

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: Colorful Collaborations for Legacy Keepers of Old East McKinney

Federal Tax I.D.: 85-4058550

Incorporation Date: August 11, 2020 (initial projects implemented in December 2018)

Mailing Address: 511 Nandina Drive

City Allen ST: TX Zip: 75002

Phone: 214-498-3540 Fax: N/A Email: mackbethbentley@yahoo.com Website: N/A

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other Newly established grassroots taskforce

Professional affiliations and organizations to which your organization belongs:

N/A

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jason Hernandez

Title: Organizer

Mailing Address: 2309 North Ridge Rd

City: McKinney, Texas 75072

Phone: 9724807516 Fax: N/A Email: jhernandez121913@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jason Hernandez

Title: Organizer

Mailing Address: 2309 North Ridge Rd

City: McKinney ST: TX Zip: 75072

Phone 972.480.7516 Fax: N/A Email: jhernandez121913@gmail.com

FUNDING

Total amount requested: \$14,475

Matching Funds Available (Y/N and amount): no

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 - YES

Please provide details and funding requested: McKinney Arts Commission - support for artists and entertainers

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 16, 2021 Completion Date: October 16, 2021

BOARD OF DIRECTORS (may be included as an attachment)

Legacy Keepers of Old East McKinney is a grassroots effort and includes the following

1. *Rev. Larry Jagours – Original McKinney 9 to integrate McKinney High School; Civic Engagement	7. *Deborah McGowen – History Proponent; Civic Engagement	13. King Hollis - Film Director – <i>Black History of McKinney</i>
2. *Betty Petkovsek – Collin County History Museum; Civic Engagement	8. *Jennifer Wilson Davis – Collin County History Museum; Civic Engagement	14. J. Eric Schulze – Cultural and Monuments Protection; Civic Engagement
3. *Jason Hernandez – Mexican Cemetery Innovator & Proponent	9. *Barney Flores – Barney & Me Boxing; Civic Engagement	15. Ronnie Davis – History Proponent
4. *Rev. Charles Wattle – Tenured Pastor of historic St. Mark Baptist Church; Son of Legacy; Civic Engagement	10. *Beth Bentley – Taskforce Organizer; Creative Visionary Producer – Black History of McKinney	16. Kerry Madison – History Proponent
5. *Leonard Gonzales – Holy Family School; Civic Engagement	11. Molly Brewer – McKinney Film Producer (<i>History of McKinney</i> and <i>Black History of McKinney</i>)	17. Tonya Fallis – City of McKinney Black History Month ArcGIS Story Maps
6. *DeLana Cofield – History Proponent; Civic Engagement	12. Ana Gonzalez – Associate Producer Public Relations – <i>Black History of McKinney</i>	18. Jenifer Abbott – History Proponent

participants: (*McKinney roots)

LEADERSHIP STAFF (may be included as an attachment)

1. *Rev. Larry Jagours – Original McKinney 9 to integrate McKinney High School; Civic Engagement	7. *Deborah McGowen – History Proponent; Civic Engagement	13. King Hollis - Film Director – <i>Black History of McKinney</i>
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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.

Colorful Collaborations is submitting this application on behalf of a grassroots effort that carries the name Legacy Keepers of Old East McKinney. Currently, this effort is voluntary-based, convening as needed. In December 2018, a community-based project initiated the Black History of McKinney film documentary. This grassroots effort is an extension of the film that was completed in February 2019. It can be found here: <https://vimeo.com/showcase/6245044>.

The mission/purpose: We will use the strength of our unique identities in a collective framework to document, honor and promote the historic legacies of McKinney's Black and Mexican communities, ensuring that all cultures are natural parts of the community's experiences.

Strategic Goals and Objectives:

1. We will identify **CURRENT RESOURCES** that are available. (e.g., People, Ross Cemetery, Mexican Cemetery, Holy Family School/ES Doty site, Churches, Story Maps, MPAC, Collin County History Museum, Texas Historic Commission, photographs, film, artifacts, financial grants, business ideas, etc.)
2. We will identify **CURRENT OPPORTUNITIES** (up to 6 months). (formalize committee, walking/trolley/online/food tours, document the process via press, product development, product showcase, etc.)
3. We will identify **GAPS OF DISCOVERY**. (capturing film/oral stories/documented history, addressing

development opportunities/challenges as the Black and Brown communities are redeveloped, field trips, social media presence, art, cultural/museum site, etc.)

4. We will set ongoing and **LONG-TERM GOALS**. (research, historic sites/landmarks, cemeteries, etc.)
5. We will **WORK WITH THE COMMUNITY** to identify ultimate goals. (free standing sites; artifacts within City Hall; events across the community, etc.)

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

None

II. Promotional/Community Event

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

Part of Legacy Keepers of Old East McKinney's mission is to uncover, preserve, record and present the History of African-Americans and Mexicans of McKinney, Texas. In addition to this mission is to also hold events throughout the year to present what we uncover and also to celebrate the rich cultures of Mexicans and African-Americans.

- **Community Event For Which Funds Are Requested:** McKinney's Dia De Los Muertos Celebration. One of the main focuses of Legacy Keepers is to highlight Mexican History and Culture in McKinney, Texas. However, we understand McKinney and Collin County's Latino Population has become significantly diverse over time to include other populations such as Puerto Ricans, Hondurans, Columbians, and several others. Therefore an event was selected to also highlight these different cultures/ethnic groups along with Mexican Culture. Day of the Dead also known as "Dia De Los Muertos" is celebrated by nearly every Latin/Hispanic/Central American country. The Day of The Dead is a holiday that involves family and friends gathering to pray for and to remember friends and family members who have died. Day of the Dead is not typically viewed as a time for mourning but a joyous occasion of remembering loved ones who have died. It is meant to be a happy time to share memories.
- **Scope:** one day event, 9-12 hours, free event attracting visitors and residents
- **Goals & Objectives:** 1. To educate the community about The Legacy Keepers of Old East McKinney and the mission: 2. To present Mexican History of McKinney, Texas. 3. Learning about and networking with different Latino cultures in the community and learning of their history and culture.

- **Target Audience:** One of the Target Audiences is the Mexican and Latino population of McKinney. Mexicans make up a large portion of the population of McKinney but this is not represented when one walks through downtown. As well, and as previously stated, the Latino/Hispanic Community in McKinney has become very diverse and intertwined and therefore the target audience is an inclusion of all these populations. As well, the target audience is the general population of McKinney so that they can learn and experience Latino/Hispanic culture and history

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- **Describe how this event will showcase McKinney and promote the City for the purpose of business development and/or tourism.** From a quick overview and from what is personally known there appears to be no type of city events or events put on by the community that are in relationship to Mexican Heritage or Latino Heritage in the City of McKinney. Surrounding cities such as Celina have a Cinco De Mayo event, Denton has a Day of the Dead Festival and other cities in Collin County have various celebrations for Hispanic Heritage Month and 16th of September (Mexico's Independence from Spain). This event will highlight local artists and give them an opportunity to present and sell their work. Different food vendors from McKinney will be present offering different types of Hispanic/Latino foods. Performances will be put on by local performers and schools thus giving them the opportunity to highlight the work they are doing in the community. Different sponsors such as Tupps will be present to not only offer their products but to also advertise the coming of their new location on the East Side of McKinney and speak of how this establishment will contribute to the improvement of the community but still keeping the original fabric of the community at its heart. Day of the Dead is Celebrated on Nov. 1-2. Being McKinney's Day of the Dead Celebration will occur on October 16th this will give us an advantage to draw in crowds from across the county that might otherwise go to events closer to them or in their own City. It is expected that at a minimum 3,000 individuals will flow through the event and during this process they will travel along and through McKinney's downtown and enter our many fine establishments and make purchases. Artists and organizations will be invited to have booths and performances which will expose them to the amazing downtown area we have. We are expecting between 10-15 booths that artists, businesses and organizations will occupy.
- **Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.**
 - Make people aware of The Legacy Keepers of Old East McKinney's existence and learn of the African-American and Mexican History we have uncovered and projects we have worked on and future projects that are in the work
 - Collaboration, support and involvement with local community members, businesses, artists, city entities.
 - Getting students involved in the learning, development and presentation of McKinney's Mexican Culture
 - Connecting with other local community members, businesses, artist, city entities, students who are not aware of Legacy Keepers

- **Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.** No fee will be charged.

- **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).** All expected income that is generated will be used to cover this celebration's expenses, purchases for future Day of the Dead Celebration events and support The Legacy Keepers of Old East McKinney.

- **Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.**

Planned activities in Support of The Event: Day of the Dead Costume Contest: Mariachi Band: Ballet Folklorico: Performance by Maylee Thomas (will sing 3 songs of Selena): Performance by students of Ovation Academy: Performance by Prosper School of Movement (Capoeira): Texas/Mexican Conjunto Band: Puerto Rican Instrumental with dance (Bomba/Plena)

- **Include the venue/location for the proposed event.** Dr. Glen Mitchell Memorial Park 300 W. Louisiana St. McKinney, Texas 75069

- **Provide a timeline for the production of the event.**

May - Finalize theme, name, date

June - Sponsorship proposals

July - Call for vendors

August - Book entertainment

September - Marketing, reserve AV and generator

October - Event

- **Detail goals for growth/expansion in future years.** This appears to be the first Day of The Dead Event that will take place in McKinney. It is believed the attraction to this Holiday will draw in a sufficient crowd. Based on community involvement and crowd outcome it is expected to keep McKinney's Day of The Dead Celebration at Mitchell's Park with the possibility of alternating the event at Old Settlers Park once it is renovated based on the Park's connection to the Mexican Community of McKinney and hopefully in downtown McKinney at some point. This will also allow the Celebration to grow in crowd capacity and participation from local artists, business, and community members. As East McKinney is revitalized, we will look for other venues in this area that this celebration might grow into.

- **Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.**

Our focus is to collaborate with local artists, local businesses and local educators to promote this event and promote their businesses as well as educational opportunities. These participants will be hands-on to build projects showcased at the event and this will highlight these resources to local residents and visitors. Our hope is to bring new attention to these hispanic resources in our own community and promote their growth.

- **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?

No

Date(s):

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.** Funding has not been

raised for this grassroots event and future opportunities.

- **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 its initial stages, this grassroots effort does not have a formal budget.
- **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 \$5800
Projected Expenses \$5000
Net Revenue \$800

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.?

Sponsorship Revenue \$ 1000
Registration Fees \$ 0
Donations \$ 0
Other (raffle, auction, etc.) \$ 0
Net Revenue \$800

IV. Marketing and Outreach

- **Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.**

Through City and County entities, faith communities, neighborhood associations and other venues, marketing plans include:

- Website
- Print 2000 tri-fold brochures to highlight Legacy Keepers
- 200 18"x24" posters for downtown businesses to display
- 2 8'x10' murals to be displayed downtown
- Local newspapers – Community Impact, McKinney Courier Gazette
- Local news interview
- Create social media presence – Facebook, Instagram, TikTok and Twitter
- Social media ads on all channels
- Advertise on billboard rider along Central Expwy in McKinney (Hobson Signs)

- Yard signs along Virginia St
- T-shirts for volunteers and for guest purchase
- Branding elements such as logo, t-shirt design and poster design
- Photographer to capture event to create content for website & social media
- Videographer to capture event to create content for website & social media
- Working with local schools and organizations for local outreach and collaborative art projects for event day as well as possible entertainment
- Highlight McKinney's Monarch Initiative due to intertwining of monarch's in Day of the Dead traditions

- **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.

- Website 1 year hosting - \$250 (Design donated by Wendy Kidd, \$2500)
- Print 2000 tri-fold brochures to highlight Legacy Keepers - \$1150
- 200 18"x24" posters for downtown businesses to display - \$925
- 2 8'x10' murals to be displayed downtown - \$2400
- Local newspapers – Community Impact, McKinney Courier Gazette - \$0
- Local news interview - \$0
- Create social media presence – Facebook, Instagram, TikTok and Twitter - \$0
- Social media ads on all channels - \$1000
- Advertise on billboard rider along Central Expwy in McKinney (Hobson Signs) - \$450
- Yard signs along Virginia St - \$500
- Branding elements such as logo, t-shirt design and poster design - \$1800
- Photographer to capture event to create content for website & social media - \$3000
- Videographer to capture event to create content for website & social media \$3000

Total - \$14,475

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.
- **Attendance:** We expect to bring 3,000-5,000 people to the McKinney Square on a Saturday in October 2021 and

positively impact the businesses who participate in our event and/or are located nearby.

- **Non-McKinney Attendance:** We expect our non-McKinney participation to be high, possibly 40%. We believe that many from surrounding communities that do not have a Day of the Dead event will attend ours, such as those from Allen, Frisco, Anna, Celina, Plano, Richardson, Prosper, etc.
- **Monetary Impact:** Our financial focus is to establish a baseline for this event and cover the costs of this event plus set us up for future events as our hope is this will become an annual event. Our goal is to raise \$15,000 in addition to this grant to cover expenses such as entertainment, decor, equipment needed (such as porta potties) and labor such as security. All excess funds will go to support Legacy Keepers and their initiatives to raise awareness of Hispanic/Black culture in McKinney.
- **Educational Impact:** This event is meant to engage residents and visitors in awareness of Hispanic and Black culture and heritage in McKinney. Our goal is also to achieve email signups for Legacy Keepers to gain a larger audience, volunteers and ambassadors. This will be achieved by a booth with Ambassadors to teach guests about Legacy Keepers and encourage them to visit the Legacy Keepers website and sign up for their email list to learn more about Legacy Keeper events.

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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.

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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 Representative Completing Application

 _____  _____

Signature Signature

Beth Bentley Beth Bentley
Printed Name Printed Name

11/30/2020 11/30/2020

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.

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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