



**GRANT APPLICATION**  
**For Fiscal Year 2021-22**

**For Additional Information:**

Dee-dee Guerra, Executive Director

200 W. Virginia • McKinney, TX • 75069

972-547-2059 • [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)

**IMPORTANT:**

Please read the Visit McKinney (dba McKinney Convention & Visitors Bureau) [Grant Guidelines](#), including state-mandated uses for local hotel occupancy tax funds, thoroughly prior to completing this application. The [Grant Guidelines](#) and Application are available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling Dee-dee Guerra at 972-547-2059, or by emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

**Interested applicants should call to discuss plans for submitting an application in advance of completing the form.** A completed application and all supporting documents should be submitted via email, OneDrive or on a thumb drive for consideration by the Visit McKinney board. Please submit the application to:

**Visit McKinney  
200 W. Virginia  
McKinney, TX 75069**

If emailing, please send to [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

If you are interested in a preliminary review by Visit McKinney Board of Directors of your project, proposal or idea, please complete and submit the [Letter of Inquiry](#) form prior to completing the grant application, available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or by sending an email to [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

***Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, OneDrive or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below. For ease of processing, please clearly label document files.***

Application Deadline	Presentation to VM Board	Board Vote on Awards
CYCLE 1: October 4, 2021	October 26, 2021	November 23, 2021
CYCLE 2: February 1, 2022	February 22, 2022	March 22, 2022
<b>Total Grant Amount Available in FY 2021-22</b>		
<b>\$30,000:</b> \$15,000 per cycle. Any funds not awarded/dispersed during Cycle 1 may be rolled over and made available for Cycle 2.		

**ABOUT YOUR ORGANIZATION**

Name:

Federal Tax I.D.:

Incorporation Date:

Mailing Address:

City:

State:

Zip Code:

Phone:

Email:

Website:

**CHECK ONE:**

Nonprofit - 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other (Please specify) \_\_\_\_\_

**PROFESSIONAL AFFILIATION & ORGANIZATIONS TO WHICH YOURS BELONGS:**

**REPRESENTATIVE COMPLETING THE APPLICATION**

Name:

Title:

Mailing Address:

City

State:

Zip Code:

Phone:

Email:

**CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION**

Same as representative completing application from previous page

Name:

Title:

Mailing Address:

City

State:

Zip Code:

Phone:

Email:

**IDENTIFY TOURISM-RELATED EVENT OR PROJECT**

Name of the Event or Project:

Start Date:

Completion Date:

Requested Funds from Visit McKinney: \$

Requested Funds from other sources:

(e.g. McKinney Arts Commission, McKinney Community Development Corporation, McKinney Economic Development Corporation, etc.)  
Please explain source and dollar amount requested or granted

Website URL where event will be promoted:

Facebook URL where event will be promoted:

Instagram URL where event will be promoted:

Other social media accounts or additional URLs where event will be promoted:

**APPLYING ORGANIZATION'S BOARD OF DIRECTORS** *(List may be included as an attachment)*

Name:

Name:

Name:

Name:

Name:

Name:

Name:

Name:

Name:

**APPLYING ORGANIZATION'S LEADERSHIP STAFF** *(List may be included as an attachment)*

Name:

Name:

Name:

Name:

Name:

Name:

Name:

**Use the outline below to prepare a written narrative no more than seven (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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.
- Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

### **II. Tourism-Related Event or Project**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.

**Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and Visit McKinney.**

- Ensure application eligibility for Visit McKinney consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying Guidelines document.) To be considered for Visit McKinney grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category 2 as outlined in the Texas Hotel Tax Expenditure Requirements, which can be found on page 10 of the *Grant Guidelines* document. City goals and strategies may be found on at [www.McKinneyTexas.org](http://www.McKinneyTexas.org).
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested. A copy of the organization’s Texas Franchise Public Information Sheet is acceptable as documentation to prove financial stability.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

**Indicate which Texas Hotel Tax Expenditure Requirement(s) found on page 10 of the [Grant Guidelines](#) document will be supported by the proposed Event or Project:**

**III. FINANCIALS:** Please provide the following items as attachments:

- An overview of the organization’s financial status including the impact of this grant request on the organization’s mission and goals.
- 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.  
*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable for proof of financial stability.)*

**Has a funding request for this Event/Project been previously submitted to Visit McKinney?**

No

Yes, please provide dates:

**What is the total estimated cost for this Event or Project? \$**

*(Please attach budget details for the Event or Project for which funding is being requested.)*

**What percentage of the Event/Project funding will be provided by the Applicant?**

**Have funds been requested from any other organization?**

No

Yes, please provide amount, source and percentage

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

***Please provide details regarding other potential sources for funding. Include the 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 Event or Project 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 Event or Project. 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 Visit McKinney board of directors, Applicant will assure:

- The Event or Project 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 purposes described in this application.
- Visit McKinney will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and Visit McKinney and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part by Visit McKinney.") Please refer to [Visit McKinney Brand Guidelines](#) for logo usage dos and don'ts. *Download logos as needed from the Google drives linked below. Contact Visit McKinney if you have issues accessing or using these files.*
  - [Sponsored by Visit McKinney full logo](#)
  - [Sponsored by Visit McKinney monogram logo](#) (for placements where the full logo won't fit)
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the [Visit McKinney Grant Guidelines](#) in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to Visit McKinney no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a reimbursement basis after the event or project takes place and after all receipts and a final report on the Event or Project have been verified by Visit McKinney. The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project. The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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 upon interest rate, no later than the 120<sup>th</sup> day after the date the Visit McKinney requests repayment.
- Reimbursement will not automatically be made for the full amount of the awarded grant funds unless the reimbursement report and submitted receipts match this total. (The total amount of receipts submitted should also match the final report.) All reimbursements must be distributed by Sept. 30 of the fiscal year in which they were awarded unless other arrangements have been made with Visit McKinney prior to Aug. 30 of that same fiscal year.

**The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.**

**Chief Executive Officer**

**Representative Completing Application**

**Signature**

**Signature**

**Printed Name**

**Printed Name**

**Date**

**Date**

***PLEASE NOTE:***

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

**CHECKLIST**

**Completed Application:**

- Use the form/format provided
- Organization Description
- Outline of Event or Project - description, budget, goals and objectives
- Indicate how this event/project supports City of McKinney and Visit McKinney's goals
- Event or Project timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff
- Link to event website for promotion by Visit McKinney
- Links to social media accounts for promotion by Visit McKinney

**Attachments:**

- A one-page summary of the goals/activities involved in the Event or Project for which you are seeking Visit McKinney grant funding
- Financials: organization's budget for current fiscal year  
*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.)*
- Event or Project 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 VISIT MCKINNEY WITHIN 30 DAYS OF COMPLETION OF THE EVENT OR PROJECT.**

**FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.**

**PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.**

## VISIT MCKINNEY GRANT Final Report

Organization:

Funding Amount:

Event or Project:

Start Date:

Completion Date:

Location of Event or Project:

**Please include the following in your report:**

Narrative report on the Event or Project

Identify goals and objectives achieved

Financial report: budget as proposed and actual expenditures, with explanations for any variance  
*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable to show financial stability.)*

All receipts for which you are seeking reimbursement

Samples of printed marketing and outreach materials

Screen shots of online promotions

Actual tear sheets from print advertisements (a PDF of just the ad by itself will not be accepted)

Photographs, slides, videos, etc. from the event

Performance against metrics outlined in application

***IMPORTANT! In order for Visit McKinney to reconcile and verify your financial report, please include a summary sheet on top of your final report and then collate and staple all of the receipts for which you are seeking reimbursement in the same order in which the expenditures are listed on this summary.***

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

VISIT MCKINNEY  
200 W. Virginia  
McKinney, TX 75069  
Attn: Dee-dee Guerra