

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2021

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; by calling 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: 2/2017

Mailing Address: 7200 W University Drive, Suite 210

City McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: NA

Email: Hello@sbghospitality.com

Website: www.sbghospitality.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: McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Boulevard

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: na

Email: Hello@sbghospitality.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Lauren Stephan

Title: President

Mailing Address: 7200 W University Drive, Suite 210

City: McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax: NA

Email: Hello@sbghospitality.com

FUNDING

Total amount requested: \$15,000

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

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: We have requested a grant from Visit McKinney. The series we are proposing for the grant has 7 events that need to be advertised which is why the advertising grant will be so needed and impactful.

PROMOTIONAL/COMMUNITY EVENT

Start Date: January 30, 2020

Completion Date: October 30, 2020

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

NA

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

NA

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. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

Date(s): NA

Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$45,000 per walk
Projected Expenses	\$28,000 including expenses per walk
Net Revenue	\$17,000 per walk

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? Assuming we received the grant SBG would pay the remaining amount for each event. The grant would cover roughly \$2,142 per event. The remaining amount SBG would pay (roughly \$22-25k) Ideally we’d be able to raise \$5k worth of sponsorships for each walk.

Sponsorship Revenue	\$5k
Registration Fees	\$45k
Donations	\$0
Other (raffle, auction, etc.)	\$0
Net Revenue	\$17k

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. 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.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

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 MCDCV 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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Signature

Printed Name

Date

Representative Completing Application

Lauren Stephan

Signature

Lauren Stephan

Printed Name

11/17/20

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 Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

MCKINNEY SIP+STROLL SERIES 2021



SBG
Hospitality

SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in downtown McKinney!

The walks will bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney!

Not only will the walks increase sales and foot traffic for downtown merchants but it will also help in promoting downtown McKinney on a consistent basis—keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney.

For social distancing each walk is capped at 1,500 participants. In 2020 we hosted 5 walks in downtown McKinney and we successfully sold out each walk. If social distancing measures lighten up in mid year we can increase our numbers to 2,000 participants.

In addition to bringing tourism (and tax dollars) to McKinney our goals are to create fun experiences for residents that increase their quality of life and showcase McKinney as a unique destination AND a music friendly destination! Our walks all feature local musicians performing around the square.





FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!

The 2020 participating downtown merchants have shared their feedback on the walks. The walks have been incredibly impactful in downtown.

"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers that have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but thats what happened and we cannot be happier!"

-Mason and Jessica, Owners, Jasper & Petals-

In addition to the support these walks bring for the downtown community they are also impactful for local non-profits!

Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is partnered on every event we partner with a variety of non profits for the other walks. Our 2020 non-profit partners returning in 2021 include: Hugs Cafe, The Warriors Keep, Embrace Texas and McKinney Free Little Pantry. We will be adding a couple more nonprofits to our list as we continue to plan.

We will measure the events success based on our attendance. We hope to sell out each walk at 1,500. Our success will also be dependant on feedback from the local merchants. We want to hear that they had a spectacular sales day.





THE EXPERIENCE...FUN IN MCKINNEY!!

Attendees receive a signature event taster, an event map directing them to their tasty journey around downtown McKinney, and 15-25 delicious beverage tastings!



Additionally all participants will receive a swag bag filled with coupons and deals from local restaurants! Food will be available for purchase and at some of the walks we'll have a vendor market with other fun activities like culinary demos, lawn games and a photobooth! Live music will surround the square and participants arrive based on their chosen event window for social distancing. The fee for participants is \$30 per walk.

The walk themes (subject to change as needed) are:

JAN: McKinney Mimosa Walk (a brunch themed event!)

MARCH: McKinney St. Patrick's Day Beer Walk

MAY: McKinney Kentucky Derby Walk

JUNE: McKinney Craft Beer Walk

JULY: McKinney Margarita Stroll

AUGUST: McKinney Wine Walk

OCTOBER: McKinney Halloween Walk



EXPENSES AND REVENUE

We hope to sell 1,500 tickets at \$30 per ticket= \$45,000

The median cost for each event is \$22-24k. Some walks will cost a little less and some will cost more. An example expense sheet has been attached! After hard costs we will pay out 20% net proceeds to McKinney Main Street.

We will try to offset some of our costs with sponsorships. (Presenting, lanyard and swag bag) Our hopes are to raise \$5k of sponsorships per walk to help us with our bottom line.





HOW THE GRANT WILL BE SPENT:

As there are seven events in this series we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals of seeing 1,500 attendees per event.

Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- PR assistance (this will be used to get our events on TV and in 50+ local calendars)
- DFW Social Media Influencers
- Event Flyers
- Local Print Ads (Community Impact Magazine)
- Upwork to create ads and marketing materials

Thank you for your consideration! The \$15,000 to put towards advertising the 7 events would be instrumental in the series success! We would greatly appreciate a partnership with MCDC on this impactful event series in Downtown McKinney!

Sincerely,
SBG Hospitality

Margarita Stroll



Site	Estimated	Actual
McKinney Main Street		
Donation		\$7,500.00
Hugs Café Donation		\$1,500.00
Total	\$0.00	\$9,000.00

Services	Estimated	Actual
Glenn/Tyler Event Labor		\$760.00
College Guys Event Labor		\$650.00
Ovation Catering		
Bartenders		\$2,823.50
Ice		\$920.13
Photographer		\$75.00
Margarita Machine + Mix		\$1,472.20
Registration Captain		\$200.00
Uhaul		\$92.32
Total	\$0.00	\$6,993.15

Purchases	Estimated	Actual
Tequila & Triple Sec		\$3,138.24
Ben E Keith		\$2,012.51
Margarita Flavors, Citrus & Fruit Garnishes		\$2,141.70
Spoons		\$65.13
Leis (1500)		\$406.50
Igloo Coolers		\$490.50
Tossware (1500)		\$665.28
Disposable Cups (1500)		
T-shirts (203)		\$740.95
Tongs & Ice Scoops		\$52.22
Tupperware Containers		\$47.88
Trashcans		\$104.96
Cleaning Rags/Cloths		\$41.33
Party City:		
Wristbands/Tablecloths		\$336.62
Salt		\$13.99
Straws		\$90.84
Walmart: Trash bags, knives, cutting board		
Staff Meals (Friday & Saturday)		\$62.40
Total	\$0.00	\$10,411.05

Advertising	Estimated	Actual
Flyers		\$75.00
Upwork (digital billboard)		\$16.66
Upwork (map)		\$35.00
Upwork (logo & flyer)		\$150.00
Signage		\$156.96
Social		\$2,500.00
Total	\$0.00	\$2,933.62

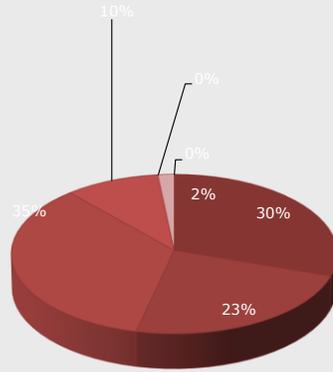
Prizes	Estimated	Actual
Total	\$0.00	\$0.00

Music	Estimated	Actual
Musicians		\$500.00
Total	\$0.00	\$500.00

	Estimated	Actual
Total	\$0.00	\$0.00

Total Expenses	Estimated	Actual
	\$0.00	\$29,837.82

Actual Cost Breakdown



Estimated vs. Actual

