

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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  
5900 S. Lake Forest Blvd., Suite 110  
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.**

### Please indicate the type of funding you are requesting:

- Project Grant**  
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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: DEAR Texas, Inc.

Federal Tax I.D.: 47-1149389

Incorporation Date: 06/05/2014

Mailing Address: 1712 E Riverside Dr 56

City Austin

ST: TX

Zip: 78741

Phone: 512-210-0568

Fax:

Email: info@deartexas.info

Website: DearTexas.info

#### Check One:

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

Professional affiliations and organizations to which your organization belongs: Texas Authors, Inc., Texas Authors Institute of History, Texas Library Association, American Library Association

### REPRESENTATIVE COMPLETING APPLICATION:

Name: B Alan Bourgeois

Title: Director/Founder

Mailing Address: 1712 E Riverside Dr 124

City: Austin

ST: Tx

Zip: 78741

Phone: 512-554-9560

Fax:

Email: info@deartexas.info

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

Name: B Alan Bourgeois

Title: Director/Founder

Mailing Address: 1712 E Riverside Dr 56

City: Austin

ST: TX

Zip: 78741

Phone 512-210-0568

Fax:

Email: info@deartexas.info

**FUNDING**

Total amount requested: 15,000

Matching Funds Available (Y/N and amount): No

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

Yes

No

Please provide details and funding requested: See Attached

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: June w, 2017

Completion Date: June 3, 2017

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

**B Alan Bourgeois, Director**

**Jef Smith, Board Member**

**Virginia Hunter, Board Member**

**Madonna Kimball, Board Member**

**Roxanne Burkey, Board Member**

**Charles Breakfield, Board Member**

**Joseph Willis, Board Member**

**Tweed Scott, Board Member**

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

**B. Alan Bourgeois, Director/Founder**

**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. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

**Project Grants – please complete the section below:**

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

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary. None is necessary.*

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

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

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

Yes

No

**Date(s):**

**Financial**

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

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

**\$15,000.00**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

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

Are Matching Funds available?  Yes  No

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

***Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.***

#### **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/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/Promotional/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/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 the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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 120<sup>th</sup> 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

Printed Name *BALAN BOURGEOIS*

Date *11-27-16*

**Representative Completing Application**

  
Signature

Printed Name *B. ALAN BOURGEOIS*

Date *11-27-16*

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



## 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
- 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/Promotional/Community Event to:**

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

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





# DEAR Texas

## Drop Everything And Read Texas

1712 E Riverside Dr., Ste. 56, Austin, TX 78741 – 512 299 4810

November 27, 2016

Cindy Schneible  
President  
McKinney Community Development Corporation  
5900 Lake Forest Drive, Suite 110  
McKinney, TX 75070

RE: McKinney Square Book Festival Application

Dear Mrs. Schneible;

DEAR Texas, Inc., was created to help promote reading in the state of Texas for ALL ages. While schools may provide the basics for reading, there is a clear and distinct need for reading at home with an emphasis on exploring the creative and imaginary side of books. From an educational aspect where minds may explore foreign lands to the creative aspect of learning about new and wonderful things.

Through our partnership with Texas Authors, Inc., we can bring in some of the newest and brightest authors Texas has to offer for educational instruction, reading programs and experiences. This has proven very valuable to local communities through library programs and to schools when we can present authors to various classes and age groups.

In addition to the outreach and encouragement of reading, DEAR Texas has been able to donate over \$25,000 value in books by Texas authors to schools and libraries over the past two years. Each year, we try to double our efforts to continue to reach out to as many children as possible.

By creating book festivals in smaller communities, we can spotlight local authors, as well as authors from around the state. There is currently estimated 8,400 plus published Texas authors, second only to California in number. Of that estimate, we know well over 1,000 have become NY Times, USA Today best sellers, and twice as many have won awards from various writing competitions. The range of writing expands all genres and have even created new genres ones along the way. This is a

natural talent pool that can have a tremendous impact on a community when they share their stories through books.

The creation of the McKinney Square Book Festival (MSBF) came from a request of local authors asking for help in creating an event where they can promote and share their love of storytelling. DEAR Texas is a natural fit for this group, as we are for every community that wishes to continue to grow and spotlight their cultural diversity and sophistication of the modern world.

We are seeking assistance from the MCDC to help ensure the success of the event, and to welcome citizens from North Texas to the local area so they can see for themselves why McKinney has been ranked in the top ten for communities in which to live in. The MSBF event is a perfect edition to the cultural arts program that McKinney's community is proud to support.

Marketing Goal: To advertise and promote primarily to all community members of McKinney and the surrounding area up to 50 Miles outside the city limit. A secondary outreach is worldwide through our radio show Dear Texas Radio and through our partnership with Book Festival Network.

The requested funds will be used primarily for the following items:

Performing Arts Center	\$3,812.60
Hotel	\$1,413.63
Food	\$750.00
Advertising	\$2,500.00
Speaker Fees	\$4,500.00
Support Staff	\$1,500.00
Book Festival Network Fees	\$4,500.00
<b>Current Estimated cost:</b>	<b>\$18,976.23</b>

It has been the policy for DEAR Texas, Inc., to not charge table fees or entry fees for the first year, and possibly the second year to encourage as much participation as possible at the event. This has proven successful at our Wimberley Book Festival held on June 11, 2016. A secondary event has also been planned for June 10, 2017, which sold out of author booth space within weeks of the event being announced.

To help offset the cost of the event, we look towards having businesses from within the city to help sponsor the event. There is never a guarantee that we will have enough sponsors, thus why we seek assistance from the city to help fund the event. As any event grows in quality over time, it can become self-dependent financially, while presenting additional income to the city sales tax, hotel tax and general economic impact to the community. This was proven in Wimberley in the first year, where we raised funds to offset the cost of the event, with adding an additional \$15,000 in hotel rental, food and general spending to the community by the authors and those that attended the event.

Our first year at MSBF is designed to promote reading and Texas authors books. The second year we anticipate the participation of local arts groups, and schools as we

introduce a writing contest for students. This contest would produce a book of short stories and awards for winning students, which will be used for raising funds for the annual book festival, and awarding books to the schools and the local library. Donating books to the local community is another aspect of the book festival program that we have done with great care and joy. For the Wimberley 2016 event, we donated two \$250 gift certificates, one for the local library and one for the school district.

A new feature we will be adding to the McKinney Square Book Festival is a live feed through our association with Book Festival Network (<http://BookFestival.Network>) This live feed over the internet will give people additional opportunities to meet the authors, and watch the sessions during the day of the event. In addition, the video will be edited to provide individual snippets for people to view for a one year period after the event. Sponsors will gain additional advertising exposure during the year as the MSBF will be promoted as an example of what the future of book festivals will be like across the nation.

The amount of advertising exposure will reach thousands of people through a variety of media, including our internet radio show that airs three times a week, but also through a variety of national and local media print. Add in the Book Festival Network promotion, the world will begin to see McKinney in the cultural glory it rightfully deserves.

Shortly after agreeing to create the event, we began our social media outreach to our 20,000 plus followers across 25 platforms. You can see the video we created on the promotional page for the event at <http://McKinney.DearTexas.info> More videos will be created as we move closer to the event, along with tweets and postings.

Working with the Performing Arts Center located in the heart of the McKinney square, we are confident that the event will be well attended and given the opportunity to shine statewide, nationally and internationally, thus creating more opportunities for business and economic growth, while increasing the educational and creative aspect of its local children through education.

Support of this event is a win-win on many levels: Increase tax revenue increased advertisement and promotion of McKinney, increased the educational growth of its students and community members. All of which increase the strength of a community to continue to grow and prosper in a healthy, vibrant way.

We thank you for your consideration and time to review our attached application.

Sincerely yours,



B. Alan Bourgeois  
Director/Founder

Sponsor/Member Organizations:



## **Cindy Schneible**

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**Subject:** FW: McKinney Sq Book Festival

**From:** Texas Authors [mailto:txauthors@live.com]  
**Sent:** Wednesday, November 30, 2016 7:38 AM  
**To:** Cindy Schneible <cschneible@mckinneycdc.org>  
**Subject:** Re: McKinney Sq Book Festival

Than you Cindy for the email and additional feedback. With the information you provided, I do believe the following will be of greater use to you:

### **Marketing and Outreach**

Plans for a robust marketing campaign include:

- Radio advertising – Started Dec 1
- Local TV promotion when available
- “Goodie” bags will be distributed from March through June to 1,000 people statewide promoting the event.

### **Standard marketing initiatives:**

- Posters in downtown and throughout the community
- Press releases
- Ads in The Dallas Morning News and Star Local Media, Strawberry Lit Magazine (National)
- Email blasts
- Downtown Marquees
- Internet Advertising via several websites: DearTexas.Info, BookFestival.Network, Who’s Fish Event Calendar, Texas Travel Magazine website
- Social Media Started in October through 25 social media accounts to over 20,000 followers, both national and international, with followers increasing by no less than 100 people weekly.

### **Metrics to Evaluate Success**

- Overall attendance meets goal (a head count of attendees to the overall event will be made throughout the day.
- Store specific sales increases. Sales figures will be received by two groups. First, the attending Authors, second the local shops on the square providing they share their information.
- Vendor/sponsor and community feedback
- Gathering and sharing demographic information to document where visitors have come from and how they heard about the event - a drawing will be held for free books where this information will be gathered.

I look forward to meeting with you and the board on the 22nd of Dec.

If you need anything additional, please let me know. I will be sending any PDF, etc., that we may need to display for the meeting by the 20th.

Cheers,

B. Alan Bourgeois

Director/Founder/Author

Texas Authors, Inc. - <http://books.txauthors.com>

Dear Texas - <http://deartexas.info/>

Lone Star Book Festival - <http://LoneStarBookFest.com>

Author Marketing Event - <http://Authors.Marketing/>

Super Readers Club - <http://SuperReaders.club>

Texas Authors Institute - <http://texasauthors.institute>

Short Stories by Texas Authors - <http://TxShorts.com>

**DEAR Texas**  
**Profit & Loss**  
 January 1 through November 27, 2016

	Jan 1 - Nov 27, 16
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Book Festival</b>	
Member	-100.00
Non Profit	857.62
<b>Total Book Festival</b>	757.62
<b>Direct Public Support</b>	
Individ, Business Contributions	2,249.70
Direct Public Support - Other	3,585.00
<b>Total Direct Public Support</b>	5,834.70
<b>Program Income</b>	
Booth Sales	550.00
<b>Total Program Income</b>	550.00
<b>Total Income</b>	7,142.32
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	-179.81
<b>Total COGS</b>	-179.81
<b>Gross Profit</b>	7,322.13
<b>Expense</b>	
<b>Business Expenses</b>	169.75
<b>Contract Services</b>	592.61
<b>Facilities and Equipment</b>	
Rent, Parking, Utilities	157.00
<b>Total Facilities and Equipment</b>	157.00
<b>Operations</b>	
<b>Advertising</b>	
Dear Texas Radio	39.00
Advertising - Other	358.28
<b>Total Advertising</b>	397.28
<b>Banking</b>	71.08
<b>Lone Star Book Festival</b>	
Tent Rental	1,000.00
<b>Total Lone Star Book Festival</b>	1,000.00
<b>Postage, Mailing Service</b>	144.13
<b>Printing and Copying</b>	96.00
<b>Supplies</b>	480.18
<b>Telephone, Telecommunications</b>	623.99
<b>Operations - Other</b>	275.00
<b>Total Operations</b>	3,087.66
<b>Payroll Expenses</b>	152.02
<b>Travel and Meetings</b>	
<b>Conference, Convention, Meeting</b>	
<b>Laredo Book Fest</b>	
Food	20.15
Laredo Book Fest - Other	370.16
<b>Total Laredo Book Fest</b>	390.31
<b>Wimberley Book Fest</b>	57.61
<b>Conference, Convention, Meeting - Other</b>	149.89
<b>Total Conference, Convention, Meeting</b>	597.81

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

DEPARTMENT OF THE TREASURY

Date:

OCT 28 2015

DEAR TEXAS INC  
1712 E RIVERSIDE DR STE 56  
AUSTIN, TX 78741

Employer Identification Number:  
47-1149389  
DLN:  
17053236318005  
Contact Person:  
BRYAN C WOESTE ID# 31660  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
June 5, 2014  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947