

Promotional and Community Event Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this 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 South Lake Forest Blvd, Suite 110
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

Organization Information

Name	TUPPS Brewery
Federal Tax ID Number	46-4326357
Incorporation Date	12/16/2013
Mailing Address	721 Anderson St
City	McKinney
State	TX
Zip Code	75069

Phone Number	2148567996
Fax Number	n/a
Email Address	nicole@tuppsbrewery.com
Website	www.tuppsbrewery.com
Organization Type	For profit corporation
Professional Affiliations and Organizations to Which Your Organization Belongs	Brewer's Association Texas Craft Brewer's Guild McKinney Chamber of Commerce

Representative & Contact Information

Representative Completing Application:

Name	Nicole Wright
Title	Event Coordinator and Taproom Manager
Mailing Address	721 Anderson St
City	McKinney
State	tx
Zip Code	75069
Phone Number	2148567996
Fax Number	<i>Field not completed.</i>
Email Address	nicole@tuppsbrewery.com

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Contact for Communications Between MCDL and Organization:

Name	Keith Lewis
Title	President
Mailing Address	721 Anderson St
City	McKinney

State	TX
Zip Code	75069
Phone Number	2147045039
Fax Number	<i>Field not completed.</i>
Email Address	klewis@tuppsbrewery.com

Project Information

Funding - Total Amount Requested	\$15,000
Are matching funds available?	No
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)?	No
Promotional / Community Event Start and Completion Dates	3/20/2020 - 3/21/2020
Board of Directors	Keith Lewis - TUPPS Brewery Nicole Wright - TUPPS Brewery Katie Baker - TUPPS Brewery
Leadership Staff	Diane Kazlow - LifePath Systems Other LifePath Employees
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>

Narrative

Using the outline below, provide a written narrative no longer than seven pages in length:

1: 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 Promotion / Community Event for which funds are requested.

2: Promotion / Community Event

- Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.
- Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.**
- Include the venue / location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth / explanation in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

Has a request for funding for this Promotional / Community Event been submitted to MDCD in the past? No

3: 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

Budget	TUPPS Financial for McKCDC.jpg
Financial Statements	<i>Field not completed.</i>
Overview of Promotional / Community Event Financial Goal	
Gross Revenue	\$76,000
Projected Expenses	\$41,090
Net Revenue	\$34,910
Budget	Life Path Fest.xlsx
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	0***
Are matching funds available?	No
Other Funding Sources	<p>*** TUPPS will front load all expenses and take the lead on securing sponsorship money with the goal of having all hard costs covered. This will allow all entry fees and ticket sales to go to LifePath Systems.</p> <p>Committed Sponsors/Commitment Date/Amounts: Love Life Foundation (October 2019, \$5K), Encore Wire (Sept 2019, \$5K), Priscilla and Bill Darling (November 2019, \$2500)</p> <p>Potential Sponsors: Bob Tomes or another car dealership, Market Street, Pogue Construction, Tradition Homes, Ebby Halliday, Traxis etc.</p>

4: Marketing and Outreach

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

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

5: Metrics to Evaluate Success

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

Attach Narrative

[TUPPS McKinney Music Fest 2020 Narrative for McKCDC.pdf](#)

Acknowledgements

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

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*
- *All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.*
- *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.*
- *The organization'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 Promotional / Community Event for which funds were received.*
- *A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.*
- *Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.***

(Section Break)

Applicant Electronic
Signature

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer Keith Lewis

Date 11/27/2019

Representative Completing Application Nicole Wright

Date 11/27/2019

Notes

- *Incomplete applications or those received after the deadline will not be considered.*
 - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
 - *Final payment of funding awarded will be made upon receipt of final report.*
 - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
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1: Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.

TUPPS Brewery is a production brewery located in McKinney. We are located behind the Cotton Mill in a 15,000 square foot warehouse, where we produce and serve beer. We strive for strong connections in the community through various events and partnerships with philanthropic organizations. We have 15 full time employees and approximately 15 part-time employees that help in our taproom and special events.

TUPPS is a family business and are very proud to have connected with the City of McKinney and its residents. We have embraced multiple charities including HUGS Café, The Samaritan Inn, CASA, Warrior's Keep, ManeGait, Treasured Vessels, etc.

In 2020 we will add LifePath Systems to our charity support list. LifePath Systems is located in Collin County and serves individuals and families impacted by behavioral health, intellectual or developmental challenges, which results in stronger communities. LifePath Systems provides help for today and hope for tomorrow. LifePath has two homes in Collin County and the need is great. The homes need constant repair and upgrading based on the needs of the residents. In 2020, LifePath would like to upgrade the men's home and acquire a transport van for the residents of the men's and women's homes.

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

There are no planned organizational changes at this time. We will add volunteers to the event team and will be establishing a Board to help in the planning and management of the event and volunteers.

2: Promotion / Community Event

Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.

We would like to hold the 1st Annual McKinney Music Festival, benefitting LifePath Systems of Collin County. Our goal is to bring the community together through live music and fundraise for the needs of LifePath Systems.

The music festival will include local artists playing throughout the day and the event will culminate with headline act on the main stage. The goal is to attract people from the greater DFW area, Austin and the State of Oklahoma – all areas where TUPPS Brewery has an established presence – to raise money for LifePath Systems and promote local businesses and vendors that will be involved.

Describe how this initiative will *showcase McKinney and promote the city for the purpose of business development and/or tourism.*

This event will feature McKinney artists, McKinney non-profit organizations, as well as McKinney small businesses and corporations all working together for one cause. TUPPS Brewery is a great tourist attraction in itself. We plan to showcase the talents and true heart of community that McKinney has to offer.

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

TUPPS works to support non-profits in our community and this event will be our showcase event. We will bring the community together in a family friendly way to raise money that will ultimately strengthen our community through the work and support that LifePath provides.

Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.

Admission: We do plan to charge \$30-35 per ticket for adult entrance fee (possibly a small entrance fee for children) and the event will be open to the public.

Attendance: We hope to attract 2,000 to 5,000 people.

Include the venue / location for the proposed event.

TUPPS Brewery, 721 Anderson St, McKinney, 75069 and field across the street

Provide a timeline for the production of the event. *ESTIMATED times*

EVENT DAY: Saturday, March 21, 2020 (World Down Syndrome Day)

- 12:00PM Volunteers arrive
- 1:00PM Vendor Set up
- 3:00PM Gates Open
- 4:00PM Music Begins
- 10:00PM Festival concludes

EVENT PREP: Friday, March 20, 2020

- Delivery of fencing, porta-potties, generators, stages, lightning, generators, etc.

Detail goals for growth / expansion in future years.

Each year, we add to the artist line-up and secure artists that have larger appeal. We would also like to expand the number of local small businesses that are included as vendors and sponsors.

We will focus our promotions on the North Texas market to attract residents, visitors and businesses. Our business sponsors will foster business development, tourism and growth of McKinney sales tax revenue. Out of town guests will stay in local hotels, eat in local restaurants and be exposed to the great City of McKinney. In the future we can expand the focus to include local establishments that feature music which will add value to the experience.

Highlight and promote McKinney as a unique destination for residents and visitors alike.

TUPPS works to keep a strong sense of community in our every-day operations. Our taproom is a one of a kind venue and destination for McKinney residents and visitors. We support local artists, musicians, non-profits, small businesses each week that we are open. TUPPS ranks number 4 in popularity for brewery taprooms in North Texas with the top three being in Dallas and Ft. Worth. We need to get the word out that McKinney is a dynamic fun City not just a bedroom community. We hope to feature our Rockstar Mayor and his constant involvement in community activities and fundraising, because McKinney already has the heart and soul. A music festival with artists and vendors will be a great way to promote what we are all about in McKinney, Texas.

Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

3: 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Please see attachment.

4: Marketing and Outreach

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

We plan to introduce the McKinney Music Festival event on Facebook beginning in December. We want to gain interest and have people like our page to see all the updates that will happen as time goes on. Once January hits, we will slowly start releasing information about the musicians and launch the ticket sales link. We plan on featuring the musicians bios, videos and professional pictures. We also want to highlight LifePath Systems and go into detail about what LifePath is all about. We will feature our sponsors and explain everything you can expect to see at the McKinney Music Festival. Our goal is to reach music lovers, McKinney residents supporting local, LifePath supporters, and our beer fans from all over the state of Texas and Oklahoma.

Outline of planned marketing, advertising and outreach activities and the estimated amount budgeted for each:

Timeline:

- December – Launch Facebook page for event
- January – Begin introducing bands on Facebook/Instagram and boost. Launch sales ticket link on PreKindle.
- February – Local Radio stations, banner placement, newspaper/magazines/online media outlets, more social media promotions.
- March – Banners, radio ads, email marketing, social media promotions.

Amount Budgeted:

- Social Media Boosting = \$4,000
- Radio = \$3,000
- Banners = \$2,000
- Posters = \$1,000
- Advertising = \$3,000
- T-Shirts = \$2,000

TOTAL = \$15,000

5: Metrics to Evaluate Success

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

- PreKindle for online ticket sales and Square (Our Point of Sale system) will track tickets sold in at TUPPS leading up to the event and the day of
- Sponsorship money and expenses will be budgeted and tracked via Excel, with the help of our VP Finance at TUPPS Brewery

Expence

Operations

Permits	\$ 100
On-site Officers	\$ 360
Fencing and tolits	\$ 3,480
Lighting	\$ 1,650
Music	\$ 15,000
Insurance liability and weather	\$ 750
Barracades	\$ 500
Field rental	\$ 750
Generators	\$ 500
Ben E Keith Stage	\$ 1,000
Waist removal	\$ 500
Misc.	\$ 500
Total	\$ 25,090

Marketing

Socil Media	\$ 4,000
Radio	\$ 3,000
Banners	\$ 3,000
Posters	\$ 1,000
Print	\$ 3,000
T-Shirts	\$ 2,000
Total	\$ 16,000

Total Expences \$ 41,090

Income

Sponcers

Encore Wire	\$ 5,000	Committed
Love Life	\$ 5,000	Committed
Bill and Pris Darling	\$ 2,500	Committed
Ben E Keith	\$ 1,000	Committed
McKinney CDC	\$ 15,000	Pending
Other	\$ 12,500	Target
Total	\$ 41,000	\$35 X 1000

Entry Fee \$ 35,000

Total Income \$ 76,000

Net Raised for Life Path \$ 34,910