

# 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:**

- |   |  |
|---|--|
| <p><input type="checkbox"/> <b>Project Grant</b><br/>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.</p> | <p><input checked="" type="checkbox"/> <b>Promotional or Community Event Grant (maximum \$15,000)</b><br/>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.</p> |
|---|--|

**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: McKinney Garden Club

Federal Tax I.D.: 46-2683237

Incorporation Date: 1930

Mailing Address: 5100 Eldorado Pkwy, Ste 102-305

City McKinney

ST: TX

Zip: 75070

Phone:

Fax:

Email:

Website: [www.mckinneygardenclub.org](http://www.mckinneygardenclub.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: Texas Garden Clubs, Inc.

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Melinda Wedding

Title: President

Mailing Address: 4105 Duclair Ct

City: McKinney

ST: TX

Zip: 75070

Phone: 972-979-6836

Fax: n/a

Email: [Melinda.wedding@me.com](mailto:Melinda.wedding@me.com)

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

Name: Melinda Wedding

Title: President

Mailing Address: 4105 Duclair Ct

City: McKinney

ST: TX

Zip: 75070

Phone: 972-979-6836

Fax: n/a

Email: Melinda.wedding@me.com

**FUNDING**

Total amount requested: \$7,500

Matching Funds Available (Y/N and amount): Y, \$3,500-\$7,500 depending on grant size

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: n/a

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: June 8, 2018

Completion Date: June 9, 2018

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

**Cathy Straley**

**Mary Kidwell**

**Debbie Finley**

**Jo Henderson**

**Larry Tunnell**

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

**Valarie Kerby**      **Tour Chairperson**

**Gayle Pond**      **Tour Chairperson**

**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?            | <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.*

**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?**

\$

**(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**

Melinda Wedding  
Signature

Melinda Wedding  
Printed Name

11/30/17  
Date

**Representative Completing Application**

Melinda Wedding  
Signature

Melinda Wedding  
Printed Name

11/30/17  
Date

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





## **I. Applying Organization**

Founded in 1930, The McKinney Garden Club has continuously been committed to promoting an interest in gardens and gardening. We are also dedicated to educating our community on the design and management of gardens through programs and meetings. The McKinney Garden Club has historically promoted city and highway beautification, actively supported environmental concerns and sponsored plantings in McKinney through our resources and volunteers.

Our club operates under the leadership of a board of elected officers and committees as needed. There are no paid staff involved in the management of the organization; everything is accomplished by volunteers. Funding for the tour would benefit the organization in these ways:

- Enable us to better market and promote the event via additional advertising in local media.
- Increased margins from defrayed costs from event enable us to fund more projects in the community, spreading more beautification projects around the city.
- Public access to gardens and homes enhances McKinney's reputation as a great place to live and work, and invites significant goodwill which can bring future residents, tourists and businesses to our city.

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

The Garden and Home Tour allows us to work with residents in our community to share their enthusiasm for gardening with the greater community and to discuss beautification projects with a wider range of interested parties.

We will host our event in 6-8 homes throughout the Historic District. We also host a private garden party on the night before the event to celebrate our club's efforts. We recognize the hosts of our featured homes and community supporters at this event.

While the event is scheduled for June 9, 2018, our committee is busy at work now!

To raise funds for charitable projects, McKinney Garden Club held its first Home and Garden Tour in 1998, and since then, the summer tour has been presented every other year. Civic beautification projects sponsored by the Club have included the Heard-Craig House Memorial Garden, Chestnut Square's Meditation Garden and School House

McKinney Garden Club  
McKinney Community Development Grant Application  
Written Narrative

landscaping, Collin County SPCA, Crape Myrtle Trail, Central Park urban garden, benches for the McKinney Performing Arts Center at the Historic Courthouse, the Lovejoy Memorial Flowerbed at Finch Park, and the Signature Project of planting of bulbs in medians throughout the City of McKinney.

Our 2016 tour was our most successful to date, generating almost \$15,000 in funds that go toward community beautification, scholarships to deserving MISD students via the McKinney Education Foundation, and future projects in conjunction with the City of McKinney.

We sell tickets via several outlets for \$25 each.

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

An official study has not been completed, but we have records for several past tours and it has been our organization's major fundraiser since it started in 1998.

**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:**

The McKinney Garden Club Home and Garden Tour attracts residents and visitors to McKinney for a day of seeing our community as a residential attraction. By showing the quality of life possible in our city, we encourage residents to invest in their own properties and we motivate visitors to consider McKinney as a place to relocate. By promoting our Historic District and downtown, the Garden Home Tour supports the City of McKinney in a very tangible way.

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

- 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
  -
-

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

Yes  No

**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.

For an organization our size, a financial audit is a significant burden. In relation to our total assets, the cost of an audited financial statement by an independent auditor would have a material impact on our operations.

We can provide a detail of our revenues and expenses over the last five years. The cost of an independent audit is likely around \$1,000.

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

\$3,850

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

See Attached

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

50-100% depending on size of grant.

**Are Matching Funds available?**  Yes  No

Cash: \$3,700-\$7,500

Source: McKinney Garden Club

% of Total: 50-100%

McKinney Garden Club  
McKinney Community Development Grant Application  
Written Narrative

In-Kind: None anticipated at this time, but it could include printing or other support from local partners

***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 anticipated

#### **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.

We share event details in various print and social media resources. We also attend, work, and volunteer at events like the Collin County Master Gardeners fair in March, and communicate with local stores like Calloway's, Market Street, and numerous downtown businesses to generate ticket sales. More funding would enable us to update our signage at our homes and throughout the community

#### **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.

Success of the event is measured through intangibles like community feedback, education of attendees on gardening benefits, and goodwill generated by McKinney Garden Club with the community.

Tangible ways to gauge success include the following:

- Increase in number of tickets sold
- Increased reach via new marketing channels
- Work with local garden clubs in area for cross promotion

**McKinney Garden Club**  
**Estimated Budget for 2018 Garden and Home Tour**

	<b>2016 Actual</b>	<b>2018 Estimates</b>
Garden Tour Revenue	\$15,366.38	\$16,000.00
Ad Revenue	\$3,325.00	\$3,300.00
Total Revenue	<u>\$18,691.38</u>	<u>\$19,300.00</u>
Garden Tour Expense	<u>(\$3,916.24)</u>	<u>(\$4,200.00)</u>
Garden Tour Net Income	<u>\$14,775.14</u>	<u>\$15,100.00</u>

McKinney Garden Club  
Estimated Budget for 2018 Garden and Home Tour

McKinney Garden Club  
Estimated Budget for 2018 Garden and Home Tour

	<b>2016 Actual</b>	<b>2018 Estimates</b>
Garden Tour Revenue	\$15,366.38	\$16,000.00
Ad Revenue	\$3,325.00	\$3,300.00
Total Revenue	<u>\$18,691.38</u>	<u>\$19,300.00</u>
Garden Tour Expense	<u>(\$3,916.24)</u>	<u>(\$4,200.00)</u>
Garden Tour Net Income	<u><u>\$14,775.14</u></u>	<u><u>\$15,100.00</u></u>

**McKinney Garden Club**  
**Estimated Budget for 2018 Garden and Home Tour**



## Cindy Schneible

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**From:** Melinda Wedding <melinda.wedding@me.com>  
**Sent:** Thursday, November 30, 2017 4:31 PM  
**To:** Cindy Schneible  
**Subject:** Re: McKinney Garden Club Grant Application to MCDC  
**Attachments:** MGC 2018 Tour Estimates.xlsx; MGC MCDC Grant Narrative.docx

Cindy,

I've put together quick revisions. Here's the revised grant narrative and the updated spreadsheet with a new worksheet for Marketing/Advertising.

Our marketing/advertising request is for \$3,850. I am sure I was confused with the total costs of the tour and segregating marketing and advertising.

Thank you!

Melinda

On Nov 30, 2017, at 4:09 PM, Cindy Schneible <[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)> wrote:

Melinda,

Received your application. A couple of things:

- If grants are awarded - they may only be used for advertising and marketing of the event. I don't see anything in the budget specific to advertising and promotion.
- You estimate total expenses at \$4,200 - but requesting \$7,500. Please explain.

We'll need information about your advertising and marketing plans - and estimated cost - for board review.

Many thanks. Please let me know if you have questions or need additional information.

Cindy Schneible

About McKinney Community Development Corporation

MCDC is an organization with a mission to promote and preserve quality of life in McKinney, TX. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used to support community and economic development projects that enhance quality of life in McKinney. For more information about MCDC, please visit [www.mckinneycdc.org](http://www.mckinneycdc.org).

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-----Original Message-----

From: Melinda Wedding [<mailto:melinda.wedding@me.com>]

Sent: Thursday, November 30, 2017 4:00 PM

To: Cindy Schneible <[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)>

Subject: McKinney Garden Club Grant Application to MCDC

Dear Ms. Schneible:

Attached please find the following documents for the promotional event grant requested by the McKinney Garden Club.

1. Completed Form
2. Written Narrative
3. Event Budget

Please let me know if you have questions or if I can provide further information.

Best regards,

Melinda Wedding  
President  
McKinney Garden Club