

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2018

### 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, 2017 | December 2017              | January 2018                      |
| Cycle II: May 31, 2018     | June 2018                  | July 2018                         |

#### **Project Grants:**

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------|----------------------------|-----------------------------------|
|----------------------|----------------------------|-----------------------------------|

|                          |              |               |
|--------------------------|--------------|---------------|
| Cycle I: January 3, 2018 | January 2018 | February 2018 |
| Cycle II: March 30, 2018 | April 2018   | May 2018      |
| Cycle III: June 29, 2018 | July 2018    | August 2018   |

**APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: *Eclair Bistro McKinney, LLC*

Federal Tax I.D.: *47 227 1167*

Incorporation Date: *11/2014*

Mailing Address: *216 EAST Virginia ST.*

City *McKinney* ST: *TEXAS* Zip: *75069*

Phone: *214-701-4409* Fax: Email: *eclair.mckinney@gmail.com*

Website: *eclairbistro.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:

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: *Aaron Thomas Gros (AKA Aaron Thomas)*

Title: *Owner/Executive Chef*

Mailing Address: *1419 Hanover Lane*

City: *VAN AlstYne* ST: *TEXAS* Zip: *75495*

Phone: *214-418-5294* Fax: Email: *eclair.mckinney@gmail.com*

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

Name: Aaron Thomas Gros

Title: Owner/Executive Chef

Mailing Address: 216 East Virginia St.

City: McKinney,

ST: TEXAS

Zip: 75069

Phone 214-418-5294

Fax:

Email: eckir, mckinney@gmail.com

**FUNDING**

Total amount requested: \$15,000

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

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: Requesting funds to implement a unique project which is digital projection. Total cost of project is approx. \$60,000 of which Advertising for a billboard is \$24,000. The digital projection is the only at Eclair Bistro is the first in the DFW Area.

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: 6/1/18

Completion Date: Should be operational by 7/1/18 and continuing.

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

Aaron Thomas Gros - Managing Member

Tarita Gros - Managing Member

David Gros - Managing Member

Lynn Gros - Managing Member

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

Aaron Thomas Gros, Owner/Executive Chef

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 checked="" type="checkbox"/> Yes | <input 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.* **NO**

**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:**

**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?**

\$ 60,000

**(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?**

\$ 45,000 or 75% to be paid by Applicant

Are Matching Funds available?  Yes  No

Cash \$ 45,000

In-Kind \$

Source

Source

personal funds

75 % of Total

% 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.** NONE

#### 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.

*No undocumented workers are employed by Eclair Bistro or by this specific project*

**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**

**Representative Completing Application**

Signature

Signature

Printed Name *Aaron Thomas Gros*

Printed Name *Aaron Thomas Gros*

Date *5/30/18*

Date *5/30/18*

**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/Promotional/Community Event; description, budget, goals and objectives
- ✓ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ✓ Project/Promotional/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/Promotional/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/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.***



Éclair Bistro McKinney, LLC

Attachment to Promotional Grant Application

Page 1

Éclair Bistro is requesting a Promotional Grant in the amount of \$15,000 to improve and expand our digital projection which is currently on two large tables in our dining room. We are expanding this projection to all tables in the dining room and upstairs in our Martini Bar. The digital projection is a unique and entertaining dining experience. Éclair is the only restaurant in the State of Texas with digital projection. There are a few restaurants in New York, Chicago and overseas with this unique projection.

We are in the process of partnering with Texas Instruments since they have contacted us to be a case study to show how this technology may be used in the restaurant and bar industry. The digital graphics and the billboard which we are in the process of leasing (6 mos. Lease) both indicate that Éclair Bistro is in Historic McKinney. I am attaching a copy of the billboard artwork which is being drafted at this time.

The mission of Éclair Bistro is to provide a unique and exquisite dining experience while providing quality food, presentation and service to our customers. Éclair is a fine dining restaurant with the goal of becoming the most desired place to dine and the talk of McKinney, DFW and the United States. As the City of McKinney states ... "Unique by Nature".

Éclair currently employs 12 paid employees and 4 volunteers. Our goal is to be known nationwide for our food, service, music and digital projection. The expansion of our digital projection and advertising should increase revenue and taxes for the City of McKinney and the number of employees at Éclair to 24 paid employees. A recent event for the community which Éclair held was on May 6, 2018 in which we provided free brunch for 80 guests who made reservations on a first come basis.

The funds requested from the McKinney Community Development Corporation will be used to expand our current digital projection and advertise the project. The advertisements will highlight that Eclair is the only restaurant in the State of Texas that has digital projection and located in Historic McKinney. The unique project will draw tourists from across the United States as well as individuals from surrounding communities. The City of McKinney will benefit from the increase in sales at Éclair as well as sales at shops in the surrounding area. It may also increase the population of McKinney once visitors see how unique McKinney really is.

*'eclair*  
—BISTRO—

Dfw's ONLY  
**Digital**  
Dining



Martini Lounge

HISTORIC MCKINNEY

Sunday Brunch

## Cindy Schneible

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**From:** Eclair Bistro <eclair.mckinney@gmail.com>  
**Sent:** Friday, June 1, 2018 1:59 AM  
**To:** Cindy Schneible  
**Subject:** Re: Grant Application

Thanks for acknowledging receipt of our Grant Application. Below is additional information which you indicated is required.

### Financial Info:

Éclair has been located in McKinney, Texas since February 2015. Our grand opening was on 2/7/15 with an outreach for the Love Life Foundation, featuring the Maylee Thomas Band. Our business has steadily grown since we opened in McKinney and our sales range \$35,000 to \$40,000 per month. We anticipate a drastic increase in sales since we are enhancing our digital projection and investing in advertising. We project that our sales will double in the next 6-12 months due to the unique dining and bar experience and advertising.

### Cost of Project:

Our total cost of the project is approximately \$60,000. This cost includes computers, software applications and marketing. In addition, Texas Instruments through Optima, Inc. is installing and providing the upgrading and expansion of cameras for the project. Texas Instruments contacted us since they saw on our web site that we had digital projection mapping. Although we are not being monetarily compensated by Texas Instruments for our partnership, they are providing approximately \$75,000 worth of equipment to Eclair to do a case study as to how this digital projection can be used in restaurants and bars. We will monitor the increase in sales and provide this information to Texas Instruments. FYI - Texas Instruments makes this equipment for Optima, Inc. and of course, the application in restaurant and bars will affect their future sales. Texas Instruments is also developing a nationwide marketing plan which will include Éclair Bistro and that we are located in Historic McKinney, Texas. That way, interested parties may visit Éclair to see how the digital projection works.

### Marketing and Outreach/Advertising:

We recently signed a contract with Media Eyes, LLC, an outdoor advertiser with our billboard being located on I-75 at Ridgeview Drive. The contract is for 6 months and a total of \$22,683.50. It is \$21,601.00 for the 6 months lease and \$1,082.50 for the art work/vinyl printing and installation. The billboard is also lighted. We also are in the process of obtaining radio spots at KLAK and are participating in DFW Restaurant Week which begins in August. (FYI) We were the first restaurant in the McKinney area in 2016 to ever participate in DFW Restaurant Week. We also participated in 2017 and are participating in 2018. It cost \$1,000 to participate which goes toward advertising the DFW Restaurant Week. Then \$10 is donated to the North Texas Food Bank for each customer we serve during the restaurant week timeframe.

### Metrics for monitoring success:

All of Eclair's sales are tracked on our computer system. We receive weekly reports and also run monthly reports for sales tax purposes.

I hope I have covered all the necessary items to complete the application.

Sincerely,

Aaron Thomas Gros  
Éclair Bistro

