

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2020

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 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: February 2017

Mailing Address: 7200 W. University Drive #210

City McKinney

ST: TX

Zip: 75071

Phone: 318-521-9221

Fax:

Email: hello@sbghospitality.com

Website: 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

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Blvd.

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax:

Email: hello@sbghospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Blvd.

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax:

Email: hello@sbghospitality.com

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount):

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

Yes

No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: December 1, 2019

Completion Date: March 14, 2020

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

N/A

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

Lauren Stephan

Andrew Stephan

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): November 30, 2018

Financial

- Provide an overview of the organization’s financial status including the impact of this event on organization mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Overview of Promotional/Community Event financial goal?

Gross Revenue \$75,000 (earned through ticket sales)
Projected Expenses \$54,000
Net Revenue \$21,000 (prior to non-profit donation)

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 100% (minus the grant if awarded)

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 advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

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.

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 MCDCV 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

Lauren Stephan
Printed Name

11/25/2019
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 Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall 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
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

McKinney St. Patrick's Day Festival 2019



Site (1)	Estimated	Actual
Restrooms:Glenn Source	\$1,000.00	
Waste Connections	\$0.00	
Cotton Mill Field	\$1,000.00	
Tent Rental & Turf	\$3,000.00	
Total	\$5,000.00	\$0.00

5k Race (2)	Estimated	Actual
T Shirts: Quick Draw	\$4,000.00	
Swag Bags	\$800.00	
Frisco Running Company	\$1,500.00	
Medals (\$3.49 per)	\$5,235.00	
Race/Coustrume Prizes	\$500.00	
Total	\$12,035.00	\$0.00

Labor (3)	Estimated	Actual
Fast Foward Valet	\$600.00	
College Guys Services	\$1,600.00	
Shuttle	\$800.00	
Police	\$500.00	
Bartenders	\$525.00	
Total	\$4,025.00	\$0.00

Advertising (4)	Estimated	Actual
Flyers	\$100.00	
Social Media Campaign	\$4,000.00	
Community Impact	\$2,000.00	
Event Website Creation	\$1,000.00	
Magazines	\$2,600.00	
Radio Ads	\$2,500.00	
Be McKinney	\$200.00	
Press Releases	\$400.00	
Promo Video Creation	\$1,000.00	
Digital 5K Marketing	\$1,200.00	
Videographer	\$1,000.00	
Photographer	\$500.00	
Mckinney Social	\$200.00	
Flyer Design	\$200.00	
Logo Design	\$100.00	
Signage	\$3,000.00	
Total	\$20,000.00	\$0.00

Entertainment (5)	Estimated	Actual
B3 Entertainment: Leprechaun	\$375.00	
Photoobooth	\$600.00	
DJ: Blue Line Entertainment	\$800.00	
Balloon Decor	\$500.00	
Total	\$1,900.00	\$0.00

Music (6)	Estimated	Actual
Bands	\$2,800.00	
Sound/PA: Bill	\$1,500.00	
MC	\$0.00	
Stage Rentals	\$2,000.00	
Total	\$6,300.00	\$0.00

Misc. (7)	Estimated	Actual
Koozies	\$1,500.00	
Beer Cups	\$700.00	
Insurance	\$2,000.00	
Wristbands	\$600.00	
Total	\$4,800.00	\$0.00

Total Expenses	Estimated	Actual
	\$54,060.00	\$0.00

