

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

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; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

- Project Grant**
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

- Promotional or Community Event Grant (maximum \$15,000)**
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional and Community Event Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|--------------------------|----------------------------|-----------------------------------|
| Cycle I: January 2, 2015 | January 2015 | February 2015 |
| Cycle II: June 30 2015 | July 2015 | August 2015 |

Project Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|---------------------------|----------------------------|-----------------------------------|
| Cycle I: January 30, 2015 | February 2015 | March 2015 |
| Cycle II: April 30, 2015 | May 2015 | June 2015 |
| Cycle III: July 31, 2015 | August 2015 | September 2015 |

APPLICATION

ORGANIZATION INFORMATION

Name: McKinney Rotary Club Foundation

Federal Tax I.D.: 34-2051592

Incorporation Date: 9/10/2007

Mailing Address: PO Box 552

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-2608

Fax: 770-901-3951

Email: tommy.stanley@bcdtravel.com

Website: www.mckinneyrotary.org

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: Rotary International

REPRESENTATIVE COMPLETING APPLICATION:

Name: Tommy Stanley

Title: President

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-2608

Fax: 770-901-3951

Email: tommy.stanley@bcdtravel.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Tommy Stanley

Title: President

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-2608

Fax: 770-901-3951

Email: tommy.stanley@bcdtravel.com

FUNDING

Total amount requested: \$6000.00

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 9/1/15

Completion Date: 1/15/16

BOARD OF DIRECTORS *(may be included as an attachment)***President****Tommy Stanley****President Elect****Danny Kistner****Past President****Doug Kowalski****Secretary****Tim Baker****Treasurer****Cathie Walner****LEADERSHIP STAFF** *(may be included as an attachment)***Membership – Ron Johnson****Youth Services – Liesl Friesenhahn****Rotary Foundation – Bill Cox****Public Relations – Laura Kayata****Administration – Dana Riley**

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

I. Applying Organization

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

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

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact "buying local" has on quality of life in McKinney

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

Yes No

III. Financial

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

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

\$13,000

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

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 54%

Are Matching Funds available? Yes No

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

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

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

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

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

Acknowledgements

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

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

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

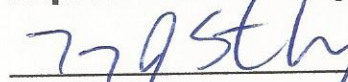


Signature

Tommy Stanley - President
Printed Name

6/22/15
Date

Representative Completing Application



Signature

Tommy Stanley - President
Printed Name

6/22/15
Date

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

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

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



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

**MCKINNEY ROTARY CLUB FOUNDATION - 2015 CHRISTMAS PARADE OF LIGHTS
MCDC APPLICATION**

1. APPLYING ORGANIZATION

The McKinney Rotary Club has been actively serving the community for over 90 years. The organization sponsors numerous scholarships and charities in the McKinney community, as well as organizing community events such as the Christmas Parade. The Club meets at noon on Friday in the ballroom of the Grand Hotel above Rick's Chophouse in downtown McKinney.

2015 Parade Chairman:

Tommy Stanley

972-562-2608 - H 469-879-5851 - C

Tommy.stanley@bcdtravel.com

2. PROJECT, PROMOTION OF COMMUNITY EVENT

The 16th Annual McKinney Rotary Christmas Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1200 participants and many thousands more in spectators. The parade brings a sense of community to the entire city, bringing children and parents from all of McKinney together in the historic Downtown Square. The parade is expected to continue growing in size with the participation of the three high school bands and drill teams. It also promotes McKinney's downtown area and packs the local restaurants and bars with patrons before and after the parade. Prizes for winning floats provide valuable funds to local youth organizations and schools.

This event helps fulfill the objectives and purpose of the MCDC by developing and strengthening the City's physical amenities for recreational and leisure opportunities by providing a free event where McKinney citizens can bring their children to usher in the holiday season. The parade is now a community-wide focal point that brings thousands of people to downtown McKinney to experience the renovated downtown square for a safe, family friendly event.

The parade will begin at 6:30 pm on Saturday, December 12, 2015. It lasts approximately one hour. Float staging begins around 5:00 pm in the public parking lot at the corner of Tennessee and Davis St. The parade will proceed north on Tennessee through downtown, around the public library, then south on Kentucky, ending in the public parking lot where it began.

The parade is a free event and underwritten through donations and sponsorships of local businesses and organizations. The total cost of the parade is approximately \$10,000. Please see the budget in the financial section of the application.

3. FINANCIAL

The McKinney Rotary Club operates the parade through the Rotary Foundation, a 501c(3) nonprofit organization.

The total cost of the parade is approximately \$13,000.00. The requested grant of \$6000.00 represents 46% of the total cost. The remaining funds will be generated through sponsorships and donations from local businesses.

The McKinney Rotary Club's fiscal year runs July 1, 2015- June 30, 2016. The board will vote on the final budget at the July board meeting.

| PARADE BUDGET | |
|----------------------|-----------------|
| PERMITS | \$25.00 |
| SECURITY | \$400.00 |
| SIGNAGE | \$1500.00 |
| ADVERTISING | \$4000.00 |
| PARADE PROGRAM | \$1500.00 |
| FLOAT PRIZES | \$3000.00 |
| MISC. | \$2575.00 |
| TOTAL | \$13,000 |

4. MARKETING AND OUTREACH

The McKinney Rotary Club is planning to kick off a strong advertising campaign in August. The parade will be promoted via social media, websites, local newspapers/magazines, signage and possibly a billboard. The largest single initiative is the parade program. This program includes advertisements from local sponsors as well as information about the parade and the Rotary Club.

5. METRICS TO EVALUATE SUCCESS

The parade has increased in the number of participants and spectators in each of its 15 years. Last year had over 68 float entries comprised of over 1200 individual participants. The number of spectators was estimated over 10,000 last year. We expect the number of entries to increase again this year as well as draw record crowds to the downtown area.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 10 2007

MCKINNEY ROTARY FOUNDATION
C/O FRANK R SCAUZILLO JR
1216 N CENTRAL EXPWY STE 101
MCKINNEY, TX 75070-3314

Employer Identification Number:
34-2051592
DLN:
17053144007037
Contact Person:
KEVIN W PAYTON ID# 31454
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 7, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
June 30, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

MCKINNEY ROTARY FOUNDATION

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script that reads "Robert Choi". The signature is written in dark ink and is positioned below the word "Sincerely,".

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension