

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2014

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cgibson@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|--|---|
| <input type="checkbox"/> Project Grant
Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines). | <input type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents. |
|--|---|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

APPLICATION

ORGANIZATION INFORMATION

Name: McKinney Main Street

Federal Tax I.D.: 04-3615798

Incorporation Date: 2004

Mailing Address: 111 North Tennessee Street

City McKinney

ST: TX

Zip: 75069

Phone: 972.547.2650

Fax: 972.547.2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

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

Professional affiliations and organizations to which your organization belongs: Texas Downtown Association, Texas Main Street, National Mainstreet

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director of McKinney Main Street and McKinney Performing Arts Center

Mailing Address: 111 North Tennessee Street

City: McKinney

ST: TX

Zip: 75069

Phone: 972.547.2652

Fax: 972.547.2615

Email: arosenthal@mckinneytexasa.org

CONTACT FOR COMMUNICATIONS BETWEEN MDCD AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director

Mailing Address: 111 North Tennessee Street

City: McKinney

ST: TX

Zip: 75069

Phone 972.547.2652

Fax: 972.547.2615

Email: arosenthal@mckinneytexas.org

FUNDING

Total amount requested: \$7,500

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: April 12, 2014

Completion Date: April 12, 2014

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

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

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/Promotion/Community Event for which funds are requested.

II. Project or 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, 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 strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/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/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to business and economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability
- Educate the community about the impact of MCDC Investments on quality of life in McKinney

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

Yes No

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

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

\$15,000

(Please include a budget for the proposed Project/Promotion/Community Event.)

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

Are Matching Funds available? Yes No

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

Are other sources of funding available? If so, please list source and amount.

Have any other federal, state, or municipal entities or foundations been approached for funding? If so, please list entity, date of request and amount requested.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and 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.

V. 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.

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;

Acknowledgements - continued

- 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% will 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.

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

Amy Rosenthal

Signature

Printed Name

Amy Rosenthal
Printed Name

Date

January 2, 2014
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/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

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



**McKinney Main Street
Board of Directors
2013-2014**

Name	Business Address	Phone
Amy Rosenthal Program Director	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817.269.1326 Email: arosenthal@mckinneytexas.org
Michelle Hancock Program Coordinator	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2661 Cell# 817.657.1260 Email: mhancock@mckinneytexas.org
Jan Temples Chair	6400 CR 124 McKinney, TX 75071	Phone # 972-562-9877 Cell # 972-408-6675 Email: jan@homeontherangetx.com
Karen Dawkins Vice-Chair	The Smitten Flea 203-A E. Virginia St. McKinney, TX 75069	Phone # 972-529-6994 Cell # 972-989-1900 Email: karendawkins@msn.com
Jon Dell'Antonia Treasurer	8609 Grand Haven Lane McKinney, TX 75071	Phone # 972-540-5067 Cell # 920-279-1004 Email: jdellantonia@tx.rr.com
Bonnie Shafto	Plum Creek Primitives 200 E. Louisiana St McKinney, TX 75069	Phone # 972-542-8485 Cell # 214-850-9581 Email: plumcreekprim@yahoo.com
Jan Elwell	The Zepp Company 700 Central Expressway S, Ste. 360, Allen, TX 75013	Phone # 214-306-2532 Cell # 972-658-3225 Email: jan@zeppcompany.com
Jodi Ann LaFreniere Chamber Rep.	McKinney Chamber of Commerce Summit Office Park 1 2150 S. Central Expressway, Suite 150 McKinney, Texas 75070	Phone # 972-542-0163 Cell # Email: jodi@mckinneychamber.com
Molly Brewer	B Innovative 711 Parker McKinney, TX 75069	Cell # 214-684-5271 Email: blnnovative@me.com
Renee Funderburgh	Carey Cox Company 321 N. Central Expressway, # 370 McKinney, 75070	Phone # 972-562-8003 Cell # 214-649-9523 Email: renee@careycoxcompany.com
TBD – to be filled in February 2014	TBD	TBD
TBD – to be filled in February 2014	TBD	TBD
TBD – to be filled in February 2014	TBD	TBD
CoCo Good City Liaison	City of McKinney – Marketing & Comm. 222 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: cgood@mckinneytexas.org
Barry Shelton City Liaison	City of McKinney – Development Services 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # Email: bshelton@mckinneytexas.org



About Main Street...

Main Street consists of 11 board members (two year terms) and two full time staff members. The board meets the 2nd Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to see the continued growth of McKinney's vibrant downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve our goals, we focus on a four point approach; design, organization, promotion and economic re-development. Committees are the backbone of the organization and are the vehicles through which the board implements the Main Street work plan.

Design

- This committee's purpose is to create an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

Organization

- This committee promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our community.

Promotion

- This committee promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

Economic Re-development

- This committee works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy.



About Downtown...

McKinney enjoys one the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, our 165-year-old city continues to serve as a viable retail, dining, entertainment and business center.



McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 131,000 people, is one of the fastest-growing cities in America and recently named as one of the Top 5 Best Places to Live in America, by Money Magazine.

Downtown offers more than 100 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.



Visitors with an eye for history enjoy checking out the City's historic neighborhoods, with beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, now known as the McKinney Performing Arts Center at the Historic Collin County Courthouse opened in 2006 with a 427-seat theater suitable for intimate arts performances, lectures and events. In addition to the theater, the center also includes several multi-purpose spaces such as a reception hall, auditorium, rehearsal space, audiovisual equipped classrooms, art gallery and executive suites.

What better way to promote your business to thousands of patrons than through McKinney Main Street. Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

Our 2013-2014 work plan includes preserving the Quality Image of Downtown McKinney and Maintain Historic Designation set forth through the Texas Historic Commission, working in partnership with public and private allies to boost downtown economics, enhancing festivals and promotion in downtown McKinney, and meet fundraising goals set forth by the Main Street Board of Directors and City Council.

But, implementing programming is entirely dependent on the success of raising private funds. We know you recognize the importance of our vision and mission and we need your support to continue progress.

The richness of an urban environment with small-town values is hard to come by today more than ever. We look forward to the opportunity of working with you on this unique project.

Sincerely,



Amy Rosenthal

Main Street Program Director

McKinney Performing Arts Center Director

972.547.2652 -- arosenthal@mckinneytexas.org



Arts in Bloom

...a spring celebration in downtown McKinney

Saturday, April 13, 2013

Event Details:

Local and regional artists will come out to play in downtown McKinney on Saturday, April 12, 2014. McKinney Main Street invites you to experience art in all forms as creative forte's blossom throughout the Historic District. This all day event is a perfect opportunity to experience the magic of McKinney historic shopping district during the spring season with art, music, food and much, much more.

What to expect throughout the day (times vary for each event):

- Over 150 local and regional artists will showcase their talents as they line the streets in store fronts throughout the twelve-block area of downtown for our community and beyond to take part in downtowns annual ArtWalk.
 - 10 a.m. – 6 p.m.
- Sidewalks spring to life with color and creativity when artists' imaginations run wild at Chalk Walk on the sidewalks surrounding McKinney Performing Arts Center.
 - 10 a.m. – 6 p.m.
- The Farmers Market at Chestnut Square
 - 8 a.m. - noon
- WAM Presents their second annual Crawfish Boil (located on Kentucky Proper)
 - 10 a.m. – 6 p.m.
- Music In Motion (presented by the Arts and Music Guild) Presents strolling Jazz musicians throughout downtown McKinney.
 - Times vary
- Second Saturdays in downtown McKinney will round off a perfect spring day as the evening kicks into full energy with live music, gallery exhibits, and many stores saying open for the evening crowds.
 - 7 p.m. – 10 p.m.

On behalf of McKinney Main Street, I would like to take this opportunity to thank you in advance for your support in making this all day event an unforgettable family-friendly experience. We look forward to seeing you in Historic Downtown McKinney on Saturday, April 12, 2014.

Sincerely,

Amy Rosenthal, Director
McKinney Main Street
McKinney Performing Arts Center

Shop...Dine...Enjoy... in Historic Downtown McKinney



Arts in Bloom

in Historic Downtown McKinney

Marketing Efforts:

- Posters out downtown and throughout the community
- Postcards
- Press Releases pertaining to event and activities included
- Magazine articles in McKinney Living
- Ad Placement in Neighbors Go
- Ad Placement in DMN (The Guide)
- Email Blasts
- Downtown Marquees
- www.downtownmckinney.com
- www.mckinneyperformingartscenter.org
- www.mckinneytexas.org
- www.visitmckinney.com
- Promotional Paid FaceBook ads, and additional Social media outlets

McKinney Main Street will work closely with entities to include event activities surrounding the month of April/May where applicable so that we can market a unified message of all offerings in Historic Downtown McKinney.

Evaluation:

The success of this project will be measured on overall foot traffic results, store specific sales increases, artist and community feedback. Thank you in advance for your consideration as we put our best foot forward to continue to support our local and regional artists, our charming Historic Downtown, our businesses and the quality of life that is celebrated throughout our community.

Estimated Budget:

Outgoing:

• Lightpole Banners for Spring	\$3,000
o (16 downtown and 16 throughout McKinney)	
• Marketing:	\$6,500
• Entertainment:	\$2,500
• Amigo's Pottery	\$1,000
• Chalk for Chalk Walk	\$2,000
Total:	\$15,000

Incoming:

• Sponsor Goal:	\$12,000
• Merchants/frogs:	\$ 1,000
• Vendors:	\$ 2,000
• Total:	\$15,000