



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: North Collin County Habitat for Humanity

Funding Amount: \$251,000

Project/Promotion/Community Event: Project Grant: Land Purchase & Prep; Home Repair Projects

Start Date: September 28, 2016

Completion Date: October 31, 2017

Location of Project/Promotion/Community Event: McKinney, Texas

Project Narrative

NCC Habitat made a significant impact in the City of McKinney providing and repairing affordable housing for low to moderate income families. Through the funds from MCDC, NCC Habitat was able to complete 22 Home Repair projects, complete lot prep and surveys on 10 lots used for New Construction Homes, and purchase a 2.75 acre lot to be used in NCC Habitat's Cotton Groves development of 35 townhome units. Lot purchase funds from the 2016 Project Grant Cycle III was combined with the 2017 Project Grant Cycle III funds to cover the full cost of the 2.75 acre lot on Bumpas and Fitzhugh in McKinney.

Through this work, NCC Habitat was able to help financially struggling families receive needed home repair services. Revitalization of this area in McKinney continued as additional homes received repair work and families were able to improve their shelter, restoring their sense of peace and dignity. NCC habitat also completed 8 New Homes last year utilizing the lot prep funds to make ready the sites for the New Homes. Over 6,000 Volunteers worked to complete the work and 8 families now have an affordable home from which their family can know strength, stability and financial independence.

Goals and Objectives Achieved

NCC Habitat set out to complete 15 home repairs, survey & prep 7-14 lots for New Construction Homes, and purchase 6 lots in McKinney for New Construction Homes. In all cases, more than all of that was accomplished using all of the funds provided by MCDC to NCC Habitat. In total, 22 Home Repair projects were completed in McKinney, 10 lots were surveyed and prepped for New Construction, and a 2.75 lot was purchased which will be used in the construction of 35 affordable housing townhome units.

Financial Report

NCC Habitat 2016-17 Project Grant -- Summary Financial Results

	Allocated	Actual	Projects
Land Purchase	\$ 102,000.00	\$219,936	1 Lot - 603 Bumpas - Cotton Groves
			Note: \$106,886.30 paid at close. Remaining cost paid with 2017 Project Cycle III funding.
Surveys & Lot Prep	\$ 44,000.00	\$ 44,325.00	10 Lots - New Construction
Home Repair	\$ 105,000.00	\$106,284.04	22 Home Repair Projects
Total	\$ 251,000.00		

All overages applied to 2017-2018 Project Grant Cycle II funding

Photographs of Home Repair Projects Completed



901 Waddill in McKinney



1301 E. Virginia in McKinney



1208 Garcia in McKinney



7017 Dove Tail in McKinney



500 Wilcox in McKinney



713 Pride in McKinney



1327 Greenville in McKinney



1100 Cole in McKinney

Photographs of New Construction Homes Completed on Surveyed & Prepped Lots



902 Throckmorton



1005 Canal



902 Anthony



1001 Canal – under construction now



709 Maples



803 Hight

603 Bumpas – Lot Purchase



Performance against Metrics

As previously stated NCC Habitat completed

Activity	Planned	Actual
Land Purchase	6	1
Home Repair Projects	15	22
Lots Prepped & Surveyed	7-14	10

NCC Habitat exceeded targets in all areas. Although NCC Habitat planned to purchase 6 lots which would be used for 6 New Construction affordable homes, 1 lot was purchased that will be able to supply 35 townhomes providing affordable housing for 35 families. This planned development purposed for this lot exceeds the target goal of 6 lots comparably.

**Additional Resources -- NCC Habitat Project
Itemization**

Date	Address of External Repair	Cost
6/15/2017	1005 Lindsey-Exterior repairs	3,250.00
6/15/2017	1010 Lindsey-Exterior repairs	350.00
10/17/2017	1100 Cole-Exterior repairs	450.00
6/15/2017	1208 Garcia St.-Exterior repairs	5,146.09
2/21/2017	1208 Garcia St.-Exterior repairs	2,952.00
12/1/2016	1301 Anthony-Exterior repairs	3,000.00
7/14/2017	1301 E. Virginia-Exterior repairs	3,167.00
9/20/2017	1327 Greenville-Exterior repairs	1,558.54
10/27/2017	1403 College-Exterior repairs	1,752.03
10/17/2017	1403 College-Exterior repairs	5,062.46
9/20/2017	1403 College-Exterior repairs	800.00
1/30/2017	216 Carver-Exterior repairs	5,240.00
9/20/2017	217 E. Graham-Exterior repairs	2,684.00
2/23/2017	411 Wolfe St.-Exterior repairs	4,600.00
9/20/2017	500 Wilcox-Exterior repairs	432.47
7/14/2017	500 Wilcox-Exterior repairs	10,636.20
6/15/2017	500 Wilcox-Exterior repairs	5,275.00
10/17/2017	5471 CR 471-Exterior repairs	2,264.15
10/17/2017	601 Pride Ct.-Exterior repairs	8,603.00
7/14/2017	605 Pride Ct.-Exterior repairs	4,117.00
9/20/2017	700 Pride Ct.-Exterior repairs	384.58
10/17/2017	7017 Dove Trail-Exterior repairs	2,758.00
7/14/2017	713 Pride Ct.-Exterior repairs	3,035.00
10/27/2017	803 Hight-Exterior repairs	320.00
10/17/2017	803 Hight-Exterior repairs	7,804.00
10/27/2017	808 Fenet-Exterior repairs	3,473.25
7/14/2017	906 Rockwall-Exterior repairs	3,000.00
6/15/2017	906 Rockwall-Exterior repairs	6,882.00
10/17/2017	910 N. Waddill-Exterior repairs	9,882.00
1/31/2017	915 S. Johnson-Exterior repairs	405.27

Date	Address of Prep & Surveys	Costs
9/20/2017	1001 Canal-Survey	300.00
1/6/2017	1001 Monterey-Lot Prep	13,073.67
6/15/2017	1001 Monterey-Survey	300.00
11/29/2016	1001 Monterey-Surveys	1,350.00
6/15/2017	1005 Canal-Lot Prep	6,390.00
6/15/2017	1005 Canal-Survey	400.00
9/20/2017	1030 Hamilton-Survey	250.00
1/19/2017	701 Jefferson-Lot Prep (six lots)	36,390.83
11/4/2016	709 Maples-Survey	450.00
6/15/2017	803 Hight-Lot Prep	4,675.00
2/21/2017	810 Throckmorton-Survey	1,200.00
6/15/2017	902 Anthony-Lot Prep	2,800.00
10/27/2017	902 Anthony-Survey	350.00
9/20/2017	902 Anthony-Survey	300.00
6/15/2017	902 Anthony-Survey	175.00
6/15/2017	902 Throckmorton-Lot Prep	10,285.00
9/20/2017	902 Throckmorton-Survey	300.00
6/15/2017	902 Throckmorton-Survey	350.00
2/21/2017	902 Throckmorton-Survey	1,200.00
10/27/2017	902/904 Throckmorton-Survey	400.00

Date	Address of Lot Purchase	Costs
10/27/2017	603 Bumpas-Land Acquisition	102,000

Cindy Schneible

From: noreply@civicplus.com
Sent: Thursday, November 30, 2017 4:59 PM
To: Cindy Schneible
Subject: Online Form Submittal: Grant Application

Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines are available on this website, or can be obtained by calling 214-544-0296.
- Please call to discuss your plans for submitting an application in advance of completing this form.
- Completed application and all supporting documents are required to be submitted electronically or on a thumb drive for consideration by the McKinney Community Development Corporation (MCDC) board. Please submit physical applications with thumb drives to:

McKinney Community Development Corporation
5900 South Lake Forest Boulevard, Suite 110
McKinney, TX 75070

- If you are interested in a preliminary review of your project proposal or idea, please complete and submit the Letter of Inquiry form which is available on this website, or by calling 214-544-0296.
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the "Grants" page of this website.**

Organization Information

Name	Elemental Essentialz, LLC
Federal Tax ID Number	32044153859
Incorporation Date	5/15/2011
Mailing Address	801 Brookwater Drive
City	McKinney

State	TX
Zip Code	75071
Phone Number	(214)498-6232
Fax Number	(214)498-6232
Email Address	theresa@elementalessentialz.com
Organization Type	For profit corporation
Professional Affiliations and Organizations to Which Your Organization Belongs	Natural Products Association, McKinney Kiwanis, McKinney Chamber of Commerce

Representative & Contact Information

Representative Completing Application:

Name	Theresa Harris
Title	Owner
Address	801 Brookwater Drive
City	McKinney
State	TX
Zip Code	75071
Phone Number	(214)498-6232
Fax Number	(214)498-6232
Email Address	theresa@elementalessentialz.com

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Contact for Communications Between MCDL and Organization:

Name	Theresa Harris
Title	Owner
Address	801 Brookwater Drive
City	McKinney
State	TX

Zip Code	75071
Phone Number	(214)498-6232
Fax Number	(214)498-6232
Email Address	theresa@elementalessentialz.com

Project Information

Funding - Total Amount Requested	15,000.00
Matching Funds Available:	0
Funding Requested from Other City of McKinney Entities	0
Community Event/Project/Promotion: Start and Completion Dates	3/1/2018 - 2/28/2019
Board of Directors	Nancy Noruk Shriner Allison Fowler Jacob Gunter Gabby McDermott
Leadership Staff	Theresa Harris Jon Harris DeLainey Shea McDermott
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>

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Using the outline below, provide a narrative:

1: 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 / Promotion / Community Event for which funds are requested.

2: Project / Promotion / Community Event (whichever is applicable)

- Outline details of the Project / Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives, and 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 / Promotion / Community Event fulfills the 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 the Project / Promotion / Community Event.
- Provide a timeline for the Project / Promotion / Community Event.
- Detail goals for growth/expansion in future years.

Provide specific information to illustrate how this Project / Promotion / Community 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)
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Support for cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- 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 of the goals listed in the narrative instructions will be supported by the proposed Project / Promotion / Community Event:

Meet citizen needs for quality of life improvements Support community projects and events that attract resident and visitor participation Highlight and promote McKinney as a unique destination for residents and visitors alike

3: 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

4: Marketing and Outreach

- *Describe marketing plans and outreach strategies for your organization, for the Project / Promotion / Community Event for which you are requesting funding, and how they are designed to help you achieve current and future goals.*

5: Metrics to Evaluate Success

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

Completed Narrative [MCDC application FINAL.docx](#)

Funding & Sources

Project Grants A new project

Has a request for funding for this Project / Promotion / Community Event been submitted to MCDC in the past? No

Has a feasibility study or market analysis been completed for this proposal? No

What is the estimated total cost for this Project / Promotion / Community Event? 28,800

Attach Budget [MCDC application FINAL.docx](#)

What percentage of the Project / Promotion / Community Event funding will be provided by the Applicant? 50%

Are matching funds available?	No
Cash	tbd
Source	tbd
Percent of Total	tbd
In-Kind	tbd
Source	tbd
Percentage of Total	tbd
Are other sources of funding available?	tbd
Have any other federal, state, or municipal entities or foundations been approached for funding?	no

Financial

Upload Current Profit and Loss Statement	Essentialz - The Market (1).docx
Upload Current Year Budget	MCDC application FINAL.docx
Are audited financials available?	No
Why are audited financials not available?	see narrative

Acknowledgements

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

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

Incomplete applications or those received after the deadline listed in the application guidelines will not be considered.

(Section Break)

Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
Chief Executive Officer	Theresa Harris
Representative Completing Application	Theresa Harris
Date	11/30/2018

Email not displaying correctly? [View it in your browser.](#)

BACKGROUND

McKinney, along with many other cities, has areas considered "food deserts," where fresh, healthy food is unattainable. Due to a variety of factors including time, expense and limited transportation, some McKinney families, our residents with the least resources, purchase their food at convenience stores and fast food restaurants. This population, ironically, is forced to purchase the unhealthiest foods at the highest prices.

Up to 40 percent of the food in the US, over 38 million tons, is never eaten. Only 5 percent of it is diverted from landfills and incinerators. The EPA estimates that "more food reaches landfills and incinerators than any other single material in our everyday trash."

Advice from NBC news, Muscle and Fitness, WebMD and numerous others:

Shop the perimeter of your grocery store; it is where the healthy foods are displayed. Higher calorie, overly-processed and packaged foods are found in the center aisles and should be limited.

Applying Organization

Elemental Essentialz®, LLC will improve health and reduce waste.

Goal 1. We will be the first zero-waste grocer, farm and humanitarian café.

Strategy 1.1 Elemental Essentialz®, LLC will bridge the gap between what modern shoppers want and what is currently available. We will allow shoppers to "shop the perimeter" without having to avoid the center aisles. We will provide only food that is grown and raised locally, only food that is healthy and delicious, and only food that is real.

Strategy 1.2 We will be uniquely sustainable. Our farm, market and humanitarian café are all located in McKinney, allowing us to be good stewards of our food throughout its entire life cycle. Our commitment to "feed the people" through the efforts of Café Zero™, and to "feed the earth" through our composting program at Elemental Farmz™ will attract leaders in retail, agriculture and academia who are ready to change the future of food.

Strategy 1.3 We will be newsworthy. Essentialz isn't your average grocery store. People will travel simply to see if we are as different and beautiful as rumored; they will tell their friends about us (and our beer and wine on tap), and they will return to be a part of the good work we are doing.

Goal 2. We will increase the percentage of people in McKinney who have the knowledge, ability and opportunity to locally grow, harvest, prepare, purchase, share and eat "real food."

Strategy 2.1 In addition to growing real food, our farm will provide a haven for the community where students, adults and senior citizens can experience nature, learn sustainable agriculture, help McKinney achieve its recycling and composting goals and grow their own food.

Strategy 2.2 We will partner with local schools, assisted living centers, non-profits and other community partners to provide education and real-world experience with an emphasis on promoting physical and mental wellness through healthy food and outdoor activity.

Strategy 2.3 Our market will offer workshops on shopping and preparing real food while spending less money. Additionally, will offer nutrition consults and classes.

Strategy 2.4 We will provide volunteer opportunities for those seeking to contribute their time and energy. For our residents struggling financially, volunteering can also offset food and workshop costs at our market and café.

Strategy 2.5 Internships with local students and educators will provide the opportunity to scientifically study the achievements our programs are having on physical and mental wellness. Future internships will include building a sustainable dwelling, adopting classroom gardens, hands on opportunities to practice cooking, marketing, bookkeeping, entrepreneurship and event planning.

Strategy 2.6 To improve access to food, a jobs program will be initiated for those residents who struggle with the high cost of child care coupled with low paying jobs.

Goal 3. We will help McKinney significantly reduce the amount of food and other waste sent to landfill.

Strategy 3.1 In partnership with the City of McKinney, McKinney Independent School District, Collin College and participating businesses we will initiate our composting programs, "Feed the Farm" and "Feed the Earth". They will divert thousands of pounds of waste from our landfills and provide "free" nutrients for McKinney's plants and farm animals.

Strategy 3.2 We will provide workshops on location at the farm and café to educate and recruit fellow composters who are not able to participate through school or work.

Strategy 3.3. We will host "Trash to Treasure" workshops for our "Seniorz and Totz" to pair the wisdom of experience with the energy of youth. Activities will include crafting, papermaking, painting, storytelling, and caring for our vertical herb garden / salad wall.

Goal 4. We will host and support community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue.

Strategy 4.1 We will gladly participate in McKinney's festivals and events. It is one of the reasons we chose to open our market and café in McKinney. We look forward to joining the McKinney family of small businesses in a more visible way, strengthening our community and supporting McKinney's environmental efforts.

Strategy 4.2 We will host 3 zero waste events to promote and engage residents and visitors in McKinney's environmental efforts, promote our community programs and to celebrate the forward-thinking steps McKinney is taking toward the future of food and improved quality of life for all members of our community.

SCOPE OF SERVICES

Elemental Essentialz provides real food, unique shopping experiences and true connections to community. Our food is real. It is healthy. It is grown and raised locally, minimizing food and packaging waste.

Our market isn't your average grocery store. The perfect union of wholesome and hot, it's like Grandma's corner store married Bergdorf Goodman. Upon entry, customers see and smell our working kitchen. The simplicity and elegance of zero waste cooking compels them to purchase, prepare, and enjoy real food; reduce waste while saving money, and return.

We are the first zero waste market, farm and humanitarian café in the nation. Live music, beer and wine on tap, meal kits and delivery are just some of the extras. Optional memberships encourage repeat visits and are available for a monthly fee that will waive deposits on reusable containers and entitle members to monthly free services including a free glass of wine or beer, delivery, special discounts and free admittance to certain workshops or events.

Meal preparation kits are created daily using fresh, local and available ingredients. Packaged in reusable, stainless steel bento boxes, they include simple instructions and can be quickly and easily prepared at home for any number of people, minimizing food waste.

These same meals can be cooked on site and eaten in our cafe, or brought home in in our reusable containers. Delivery is available in some areas. Groceries will include, but are not limited to, the following items: *(Items not sold are donated to Café Zero for the preparation of meals to benefit the community.)*

- Bulk Goods: oils, spices, coffees, cheeses, pastas, rice, beans
- Beer and Wine: local beer and wine are available on tap and can be consumed both on and off premises.
- Farm Fresh: beef, pork, chicken, sausages, milk, eggs, produce
- Artisanal: cheeses, bread, brews, wine
- Prepared Foods: sandwiches, salads, sauces, specialty coffee drinks, sodas and teas

- Meal Preparation Kits: availability based on seasonal and available ingredients
- Household and Personal: TX made cleaning products, lotions, candles, and soaps with simple ingredients, packaged sustainably.

Kitchenwares: Our cafe and its shelves, refrigerator and storage are a "model" zero-waste kitchen. All items used in our kitchen are available for purchase.

Storage and Utensils: Mason jars, stainless steel lunch / bento boxes, cotton vegetable bags, cotton/beeswax food wraps, to go cutlery, stainless steel straws.

Providing cost savings, promoting physical and mental wellness, and practicing community service are our ultimate goals. To that end, our market and café will provide nutrition consults, offer fitness/yoga classes and host educational workshops and community events. Our "Seniorz and Totz" program will pair the wisdom of our community's seniors with the energy of our community's youth to practice creativity, storytelling, listening and teamwork. Some of our scheduled activities include crafting trash to treasure, growing and nurturing our salad wall and vertical herb garden, promoting composting programs for schools and neighborhoods and serving meals during our special events and plentiful harvest celebrations to those in need.

DAY TO DAY OPERATIONS

Hours of Operation

Our market and café will be open daily Monday-Saturday from 10am -7pm. Initially we will have 2 paid employees and a growing number of volunteers. These times and numbers may change as we get to know our customers and their needs.

Other than increased numbers of volunteers, there are currently no planned organizational changes that will impact the Project / Promotion / Community Event for which funds are being requested.

COMMUNITY EVENTS – PLANNED ACTIVITIES

Gardens, Grills and Goats... Oh My!™

Planned for April 2018, this zero-waste event will partner with FFA, local businesses and other groups interested in gardening, farming, livestock and farm to table food. We will officially name the community gardens, provide attendees nameplates to decorate and encourage visitors to plant their own mini garden in our raised beds. We will have a trash to treasure art and creativity station, petting zoo with pigs and goats, live music and grilled foods from local vendors.

Pumpkin Chunkin - A Feed the Earth Event™

Planned for October of 2018, this event will coordinate with the high school physics and environmental departments to build pumpkin launchers and calculate the environmental benefits achieved through composting. Activities include a maze/labyrinth for the kids, harvest themed "real foods" from McKinney businesses, live music and contests for best pumpkin, farthest "chunked", most pumpkins donated, etc.

Fall in Love at the Farm™

Planned for February 2019, the weekend before Valentine's Day, this event will celebrate love and tradition. A contest for the "best" marriage proposal idea will be held and the winner will be awarded the ability to propose at the event. We will have an old fashioned square dance with live music or DJ and a traditional auction will be held to sell our "Trash to Treasure" quilt and other items created by our Seniorz and Totz / Trash to Treasure / Student Entrepreneur groups. Grandma's recipes, romantic recipes and of course, chocolate will be the theme for this community picnic.

TARGET AUDIENCE

MISD students, teachers and families; McKinney business owners and employees, City officials and families, visitors from surrounding cities, prospective businesses interested in transferring to McKinney, {Cough... Amazon... Cough} and more distant visitors with a specific interest in sustainability, zero-waste, the future of food, and community programs.

SCOPE / TIMELINE

(Gardens, Grills and Goats... Oh My!) April 2018

1. January 2018 Coordinate with FFA and other partners.
2. February 2018 Designate animals and map area, provide fencing, food and water
3. March 2018 Prepare beds, nameplates and craft tables

(Pumpkin Chunkin) November 2018

1. March 2018 - Coordinate with MISD physics teachers and students to plan and build pumpkin launchers. Follow up quarterly, then monthly and finally weekly.
2. March 2018 - Coordinate with MISD environmental science teachers to determine measurements, variables and equations required to calculate environmental benefits

achieved through composting at this event. Follow up quarterly, then monthly and finally weekly.

3. October 2018 - Design, acquire materials for maze.
4. November 2018 - Build maze.

(Fall in Love at the Farm) February 2019

1. June 2018 - Advertise best proposal contest, determine winner of proposal contest and coordinate the proposal.
2. June 2018 Bid, hire and start coordinating with square dance caller and auctioneer
3. January 2018 Begin quilt project and gather all other craft items to be auctioned.

(ALL)

5. 6 months prior - Acquire city and neighborhood approval.
6. 9 months prior - Invite local vendors to participate and approve menus.
7. 3 months prior - Bid and hire musicians.
8. 2 months prior - Hire photographer(s)
9. 4 months prior - Determine contests and acquire prizes.
10. 6 months prior - Provide all partners instructions on how we can easily achieve zero-waste and provide clearly labeled compost, recycle and landfill bins. Repeat at 3 months and 1 months
11. 6 months prior - Determine requirements and coordinate - Electricity water toilets emergency
12. 4 months prior - Determine options for inclement weather.

GOALS AND STRATEGIES

(How will this initiative promote business development and tourism in the City of McKinney?)

1. Improve quality of life
 - a. Introduce McKinney students, leaders and influencers, in a fun and exciting way, to our "Feed the People" and "Feed the Earth" programs.
 - b. Increase community participation and grow our ability to make healthy food available and to achieve a healthy lifestyle focused on family, fun and fitness.
 - c. Educate residents in fun environment how to easily reduce waste through recycling and composting.
2. Increase business development and tourism
 - a. Provide 3 entertaining events for McKinney students, residents and visitors from other cities, that showcase McKinney's commitment to people and planet
 - b. Ensure events are unique and provide amenities that draw visitors to McKinney.
 - c. Attract businesses to locate or expand in our community by showcasing our unique solutions and forward-thinking programs.
3. Increase McKinney sales tax revenue
 - a. Conduct a simple and meaningful survey to gather market intelligence, and local shopper interest in specific types of merchandise
 - b. Promote future workshops applicable to each event's theme to generate increased and repeat visits to local stores and restaurants
 - c. Promote "shop local" with time sensitive coupons and highlight local business success stories

OBJECTIVES

1. Attendance and participation by at least 1 high school physics team and 1 environmental science team.
2. Attract new volunteers, donors and board members from residents, businesses and visitors.
3. Increase visits to the farm, classes and workshops.
4. Increase requests for information on how to receive assistance on groceries.
5. Achieve 90% "zero-waste" to landfill for the events.
6. Invite journalists and generate prime time news coverage of event.
7. Track vendor coupon usage generated from event.
8. Increase online social presence through Facebook, Twitter and Instagram
9. From survey
 - a. determine shopper interest in 3 types of merchandise not yet available in McKinney.
 - b. Analyze market segments of attendees including place and type of residence with a goal of reaching 20% visitors from other cities.

VENUE, ADMISSION, GROWTH GOALS

Elemental Farmz, 5324-5429 CR 862 in McKinney

Saturday 10:00am – 6:00 pm, with invitation to after parties on the square at designated restaurants and establishments

Admission Tickets are \$5.00 and cover 1 drink and snacks. Additional food items, drinks and merchandise will be available for sale through each local business / vendor.

FINANCIAL INFORMATION

Our financial status is strong, and our forecast shows us to be profitable within the first few months of opening the store and starting our non-profit. This, in part, is the result of early investments at the start of our business in 2011, frugal decisions and this owner contributing a lot of "sweat equity" in the form of wearing "all" the hats. This has served us well in the past; much of our work was done virtually or consisted of speaking engagements at events, promoted by other entities.

As our presence and participation in this community grows there will be a need for more specialized advertising. This grant will allow us to hire a McKinney professional who can promote McKinney and each of our Community Events.

PROPOSED BUDGET

PROJECTED INCOME	PER EVENT	TOTAL (ALL EVENTS)
MCDC EVENT GRANT	5000	15000
SPONSORSHIPS	3000	9000
DONATIONS	100	300
RAFFLE PROCEEDS	500	1500
MERCHANDISE SALES	500	1500
TICKET SALES	500	1500
TOTAL	9600	28800
PROJECTED EXPENSES		

SUPPLIES	1000	3000
ENTERTAINMENT	1000	3000
ADVERTISING/PROMOTIONS	5000	15000
SECURITY	300	900
MISC	200	600
TOTAL	7500	22500

NET INCOME \$6300

Audited financials for the past 2 years are not available. The business remained in a holding pattern for the majority of 2015 and beginning of 2016 while I focused my attention on volunteering with the American Red Cross.

Marketing and Outreach

Outreach will include visits to local active businesses and business groups, including Kiwanis, Rotary, and Lions Club. Additionally, we will reach out to businesses and city departments with a special interest sustainability and wellness. We will visit the high schools and colleges to recruit active participation. Local and state groups dedicated to recycling, zero-waste, agriculture and health can also be a good resource for sharing our message. We hope to partner with other McKinney nonprofits interested in ending hunger, improving health and reducing waste to help us share our news via email, Facebook, Instagram and Twitter.

Advertising will include signage, posters, and banners; sponsored ads on social media, paid advertisements in local papers, newsletters and magazines and possibly talent acquisition.

Metrics to Evaluate Success

Attendance: In our first year, we hope to have 100 residents and visitors to the farm for each of our events, with 20% of them coming from outside McKinney.

Monetary Impact: We would like to contribute at least \$5,000 to our "Feed the People" program with Café Zero.

