

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2023

### IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
7300 SH 121, SB, Suite 200  
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

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

### Promotional and Community Event Grant Calendar:

| Application Deadline       | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: November 30, 2022 | December 15, 2022          | January 26, 2023                  |
| Cycle II: May 31, 2023     | June 22, 2023              | July 27, 2023                     |

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: 2/2017

Mailing Address: 7200 W University Drive, Suite 210

City McKinney

ST: TX

Zip: 75071

Phone: 318.527.9221

Fax: NA

Email: [hello@sbghospitality.com](mailto:hello@sbghospitality.com)

Website: [www.sbghospitality.com](http://www.sbghospitality.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, McKinney Young professionals

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Boulevard

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: NA

Email: hello@sbghospitality.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Lauren Stephan

Title: President

Mailing Address: 7200 W University Drive, Suite 210

City: McKinney

ST: TX

Zip: 75071

Phone 318.527.9221

Fax: NA

Email: hello@sbghospitality.com

**FUNDING**

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): N

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: NA

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: March 11, 2023

Completion Date: October 28<sup>th</sup>, 2023

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

NA

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

NA

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

**II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

**Date(s):** 2021 and 2022 Sip and Stroll Series



## Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

### Overview of Promotional/Community Event financial goal?

|                           |   |
|---------------------------|---|
| <b>Gross Revenue</b>      | <b>\$30-45k per walk</b>                        |
| <b>Projected Expenses</b> | <b>\$20k-28k (including donations) per walk</b> |
| <b>Net Revenue</b>        | <b>\$17k-20k per walk</b>                       |

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?** If we received the grant SBG would pay the remaining amount for each event. The \$15,000 grant would cover \$3,000 for advertising per event. The remaining amount of expenses SBG would pay (roughly \$17k- \$25k per event) Ideally we’d be able to raise \$5k worth of sponsorships for each walk.

|                                      |                    |
|--------------------------------------|--------------------|
| <b>Sponsorship Revenue</b>           | <b>\$5k</b>        |
| <b>Registration Fees</b>             | <b>\$20k-\$40k</b> |
| <b>Donations</b>                     | <b>\$na</b>        |
| <b>Other (raffle, auction, etc.)</b> | <b>\$na</b>        |
| <b>Net Revenue</b>                   | <b>\$17k-\$20k</b> |

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

## V. Metrics to Evaluate Success

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



## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**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**

\_\_\_\_\_  
Signature

Printed Name

Date

**Representative Completing Application**

*Lauren Stephan*  
\_\_\_\_\_  
Signature

Printed Name Lauren Stephan

Date 11/28/2022

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

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

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

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



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

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

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

McKinney Community Development Corporation  
7300 SH 21, SB, Suite 200  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

# MCKINNEY SIP+STROLL SERIES 2023



**SBG**  
Hospitality





# SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in Downtown McKinney at the 2023 Sip + Stroll Series!

The strolls bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney!



Not only do the walks increase sales and foot traffic for downtown merchants but they also help in promoting downtown McKinney on a consistent basis- keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney.

Each walk is capped at 1,500 participants to not overwhelm the merchants and to keep lines short and enjoyable for attendees!



In addition to bringing tourism to McKinney our goals are to create fun experiences for residents that increase their quality of life, to showcase McKinney as a unique destination and support local non profits! Our walks also feature local musicians performing around the square, costume contests, photo-booths and fun swag!





# FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!

**Participating Downtown merchants LOVE the foot traffic the strolls bring into their stores! Merchants are always quick to register and have a chance to participate! The walks have been incredibly impactful in Downtown.**



*"The walks have been great! The main thing I noticed is how well they have been run. The hospitality group does a good job of running the event and the staff has been so friendly too. The ones (staff) that are repeat workers you get to know them. Makes for a very fun event." - Kirk, Sports Haven*

*"We enjoy the walks! It's always good business for us because it brings new people who would generally not come into our store!" - Nancy, Antique Company Mall*



*"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers that have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but thats what happened and we cannot be happier!" -Mason and Jessica, Jasper & Petals*

# AN IMPACTFUL MCKINNEY EVENT SERIES!



Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is partnered on every event, we also partner with a local McKinney nonprofit on each event! Our 2023 non-profit partners include: Hugs Cafe, McKinney Main Street, and we are finalizing the last one now!

In 2022 the **sip and stroll series** was able to donate over \$9,035 to McKinney nonprofits!

We will measure the events success based on our attendance. We hope to sell out each walk at 1,000- 1,500. Our success will also be dependent on feedback from the local merchants. We want to hear that they had a spectacular sales day!





# THE EXPERIENCE...FUN IN MCKINNEY!!

Attendees receive a signature event taster, an event map directing them to their tasty journey around downtown McKinney, and 15-25 delicious beverage tastings!

Each walk has its own fun activity and fun swag items! Example: Irish music, photo-booths and costume contests! The fee for participants is \$30 per walk.

In 2022 we hosted 4 walks.

**In 2022 we are adding a 5th event to the series!**

The walk themes (subject to change as needed) are:

**MARCH 11: McKinney St. Patrick's Day Beer Walk**

**JUNE 17 : McKinney Craft Beer Walk**

**JULY 8: McKinney Margarita Stroll**

**AUGUST 19th: McKinney Sips of Summer**

**OCTOBER 28: McKinney Spooktacular Brews & Boos Walk**

# EXPENSES AND REVENUE



We hope to sell 1,000- 1,500 tickets at \$30 per ticket= \$30K-45,000



The median cost for each event is \$20-28k. (This does not include our cost to pay our employees to organize the events.) Some walks will cost a little less and some will cost more. An example expense sheet has been attached! After hard event costs we will pay out 20% net proceeds to McKinney Main Street. We also pay the nonprofit partner the \$1,500 for each event regardless of attendance.



We will try to offset some of our costs with sponsorships. (Presenting, Photo-booth) Our hopes are to raise \$5k of sponsorships per walk to help us with our bottom line so we are able to continue this series for years to come!





# HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (**5!**) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals. (Especially with the cost increases we've seen for our events! The advertising grant makes the series possible!)

## **Our marketing plan includes:**

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- DFW Social Media Influencers
- Event Flyers
- Local Ads (McKinney Community Impact Magazine)
- Upwork to create ads and marketing materials

**Thank you for your consideration! We are GRATEFUL for MCDL!** The \$15,000 to put towards advertising the 5 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDL on this **impactful** event series in Downtown McKinney!

Sincerely,  
SBG Hospitality

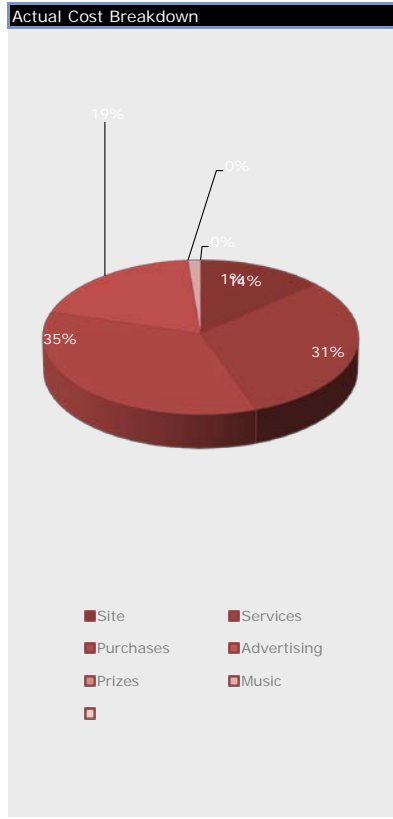
# Margarita Stroll



| Site                 | Estimated     | Actual            |
|----------------------|---------------|-------------------|
| McKinney Main Street |               |                   |
| Donation             |               | \$3,000.00        |
| Hugs Café Donation   |               | \$1,500.00        |
| <b>Total</b>         | <b>\$0.00</b> | <b>\$4,500.00</b> |

| Services                    | Estimated     | Actual             |
|-----------------------------|---------------|--------------------|
| Glenn/Tyler Event Labor     |               | \$760.00           |
| Event Labor                 |               | \$650.00           |
| Ovation Catering Bartenders |               | \$6,000.00         |
| Ice                         |               | \$920.13           |
| Photographer                |               | \$300.00           |
| Margarita Machine + Mix     |               | \$1,472.20         |
| Registration Captain        |               | \$200.00           |
| Uhaul                       |               | \$92.32            |
| <b>Total</b>                | <b>\$0.00</b> | <b>\$10,394.65</b> |

| Purchases                                      | Estimated     | Actual             |
|--|---------------|--------------------|
| Tequila & Triple Sec                           |               | \$3,138.24         |
| Ben E Keith                                    |               | \$3,334.00         |
| Margarita Flavorings, Citrus & Fruit Garnishes |               | \$2,141.70         |
| Spoons   |               | \$65.13            |
| Leis (1500)                                    |               | \$406.50           |
| Igloo Coolers                                  |               | \$490.50           |
| Tossware (1500)                                |               | \$665.28           |
| Disposable Cups (1500)                         |               |                    |
| T-shirts (203)                                 |               | \$740.95           |
| Tongs & Ice Scoops                             |               | \$52.22            |
| Tupperware Containers                          |               | \$47.88            |
| Trashcans                                      |               | \$104.96           |
| Cleaning Rags/Cloths                           |               | \$41.33            |
| Party City:                                    |               |                    |
| Wristbands/Tablecloths                         |               | \$336.62           |
| Salt   |               | \$13.99            |
| Straws   |               | \$90.84            |
| Walmart: Trash bags, knives, cutting board     |               | \$62.40            |
| Staff Meals (Friday & Saturday)                |               |                    |
| <b>Total</b>                                   | <b>\$0.00</b> | <b>\$11,732.54</b> |



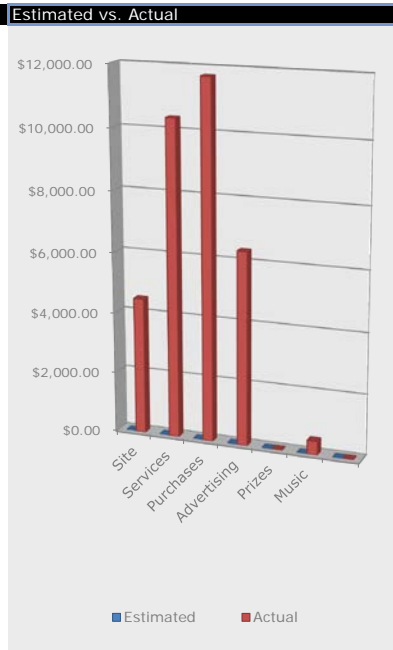
| Advertising                 | Estimated     | Actual            |
|-----------------------------|---------------|-------------------|
| Flyers                      |               | \$75.00           |
| Upwork Ad Creation          |               | \$300.00          |
| Social Media Ads            |               | \$2,500.00        |
| Community Impact Digital    |               | \$500.00          |
| Digital Ads/ Sole solutions |               | \$3,000.00        |
| <b>Total</b>                | <b>\$0.00</b> | <b>\$6,375.00</b> |

| Prizes       | Estimated     | Actual        |
|--------------|---------------|---------------|
|              |               |               |
| <b>Total</b> | <b>\$0.00</b> | <b>\$0.00</b> |

| Music        | Estimated     | Actual          |
|--------------|---------------|-----------------|
| Musicians    |               | \$450.00        |
| <b>Total</b> | <b>\$0.00</b> | <b>\$450.00</b> |

|              | Estimated     | Actual        |
|--------------|---------------|---------------|
| <b>Total</b> | <b>\$0.00</b> | <b>\$0.00</b> |

| Total Expenses | Estimated     | Actual             |
|----------------|---------------|--------------------|
|                | <b>\$0.00</b> | <b>\$33,452.19</b> |



## Texas Franchise Tax Return Summary

For privilege period covering **01/01/22** through **12/31/22**  
**SBG HOSPITALITY LLC** \*\*\*\*\*

**Taxable Income**

|                                 |           |                |
|---------------------------------|-----------|----------------|
| Total Revenue                   | 1,228,570 |                |
| Margin subject to apportionment | 228,570   |                |
| Apportionment factor            | 1.0000    |                |
| Margin apportioned to TX        | 228,570   |                |
| Allowable deductions            |           |                |
| <b>Taxable margin</b>           |           | <b>228,570</b> |

**Tax Computation**

|                            |         |             |
|----------------------------|---------|-------------|
| Taxable margin             | 228,570 |             |
| Tax rate                   | .007500 |             |
| Tax due before adjustments | 1714.28 |             |
| Tax credits                |         |             |
| Tax due before discount    | 0.00    |             |
| Discount                   | 0.00    |             |
| <b>Total tax due</b>       |         | <b>0.00</b> |

**Payments/Penalties**

|                                 |  |  |
|---------------------------------|--|--|
| Prior payment                   |  |  |
| Penalty                         |  |  |
| Interest                        |  |  |
| <b>Total payments/penalties</b> |  |  |

**Total tax due and payable** **0.00**

**Refund**

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TX 2022 05-102  
Ver. 13.0 (Rev.9-15/33)

### Texas Franchise Tax Public Information Report

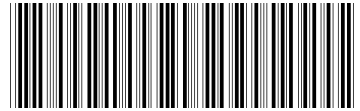
To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

n Tcode 13196

|   |  |                              |                                      |   |  |
|---|--|------------------------------|--------------------------------------|---|--|
| n Taxpayer number<br><b>*****</b>                     |  | n Report year<br><b>2022</b> |                                      | You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381. |  |
| Taxpayer name<br><b>SBG HOSPITALITY LLC</b>           |  |                              |                                      | n <input type="checkbox"/> Check box if the mailing address has changed.  |  |
| Mailing address<br><b>7200 W UNIVERSITY SUITE 210</b> |  |                              |                                      | Secretary of State (SOS) file number or Comptroller file number   |  |
| City<br><b>MCKINNEY</b>                               |  | State<br><b>TX</b>           | ZIP code plus 4<br><b>75071-7202</b> | <b>0802639642</b>   |  |

Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

|   |  |
|---|--|
| Principal office<br><b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX75071-7202</b>            |  |
| Principal place of business<br><b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX75071-7202</b> |  |



You must report officer, director, member, general partner and manager information as of the date you complete this report.

**Please sign below! This report must be signed to satisfy franchise tax requirements.**

**3206275728422**

**SECTION A** Name, title and mailing address of each officer, director, member, general partner or manager.

|   |                                 |   |                                |  |
|---|---------------------------------|---|--------------------------------|--|
| Name<br><b>LAUREN STEPHAN</b>               | Title<br><b>MANAGING MEMBER</b> | Director<br><input checked="" type="checkbox"/> YES | Term expiration<br>m m d d y y |  |
| Mailing address<br><b>2509 TREMONT BLVD</b> | City<br><b>MCKINNEY</b>         | State<br><b>TX</b>                                  | ZIP Code<br><b>75071-8634</b>  |  |
| Name  | Title                           | Director<br><input type="checkbox"/> YES            | Term expiration<br>m m d d y y |  |
| Mailing address                             | City                            | State   | ZIP Code                       |  |
| Name  | Title                           | Director<br><input type="checkbox"/> YES            | Term expiration<br>m m d d y y |  |
| Mailing address                             | City                            | State   | ZIP Code                       |  |

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**SECTION B** Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

|   |                    |                               |                         |
|---|--------------------|-------------------------------|-------------------------|
| Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution<br><b>NONE</b> | State of formation | Texas SOS file number, if any | Percentage of ownership |
| Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution                | State of formation | Texas SOS file number, if any | Percentage of ownership |

**SECTION C** Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

|   |                    |                               |                         |
|---|--------------------|-------------------------------|-------------------------|
| Name of owned (parent) corporation, LLC, LP, PA or financial institution<br><b>NONE</b> | State of formation | Texas SOS file number, if any | Percentage of ownership |
|---|--------------------|-------------------------------|-------------------------|

|   |                         |  |                          |
|---|-------------------------|--|--------------------------|
| Registered agent and registered office currently on file (see instructions if you need to make changes) |                         | You must make a filing with the Secretary of State to change registered agent, registered office or general partner information. |                          |
| Agent: <b>LAUREN STEPHAN</b>  |                         |  |                          |
| Office: <b>2509 TREMONT BOULEVARD</b>   | City<br><b>MCKINNEY</b> | State<br><b>TX</b>   | ZIP Code<br><b>75071</b> |

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

|  |                                 |                           |   |
|--|---------------------------------|---------------------------|---|
| I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution. |                                 |                           |   |
| sign <sup>x</sup> here <sup>z</sup>  | Title<br><b>MANAGING MEMBER</b> | Date<br><b>08/08/2022</b> | Area code and phone number<br><b>(318) 527-9221</b> |

**Texas Comptroller Official Use Only**



|                                |                                  |  |
|--------------------------------|----------------------------------|--|
| VE/DE <input type="checkbox"/> | PIR IND <input type="checkbox"/> |  |
|--------------------------------|----------------------------------|--|



TX 2022 05-163  
Ver. 13.0 (Rev.8-21/10)

### Texas Franchise Tax No Tax Due Report

n Tcode 13255 ANNUAL

The law requires No Tax Due Reports originally due on or after Jan. 1, 2016 to be filed electronically. Filing this paper report means you are requesting, and we are granting, a waiver from the electronic reporting requirement for this report year ONLY.

|                            |                       |                        |
|----------------------------|-----------------------|------------------------|
| n Taxpayer number<br>***** | n Report year<br>2022 | Due date<br>11/15/2022 |
|----------------------------|-----------------------|------------------------|

|  |                    |                                 |                                      |  |  |
|--|--------------------|---------------------------------|--------------------------------------|--|--|
| Taxpayer name<br><b>SBG HOSPITALITY LLC</b>  |                    |                                 |                                      | Secretary of State file number or Comptroller file number<br><b>0802639642</b> |  |
| Mailing address<br><b>7200 W UNIVERSITY SUITE 210</b>  |                    |                                 |                                      |  |  |
| City<br><b>MCKINNEY</b>  | State<br><b>TX</b> | Country<br><b>UNITED STATES</b> | ZIP code plus 4<br><b>75071-7202</b> | Check box if the address has changed n <input type="checkbox"/>                |  |
| Check box if this is a combined report n <input type="checkbox"/>  |                    |                                 |                                      | NAICS code<br>n <b>711300</b>  |  |
| Check box if Total Revenue is adjusted for Tiered Partnership Election, see instructions. (Note: Upper tiered partnerships do not qualify to use this form.) n <input type="checkbox"/>              |                    |                                 |                                      |  |  |
| Is this entity a corporation, limited liability company, professional association, limited partnership or financial institution? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |                    |                                 |                                      |  |  |

If any of the statements below are true, you qualify to file this **No Tax Due Report**

(Check all boxes that apply.):

- 1. This entity is a passive entity as defined in Texas Tax Code Sec. 171.0003. (Passive income does NOT include rent.) (See instructions.) 1. n
- 2. This entity's annualized total revenue is below the no tax due threshold. (See instructions.) 2. n
- 3. This entity has zero Texas Gross Receipts. 3. n
- 4. This entity is a Real Estate Investment Trust (REIT) that meets the qualifications specified in Texas Tax Code Sec. 171.0002(c)(4). 4. n
- 5. This entity is a new veteran-owned business as defined in Texas Tax Code Sec. 171.0005. (Must be pre-qualified, see instructions) 5. n

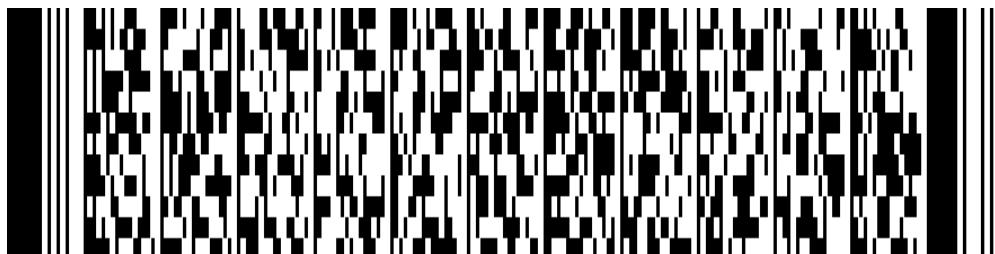
|                                |   |                              |   |
|--------------------------------|---|------------------------------|---|
| 6a. Accounting year begin date | <sup>m m d d y y</sup><br>n <b>010121</b> | 6b. Accounting year end date | <sup>m m d d y y</sup><br>n <b>123121</b> |
|--------------------------------|---|------------------------------|---|

7. TOTAL REVENUE (Whole dollars only) 7. n **1228570 .00**

|   |                           |   |  |
|---|---------------------------|---|--|
| Print or type name<br><b>LAUREN STEPHAN</b>   |                           | Area code and phone number<br><b>(318) 664-1772</b>   |  |
| I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief. |                           | Mail original to:<br>Texas Comptroller of Public Accounts<br>P.O. Box 149348<br>Austin, TX 78714-9348 |  |
| sign here }   | Date<br><b>08/08/2022</b> |   |  |

Instructions for each report year are online at [www.comptroller.texas.gov/taxes/franchise/forms/](http://www.comptroller.texas.gov/taxes/franchise/forms/). If you have any questions, call 1-800-252-1381.

Texas Comptroller Official Use Only



|         |                          |
|---------|--------------------------|
| VE/DE   | <input type="checkbox"/> |
| PM Date |                          |

| Form <b>05-158</b>                 |   | <b>TX Two Year Comparison Worksheet</b> |                                 | <b>2022 &amp; 2023</b> |
|------------------------------------|---|---|---------------------------------|------------------------|
| Name<br><b>SBG HOSPITALITY LLC</b> |   | SOS file number<br><b>0802639642</b>    | Taxpayer number<br><b>*****</b> |                        |
|                                    |   | <b>2021/2022</b>                        | <b>2022/2023</b>                | <b>Differences</b>     |
| <b>Revenue</b>                     | Gross receipts or sales .....                   | <b>636,625</b>                          | <b>1,228,570</b>                | <b>591,945</b>         |
|                                    | Dividends .....                                 |   |                                 |                        |
|                                    | Interest .....                                  |   |                                 |                        |
|                                    | Rents .....                                     |   |                                 |                        |
|                                    | Royalties .....                                 |   |                                 |                        |
|                                    | Gains or losses .....                           |   |                                 |                        |
|                                    | Other income .....                              | <b>41,358</b>                           |                                 | <b>-41,358</b>         |
|                                    | <b>Total gross revenue</b> .....                | <b>677,983</b>                          | <b>1,228,570</b>                | <b>550,587</b>         |
|                                    | Exclusions from gross revenue .....             |   |                                 |                        |
| <b>Total revenue</b> .....         | <b>677,983</b>                                  | <b>1,228,570</b>                        | <b>550,587</b>                  |                        |
| <b>Margin</b>                      | Cost of goods sold .....                        |   |                                 |                        |
|                                    | Indirect or administrative overhead costs ..... |   |                                 |                        |
|                                    | Other costs .....                               |   |                                 |                        |
|                                    | <b>Total cost of goods sold</b> .....           |   |                                 |                        |
|                                    | Wages and cash compensation .....               |   |                                 |                        |
|                                    | Employee benefits .....                         |   |                                 |                        |
|                                    | Other .....                                     |   |                                 |                        |
|                                    | <b>Total compensation</b> .....                 |   |                                 |                        |
|                                    | Revenue times 70 percent .....                  |   |                                 |                        |
|                                    | Revenue less cost of goods sold .....           |   |                                 |                        |
| Revenue less compensation .....    |   |   |                                 |                        |
| Revenue less \$1 million .....     |   |   |                                 |                        |
| <b>Margin</b> .....                |   |   |                                 |                        |
| <b>Taxable Margin</b>              | Gross receipts in Texas .....                   |   |                                 |                        |
|                                    | Gross receipts everywhere .....                 |   |                                 |                        |
|                                    | Apportionment factor .....                      |   |                                 |                        |
|                                    | Apportioned margin .....                        |   |                                 |                        |
|                                    | Allowable deductions .....                      |   |                                 |                        |
|                                    | <b>Taxable margin</b> .....                     |   |                                 |                        |
|                                    | Tax rate .....                                  |   |                                 |                        |
|                                    | <b>Tax due on taxable margin</b> .....          |   |                                 |                        |
|                                    | Tax credits .....                               | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
|                                    | Tax due before discount .....                   | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
| Discount .....                     | <b>0.00</b>                                     | <b>0.00</b>                             | <b>0.00</b>                     |                        |
| <b>Total tax due</b> .....         | <b>0.00</b>                                     | <b>0.00</b>                             | <b>0.00</b>                     |                        |
| <b>Tax Due and Payable</b>         | Prior payments .....                            | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
|                                    | Net tax due .....                               | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
|                                    | Penalty .....                                   | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
|                                    | Interest .....                                  | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |
|                                    | <b>Total amount due and payable</b> .....       | <b>0.00</b>                             | <b>0.00</b>                     | <b>0.00</b>            |

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**Texas Statements**

FYE: 12/31/2021

**Franchise Tax Report, Page 1, Line 15 - Wages and Cash Compensation**

| Description                 | Federal<br>Amount | Adjustment | TX<br>Amount      |
|-----------------------------|-------------------|------------|-------------------|
| SALARIES AND WAGES          | \$ 167,038        | \$         | \$ 167,038        |
| SCH K ORDINARY BUS INC/LOSS | 117,105           |            | 117,105           |
| SCH K CONTRIBUTIONS         | -34,835           |            | -34,835           |
| LAUREN STEPHAN              | 24,003            |            | 24,003            |
| TOTAL                       | <u>\$ 273,311</u> |            | <u>\$ 273,311</u> |

**Franchise Tax Report, Page 1, Line 16 - Employee Benefits**

| Description       | Federal<br>Amount | Adjustment | TX<br>Amount  |
|-------------------|-------------------|------------|---------------|
| EMPLOYEE BENEFITS | \$ 804            | \$         | \$ 804        |
| TOTAL             | <u>\$ 804</u>     |            | <u>\$ 804</u> |

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