

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: Beth Bentley

Title: Organizer

Mailing Address: 511 Nandina Drive

City: Allen

ST: TX

Zip: 75002

Phone: 214-498-3540

Fax: N/A

Email: mackbethbentley@yahoo.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Beth Bentley

Title: Organizer

Mailing Address: 511 Nandina Drive

City: Allen

ST: TX

Zip: 75002

Phone 214-498-3540

Fax: N/A

Email: mackbethbentley@yahoo.com

FUNDING

Total amount requested: \$2,000

Matching Funds Available (Y/N and amount): \$0

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: Funding through the Cultural District will be reviewed.

PROMOTIONAL/COMMUNITY EVENT

Start Date: 1/1/2021

Completion Date: 6/15/2020

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

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

- | | | |
|---|---|--|
| 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 Wattley – 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 and 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 |

(*McKinney roots)

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

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

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.

II. Promotional/Community Event

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

The inaugural promotional event for the *Legacy Keepers of Old East McKinney* will begin on January 1, 2021. The inaugural event will take place during Black History Month (February 2021). It will include, at a minimum, a walking tour of Ross Cemetery, including Veterans/Buffalo Soldiers highlights. Storytelling and family legacies will be shared. The dates will be determined.

This promotional material will also highlight collaborative opportunities to promote additional historic events/sites, including, at a minimum:

- Walking tours of the Mexican Cemetery
- Collin County History Museum exhibits
- Mothers Day

- Memorial Day recognition
- Fathers Day

- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

The Black and Mexican culture of McKinney is an underpromoted gem of the community. Generally, events and history of the city's mainstream communities have been promoted from a perspective that does not include Black and Mexican culture. This effort will serve to enhance and promote a more comprehensive, yet unique history of McKinney's diverse past and present. In doing so, the footprint of the tourism experience will be expanded, including opportunities to spend more time and resources in the community.

- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

At least three goals and objectives will be fulfilled as follows:

Strategic Goals and Objectives:

1. Identifying and collaborating with current community resources (People, Ross Cemetery, Mexican Cemetery, Holy Family School/ES Doty site, Churches, Story Maps, Parks, MPAC, Collin County History Museum, Texas Historic Commission, photographs, film, artifacts, financial grants, business ideas, etc.)
2. Identifying current opportunities (formalize committee, walking/trolley tours, etc.)
3. Identifying gaps of discovery (capturing film/oral stories/documented history, field trips, social media presence, etc.)

- 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.

The inaugural promotional event for the *Legacy Keepers of Old East McKinney* will begin on January 1, 2021. The inaugural event will take place during Black History Month (February 2021). It will include, at a minimum, a walking tour of Ross Cemetery, including Veterans/Buffalo Soldiers highlights. Storytelling and family legacies will be shared. **The specific dates will be determined. Donations will be accepted.**

Events will also highlight collaborative opportunities to promote additional historic events/sites, including, at a minimum:

- Walking tours of the Mexican Cemetery
- Collin County History Museum exhibits
- Mothers Day
- Memorial Day recognition
- Fathers Day

- Include the venue/location for the proposed event. **Ross Cemetery, Mexican Cemetery, Collin County History Museum and others to be determined**
- Provide a timeline for the production of the event. **The inaugural promotional event for the *Legacy Keepers of Old East McKinney* will begin on January 1, 2021. The inaugural event will take place during Black History Month (February 2021). The initial activities will go through the weekend of Fathers Day 2021.**

- Detail goals for growth/expansion in future years.
 - We will identify **GAPS OF DISCOVERY**. (capturing film/oral stories/documentated history, addressing development opportunities/challenges as the Black and Brown communities are redeveloped, field trips, social media presence, art, cultural/museum site, etc.)
 - We will set ongoing and **LONG-TERM GOALS**. (research, historic sites/landmarks, cemeteries, etc.)
 - We will **WORK WITH THE COMMUNITY** to identify ultimate goals. (free standing sites; artifacts within City Hall; events across the community, etc.)
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue. **Using a collaborative frame-work of agencies, public entities, companies and individuals, these events will be promoted as new and as ongoing, educational tourism opportunities.**
- 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. **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	\$2,000
Projected Expenses	\$2,000
Net Revenue	\$0

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	\$2,000
Other (raffle, auction, etc.)	\$
Net Revenue	\$0

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:
 - Print 2000 tri-fold brochures to highlight the historic frame-work, walking tours and future events
 - 2 4’x10’ banners
 - Print 500 flyers
 - Local newspapers – Community Impact, The Dallas Morning News, Star Courier
 - Local news interview
 - Create social media presence – Facebook, Instagram and Twitter
- 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.

- Print 2000 tri-fold brochures to highlight the historic frame-work, walking tours and future events - \$1150
- 2 4'x10' banners - \$450
- Print 500 flyers - \$200
- Print design - \$200
 - TOTAL - \$2,000

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.

Success for the inaugural February 2021 event will include:

- A minimum of 4 guided/self-guided walking tours during the month of February 2021
- A minimum of 500 visitors over a minimum of 4 guided/self-guided walking tours

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

Beth Bentley

Signature

Beth Bentley
Printed Name

11/30/2020
Date

Representative Completing Application

Beth Bentley

Signature

Beth Bentley
Printed Name

11/30/2020
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

Date of this notice: 11-30-2020

Employer Identification Number:
85-4058550

Form: SS-4

Number of this notice: CP 575 G

BETH BENTLEY
COLORFUL COLLABORATIONS
511 NANDINA DR
ALLEN, TX 75002

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 85-4058550. 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.

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.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. **This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.** You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub.

Your name control associated with this EIN is BENT. You will need to provide this information, along with your EIN, if you file your returns electronically.

Thank you for your cooperation.

