

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 972-547-7653 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
7300 SH 121, SB, Suite 200
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 972-547-7653 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	McKinney Chamber Foundation/McKinney Black History Month
Federal Tax ID Number	20-8285256
Incorporation Date	1/23/2007
Mailing Address	1700 REDBUD BLVD STE 180
City	Mckinney
State	TX
Zip Code	75069

Phone Number	12147284859
Fax Number	19725420163
Email Address	gfeltus@gmail.com
Website	www.mckinneybhm.com
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<i>Field not completed.</i>
Professional Affiliations and Organizations to Which Your Organization Belongs	<i>Field not completed.</i>

Representative & Contact Information

Representative Completing Application:

Name	Gere Feltus
Title	Committee Member
Mailing Address	317 Bachman Creek Drive
City	Mckinney
State	TX
Zip Code	75072
Phone Number	12147284859
Fax Number	<i>Field not completed.</i>
Email Address	gfeltus@gmail.com

(Section Break)

Contact for Communications Between MCDL and Organization:

Name	Gere Dionne Feltus
Title	Committee Member
Mailing Address	317 Bachman Creek Drive

City	Mckinney
State	TX
Zip Code	75072
Phone Number	12147284859
Fax Number	<i>Field not completed.</i>
Email Address	gfeltus@gmail.com

Project Information

Funding - Total Amount Requested	15000
Are matching funds available?	Yes
Matching Funds Available:	30000
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
Describe funding requested from other City of McKinney entities.	MAC - \$15000
Promotional / Community Event Start and Completion Dates	2/2/2023 - 2/26/2023
Board of Directors	*see attached
Leadership Staff	*see attached
Board of Directors Attachment	<i>Field not completed.</i>

Leadership Staff
Attachment

Field not completed.

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 MCDC in the past? Yes

Date 1/10/2022

Date *Field not completed.*

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 [McKinney Black History Month Event Budget.xlsx - Event Budget.pdf](#)

Financial Statements *Field not completed.*

Overview of Promotional / Community Event Financial Goal

Gross Revenue 65000

Projected Expenses 63595

Net Revenue 1405

Budget [McKinney Black History Month Event Budget.xlsx - Event Budget_1.pdf](#)

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 23.6

Are matching funds available? Yes

Cash *Field not completed.*

Source *Field not completed.*

Percent of Total *Field not completed.*

In-kind *Field not completed.*

Source *Field not completed.*

Percent of Total *Field not completed.*

Other Funding Sources

MAC, Corporate donations, Non profit donation, private donations

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

[McKinney Black History Month Event Budget.xlsx - Event Budget_2.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	Gere' Feltus
-------------------------	--------------

Date	11/2/2022
------	-----------

Representative Completing Application	Gere' Feltus
---------------------------------------	--------------

Date	11/2/2022
------	-----------

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.*

Email not displaying correctly? [View it in your browser.](#)

2023 Black History Month

Description of events:

- Thursday night lecture series featuring individual "Stories of Grit and Perseverance" with Nobel Peace Prize Nominee Opal Lee, NFL Hall of Fame recipient Emmitt Smith, Former Dallas Mayor, Ron Kirk and Derrick Evers, CEO of Kaizen Development
- Black Art Show featuring both adult and youth artist
- 1970s Soul Train Party - A celebration of Black music and dance
- No Church Left Behind - Highlighting historic black churches in McKinney
- College Expo - co-sponsored with St. Mark's church to provide information to high school students
- (Optional: Gospel Brunch, Comedy show)
- We will be partnering with Legacy Keepers of Old East McKinney to promote their "Taste of Soul Food"
- We will be partnering with the Frisco Chapter of Jack and Jill to promote their Black History Month Program for Youth
- We will be partnering with LIFT (Ladies in Film and Television) to promote their Black Film Festival

All events will be held in McKinney. Lectures will be held at MPAC and the Community Conference Center at MISD stadium. The Soul Train Party will be at The Sanctuary.

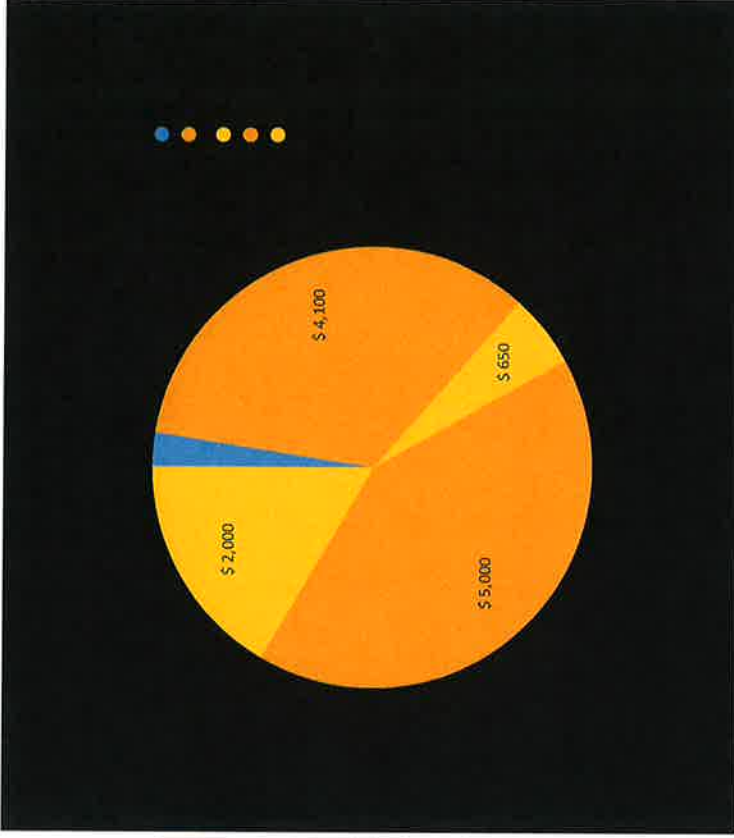
MCKINNEY BLACK HISTORY MONTH 2023 - MARKETING BUDGET PLAN

PROJECTED SUBTOTAL TO DATE \$ 14,300.00

12/1/2022

MEDIA	\$ 5,650.00
MARKETING	\$ 8,650.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Public Relations			300.00	
Public Events			\$ -	Speaker, Host
Sponsorships			\$ -	In-Kind Partner Cross Promotions
Press Releases	3	\$100.00	\$ 300.00	Sponsorship, Program, Art Show
Webinars Lectures			\$ -	
Conferences			\$ -	
Subcommittee Events			\$ -	
Marketing Collateral			4,100.00	
Website/Landing Pages	10	\$150.00	\$ 1,500.00	Updates, Events, Calendars
Guest Posts	4	\$150.00	\$ 600.00	
Digital/Print Design	1	\$2,000.00	\$ 2,000.00	Flyers, SM Post, Presentations, etc.
Social Media			650.00	
Social Media Mgr	0	\$0.00	\$ -	3 Month Intern
Social Media Plan	1	\$200.00	\$ 200.00	Nov to Feb Plan
Twitter	0	\$0.00	\$ -	
Facebook	3	\$150.00	\$ 450.00	FB Ads
Snapchat	0	\$0.00	\$ -	
Instagram	0	\$0.00	\$ -	
TikTok	0	\$0.00	\$ -	
LinkedIn	0	\$0.00	\$ -	
Online				
Free Community Calendars	4	\$0.00	\$ -	
Online - Eventbrite	1	\$0.00	\$ -	3.5% + \$1.59/ticket + 2.5% processing
Mobile App			\$ -	
Mobile Alerts			\$ -	
Email Newsletter			\$ -	
Advertising			5,000.00	
Online	1	\$200.00	\$ 200.00	
Print	2	\$2,000.00	\$ 4,000.00	
Outdoor	2	\$150.00	\$ 300.00	Blip eBillboard \$5/day for 130 daily blips
Radio			\$ -	
Television			\$ -	



DATA POPULATES AUTOMATICALLY

CAMPAIGN TYPE	SUBTOTAL	%
MEDIA	\$ 5,650	40%
MARKETING	\$ 8,650	60%
Public Relations	\$ 300	2%
Marketing Collateral	\$ 4,100	29%
Social Media	\$ 650	5%
Online	\$ -	0%
Advertising	\$ 5,000	35%
Web	\$ 2,000	14%
Market Research	\$ -	0%
Campaigns	\$ -	0%
Other	\$ 2,250	16%
	\$ 14,300	

Matters	2	\$250,00	\$	500,00	Sponsorship, Art Show
Web		\$	\$	-	
Website	1	\$2,000,00	\$	2,000,00	McKinneyBHM.com Redesign and Maintenance
Pay-Per-Click Marketing		\$	\$	-	
SEO		\$	\$	-	
Market Research		\$	\$	-	
Campaigns		\$	\$	-	
Campaign A		\$	\$	-	
Campaign B		\$	\$	-	
Campaign C		\$	\$	-	
Campaign D		\$	\$	-	
Campaign E		\$	\$	-	
Other		\$	\$	2,250,00	
Branding	1	\$2,000,00	\$	2,000,00	Branding & Media Packages
Business Cards		\$	\$	-	
Signage	5	\$50,00	\$	250,00	
		\$	\$	-	
		\$	\$	-	

McKinney Chamber Foundation Inc

Profit & Loss

January through December 2020

Jan - Dec 20

Ordinary Income/Expense	
Income	
4000 . Contributions	
4100-Leadership Restricted Fund	5,000.00
Total 4000 . Contributions	<u>5,000.00</u>
Total Income	5,000.00
Expense	
Leadership McKinney Expense	
Books & Materials	1,115.32
Regional Day	1,937.92
SIMSOC	1,689.54
Total Leadership McKinney Expense	<u>4,742.78</u>
Organization and Admin	257.22
Total Expense	<u>5,000.00</u>
Net Ordinary Income	0.00
Net Income	<u><u>0.00</u></u>

McKinney Chamber Foundation Inc
Profit & Loss Detail
 January through December 2021

	Type	Date	Num	Name	Memo	Debit	Credit	Balance	
Ordinary Income/Expense									
Income									
4000 . Contributions									
4500-DEI Restricted Funds									
	Invoice	08/10/2021	151874	Atmos Energy	DEI Support for MCFI		5,000.00	5,000.00	
	General Journal	11/30/2021	True Up	Independent Financial	Independent Financial - DEI		25,000.00	30,000.00	
	Total 4500-DEI Restricted Funds						0.00	30,000.00	30,000.00
	Total 4000 . Contributions						0.00	30,000.00	30,000.00
	Total Income						0.00	30,000.00	30,000.00
Expense									
DEI Expense									
	General Journal	11/30/2021	True Up		\$71.79 Layered for Encore ask, Arrowhead Consulting \$13,000, Heritage Day meals \$1623.71	14,695.50		14,695.50	
	Total DEI Expense						14,695.50	0.00	14,695.50
Foundation Expenses									
Management Fees									
	General Journal	12/31/2021	Mgmt Fee	McKinney Chamber of Commerce	2020-2021 Mgmt Fees	5,250.00		5,250.00	
	Total Management Fees						5,250.00	0.00	5,250.00
	Total Foundation Expenses						5,250.00	0.00	5,250.00
Organization and Admin									
	General Journal	11/30/2021	True Up		\$75 for logo	75.00		75.00	
	Total Organization and Admin						75.00	0.00	75.00
	Total Expense						20,020.50	0.00	20,020.50
	Net Ordinary Income						20,020.50	30,000.00	9,979.50
	Net Income						20,020.50	30,000.00	9,979.50

McKinney Chamber Foundation Inc

Balance Sheet

As of December 31, 2020

	<u>Dec 31, 20</u>
ASSETS	0.00
LIABILITIES & EQUITY	0.00

McKinney Chamber Foundation Inc

Balance Sheet

As of December 31, 2021

	Dec 31, 21	Nov 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Checking/Savings				
Prosperity Bank	15,229.50	5,000.00	10,229.50	204.59%
Total Checking/Savings	15,229.50	5,000.00	10,229.50	204.59%
Total Checking/Savings	15,229.50	5,000.00	10,229.50	204.59%
Total Current Assets	15,229.50	5,000.00	10,229.50	204.59%
TOTAL ASSETS	15,229.50	5,000.00	10,229.50	204.59%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
2300 . Current Liabilities				
2700 .Accrued Liabilities	5,250.00	0.00	5,250.00	100.0%
Due to/due from Chamber	0.00	-10,229.50	10,229.50	100.0%
Total 2300 . Current Liabilities	5,250.00	-10,229.50	15,479.50	151.32%
Total Other Current Liabilities	5,250.00	-10,229.50	15,479.50	151.32%
Total Current Liabilities	5,250.00	-10,229.50	15,479.50	151.32%
Total Liabilities	5,250.00	-10,229.50	15,479.50	151.32%
Equity				
Net Income	9,979.50	15,229.50	-5,250.00	-34.47%
Total Equity	9,979.50	15,229.50	-5,250.00	-34.47%
TOTAL LIABILITIES & EQUITY	15,229.50	5,000.00	10,229.50	204.59%

Request for Taxpayer

Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

McKinney Chamber Foundation Inc

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶

501 (c) (3)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

1700 N Redbud Blvd Ste #180

6 City, state, and ZIP code

McKinney, TX 75069

7 List account number(s) here (optional)

Requester's name and address (optional)

Print or type. See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
				-				

or

Employer identification number									
2	0	-	8	2	8	5	2	5	6

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶

Linda Imair Dixon

Date ▶ *11/9/22*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.