

## SUMMARY

The 1<sup>st</sup> Annual Star Spangled Salsa Fest will be held Wednesday, July 4, 2018 to celebrate of our freedom. The Star Spangled Salsa Fest will take place at historic Chestnut Square, beginning immediately following the City of McKinney Red, White and Boom hometown parade through the downtown area. This event will compliment the already established parade and firework display, by providing visitors a wonderful opportunity to celebrate the entire day in McKinney with friends and family.

This spicy food festival will provide fun for the whole family to enjoy. It's hot sauce and salsa competition will see individuals, spicy food pros, and chefs from throughout the Lone Star State vying for top honors. Live entertainment will include a family fun zone, live music, and dancing. Some of our favorite McKinney chefs, restaurants, spicy food commercial salsa bottlers and breweries will be there to provide an amazing array of tastings and culinary treats. [www.salsafestmckinney.com](http://www.salsafestmckinney.com)

All proceeds collected at this spicy food festival and competition from contest entries, vendors, merchandise sales and festival-related donations from the public will benefit the Community Garden Kitchen of Collin County.

The McKinney Star Spangled Salsa Fest Committee is a group of community members with a heart for service and the commitment to address food insecurity in our community with a positive long-range approach. The Salsa committee has gathered to assist Community Garden Kitchen of Collin Country board raise funds to build the Community Garden Kitchen at Holy Family School. This facility will "be a center of hope and compassion, ensuring that no one in our community suffers the fear and distress of food insecurity." This facility will "service nutritious meals to those in need in a safe, welcoming place. [[communitygardenkitchen.org](http://communitygardenkitchen.org)]."

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

DEPARTMENT OF THE TREASURY

Date: AUG 03 2016

COMMUNITY GARDEN KITCHEN OF COLLIN  
COUNTY INC  
PO BOX 1881  
MCKINNEY, TX 75070

Employer Identification Number:  
81-1952191  
DLN:  
17053097328016  
Contact Person: EDWINA O MCCURDY ID# 31229  
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:  
February 1, 2016  
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

7:05 PM

01/08/18

Accrual Basis

# Community Garden Kitchen

## Statement of Financial Position, Month vs. Prior Year

As of December 31, 2017

	Dec 31, 17	Dec 31, 16
<b>ASSETS</b>		
<b>Current Assets</b>		
Checking/Savings		
1010 - Checking account	40,977.15	23,352.29
10101 - CGK of CC Operating Acct	123,339.39	63,960.97
10102 - CGK of CC Bldg. Fund Restricted		
<b>Total 1010 - Checking account</b>	<b>164,316.54</b>	<b>87,313.26</b>
<b>Total Checking/Savings</b>	<b>164,316.54</b>	<b>87,313.26</b>
<b>Accounts Receivable</b>		
11000 - Accounts Receivable	100.00	0.00
11400 - Grants Receivable	30,000.00	30,000.00
<b>Total Accounts Receivable</b>	<b>30,100.00</b>	<b>30,000.00</b>
<b>Other Current Assets</b>		
13000 - Prepaid Expenses	366.78	365.80
1499 - Undeposited Funds	145.05	2,093.45
<b>Total Other Current Assets</b>	<b>511.83</b>	<b>2,459.25</b>
<b>Total Current Assets</b>	<b>194,928.37</b>	<b>119,772.51</b>
<b>TOTAL ASSETS</b>	<b>194,928.37</b>	<b>119,772.51</b>
<b>LIABILITIES &amp; EQUITY</b>		
Equity		
32000 - Unrestricted Net Assets	119,772.51	88,059.39
<b>Net Income</b>	<b>75,155.86</b>	<b>31,713.12</b>
<b>Total Equity</b>	<b>194,928.37</b>	<b>119,772.51</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>194,928.37</b>	<b>119,772.51</b>

**Community Garden Kitchen**  
**CGK Statement of Financial Income and Expense, Month and YTD**  
 December 2017

	Dec 17	Jan - De...
Ordinary Income/Expense		
Income		
43400 - Direct Public Support	0.00	4,418.33
43410 - Corporate Contributions	7,874.71	59,767.88
43450 - Individ, Business Contributions		
<b>Total 43400 - Direct Public Support</b>	<b>7,874.71</b>	<b>64,186.21</b>
45000 - Investments		
45030 - Interest-Savings, Short-term CD	1.69	14.61
<b>Total 45000 - Investments</b>	<b>1.69</b>	<b>14.61</b>
49000 - Special Events Income		
49010 - Special Events Contributions	0.00	21,989.37
<b>Total 49000 - Special Events Income</b>	<b>0.00</b>	<b>21,989.37</b>
<b>Total Income</b>	<b>7,876.40</b>	<b>86,190.19</b>
<b>Gross Profit</b>	<b>7,876.40</b>	<b>86,190.19</b>
Expense		
65000 - Operations		
65020 - Postage, Mailing Service	0.00	1,124.75
65030 - Printing and Copying	155.00	2,130.40
65060 - Information Technology	80.64	1,745.42
<b>Total 65000 - Operations</b>	<b>235.64</b>	<b>5,000.57</b>
65100 - Other Types of Expenses		
65110 - Advertising Expenses	0.00	119.50
65150 - Memberships and Dues	0.00	300.00
65160 - Other Costs	0.00	127.51
65180 - Payment system fees	4.95	680.98
65190 - Event Expense	0.00	4,453.14
65100 - Other Types of Expenses - Other	0.00	0.00
<b>Total 65100 - Other Types of Expenses</b>	<b>4.95</b>	<b>5,681.13</b>
68300 - Travel and Meetings		
68310 - Conference, Convention, Meeting	0.00	352.63
<b>Total 68300 - Travel and Meetings</b>	<b>0.00</b>	<b>352.63</b>
<b>Total Expense</b>	<b>240.59</b>	<b>11,034.33</b>
<b>Net Ordinary Income</b>	<b>7,635.81</b>	<b>75,155.86</b>
<b>Net Income</b>	<b>7,635.81</b>	<b>75,155.86</b>



## WRITTEN NARRATIVE

### **Applying Organization: COMMUNITY GARDEN KITCHEN OF COLLIN COUNTY**

**Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.**

Our mission: To serve nutritious meals to those in need in a safe, welcoming place.

In late 2014, a group of concerned citizens, educators, and business people joined together to address food insecurity in Collin County, Texas. The group, now known as the Community Garden Kitchen (CGK), decided to raise funds to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger.

After much research, an opportunity was discovered that not only provided a unique way to address this issue, but benefitted another group. We learned that a local preschool, Holy Family School of McKinney (HFS), in operation since 1951, was in critical need of a kitchen and dining facility to prepare and serve food to their 75 pre-school children and staff. An agreement was created between the board of CGK and the board of HFS which would allow dual use of the proposed kitchen facility. HFS would use the kitchen during the day, and in the evening after school hours. CGK volunteers would use the kitchen. The Community Garden Kitchen (CGK) will be a 4780-square foot free standing kitchen/dining hall located on the 2-acre campus of Holy Family Pre-School.

On Saturdays, the new building will be uniquely situated to provide space for community volunteers to teach basic nutrition classes, economical food preparation, as well as lessons on sustainable living through gardening.

There are currently no paid staff and between 25-50 volunteers focused on fund raising efforts, increasing community awareness about food insecurity, and project development. Construction will begin when all the necessary building funds are accumulated.

#### Description of the Need Addressed

In 2016, 1,496 McKinney ISD students were identified as homeless. As of October 10, 2017, 8097 MISD students qualified for the free and reduced lunch program. In 2016, the local homeless shelter, The Samaritan Inn, turned away 3,100 qualified people. Hunger and nutritional issues affect all age groups in McKinney. Data from the North Texas Food Bank indicate 2500 to 4400 food insecure people live in the 75069-zip code. The CGK facility will be in the heart of this low-income zone. Preparing and serving meals in the evening to people in need without requiring paperwork, provides a unique service that is not offered anywhere in Collin county.

## **II. Advertising/Promotional/Community Event**

**a. Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.**

The advertising package to promote the Star Spangled Salsa Fest will include radio, print media, social media, street banners, posters, flyers, full online presence on multiple sites. This is a family oriented event designed to attract all ages. The Chestnut Square location was selected to take advantage of the already 8,000 plus 4<sup>th</sup> of July parade attendees. The goal is to build this event annually as a main fund raiser for Community Garden Kitchen.

**b. Describe how this initiative will promote the City of McKinney for the purpose of tourism.**

Another reason Chestnut Square was selected as the venue is so that visitors and residents are able to see the unique recreational tours, and events available for families. The Star-Spangled Salsa Fest will offer family activities, a children's play area, music, live entertainment and a salsa judging contest. The event will conclude prior to McKinney's Red, White and BOOM spectacular fireworks display at Craig Ranch. The goal is to create a seamless day of fun filled activities for the entire family to enjoy and attract visitors to McKinney. Salsa festivals throughout the state are popular, highly attended events. Many of the local restaurants will be participating in the salsa contests, and 60 top line vendors will be offering their wares which are always popular attractions.

**c. Describe how the proposed Advertising/Promotional/Community Event fulfills strategic goals and objectives for your organization.**

Our goal of bringing community together to create an awareness of hunger and nutritional issues directly impacting many members of the McKinney community is the theme of all our events; special events and fundraisers all fit our mission to reduce food insecurity in Collin County. This event is aligned with our goal of meeting citizen needs for quality of life improvements.

**d. Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.**

Planned Activities: Local Food/Craft Vendors, Salsa Contest, Children's Area (Dunk Tank, Boom Blaster, Hoop Frenzy, Twister, Dance Floor), Entertainment (DJ/Band), Food Trucks

Time Frame: 11:00 a.m. -4:00 p.m.; Estimated Attendance: 10,000 – 15,000; Admission Fees: \$5.00 per adult/ 12 and under FREE.

**e. Provide the venue/location for Advertising/Promotional/Community Event.**

Chestnut Square, McKinney, Texas

**f. Provide a timeline for the Advertising /Promotional/Community Event.**

July 4, 2018

**g. Detail goals for growth/expansion in future years.**

After year one, the Community Garden Kitchen organization will evaluate The Star-Spangled Salsa Fest with community members, sponsors, board members and City of McKinney officials to adjust future growth/planning deemed necessary to ensure this promotional/community event attracts resident and visitor participation plus contributes to quality of life, business development and the growth of McKinney sales tax revenue.

**Has a feasibility study or market analysis been completed for this proposed project?**



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 Convention & Visitors Bureau.\***

The MCVB goal “to market and highlight McKinney as a unique destination for residents and visitors” is met by the CGK Salsa event. The event promotes McKinney as a fun tourist destination plus creates an awareness of CGK's goal to reduce food insecurity in Collin county. Jointly, this contributes to the quality of life for McKinney residents and its visitors.

#### **Financial**

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

Community Garden Kitchen has raised \$225,000 for the construction of the kitchen facility since its inception. As we have no paid staff or overhead expenses, any expenses incurred were for fund raising events and materials to increase community awareness concerning food insecurity. This grant will provide funds to purchase advertising and promotional material to introduce the Star Spangled Salsa event. The Salsa event will be a major and ongoing source of necessary capital required to keep the kitchen operational.

**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.**

No audit has been done as the 501 (c) 3 was organized in February of 2016. Year End Financial attached.

#### **Marketing and Outreach**

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

We will be working with GOTEXAS using their online presence. Posters, brochures, for the event will be distributed throughout Collin County. All facets of social media platforms will be utilized, Face Book/Twitter and Instagram, newsletters, websites, etc. to promote the event in the North Texas region. Advertising will also be targeted in food and tour magazines with spot ads in local and regional papers, and on local radio. Please visit our website at [www.salsafestmckinney.com](http://www.salsafestmckinney.com)

#### **Metrics to Evaluate Success**

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

McKinney Star Spangled Salsa Fest Metrics and Key Performance Indicators

The Key Performance Indicators for the inaugural McKinney Star Spangled Salsa Fest will carefully focus and monitor the Cost Per Dollar Made (CDPR), as well as the festival’s Participation Rate. The 2018 CPDR and Participation Rate will provide measurable outcomes to the committee, beneficiary and festival stakeholders by providing valuable benchmark information for future events. Additionally, 2018 measurable outcomes will include giving level metrics, online engagement tracking via our website and social media platforms, and campaign conversion rates tracking response rates from sponsors, vendors, competitors and individual donors.





### MCVB Grant Request – Letter of Inquiry

#### APPLICANT INFORMATION

Organization Name: COMMUNITY GARDEN KITCHEN OF COLLIN COUNTY EIN: 81-1952191

Mailing Address: P.O.BOX 1881

City: MCKINNEY State: TX Zip: 75069

Phone: 972-345-2171 Fax: 972-727-1689 Email: directors@communitygardenkitchen.org

Website: www.communitygardenkitchen.org

Primary Contact: Angela Poen Title: President

Phone: 972-345-2171 Email: angelapoen@sbcglobal.net

**Project Title:** Star Spangled Salsa Fest **Total Amount Requested:** 5000.00

#### PROJECT DESCRIPTION *(Please attach an additional page if needed)*

On Wednesday, July 4, 2018, immediately following the City of McKinney Red, White and Boom hometown parade in historic downtown McKinney, the first annual Star Spangled Salsa Fest will take place at McKinney's Chestnut Square.

This spicy food festival will provide tasty freedom day fun for the whole family to enjoy. The hot sauce and salsa competition will see individuals, spicy food pros, and chefs from throughout the Lone Star State vying for top honors. Live entertainment will include a family fun zone, live music, and dancing. Some of our favorite chefs, restaurants, spicy food commercial salsa bottlers and breweries will be there to provide an amazing array of tastings and culinary treats.

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The McKinney Star Spangled Salsa Fest Committee is a group of community members with a heart for service and a mind to nourish others. This committee has gathered to help Community Garden Kitchen of Collin Country raise funds to build the Community Garden Kitchen at Holy Family School. This facility will "be a center of hope and compassion, ensuring that no one in our community suffers the fear and distress of food insecurity." This facility will "service nutritious meals to those in need in a safe, welcoming place. [communitygardenkitchen.org]."

#### For Additional Information

McKinney Convention & Visitors Bureau

200 W. Virginia • McKinney, TX • 75069 • 972-547-2059 • [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)



# SALSA FESTIVAL BUDGET

Operations/Facility:	FUNCTION
· Venue Rental	
SECURITY FENCE (10X6)	
COOL ZONE cyclone 3000	COOLING FANS
· 20x40 Event Tent(s)	
TASTING	TASTING
CHILDREN	CHILDREN
10 x 20 Event Tent(s)	
VOLUNTEER	VOLUNTEER
REGISTRATION	REGISTRATION
FIRST AIDE	FIRST AIDE
MERCHANDISE	MERCHANDISE
FREE WATER	WATER COOLERS/FANS
· Tables, chairs, other necessary furniture rental	
CHAIRS	
TABLES	
TASTING	
REGISTRATION	
MERCHANDISE	
CHILDREN	
VOLUNTEER TENT	
FIRST AIDE TENT	
FREE WATER	
ENTERTAINMENT	
· Decorations	
· Food/Drinks for staff/volunteers	
· Audio/Visual labor	
· Audio/Visual equipment	Standard pa system
· Security	
· Tech (wifi, IT support)	
<b>LOGISTICS</b>	
EVENT INSURANCE	
CONTRACTS	
PERMITS	
<b>MARKETING</b>	
Marketing Tools	
Email	
Print	

Online/Web	
Shipping ?	
Video production	
Photography	
Media Relations	
Swag/merchandise/giveaways	
Contest Prizes	
<b>COMMUNICATIONS</b>	
Printing	
Signs	
Maps	
Flyers	
Schedule	
<b>REGISTRATION</b>	
Software	
Volunteer Badges	
Signage	
<b>JUDGES/CHEFS/ENTERTAINMENT</b>	
<b>COMPENSATION</b>	
<b>FOOD</b>	
<b>THANK-YOU GIFTS</b>	
<b>NEEDED MATERIALS FOR JUDGING/DEMOS</b>	
<b>SPONSORS</b>	
<b>THANK-YOU GIFTS</b>	
<b>ACTIVITIES/ENTERTAINMENT</b>	
<b>MUSIC/DJ</b>	
<b>CHILDREN'S AREA RENTALS</b>	
DUNK TANK	KID ZONE
Boom Blaster	KID ZONE
HOOP FRENZY	KID ZONE
TWISTER	KID ZONE
<b>DANCE FLOOR</b>	
<b>ATTENDEE SERVICES</b>	
<b>CHARGING STATIONS</b>	
<b>STORAGE</b>	
<b>OTHER/MISC.</b>	



			SPONSORSHIP	SPONSOR TAG	
		\$ 21,394	\$ 21,500		\$ (106)
\$ 1,000	1	\$ 1,000	\$ 5,000	TITLE	
\$ 25	50	\$ 1,250	\$ 5,000	MARKETING	
\$ 150	2	\$ 300	\$ 2,000	COMMUNICATIONS	
		\$ -	\$ 1,500	ENTERTAINMENT	
		\$ -	\$ 1,500	KID ZONE	
\$ 750	1	\$ 750	\$ 1,000	COOL ZONE	
\$ 750	1	\$ 750	\$ 1,000	TASTING TENT	
		\$ -	\$ 1,000	FIRST AIDE	
\$ 245	1	\$ 245	\$ 750	JUDGES CHOICE	
\$ 245	1	\$ 245	\$ 500	PEOPLE CHOICE	
\$ 245	1	\$ 245	\$ 500	TECH	
\$ 245	1	\$ 245	\$ 500		
\$ 245	1	\$ 245	\$ 500		
		\$ -	\$ 500		
		\$ -	\$ 250		
\$ 2.00	128	\$ 256			
		\$ -			
\$ 8.00	24	\$ 192			
\$ 8.00	4	\$ 32			
\$ 8.00	10	\$ 80			
\$ 8.00	4	\$ 32			
\$ 8.00	4	\$ 32			
\$ 8.00	4	\$ 32			
\$ 8.00	2	\$ 16			
\$ 8.00	4	\$ 32			
\$ 100	1	\$ 100			
\$ 100	1	\$ 100			
\$ 25	5	\$ 125			
\$ 225	1	\$ 225			
\$ 25	12	\$ 300			
\$ 25	5	\$ 125			
		\$ -			
		\$ -			
\$ 1,000	1	\$ 1,000			
\$ 500	1	\$ 500			
\$ 500	1	\$ 500			
		\$ -			
\$ 5,000	1	\$ 5,000			
		\$ -			
		\$ -			
		\$ -			









## ADVERTISING PLAN

### RADIO

KLTY	\$5025	45 SPOTS
KLTY MOBIL APP	500	
KLAK	990	54 SPOTS

### PRINT

COMMUNITY IMPACT	980	1/2 PAGE AD
DIGITAL	250	

### PRINTED MATERIALS

POSTERS, FLYERS	1800	
STREET BANNERS		

### SOCIAL MEDIA

SPONSORED

BILLBOARD	450	
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<b>TOTAL</b>		<b>\$9995.00</b>
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# MCKINNEY CONVENTION & VISITORS BUREAU

## Grant Application

Fiscal Year 2017-2018

### IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or by emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau  
200 W. Virginia  
McKinney, TX 75069

If emailing or using Dropbox please send document to or share Dropbox link with: [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)

- If you are interested in a preliminary review by the MCVB Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

***Applications must be completed in full, using this form, and must be received by MCVB, via email, Dropbox 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: COMMUNITY EVENT GRANT**

### Promotional or Community Event Grant

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "*Texas Hotel Tax Expenditure Requirements*," for qualifying uses for hotel tax.)

### Advertising/Promotional and Community Event Grants:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
November 10, 2017	November 28, 2017	January 22, 2018
February 2, 2018	February 27, 2018	March 27, 2018

# GRANT APPLICATION

**INFORMATION ABOUT YOUR ORGANIZATION** Name: Community Garden Kitchen of Collin County

Federal Tax I.D.: 81-1952191

Incorporation Date: FEBRUARY 2016

Mailing Address: P.O. BOX 1881

City :MCKINNEY

ST: TEXAS

Zip: 75069

Phone: 972-345-2171

Fax: 972-727-1689

Email: directors@communitygardenkitchen.org

Website: [www.communitygardenkitchen.org](http://www.communitygardenkitchen.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:

McKinney Chamber of Commerce  
Guide Star  
Volunteer McKinney Partner  
The Seed Project Foundation

Love Life Foundation

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Angela Poen

Title: President

Mailing Address: P.O. Box 1881

City: McKinney

ST: Tx

Zip: 75069

Phone: 972-345-2171

Fax (optional): 972-727-1689

Email: angelapoen@sbcglobal.net

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

Name: Angela Poen

Title: President

Mailing Address: P.O. Box 1881

City: McKinney

ST: Tx

Zip: 75069

Phone 972-345-2171

Fax: 972-727-1689

Email: angelapoen@sbcglobal.net

**FUNDING**

Total amount requested: \$4727.00

Matching Funds Available (Y/N and if yes, please indicate amount): NO

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

Yes  No

Please provide details and funding requested:

MCDC has awarded a grant for \$5268.00

**ADVERTISING/PROMOTIONAL/COMMUNITY EVENT**

Start Date: July 4, 2018

Completion Date: July 4, 2018

**APPLICANT'S BOARD OF DIRECTORS** *(list may be included as an attachment)*

Angela Poen - President, Curtis Limerick - Treasurer, Katrinka Clark - Secretary

Board: Cathy Apple, Michele Burke, Molly Jones, Kathy Limerick, Robert Matlock, Julie Smith, Bobby Stern.

**APPLICANT'S LEADERSHIP STAFF** (*may be included as an attachment*)

No paid staff - all volunteers.	Kay Moreno
Michele & David Bernard	Rick Moreno
Angela Poen	Jamie Pedigo
Molly Jones	Michele Bruu
Alana Calhoun	
Becky Ally	
Julie Smith	
Dana Riley	

**Use the outline below to prepare a written narrative no more 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

**II. Advertising/Promotional/Community Event**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Advertising/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for Advertising/Promotional/Community Event.
- Provide a timeline for the Advertising /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?            | <input type="checkbox"/> 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.** 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 Convention & Visitors Bureau.\***

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

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CONTINUE TO MARKET AND HIGHLIGHT MCKINNEY AS A UNIQUE DESTINATION FOR RESIDENTS AND VISITORS ALIKE

**Has a request for funding, for this Advertising/Promotional/Community Event, been submitted to MCVB 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 the organization's 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 Advertising/Promotional/Community Event?**

**\$22394.00**

*(Please provide a budget for the proposed Advertising, Promotional, or Community Event.)*

**What percentage of Advertising/Promotional/Community Event funding will be provided by the Applicant? 45%**

**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 the 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 Advertising/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 Advertising /Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

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

- The Advertising/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 purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Advertising/Promotional/Community Event. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement.
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Advertising /Promotional/Community Event for which funds were received.
- A final report detailing the success of the Advertising/Promotional/Community Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Advertising/Promotional/Community Event.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Project/Promotional/Community Event have been submitted and approved by the MCVB in its sole discretion.

- 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 upon interest rate, not later than the 120<sup>th</sup> day after the date the MCVB requests repayment.

**The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.**

**Chief Executive Officer**

*Angela Poen*

\_\_\_\_\_  
Signature

Printed Name ANGELA POEN

Date 2/8/2018

**Representative Completing Application**

*Angela Poen*

\_\_\_\_\_  
Signature

Printed Name ANGELA POEN

Date 2/8/2018

***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 MCVB goal(s) that will be supported by this Advertising/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:**

- A one-page summary of the goals/activities involved in the Advertising/Promotional/Community Event for which you are seeking MCVB grant funding.
- Financials: organization's budget for current fiscal year
- Advertising/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 MCVB WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE ADVERTISING/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.**



## McKINNEY CONVENTION & VISITORS BUREAU

### Final Report

**Organization:** COMMUNITY GARDEN KITCHEN OF COLLIN COUNTY

**Funding Amount:** \$4727.00

**Advertising/Promotional/Community Event:** STAR SPANGLED SALSA FEST

**Start Date:** JULY 4TH, 2018

**Completion Date:** JULY 4TH, 2018

**Location of Project/Promotional/Community Event:** CHESTNUT SQUARE, MCKINNEY, TX.

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

- Narrative report on the Advertising/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 Convention & Visitors Bureau  
200 W. Virginia  
McKinney, TX 75069

Attn: Dee-dee Guerra

