

Cindy Schneible

From: noreply@civicplus.com
Sent: Friday, March 30, 2018 4:32 PM
To: Cindy Schneible
Subject: Online Form Submittal: Grant Application

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 prior to completing this application.
- The Grant Guidelines are available on this website, or can be obtained by calling 214-544-0296.
- Please call to discuss your plans for submitting an application in advance of completing this form.
- Completed application and all supporting documents are required to be submitted electronically or on a thumb drive for consideration by the McKinney Community Development Corporation (MCDC) board. Please submit physical applications with thumb drives to:

McKinney Community Development Corporation
5900 South Lake Forest Boulevard, Suite 110
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 which is available on this website, or by calling 214-544-0296.
- **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	Essentialz dba Elemental Essentialz
Federal Tax ID Number	37-1634780
Incorporation Date	4/29/2011
Mailing Address	110 N. Tennessee
City	McKinney

Zip Code	75069
Phone Number	2145928489
Fax Number	2145928489
Email Address	theresa@elementalessentialz.com

Project Information

Funding - Total Amount Requested	40,000.00
Matching Funds Available:	0
Funding Requested from Other City of McKinney Entities	0.00
Community Event/Project/Promotion: Start and Completion Dates	3/16/2018 - 8/17/2018
Board of Directors	NA
Leadership Staff	Theresa Harris James West JP Puana Victor Bishop
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>

(Section Break)

Using the outline below, provide a narrative:

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 Project / Promotion / Community Event for which funds are requested.

2: Project / Promotion / Community Event (whichever is applicable)

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

4: Marketing and Outreach

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

5: Metrics to Evaluate Success

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

Completed Narrative	mcdc project grant app 03302018.docx
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Funding & Sources

Project Grants	An expansion or improvement
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Has a request for funding for this Project / Promotion / Community Event been submitted to MCDC in the past?	No
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Has a feasibility study or market analysis been completed for this proposal?	No
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What is the estimated total cost for this Project / Promotion / Community Event?	80,000.00
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Attach Budget	PROPOSED BUDGET MCDC 033018.docx
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What percentage of the Project / Promotion / Community Event funding will be provided by the Applicant?	50%
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Are matching funds available?	No
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Cash	<i>Field not completed.</i>
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later than 30 days following the completion of the Project / Promotion / Community Event.

- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project / Promotion / Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project / Promotion / 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.

Incomplete applications or those received after the deadline listed in the application guidelines will not be considered.

(Section Break)

Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
Chief Executive Officer	Theresa Harris
Representative Completing Application	Theresa Harris
Date	3/30/2018

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

1: APPLYING ORGANIZATION – ESSENTIALZ

MISSION AND GOALS

Essentialz is a small, local, female owned business dedicated to reducing waste and sharing the skills necessary to grow, purchase and prepare healthy, local food. We are partnering with local farmers, ranchers, artisans and non-profits to ensure no edible food is thrown away while someone is hungry in McKinney.

Essentialz is also bringing life back to a building that has been empty for far too long. She is one of our most beautiful historic buildings. We are excited to be able to make her accessible to McKinney residents and visitors alike and proud that our business model will encourage repeat and consistent visits to the square.

SCOPE OF SERVICES

Elemental Essentialz provides real food, unique shopping experiences and true connections to community. Our food is real. It is healthy. It is grown and raised locally, minimizing food and packaging waste.

Our market isn't your average grocery store. The perfect union of wholesome and hot, it's like Grandma's corner store married Neiman Marcus. Upon entry, customers see and smell our working kitchen. The simplicity and elegance of zero waste cooking compels them to purchase, prepare, and enjoy real food, and then return often, and with friends.

DAY TO DAY OPERATIONS

Hours of Operation

We will be open daily Monday-Saturday from 10am -7pm. Initially we plan on having 10 employees. These times and numbers will grow as we learn about our customers and their needs.

There are currently no planned organizational changes that will impact the Project.

2: PROJECT - BRING BACK THE BANK

SCOPE AND GOALS

110 N Tennessee is one of, if not the, most beautiful historic buildings on the square in McKinney. It has sat empty for far too long, due in part to its unimproved utilities. Several businesses have tried and failed to successfully occupy this space. We believe this building and its history are an important part of McKinney and should not be allowed to become useless or worse. We are investing our time, energy and money to repurpose

this location into a much-desired destination that bring tourism and healthy, locally grown food to our city along with jobs and job training. As a local grocer and café, within walking distance of Historic Downtown McKinney, we will increase repeat visits to the square, to the benefit of all of McKinney's small businesses, employees and residents.

Our grant request will cover the cost of necessary improvements to water, electric and gas utilities. Without these improvements this building will remain inaccessible.

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- *Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)*

Improvements to gas, water, and electric utilities are necessary to allow this building to support a successful business and continue attracting visitors.

- *Support for cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue*

Many of McKinney's community events are hosted on the square. For the last few, 110 has been locked and empty. This Project will enable us to open her doors to the public again. As a specialty grocer, soda shop and café, Essentialz will fulfill the long-awaited requests by business owners and residents alike. For upcoming events she will be one of the headliners!

3: FINANCIAL INFORMATION

We are within or under budget for opening our storefront with the exception to construction costs related to infrastructure improvement. While unforeseen costs are expected when repurposing a historic building, the costs to improve water, gas and electric utilities, and to address drainage issues have almost become prohibitive. Being awarded this grant will allow us to keep within our budget which will allow us to provide more jobs, training and coordinated efforts with local partners.

Audited financials for the past 2 years are not available. Essentialz is a new storefront for Elemental Essentialz, LLC.

4: MARKETING AND OUTREACH

GRAND OPENING

Signs and banners for our Grand Opening and future special events placed at local non-profits (Community Lifeline, Samaritan Inn, Churches, MHMR, WIC, Food Pantries, etc.) other vested residents/businesses (nutrition, wellness, fitness and agriculture professionals/businesses) and near the event's street corners.

Event cards to give to MISD teachers / CCCC promoting event, highlighting school projects / volunteers / participation

ONGOING

Documentary Film

Billboards along Central Expressway

Social Media Promotions

Advertising on local radio – morning drive (KLAK, The Ticket, KDGE)

Print in local newspapers, newsletters, magazines – digital and print (McKinney Courier-Gazette, Dallas Morning News, Community Impact, Allen and Frisco – Star Local Media)

30 – 45 second short for social media

In Kind/No cost

Talent Acquisition – Jack Ingram possibility or Jack Johnson

Homeowners Association Newsletters (advert) and Meetings (visit)

Radio interviews on related programs (Ticket has wellness show on Saturday mornings)

TV Interview – local news story about the “future of food”, “zero-waste” and how McKinney is forward thinking... improving quality of life for all citizens.

5: Metrics to Evaluate Success

Funds will provide for improvements to gas, water and electric utilities such that all requirements are fulfilled to meet building codes in the city of McKinney.

PROPOSED BUDGET

PROJECTED EXPENSES	GRANT	ESSENTIALZ
ELECTRICAL		
LABOR/INFRASTRUCTURE	12,000	
FIXTURES		
PLUMBING/GAS		
LABOR/INFRASTRUCTURE	18,000	
FIXTURES	10,000	
DECORATIVE		10,000
KITCHEN EQUIPMENT		30,000

▶ Revenue	\$1,074,079
▶ Direct Costs	\$609,908
Gross Margin	\$464,171
Gross Margin %	43%
▼ Operating Expenses	\$170,760
▶ Salaries & Wages	\$43,600
Employee Related Expenses	\$4,360
Marketing	\$15,000
Lease	\$93,500
Accounting/Online Applicati...	\$900
Licenses, Permits and Memb...	\$1,000
Utilities	\$9,000
Equipment and Supplies	\$2,400
Other	\$1,000
Amortization of Other Current As...	\$0
Operating Income	\$293,411
Income Taxes	\$49,334
Depreciation and Amortization	\$3,208
Total Expenses	\$833,211
Net Profit	\$240,868
Net Profit %	22%

Projected Profit & Loss	2018	2019
▶ Revenue	\$1,074,079	\$1,540,000
▶ Direct Costs	\$609,908	\$871,300
Gross Margin	\$464,171	\$668,700
Gross Margin %	43%	43%
▼ Operating Expenses	\$170,760	\$209,272
▶ Salaries & Wages	\$43,600	\$65,520
Employee-Related Expenses	\$4,360	\$6,552
Marketing	\$15,000	\$15,000
Lease	\$93,500	\$102,000
Accounting/Online Applicati...	\$900	\$1,200
Licenses, Permits and Memb...	\$1,000	\$1,000
Utilities	\$9,000	\$12,000
Equipment and Supplies	\$2,400	\$4,800
Other	\$1,000	\$1,200
Amortization of Other Current As...	\$0	\$0
Operating Income	\$293,411	\$459,428
Income Taxes	\$49,334	\$77,508
Depreciation and Amortization	\$3,208	\$3,500
Total Expenses	\$833,211	\$1,161,580
Net Profit	\$240,868	\$378,420
Net Profit %	22%	25%