

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: 25 Revolutions, LLC

Federal Tax I.D.: 87-1823485

Incorporation Date: 06/10/21

Mailing Address: 1207 Glen Cove Drive

City Richardson

ST: TX

Zip: 75080

Phone: 214-213-0008

Fax: N/A

Email: josh@KHYI.com

Website: 25Revolutions.com

Check One:

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

Professional affiliations and organizations to which your organization belongs: Collectively: Academy of Television Arts & Sciences (ie: the Emmy's), International Cinematographer's Guild, Local 600, Americana Music Association, Texas Association of Broadcasters.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Joshua Jones

Title: Co-Producer

Mailing Address: 1207 Glen Cove Drive

City: Richardson

ST: TX

Zip: 75080

Phone: 214-213-0008

Fax: N/A

Email: josh@KHYI.com

CONTACT FOR COMMUNICATIONS BETWEEN MDCD AND ORGANIZATION:

Name: Joshua Jones

Title: Co-Producer

Mailing Address: 1207 Glen Cove Drive

City: Richardson

ST: TX

Zip: 75080

Phone: 214-213-0008

Fax: N/A

Email: josh@KHYI.com

FUNDING

Total amount requested: 15,000.

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

Please provide details and funding requested: Requesting additional \$15,000 from Visit McKinney and MEDC.

PROMOTIONAL/COMMUNITY EVENT

Start Date: 03/01/21

Completion Date: Summer 2022

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

Joshua Jones

Troy Paff

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

Joshua Jones

Troy Paff

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):

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	\$
Projected Expenses	\$
Net Revenue	\$

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	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

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

Joshua Jones

Signature

Joshua Jones
Printed Name

9.17.21
Date

Representative Completing Application

Signature

Printed Name

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



25 REVOLUTIONS

A FEATURE-LENGTH DOCUMENTARY
SET IN MCKINNEY, TEXAS.

Introduction:

25 Revolutions, a feature-length documentary, is poised to showcase the City of McKinney in unparalleled fashion.

The documentary, narrated by Hollywood icon Kiefer Sutherland, and produced by *Dirty Jobs*' and *Bizarre Foods*' Troy Paff, follows the planning, production, and ultimately the performances involved in KHYI 95.3 fm's 25th annual music festival, the Texas Music Revolution.

While the average life-span of a U.S. music festival is 2.5 years, KHYI has managed to execute 25 installments of its famed event. Through the years, many Country music staples have walked across the Texas Music Revolution's stages: Kacey Musgraves, Ryan Bingham, Jerry Jeff Walker, Ricky Skaggs, Asleep at the Wheel, Robert Earl Keen, Hank Thompson, Gary Stewart, Whiskey Myers, Pat Green, Jack Ingram and hundreds more.

The 25th anniversary provides more challenges than any other year in the festival's vaunted history, including but not limited to:

- The timing makes TMR the first post-pandemic two-day festival in the entire state of Texas.
- The new location (McKinney) and new format (93 bands on 21 stages, all within walking distance) provide countless logistical hurdles.
- An exhaustive effort to bring back bands from the first few years including BR5-49's Chuck Mead, Ray Wylie Hubbard, Randy Rogers and more.

25 REVOLUTIONS

A FEATURE-LENGTH DOCUMENTARY
SET IN MCKINNEY, TEXAS

- One particular goal was to track down an artist who had walked away from both a major-label record deal and the most requested video of the year on Country Music Television (CMT) 18 years ago. This artist had gone off the grid and had not performed on a stage in Texas in over 18 years.
- Another goal, documented in the footage, was to shine a star on the best up and coming bands in Texas including Joshua Ray Walker who, according to Rolling Stone Magazine, had the 5th best Country Album in the world in 2020. Walker played 5 sets as a member of 3 different bands on Saturday alone.

As if this weren't enough for an amazing documentary in the magical setting of downtown McKinney, a cataclysmic storm hit on the second night of the Festival, creating high drama but also bringing out the best in everyone.

Update: The principle filming has wrapped and the film is waiting to secure grant funding to move to official post-production status with a hopeful early-edit version available for viewing in the Summer of 2022.

Date of this notice: 07-23-2021

Employer Identification Number:
87-1823485

Form: SS-4

Number of this notice: CP 575 B

25 REVOLUTIONS LLC
JOSHUA A JONES MBR
1207 GLEN COVE DRIVE
RICJARDSON, TX 75080

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 87-1823485. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1065

03/15/2022

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

