

**VISIT MCKINNEY**  
**Grant Application**  
 Fiscal Year 2019-20

**IMPORTANT:**

- Please read the VISIT MCKINNEY 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 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 are required to be submitted via email, Dropbox 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 the 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 emailing [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, Dropbox or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below.***

**VISIT MCKINNEY Promotional Grants for Event or Project**

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "Texas Hotel Tax Expenditure Requirements," for qualifying uses for hotel tax.)

**Advertising/Promotional Grants for Events/Projects:**

<b>Application Deadline</b>	<b>Presentation to VISIT MCKINNEY Board</b>	<b>Board Vote and Award Notification</b>
October 1, 2019	October 22, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

# GRANT APPLICATION

## INFORMATION ABOUT YOUR ORGANIZATION

Name: **GAME DAY FOODS, LLC (DBA BERNARD'S GOURMET FOODS)**

Federal Tax I.D.: **46-0594815**

Incorporation Date: **2014**

Mailing Address: **215 N COLLEGE ST**

City **MCKINNEY**

ST: **TEXAS**

Zip: **75069**

Phone: **214-726-2203**

Fax:

Email: **michele@bernardsgourmetfoods.com**

Website: **bernardsgourmetfoods.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:

**MCKINNEY CHAMBER OF COMMERCE, LEADERSHIP MCKINNEY ALUMNI (2015), FOUNDER/CHAIR MCKINNEY STAR-SPANGLED SALSAFEST COMMITTEE, FOUNDING MEMBER MCKINNEY HUNGER-FREE COALITION, HOLY FAMILY SCHOOL BOARD MEMBER, GOTEXAN MEMBER, H-E-B QUEST TEXAS BEST CLASS MEMBER (2018), H-E-B NORTH TEXAS QUEST BUSINESS MENTOR (2019)**

## REPRESENTATIVE COMPLETING APPLICATION:

Name: **MICHELE BERNARD**

Title: **CO-OWNER/COMMUNITY RELATIONS LIAISON**

Mailing Address: **215 N COLLEGE ST**

City: **MCKINNEY**

ST: **TEXAS**

Zip: **75069**

Phone: **214-726-2203**

Fax (optional):

Email: **michele@bernardsgourmetfoods.com**

**CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY AND ORGANIZATION:**

Name: MICHELE BERNARD

Title: CO-OWNER/COMMUNITY LIAISON

Mailing Address: 215 N COLLEGE ST

City: MCKINNEY

ST: TEXAS

Zip: 75069

Phone 214-726-2203

Fax:

Email: michele@bernardsgourmetfoods.com

**FUNDING**

Total amount requested: \$2500.00

Matching Funds Available (Y/N and if yes, please indicate amount and source):

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes

No

Please provide details and funding requested:

Requested funding will be used in support of promoting McKinney's 3rd Annual Star-Spangled SalsaFest benefitting Community Garden Kitchen, held July 4, 2020 at Chestnut Square Heritage Village. We respectfully request grant funds to assist in marketing and promoting this community wide event, popular with both residents and tourists alike. Funds will specifically be used to create print and electronic format promotional materials for advertising in local, regional food and tourism magazines, newsletters, blogs and other food/community event/ tourism related social media sites and outlets.

**TOURISM-RELATED EVENT OR PROJECT**

Start Date: AUGUST 2019

Completion Date: JULY 2020

**APPLICANT'S BOARD OF DIRECTORS** *(list may be included as an attachment)*

MCKINNEY STAR-SPANGLED SALSASFEST COMMITTEE MEMBERS: MICHELE BERNARD, CHAIR; DAVID BERNARD, MOLLY JONES, ANGELA POEN (CGK), KATE RUSCHEINSKI (CGK), ALISON LUKE (CGK), MICHELLE BURKE (CGK), JAYMIE PEDIGO (CHESTNUT SQUARE), BECKY ALY, MIKE JONES, RICK MORENO, KAYE WOOLERY-MORENO, KATHRYN WAITE, LIZ HARPER, JENIFER FLORENCE, SARA THOMAS, RUSSELL LUTTRELL, MARIE LUTTRELL, MARIA WHITWORTH, ALBERT TREVINO

## **APPLICANT'S LEADERSHIP STAFF** (*may be included as an attachment*)

ALL PERSONS LISTED ABOVE ARE VOLUNTEERS. THERE ARE NO PAID STAFF MEMBERS.

**Use the outline below to prepare a written narrative no more than seven 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.

PLEASE SEE ATTACHED DOCUMENT

### **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.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
- Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.

PLEASE SEE ATTACHED DOCUMENT

**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 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 are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- 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 a unique destination for residents and visitors alike.

**Indicate which goal(s) listed above will be supported by the proposed Event or Project:**

**GOALS AS LISTED ABOVE WILL BE SUPPORTED BY MCKINNEY'S 3RD ANNUAL STAR-SPANGLED SALSASFEST BENEFITTING THE COMMUNITY GARDEN KITCHEN OF COLLIN COUNTY**

---

**Has a request for funding for this Event or Project been submitted to VISIT MCKINNEY in the past?**

Yes                       No

**Date(s):** FEB. 2018 (SUBMITTED BY FESTIVAL BEN. CGK; FEB. 2019

**Financial**

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals. **PLEASE SEE ATTACHED**
- 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.  
**PLEASE SEE ATTACHED**

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

**\$ 20,212.00 (PLEASE SEED ATTACHED FESTIVAL BUDGET FOR MORE DETAILS)**

*(Please provide a budget for the proposed Event or Project.)*

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

**Are Matching Funds available?**  Yes  No

Cash \$	13,212	Source	SPONSORSHIP	% of Total	66%
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.*** PLEASE SEE ATTACHED

**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.

PLEASE SEE ATTACHED

**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.

PLEASE SEE ATTACHED

**Acknowledgements**

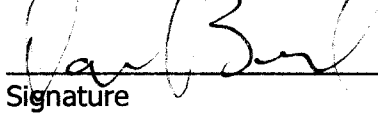
***If funding is approved by the VISIT MCKINNEY board of directors, Applicant will assure:***

- 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.")
- 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 takes place and after all verified receipts and a final report on the Event or Project. (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, not later than the 120<sup>th</sup> day after the date VISIT MCKINNEY requests repayment.

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

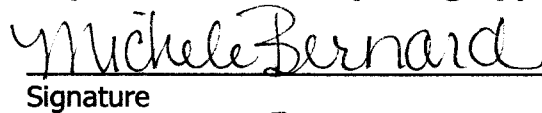
**Chief Executive Officer**

  
Signature

DAVID BERNARD  
Printed Name

2/3/2020  
Date

**Representative Completing Application**

  
Signature

Michele Bernard  
Printed Name

Date Feb. 3, 2020

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

## **MCKINNEY'S 3<sup>RD</sup> ANNUAL STAR-SPANGLED SALSAFEST PROJECT SUMMARY**

McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County will be a community-wide event that brings residents and visitors together to celebrate the 4<sup>th</sup> of July while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many. Through participation, this event also creates the opportunity for all involved to address and play a significant role in the reduction of food insecurity.

McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County will showcase McKinney and promote the City of McKinney for the purpose of tourism by providing a fun-filled family friendly holiday event for residents and tourists to enjoy at Chestnut Square Heritage Village. This event immediately follows the City of McKinney's Red, White and BOOM Downtown Parade. This event features live entertainment, music and dance, a children's play/arts-n-crafts/entertainment area, a tasting/shopping area featuring GOTEXAN salsa/spicy food vendors from across the state of Texas. Also featured will be restaurant and food vendors, and culinary demonstrations. A people's choice, and a judged salsa/spicy food competition for restaurants, commercial bottlers and individuals culminating in an awards presentation rounds out the day and concludes in plenty of time for guests to make their way to the City of McKinney's Red, White and BOOM spectacular fireworks display at Craig Ranch, creating a seamless day of fun-filled activities for residents and tourists to enjoy.



**Use the outline below to prepare a written narrative no more than seven 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.

**The McKinney Star-Spangled SalsaFest Committee is comprised of a volunteer team of community members who share a heart for service and a mind to nourish others. This group of servant leaders were invited by David and Michele Bernard to come together for the first time in August 2017. David and Michele are multi-generation McKinney natives who are active community volunteers and members of McKinney's "foodie" community. They can be found sharing their specialty food products at McKinney Farmers Market and beyond. As 2018 members of H-E-B's Quest for Texas Best Class, Bernard's Gourmet Roasted salsas can now be found in over 200 H-E-B Grocery stores in over 90 Texas cities.**

**Through participation in specialty food events, such as the Austin Chronicle Hot Sauce Festival benefitting the Central Texas Food Bank, the Bernard's have been able to see first-hand the immense popularity and big positive impact such an event enjoys in a community. The Bernards determined to bring such an event to McKinney in order to address and eradicate food insecurity at home. In August 2017, David and Michele reached out to their friends, colleagues and partners in community service in order to produce this event to help the Community Garden Kitchen of Collin County raise funds to build the Community Garden Kitchen at Holy Family School. Once built, the Community Garden Kitchen will be a center of hope and compassion, ensuring that no one in our community suffers the fear and distress of food insecurity. The community Garden Kitchen will serve nutritious meals to those in need of a safe, welcoming place. The Community Garden Kitchen will serve the pre-school children and staff of Holy Family School during the day, and serve the greater community each evening, providing dining with dignity after school**

**hours end.**

**The McKinney Star-Spangled Salsa Fest Committee will help the Community Garden Kitchen of Collin County achieve their goals and meet their objectives by producing and hosting McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest on July 4, 2020 at Chestnut Square Heritage Village in downtown McKinney. This food/holiday festival will be held in conjunction with the City of McKinney's Red, White and BOOM Celebration. Proceeds collected for salsa contest entries, the ticket gate, as well as merchandise sales and festival related donations from the public will benefit the Community Garden Kitchen of Collin County.**

**The McKinney Star-Spangled SalsaFest beneficiary, the Community Garden Kitchen of Collin County (CGK) came to be in late 2014 when a group of concerned citizens, educators and business persons joined together to address food insecurity in Collin County, Texas. This group decided to raise funds to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger. After much research, an opportunity was discovered that not only provided a unique way to address this issue, but benefit another group as well. CGK learned that a local preschool, Holy Family School of McKinney (HFS), in operation since 1951, was in critical need of a kitchen and dining facility to prepare and serve food to their pre-school children and staff. The CGK board and the HFS board created an agreement which would allow dual use of the proposed kitchen facility. Holy Family School would use the kitchen during the day, and in the evening after school hours, CGK volunteers would use the kitchen. A fund raising campaign was launched by the CGK board in order to gather the required building capital. As of this writing, approximately \$650,000 has been raised. Groundbreaking took place on December 6, 2019. CGK expects to be operational by Spring 2020. Community Garden Kitchen of Collin County, Inc. received their 501c3 tax status in February 2016.**

**Hunger and nutritional issues affect all age groups in McKinney, Texas. Data from the North Texas Food Bank indicate 2500 to 4400 food insecure people live in the 75069 zip code. The Community Garden Kitchen at Holy Family School will be located in the heart of this area. Preparing and serving evening meals to people in need without requiring paperwork, provides a unique**

**service and addresses a need that is not offered anywhere in Collin County.**

**Project Description: The community Garden Kitchen will be a 4780 square foot free standing kitchen and dining hall located on the two-acre Holy Family School campus. The property is owned by the Episcopal Diocese of Dallas.**

**On Saturdays, this facility will be uniquely situated to provide space for community volunteers to teach basic nutrition classes, economical food preparation, as well as, lessons on sustainable living through gardening.**

**Desired Impact/Outcomes: Using the midrange data from the North Texas Food Bank on food insecure people in the 75069 zip code and estimating 10% of that number will join CGK for a meal each day, CGK anticipates serving 350 people one meal per day.**

**A well-balanced diet contributes toward living a healthy, productive life. This cannot be overstated. Data shows that children who are not well-fed function poorly in school. The planned nutritional classes will provide community members access to valuable information for building healthy eating habits.**

**Implementation: After research and review of multiple kitchen operations across the country, the Community Garden Kitchen board has chosen to replicate a Kansas City, MO facility. This facility has been in operation for over 30 years and employs a restaurant model which decreases food waste and costs. Utilizing their operational strategies as the foundation, overhead will be streamlined.**

**At the conclusion of the capital campaign and when construction is complete, the Community Garden Kitchen will employ a professional kitchen manager who will be responsible for menu planning, food purchasing and preparation oversight. The plan for Year One is to serve evening meals four (4) days per week and breakfast each Saturday morning.**

**The Community Garden Kitchen is structuring overhead expenses carefully. Arrangements have been made with the landlord, the Episcopal Diocese of Dallas, to pay \$10.00 per year on a 10 year lease with a 10 year option to renew at the same rate.**

**A database of CGK supporters has been established. These supporters will be targeted through direct mail at least twice a year and through personal contacts. CGK will continue to reach out to local faith based, business and civic organizations for both volunteer and financial support.**

**The Community Garden Kitchen organization is creating a project/program sustainability plan for obtaining active, ongoing support from groups who will finance the cost of food, and volunteer to prepare and serve food. Currently, CGK has identified numerous groups and individual who have verbally committed to serve at the Community Garden Kitchen when officially opened to the public. CGK has also compiled a list of food sources that can provide supplies at reduced costs.**

**Other funding initiatives include contacting multiple corporations, foundations, and government institutes for financial support and sponsoring an annual golf tournament and gala. CGK donors are offered a variety of methods by which to donate through honorariums, memorials, real estate gifts, life insurance and appreciated securities as described on the CGK website: [www.communitygardenkitchen.org](http://www.communitygardenkitchen.org).**

**The McKinney Star-Spangled SalsaFest, to be held every July 4, will be the primary annual fundraising event for the Community Garden Kitchen of Collin County.**

**PARTNERS: Since the inception of the CGK building project in 2014, over 81 business and over 900 individual donors have supported it. CGK has an active 10-member board and over 60 volunteers and growing. CGK is encouraged by the overwhelming positive community response and finds that people enjoy the opportunity to donate locally.**

**In 2017, Game Day Foods, LLC chose CGK to be their beneficiary for McKinney's Star-Spangled SalsaFest. CGK received \$9609 from the inaugural festival. Year two (2) festival garnered \$14,605. In 2018, RBFCU awarded \$25,000 to CGK and will serve as the Star-Spangled SalsaFest title sponsor for a five year term. Other past awards: In 2017, The Seed Project Foundation chose CGK as their 2017 charity to support. The Episcopal Foundation of Dallas has provided \$70,000 in grant funding. By partnering with**

**Communities Foundation of Texas during North Texas Giving Day, CGK has received over \$8400. A partnership with McKinney Roots will garner locally grown produce once Community Garden Kitchen is built and service to community begins.**

Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested. **There are no organizational changes at this time.**

### **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.

**The Promotional/Community Event funds we are requesting will be used in support of promoting McKinney's 34d Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County. This family friendly holiday event will be held July 4, 2020 at Chestnut Square Heritage Village. We respectfully request grant funds to assist in marketing and promoting this community wide event, specifically to create print and electronic format marketing materials and for advertising in state, local and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites and outlets.**

Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**

**McKinney's 3rd Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County will showcase McKinney and promote the City of McKinney for the purpose of tourism by providing a fun-filled family friendly holiday event for residents and tourists to enjoy at Chestnut Square Heritage Village. This event immediately follows the City of McKinney's Red, White and BOOM Downtown Parade. This event features live entertainment, music and dance, a children's play/arts-n-crafts/entertainment area, a tasting/shopping area featuring GOTEXAN salsa/spicy food vendors from across the state of Texas. Also featured will be restaurant and food vendors, and culinary demonstrations. A people's choice, and a judged salsa/spicy food competition for restaurants,**

**commercial bottlers and individuals culminating in an awards presentation rounds out the day and concludes in plenty of time for guests to make their way to the City of McKinney's Red, White and BOOM spectacular fireworks display at Craig Ranch, creating a seamless day of fun-filled activities for residents and tourists to enjoy.**

Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.

**McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County, fulfills our strategic goals and objectives by producing a community-wide event that brings residents and visitors together to celebrate, while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many members of the McKinney community. This event through participation, also creates the opportunity for all involved to address and play a significant role in the reduction of food insecurity in our community. McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest.**

Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.

**Planned activities for McKinney's Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County include:**

- **Judged Salsa/Spicy Food contest for the following categories: Red, Green, Special Variety in three divisions – Restaurant, Commercial, Individual. Judge's Choice will be awarded to Overall Best Salsa.**
- **People's Choice Contest: Residents and tourists will have the opportunity to judge all salsa/spicy food vendors present to determine the People's Choice Award**
- **Live music provided by DJ and local musicians**
- **Salsa Street Dance and lessons lead by Salsa Dallas**
- **Children's play zone featuring outdoor family fun games**
- **Children's Art's-n-Crafts zone featuring holiday projects lead by Holy Family School**

- **Children's entertainment provided by local youth musicians, dancers and actors**
- **Tasting/Shopping zone featuring restaurants, food vendors and GOTEXAN salsa/spicy food vendors from throughout Texas**
- **Culinary demonstrations**
- **Event begins immediately following Red, White and BOOM Parade at 11 a.m. and concludes at 3 p.m.**
- **Admission: \$10 Adult/Children 12 and under FREE**

Provide the venue/location for the Event or Project.

### **Chestnut Square Heritage Village**

Provide a timeline for the Event or Project.

#### **August 2019 - July 2020**

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.

**McKinney's first and second Star-Spangled SalsaFest were blessed with great success. Positive first and second year experiences were reported by festival attendees, committee members, city officials and departments, volunteers, sponsors, partners, vendors and Community Garden Kitchen of Collin County. The second year saw many returning vendors, and guests eager to once again enjoy the opportunity to celebrate the holiday together while benefitting Community Garden Kitchen. Second year attendance was approximated to be 2000 plus guests, thanks to: successful year one event, returning guests and vendors, increased promotions completed construction in area, beautifully improved grounds, new parking garage, relocation of Parks and Rec car show to neighboring Playful parking lot. GOTEXAN salsa/spicy food vendors from across the state look forward to retuning to enjoy the warm reception received in McKinney from festival guests. Included in this number are vendors whose business launched (local and beyond) via this event, who have gone on to enjoy great success. Vendors provided positive festival experiences across the board, citing numerous reasons, including ability to enjoy the**

**holiday and McKinney's Red, White and BOOM festivities with family and customers as a reason to return to future salsa festivals in McKinney.**

**Due to success and positive reception received in year one and year two, it is anticipated that attendance will continue to grow. As the festival gains popularity within the city and across Texas, The McKinney Star-spangled SalsaFest committee will continue to work closely with City of McKinney officials, departments, particularly Main street, Special Events, Health Department, Fire Marshall, Police Department, and Public Works, to adjust for future growth and plan accordingly to ensure continued popularity and guest participation while contributing to the growth of McKinney tourism and hotel tax revenue.**

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.

**Plans to attract resident and visitor participation while contributing to tourism in McKinney include encouragement/promotion via paid local, state and regional advertising, social media and via Bernard's Gourmet Foods street team members in San Antonio, Houston and Austin, to all to participate in contest as individual, restaurant or commercial bottlers; encourage/promo travel to McKinney to participate as festival vendors and guests. Will encourage and promote weekend stays at local hotels and include McKinney-centric information filled shopping bags to potential festival guests at various special events and functions throughout state of Texas, as well as on day of to festival guests and vendors.**

Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

### **See attached budget**

Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.

**Event takes place July 4, 2020**

**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 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 are included in this packet.)
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- 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 a unique destination for residents and visitors alike.

**Indicate which goal(s) listed above will be supported by the proposed Event or Project:**

**Goals as listed above will be supported by McKinney's 3<sup>rd</sup> Annual Star-Spangled SalsaFest benefitting the Community Garden Kitchen of Collin County.**

Has a request for funding for this Event or Project been submitted to VISIT MCKINNEY in the past?

**Yes**

**Date(s): February 2018 (submitted by festival beneficiary, Community Garden Kitchen); February 2019**

**Financial**

- **Please see attached Budget**

## **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.

**McKinney's 3<sup>rd</sup> Annual Star-spangled SalsaFest will be advertised and marketed via social media and traditional print media, as well as, relationally through committee member/festival vendor shared networking efforts. Marketing materials will include print and electronic format advertising for use in local, state and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites, groups and outlets. The same will be shared electronically with out of town festival vendors to be shared in their areas and with their fan base. Bernard's Gourmet Foods street teams in San Antonio, Austin and Houston will share the same. Festival posters and flyers will be distributed throughout Collin County, and shared electronically with all festival vendors and BGF street teams. Social media engagement via SalsaFestMcKinney.com and the related Facebook/Instagram posts and fan engagement opportunities will begin January 2020 and ramp up accordingly, culminating with date of the event.**

**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.**

- 1. Number in Attendance**
- 2. Customer Satisfaction survey to be shared with guests, committee members, vendors, sponsors, partners and beneficiary via email, website and/or social media.**

# 2020 SALSA FESTIVAL BUDGET

				\$	(20,212)	\$	40,250	\$	20,038	TOTAL BENEFIT	
				\$	20,000	\$	TICKET SALES	\$	2,000		
				\$	1,800	\$	VENDOR FEES	\$	24		
				\$	SPONSORSHIP	\$	18,450	\$	SPONSOR TAG	SPONSOR	
				\$	(20,212)	\$	PRIOR TO EVENT				
				EXPENSES							
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY	\$	\$	\$	\$	\$	\$	\$	
MARKETING											
COMMUNITY IMPACT	PRINT MEDIA	\$ 7,850	1	\$	(7,850)						
STAR LOCAL MEDIA	PRINT MEDIA	\$ 1,850		\$							
EDIBLE DFW	PRINT MEDIA	\$ 400		\$							
ALLEN IMAGE	PRINT MEDIA	\$ 2,000		\$							
FACEBOOK	PRINT MEDIA	\$ 900		\$						SPONSORS IN 2019	
WE ARE COLLIN COUNTY	SOCIAL MEDIA	\$ 350		\$						MCDC & MCVB (MATCHING)	
	SOCIAL MEDIA	\$ 350		\$						GAME DAY FOODS	
HAND FANS - PASS OUT AT PARADE		\$		\$						BERNARDS GOURMET FOODS	
FLYERS/POSTERS		\$ 1,500		\$						1-SQUARE MILE	
		\$ 500		\$						RFBCU	
		\$		\$						CHOICE AIR CARE	
COMMUNICATIONS		\$ 600	1	\$	(600)					LIONS INTERNATIONAL	
PRINTING		\$ 500		\$						DAVID KESSEL	
MAPS FOR ATTENDEES		\$ 100		\$						AUTHORITY ROOFING	
		\$		\$						INDEPENDENT BANK MORTGAGE	
REGISTRATION		\$ 600	1	\$	(600)					GO TEXAN	
VOLUNTEER BADGES		\$ 50		\$						ACADEMICS PLUS	
WRIST BANDS		\$ 50		\$						ST. PETERS EPISCOPAL CHURCH	
SIGNAGE		\$ 500		\$						FOOD WALKS OF TEXAS	
		\$		\$						BOBBY APPLE	
JUDGES /CHEFS /ENTERTAINMENT		\$ 250	1	\$	(250)					TOPC CHICO	
THANK-YOU DINNER		\$		\$						BLC INSURANCE	
NEEDED MATERIALS FOR JUDGING/DEMOS		\$		\$						THE VAUGHAN TEAM	
SPONSORS		\$ 250	1	\$	(250)					BRITANY STEWART - KELLER WILLIAMS	
THANK-YOU GIFTS		\$		\$						HAIMAN HOGUE LAW FIRM	
ACTIVITIES/ENTERTAINMENT		\$ 2,800	1	\$	(2,800)						
DJ/ENGEE		\$ 500		\$							
MUSIC		\$ 450		\$							
SALSA DALLAS		\$ 350		\$							
CHILDREN'S KID ZONE	KID ZONE	\$ 1,200		\$							
FACE PAINTER	KID ZONE	\$ 300		\$							
		\$		\$							
		\$		\$							
MISC		\$ 1,400	1	\$	(1,400)						
TEMPORARY FENCING		\$ 100		\$							
GENERATOR		\$ 1,000		\$							
800 # ICE		\$ 300		\$							

## 2020 SALSA FESTIVAL BUDGET

		\$	(20,212)	\$	40,250	\$	20,038	TOTAL BENEFIT
		EXPENSES		SPONSORSHIP		TICKET SALES		2,000
				\$	1,800	VENDOR FEES		24
				PRIOR TO EVENT		SPONSOR		
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY	\$	\$	\$	\$	
VENUE RENTAL		1,500	1	\$	(1,500)	\$	7,850	MARKETING
				\$	3,000		3,000	GAME DAY FOODS
COOL ZONE		150	2	\$	(300)		3,000	BERNARDS GOURMET FOODS
	CYCLONE 3000		1	\$	-		1,500	TASTING ZONE
	FREE WATER STATION		1	\$	-		5,000	TITLE
				\$	-		1,500	KID ZONE
				\$	-		600	SECURITY
EVENT TENTS 10 x 10		75	28	\$	(2,100)		500	FIRST AIDE
	SALSA VENDORS		20	\$	-		500	JUDGES CHOICE
	FOOD VENDORS		4	\$	-		500	PEOPLES CHOICE
	REGISTRATION/TICKET		3	\$	-		500	REGISTRATION
	NON-FOOD VENDORS		1	\$	-		250	
				\$	-		250	
				\$	-		250	
				\$	-		250	
TABLES, CHAIRS, OTHER FURNITURE RENTAL				\$	-		250	
TABLES		8,000	6	\$	(64)		250	
CHAIRS		2,000	32	\$	(48)		250	
	TASTING/FOOD			\$	-		100	
	REGISTRATION			\$	-		100	
	VOLUNTEER TENT			\$	-		100	
	FIRST AIDE TENT			\$	-		100	
	FREE WATER			\$	-		100	
	ENTERTAINMENT			\$	-		-	
DECORATIONS		250	1	\$	(250)			
FOOD/DRINKS FOR STAFF/VOLUNTEERS		100	1	\$	(100)			
				\$	-			
				\$	-			
SECURITY		150	4	\$	(600)			
LOGISTICS				\$	-			
EVENT INSURANCE		1,000	1	\$	(1,000)			
PERMITS		500	1	\$	(500)			
				\$	-			

# 2019 SALSA FEST MCKINNEY

	BEGINNING BALANCE	DEPOSITS / CREDITS	WITHDRAWS / DEBITS	ENDING BALANCE
Beginning balance on 2/22/2019 \$0.00	\$ -			
Deposits/Credits 10,000.00		\$ 10,000.00		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 2/28/2019 \$10,000.00</b>				<b>\$ 10,000.00</b>
Beginning balance on 3/1/2019 \$10,000.00	\$ 10,000.00			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 356.59			\$ (356.59)	
<b>Ending balance on 3/31/2019 \$9,643.41</b>				<b>\$ 9,643.41</b>
Beginning balance on 4/1/2019 \$9,643.41	\$ 9,643.41			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 4/30/2019 \$9,643.41</b>				<b>\$ 9,643.41</b>
Beginning balance on 5/1/2019 \$9,643.41	\$ 9,643.41			
Deposits/Credits 9,868.41		\$ 9,868.41		
Withdrawals/Debits - 16,845.15			\$ (16,845.15)	
<b>Ending balance on 5/31/2019 \$2,666.67</b>				<b>\$ 2,666.67</b>
Beginning balance on 6/1/2019 \$2,666.67	\$ 2,666.67			
Deposits/Credits 1,583.36		\$ 1,583.36		
Withdrawals/Debits - 3,315.05			\$ (3,315.05)	
<b>Ending balance on 6/30/2019 \$934.98</b>				<b>\$ 934.98</b>
Beginning balance on 7/1/2019 \$934.98	\$ 934.98			
Deposits/Credits 14,377.81		\$ 14,377.81		
Withdrawals/Debits - 5,641.33			\$ (5,641.33)	
<b>Ending balance on 7/31/2019 \$9,671.46</b>				<b>\$ 9,671.46</b>
Beginning balance on 8/1/2019 \$9,671.46	\$ 9,671.46			
Deposits/Credits 200.00		\$ 200.00		
Withdrawals/Debits - 9,371.00			\$ (9,371.00)	
<b>Ending balance on 8/31/2019 \$500.46</b>				<b>\$ 500.46</b>
Beginning balance on 9/1/2019 \$500.46	\$ 500.46			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 9/30/2019 \$500.46</b>				<b>\$ 500.46</b>
Beginning balance on 10/1/2019 \$500.46	\$ 500.46			
Deposits/Credits 0.00		\$ -		
Withdrawals/Debits - 0.00			\$ -	
<b>Ending balance on 10/31/2019 \$500.46</b>				<b>\$ 500.46</b>
<b>CURRENT BALANCE</b>		<b>\$ 36,029.58</b>	<b>\$ (35,529.12)</b>	<b>\$ 500.46</b>
			<b>\$ 21,924.12</b>	<b>SALSA FEST EXPENSES</b>
			<b>\$ (13,605.00)</b>	<b>BENEFIT TO CGK</b>
			<b>\$ (1,000.00)</b>	<b>CONTRIBUTIONS DIRECTLY TO CGK</b>
			<b>\$ (14,605.00)</b>	<b>TOTAL BENEFIT</b>