

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2012

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
321 N. Central Expressway, Suite 240
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cgibson@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

Project Grant
Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).

Promotional Activity or Community Event Grant (up to 15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional Activity and/or Community Event Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: December 16, 2011 | January 2012 | February 2012 |
| Cycle II: June 29, 2012 | July 2012 | August 2012 |

Project Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|---------------------------|----------------------------|-----------------------------------|
| Cycle I: January 31, 2012 | February 2012 | March 2012 |
| Cycle II: April 30, 2012 | May 2012 | June 2012 |
| Cycle III: July 31, 2012 | August 2012 | September 2012 |

APPLICATION

ORGANIZATION INFORMATION

Name: McKinney Chamber of Commerce

Federal Tax I.D.: 75-0428690

Incorporation Date: October 14, 1947

Mailing Address: 2150 S. Central Expressway

City McKinney

ST: Texas

Zip: 75070

Phone: 972-542-0163

Fax: 972-548-0876

Email: jodi@mckinneychamber.com

Website: www.mckinneyonline.com/www.mckinneychamber.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: American Chamber of Commerce Executives, Texas Chamber of Commerce Executives, US Chamber of Commerce, Association of Leadership Professionals

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jodi Ann LaFreniere, CCE/Peggy Smolen

Title: President & CEO/Director of Communications

Mailing Address: 2150 S. Central Expressway

City: McKinney

ST: Texas

Zip: 75070

Phone: 972-542-0163

Fax: 972-548-0876

Email: jodi@mckinneychamber.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jodi Ann LaFreniere

Title: President

Mailing Address: 2150 S. Central Expressway

City: McKinney

ST: Texas

Zip: 75070

Phone: 972-542-0163

Fax: 972-548-0876

Email: jodi@mckinnychamber.com

FUNDING

Total amount requested: \$12,500

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: April 23, 2012

Completion Date: ongoing – for purpose of the grant 12 months

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

Included as an attachment

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

Jodi Ann LaFreniere, CCE

President

Peggy Smolen

Director of Communications

Holly Becka

Associate Editor

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.

The McKinney Chamber of Commerce provides a strong voice for over 1,200 business members and their more than 36,000 employees. The Chamber's mission is created to provide a healthy business climate to achieve economic sustainability as well as a high quality of life for our residents. McKinney has been a smart growth community by establishing a diversified tax base with manufacturing, corporate headquarters, retail, and professional, and service businesses.

The Chamber of Commerce is governed by a board of directors elected from and by the membership. A professional staff of 14 implements the mission and vision that is set by the board of directors.

The Chamber is structured to achieve our mission statement while adhering to our core values of business growth in McKinney, communication, partnerships/relationships, quality of life, providing resources, pro-business influence, and celebration. The Chamber executes our programs in the community in four areas referred to as sectors: membership services, business development, advocacy, and community improvement. Each Chamber program, service or function must fall under one of these sectors and fulfill the Chamber's mission: "Empowering our members to achieve economic success..."

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

There are no new structural changes planned – our new websites launched on April 23rd – the addresses for both are mckinneychamber.com and mckinneyonline.com.

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

- Outline details of the Project/Promotional Activity/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

We are applying for a promotional grant to augment our marketing efforts for McKinneyOnline.com. The McKinney Chamber of Commerce has published *McKinney Magazine* for the past 24 years. The magazine is an important community development tool to keep a growing community connected. The content is designed to be about the community, by the community and for the community. With each issue we publish and distribute more than 47,000 copies with a total distribution of more than 500,000 annually.

Due to the length of our print production schedule as well as our space limitations in the magazine, we cannot always include all of the stories and information that we think are valuable to our community, residents and businesses. *McKinney Online* was created as the web companion to *McKinney Magazine*. It is a natural extension of our work and allows us to broaden our reach and publish significantly more content in a timely manner than we can in print. In the first six weeks since launching *McKinney Online* we had 10,000 visits and over 27,000 page views. *McKinney Online* offers a blend of content from the print publication as well as web only content. We load approximately 30 –

40 items a week that include stories and calendar items. The site features a Latest News feed that is updated daily as well as a robust community calendar designed for people who live and work here.

Upon approval of our grant request, we would make McKinney Community Development Corporation the presenting sponsor of the community calendar which includes visibility under the calendar on the home page as well as the Things to Do secondary page for a period of one year in recognition of your support of the program.

- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.

McKinney Online provides the opportunity for businesses and organizations to expand their marketing reach. Accomplishments, events, features, initiatives and awards can be promoted and shared through this unified digital media. The McKinney Chamber of Commerce has been a trusted source of information and continues to expand the resources from which businesses and organizations disseminate their information. Convenient share features for social media extend the visibility of editorial beyond the website. By identifying the most appropriate social media audience (more than seven targeted groups of invested users) staff also promotes editorial by sharing events or articles.

- Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.

Community Development is an important aspect of the work of the McKinney Chamber of Commerce. By contributing to the development of strong community leadership and an informed, engaged citizenry our community will continue to flourish. We play a significant role in promoting and enhancing the image of our community as a brand driver and authoritative and respected source of community information.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotional Activity/Community Event?

McKinney Online is an online resource to inform and engage our community and enhance the image and overall visibility of the City of McKinney.

Provide a timeline for the Project/Promotional Activity/Community Event.

McKinney Online was launched on April 23rd after more than a year of development. It is an ongoing activity that we want to continue to build awareness about to drive traffic both from inside and outside our community.

- Detail goals for growth/expansion in future years.

We are currently finalizing a mobile application that will be available in the app store that would allow users to view the community calendar, view the latest news feed, access the business directory and read the magazine from their mobile device.

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.*

A feasibility study has not been completed – we have utilized research and data from other campaigns and organizations.

Provide specific information to illustrate how this Project/Promotional Activity/Event will enhance quality of life and further business development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen the City's parks and physical amenities for recreational, leisure and tourism opportunities.
- Preserve the historic character of McKinney.
- Promote the City of McKinney as one of the best places to live or visit in the United States, enhance quality of life for our residents and draw visitors and prospective businesses to our area.
- Provide access to affordable housing.
- Collaborate with others to develop new and expanded business enterprises.

The primary benefit that this project provides is to increase the quality of life for our residents. In North Texas we have a very fragmented media and it is difficult to get connected with your community. *McKinney Online* is an opportunity to tell the community's story and provide another avenue to augment positive promotion of our community.

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

- Yes No

III. Financial

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

The McKinney Chamber of Commerce is in a sound financial position. We completed 2011 in the black and during the 2011 fiscal year we established a reserve fund policy so we have an amount of cash on hand designated as a reserve and a policy that dictates how and when those funds can be used. We currently have over 1230 chamber members, the highest membership level in our 99 year history.

We have expanded our staff in the communications area in order to accommodate the increased workload of managing, maintaining and growing the online presence.

- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

Attached.

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

\$49,128.00

(Please attach a budget for the proposed Project/Promotional Activity/Community Event.)

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? 75%

Are Matching Funds available? Yes No

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

Are other sources of funding available? *If so, please list source and amount.*

We will also ask the McKinney Economic Development Corporation to participate as the presenting partner of our business section.

Have any other federal, state, or municipal entities or foundations been approached for funding? Not at this time.

IV. Marketing and Outreach

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

Community Events: We have begun having a regular presence at larger community events to create a level of awareness of the new product and that the McKinney Chamber of Commerce is the publisher of *McKinney Magazine*. We recently had a presence at the Bike the Bricks event and Arts in Bloom. And will continue to educate visitors at events throughout the year.

McKinney Magazine: Promotion will be placed in *McKinney Magazine* to raise awareness of *McKinney Online* and the information that businesses and residents can access. We publish 10 issues of the magazine and produce and distribute 47,000 copies of each issue. We produced a gatefold that was printed in the June issue to raise awareness of *McKinney Online*.

Community Partners: With the collaborative efforts of our community partners, McKinney Main Street, McKinney ISD, and the City of McKinney, we are enhancing our content and reaching a broader audience.

Online search visibility: Implement SEO strategies to become more easily accessible on the web.

Social Media – we are actively increasing our social media network and the frequency of our posts. This is an avenue for those in our network to share stories which in turn raises awareness of *McKinney Online*.

In addition, we have done some minimal online advertising, are optimizing our pages for greater reach, speaking to community groups and organizations, reaching out to homeowners associations and creating partnership opportunities with our local radio station.

V. Metrics to Evaluate Success

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

We will regularly track traffic to the site as well as new vs. returning visitors to the site using Google Analytics.

Acknowledgements

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

- The Project/Promotional Activity/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, outreach, advertising and public relations as a funder of the Project/Promotional Activity/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 Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/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 120th 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

Representative Completing Application



Signature

Signature

Jodi Ann LaFreniere
Printed Name

Jodi Ann LaFreniere
Printed Name

December 16, 2011
Date

December 16, 2011
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 Project/Promotional Activity/Community Event; description, goals and objectives
- Project/Promotional Activity/Community Event timeline
- 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 Activity/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 ACTIVITY/COMMUNITY EVENT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/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.
- Evaluation against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:

McKinney Community Development Corporation
321 N. Central Expressway, Suite 240
McKinney, TX 75070

Attn: Cindy Schneible

cschneible@mckinneycdc.org