

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: Smiles Charity-President Dr. Jennifer Buchanan

Federal Tax I.D.: 27-1346553

Incorporation Date: 2009

Mailing Address: 6595 Virginia Parkway Suite 100

City McKinney

ST: Tx

Zip: 75071

Phone: 972-542-4412/972-567-0640

Fax: 972-540-9714

Email: jennifer_buchanan@sbcglobal.net

Website: www.smilescharity.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: Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Dr. Jennifer Buchanan

Title: President

Mailing Address: 6595 Virginia Parkway Suite 100

City: McKinney

ST: Tx

Zip: 75071

Phone: 972-567-0640

Fax: 972-540-9714

Email: jennifer_buchanan@sbcglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Same as Above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$15,000.00

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: 05-27-18

Completion Date: 05-27-18

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

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

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): 2015
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?

\$315,049.94 is cost of event. Home cost is \$185,000.00

(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? Please see attached budget below.

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.

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

____Jennifer S. Buchanan DDS_____

Signature

Signature

Dr. Jennifer Buchanan
Printed Name

Dr. Jennifer Buchanan
Printed Name

11-13-17
Date

11-13-17
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 MCDC goal(s) that will be supported by this Project/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:

- Financials: organization's budget for current fiscal year; Project/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 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.

SMILES CHARITY CONCERT AND FAMILY FESTIVAL

I. APPLYING ORGANIZATION

My name is Dr. Jennifer Buchanan and I am the founder and president of Smiles Charity. Smiles Charity started as a skating party for my patients to raise funds to build homes for deserving families and has developed into a community wide concert attracting 15,000 fans to raise funds to build homes for our wounded veterans. 2018 marks the 22nd anniversary of my orthodontic practice in McKinney and the 11th Smiles Charity Concert and Family Festival. Over the past 10 years with the help of MCDC, my dental colleagues, area businesses, corporations, and McKinney citizens Smiles Charity has built 12 homes for deserving families. The 13th home will be completed in 2018-19. Smiles Charity has provided 10 free family concerts with top-notch entertainment at no charge to our McKinney citizens thanks to MCDC! Everyone raves about the grand finale Fireworks.

Our goals are:

- A. To contribute to Quality of Life for McKinney residents
- B. To encourage business development in McKinney
- C. To promote growth of McKinney sales tax revenue
- D. To create entertainment to attract resident and visitor participation
- E. To build homes for wounded veterans and their families

- F. Increase media exposure to promote McKinney
- C. Develop leisure and fitness activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. To spotlight McKinney as a unique destination
- G. Increase attendance (15,000-20,000 fans)
- H. Promote giving back to others and community volunteer projects
- I. Pay tribute to our American military heroes on Memorial Day Weekend
- J. Raise awareness of veterans needs and need for support

All of the “man power” is with 500 non-paid volunteers-patients, high school students, dental colleagues, friends, and my team of orthodontic professionals. Smiles Charity is a 501(c)3 charity. In years past we would donate our funds to other 501(c)3 charities that specialize in building homes for wounded veterans. We restructured Smiles Charity to have a Veterans Committee to determine the recipient family and Building Committee so we can oversee the build of the home and control outcomes. It has been exciting to be able to see the whole home process from start to finish! Additionally we created a Junior Board of local High School students to gain increased community involvement.

II. COMMUNITY EVENT

Thank you for MCDC’s support over the last 10 years!!! We have had tremendous Smiles Charity events because of your help! This year we are

building on our success from past years and want to create even more positive publicity for McKinney.

This year we will showcase 3 bands. Our opening band is being finalized. Local favorite, the Maylee Thomas Band will play for the 11th year in a row. Our headliner is country artist Joe Nichols.

Since Smiles Charity Concert is held over Memorial Day Weekend (SUNDAY MAY 27, 2018) and we are honoring and helping the military, the media will be even more interested in covering our event. The Smiles Charity Concert and Family Festival 2018 will be a FREE McKinney citywide family festival and benefit concert complete with FIREWORKS. Our goal is raise enough money to build a home for a wounded veteran.

Smiles Charity keeps growing in attendance. In 2008 we had 6,000 fans, 2009 8,000 fans, 2010 had 12,000 fans, 2011 had 15,000 fans, 2012 10,000 fans, 2013 12,000 fans, 2014 10,000 fans, and in 2015 8,000 fans (even with a month of rain and soggy conditions). In 2016 10,000 fans attended and 12,000 attended in 2017. The attendance capacity is 20,000 fans. The date of the Smiles Charity Concert is Sunday May 27, 2018 (Memorial Day Weekend). Students are still in school and have Monday May 28, 2018 off from school. We believe we will get great participation with our date selection.

The schedule of events from 5-10pm is as follows:
Sunday May 27, 2018

12:00 pm set-up for festival sponsors (bounce houses, rock-climbing wall, food and drink vendors)
5 pm family festival opens, National Anthem, Military Flyover with WWII planes
5:15-6:15 pm Opening band
6:30-8pm Maylee Thomas Band
8:00pm Tribute to fallen soldiers, introduce family receiving home
8:30-10 pm Headliner Joe Nichols
10 pm FIREWORKS
10:15 pm event ends

Benchmarks for success for the event will be the following:

1. FREE quality recreation and leisure activities for ALL McKinney families conveniently located in the middle of our city
2. Making the “Smiles Charity Concert and Family Festival” a focal point for McKinney citizens
3. Safe family friendly event
4. Expose corporate sponsors (outside McKinney) to McKinney which can result in more economic development for our city and tax base for schools
5. Promote attractive image of McKinney
6. Continue Smiles Charity Concert as an annual event that McKinney citizens look forward to
7. Smiles Charity is UNIQUE BY NATURE (McKinney’s city slogan) because it combines recreation and leisure with giving back to the community (unlike many area public events which are ONLY recreation)
8. When Forever Free was hosted at this site, my neighbors and myself would have many out of town

- friends visit to enjoy the festivities (this promotes a great image of McKinney that can result in positive economic development and good-will)
9. Promote local businesses and economically impact the success of the businesses that participate in the event
 10. Smiles Charity will sustain and enhance the historic character of McKinney by building on past traditions and creating new ones
 11. Smiles Charity creates awareness of the need to give back and instills good citizenship
 12. Smiles Charity results in tangible assets-HOMES that you can drive by and see the results of your giving
 13. Raising funds to build a home for wounded veteran.

**WE TRULY BELIEVE THAT SMILES CHARITY
FULFILLS THE MISSION AND ALL OF THE GOALS
OF THE MCDC!!!**

FACILITIES

Smiles Charity will be hosted behind my office in Adriatica. The developers of Adriatica support our event. The VIP party will be hosted at my office that has a perfect view of the entertainment stage and fireworks.

III. FINANCIAL

The bulk of the donations are from local dental professionals and companies who have supported us

over the years. Smiles Charity has been a successful event and we are happy that sponsors want to continue to be a part of it.

We are busy talking to new corporate sponsors. We are unaware of any other federal, state or city foundations that could be of help but are researching all avenues for funding.

The Smiles Charity Concert is an expensive event to execute. The financial impact of \$15,000 from MCDC would be very helpful to promote McKinney through advertising and 4000 t-shirts! The funding from MCDC can continue to help make this a FREE event for the citizens of McKinney, will alleviate promotional costs and make the dream of home ownership a reality for a deserving wounded veteran and his family. Please see attached budget and financials.

IV. MARKETING AND OUTREACH

Our marketing goals are to have over 15,000 fans attend the Smiles Charity Concert and to provide excellent media exposure for our sponsors and the City of McKinney. Partnering with McKinney Community Development Corporation (MCDC) is crucial to the success of our 2018 Smiles Charity Concert.

Our current marketing venues will include:

- a. 4,000 t-shirts promoting the event with the MCDC logo
- b. Event related stories in print media such as Living Magazine, Stonebridge Ranch Newsletter, the McKinney Courier Gazette
- c. Partnership with local radio station KLAQ to advertise the event and feature our top sponsors
- d. Email blasts to our fans and supporters
- e. Our website, Facebook, Twitter, Instagram
- f. the Ticket Radio station to promote our event and Raffle
- g. Jumbotron featuring our top sponsors at the Smiles Concert
- h. Banners for top sponsors
- i. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities

A grant from MCDC will make a HUGE difference and enable us to accomplish everything above!!!!

V.METRICS TO EVALUATE SUCCESS

Smiles Charity will be a success by meeting and exceeding the benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can think

of no other event that creates a WIN-WIN like Smiles Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney. The Smiles Charity Concert and Festival will reflect positively on the city of McKinney as it will demonstrate one more way **McKinney is unique by its nature of generosity and why McKinney is the #1 place to live in the USA. We are proud that Smiles Charity was voted as the Best Annual Event in McKinney and we appreciate your support to build on this tradition. Thank you for your strong consideration!**

2017-18 SMILES CHARITY BOARD OF TRUSTEES

DR. JENNIFER BUCHANAN- Smiles Charity Founder and **President**/ Dr. Buchanan Orthodontics

MIKE BUCHANAN- Smiles Charity **Vice-President**
/Senior Managing Director-FTI Consulting

JAN FERRIS-Smiles Charity **Treasurer**/Benchmark Title

KAREN HOLDEN-Smiles Charity **Secretary**/Baylor Scott
& White Health

MIKE BROSIN- Managing Partner -Crest Cars.Com

TOM FARRAH-CIO- Dr. Pepper/Snapple

MIKE FOSTER- Store Director -McKinney Market Street

VERN HERBEL- President and CEO- United American
Insurance Company

SALLY HUGGINS- VP Marketing and Business
Development- HCA Healthcare

DAWN TROXELL- Sr. VP Policy Administration-United
American Insurance Company

VETERANS COMMITTEE

JUDGE KEITH SELF-CHAIRMAN

JOHN CAMPBELL

COLIN KIMBALL

JAMES MEISMAN

BRANDON BYERS

BILL MILLS

JP HOGAN

MICHAEL BEESON

STATE REPRESENTATIVE SCOTT SANFORD

BUILDING COMMITTEE

BRIAN HOGMAN-CHAIRMAN

DAVID CRAIG

GREG STEGLICH

ATTORNEY GENERAL KEN PAXTON

MIKE BROWN

DEBRA BROWN

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 26 2010

SMILES FOR HABITAT INC
6595 VIRGINIA PKY STE 100
MCKINNEY, TX 75071-5610

Employer Identification Number:
27-1346553
DLN:
17053021302040
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
November 12, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

SMILES FOR HABITAT INC

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in black ink that reads "Robert Choi". The signature is written in a cursive style with a large, looping initial "R".

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

OGDEN UT 84201-0046

In reply refer to: 0423247877
Dec. 27 2010 LTR 252C 0
27-1346553 201006 67
00005698
BODC: TE

SMILES CHARITY INC
X JENNIFER S BUCHANAN
6595 VIRGINIA PKY STE 100
MCKINNEY TX 75071



004543

Taxpayer Identification Number: 27-1346553
Tax Period(s): June 30, 2010
Form: 990-EZ

Dear Taxpayer:

Thank you for your Form 990-EZ.

We have changed the name on your account as requested. The number shown above is valid for use on all tax documents.

If you need forms, schedules, or publications, you may get them by visiting the IRS website at www.irs.gov or by calling toll-free at 1-800-TAX-FORM (1-800-829-3676).

If you have any questions, please call us toll free at 1-877-829-5500.

If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number () _____ Hours _____