutive months in early summer 2023. Additional outreach will be undertaken with the printing of our quad-fold brochure in the early spring of 2023, highlighting the performers that will be featured in the new season. These brochures are used to encourage our present subscribers to renew their membership as well as to promote our program to prospective new subscribers. MCCA is constantly striving to grow our number of subscribers so that more people can enjoy the pleasure of live musical performance in a comfortable setting with amazing sound and video technology and in the company of friends. Growth also generates income so that our pricing can remain at a level that doesn’t preclude anyone from joining us. We intend to keep our pricing for next season at \$150 (which is only \$25 per show). Our total revenue in the current season is anticipated to be about \$111,000, thus the grant would constitute approximately 5.4 percent of revenue. Our concert attendance is between 400-500 at this time but the venue can accommodate twice that number, so we are anxious to grow.

Our monthly concerts are often preceded by our folks meeting with other concert goers, and dining out before the concert. Other attendees from out of the area may also see businesses in the area of the venue and come back at another time shop and explore the surroundings. For some, they become acquainted with Christ Fellowship and its campus, where our concerts are held in its beautiful worship facility (2801 Orchid Dr., McKinney).

III. Financial

You will find the Associations' budget attached. You will also find attached a profit and loss statement for calendar year 2021 and an audited financial statement for that same year.

The budget for the promotional activity is noted in Section IV. below with the intent to fully utilize the requested funds.

Our current year funding (next years budget has not yet been developed) is derived from the following sources:

Subscription Fees	\$84,720
expend Grant – McKinney Arts Foundation	\$12,000
Member Donations	\$11,158
Business Donations	\$4,225
Miscellaneous (Holiday Ticket Special, et	\$4,541
Total	\$116,144

IV. Marketing and Outreach

Our plan is to place quarter page to half page advertisements in the following publications on two consecutive months in 2023 (likely June and July), to promote our upcoming 2023-24 season.

Monthly magazine for Stonebridge Ranch (1/2 pg. twice)	\$1300
Monthly magazine for Craig Ranch (1/2 pg. twice)	\$1040
Monthly newspaper "Community Impact" for McKinney (1/4pg. once)	\$1090
Monthly newspaper "Community News Connections" (Fairview) (1/4pg. twice)	\$860
Printing of new season brochures (3000)	\$1600
Total	\$5890

Additionally, we will print for distribution to our current subscribers and for distributing to prospective subscribers, our quad-fold brochure that highlights the performers featured in the

upcoming season and a subscription form and payment options available. The success of our outreach campaign will be judged upon the number of first-time subscribers.

V. Metrics to Evaluate Success

Success will be largely measured by the growth in the number of new subscribers in the new season. Our goal is to see a growth of at least 40 new subscribers. A growth at that level, at \$150 per subscription (\$25/show), would result in \$6000 income, providing 100 percent return on the promotion investment cost..

f :MCDC Application Narrative

McKinney Community Concert Association, Inc.
Treasurer's Report

Operating Income & Expenses 2022 - 2023			Season Current & Estimated Income and Expenses as of						11/15/22		
PROGRAM PERSONNEL EXPENSES											
CONCERT DATE	ARTISTS		Artists Fee	Piano & Instruments	Hospitality	Contract Labor	Venue	Programs		Prorated Misc. Expense	Total Perform Cost
	Balance Expected Expenses This Season								\$47,214.49		
	ACTUAL EXPENSE THIS SEASON		\$33,266.00	\$3,590.00	\$0.00	\$1,200.00	\$11,907.00	\$1,230.00	Notes	\$4,297.51	\$55,490.51
	SEASON BUDGET		\$54,880.00	\$8,450.00	\$600.00	\$2,400.00	\$24,000.00	\$4,500.00		\$7,875.00	\$102,705.00
	TOTAL VARIANCE FOR SEASON										
9/9/22	Through the years, K Roger's	actual	\$12,390.00	\$300.00	\$0.00	\$400.00	\$3,969.00	\$615.00		\$716.25	\$18,390.25
		budget	\$12,390.00	\$400.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$19,352.50
10/8/22	Divas3	actual	\$8,510.00	\$1,545.00	\$0.00	\$400.00	\$3,969.00	\$615.00		\$716.25	\$16,370.25
		budget	\$8,510.00	\$2,250.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$17,322.50
11/11/22	Judy Carmichael	actual	\$4,925.00	\$1,745.00	\$0.00	\$400.00	\$3,969.00	\$0.00		\$716.25	\$11,755.25
		budget	\$4,925.00	\$2,500.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$13,987.50
2/10/23	Jim Curry	actual	\$3,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$716.25	\$3,966.25
		budget	\$8,100.00	\$750.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$15,412.50
3/24/23	Sail On, Music of Beach Boys	actual	\$1,941.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$716.25	\$2,657.25
		budget	\$9,705.00	\$750.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$17,017.50
4/22/23	Side Street Strutters	actual	\$2,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$716.25	\$2,966.25
		budget	\$11,250.00	\$1,800.00	\$100.00	\$400.00	\$4,000.00	\$750.00		\$1,312.50	\$19,612.50

McKinney Community Concert Association, Inc.
Treasurer's Report

	Revenue Summary		Actual 2022-2023 Season	Projected	Budget 2022-2023 Season	-	-	-	Organization Expenses	Budget	Paid
	Season Tickets		\$82,496.52		\$82,500.00				Insurance	\$1,250.00	\$1,250.00
	End of Season Sales		\$40.00		\$0.00						
	Holiday Special		\$ 1,584.00		\$0.00				ASCAP	\$575.00	\$186.24
	Sub Total:		\$84,120.52	\$0.00	\$82,500.00				BMI	\$250.00	\$0.00
									Printing, tickets, friends ltr, etc.	\$3,000.00	\$440.00
										\$0.00	\$0.00
									Postage/PO Box	\$600.00	\$261.77
	Individual Tickets \$50.00		\$600.00	\$0.00	\$300.00				Advertising	\$1,000.00	\$1,070.00
	Business/Corp Donations		\$4,225.00	\$0.00	\$2,000.00				Web - domain, generation, support, server	\$250.00	\$0.00
	Member Donations		\$11,158.35	\$0.00	\$10,500.00						
	Matching Funds		\$0.00	\$0.00	\$0.00				Pay Pal Fee & Supplies	\$425.00	\$581.93
	MM Interest Earned		\$62.14	\$0.00	\$55.00						
	Foundations		\$1,478.22	\$0.00	\$1,475.00				Misc	\$250.00	\$232.57
	Grants		3000	\$12,000	\$20,000.00				Membership Chamber	\$275.00	\$275.00
	TOTAL TO DATE		\$104,644.23	\$12,000.00	\$116,830.00						
									Sub Total Expenses	\$7,875.00	\$4,297.51
	Income Statement										
	Revenue		\$104,644.23	Actual	\$116,830.00						
	Projected additional Revenue		\$12,000.00	Projected							
	Total Revenue		\$116,644.23		\$116,830.00						
	Expenses		\$102,705.00	Season Budget							
	NET		\$13,939.23								

McKinney Community Concert Association, Inc.
Treasurer's Report

McKinney Community Concert Association, Inc.
Treasurer's Report

Variance
\$46,599.49
\$962.25
\$952.25
\$2,232.25
\$11,446.25
\$14,360.25
\$16,646.25

McKinney Community Concert Association, Inc.
Treasurer's Report

Balance
\$0.00
\$388.76
\$250.00
\$2,560.00
\$0.00
\$338.23
-\$70.00
\$250.00
-\$156.93
\$17.43
\$0.00
\$3,577.49

McKinney Community Concert Association
P O Box 1903
McKinney, TX 75070

Nov. 22, 2022

CY 2021 Financial Statement is not audited as revenue is less than \$250,000.

CY 2022 Financial Statement is not available as the year is not complete, at this time.
Since revenue is less than \$250,000.00 the 2022 Financial Statement will not be
audited as permitted by the Internal Revenue.

Regards,
Teresa Golden
Treasurer
McKinney Community Concert Association
Teresa.Golden@att.net

f:MCDC App. Audit Statement