

## GRANT APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Holy Family School – Believe! Race

Federal Tax I.D.: 7501025515

Incorporation Date: 1951

Mailing Address: 500 Throckmorton

City McKinney

ST: TX

Zip: 75069

Phone: 972-562-5476

Fax: 972-569-8678

Email:

betsyboyd@hfsmckinney.org

Website: www.hfsmckinney.org

#### Check One:

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

Professional affiliations and organizations to which your organization belongs: Educational First Steps, National Association of Episcopal Schools.

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Sara Simpson Thomas

Title: Immediate Past President, Board of Directors

Mailing Address: 3746 Billy Lane

City: McKinney

ST: TX

Zip: 75069

Phone: 972-345-8195

Fax (optional): 972-569-8678

Email:

sthomas@ibtx.com

# MCKINNEY CONVENTION & VISITORS BUREAU

## Grant Application

Fiscal Year 2017-2018

### IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or by emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau  
200 W. Virginia  
McKinney, TX 75069

If emailing or using Dropbox please send document to or share Dropbox link with: [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com)

- If you are interested in a preliminary review by the MCVB Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at [www.visitmckinney.com](http://www.visitmckinney.com), by calling 972-547-2059 or emailing [dguerra@visitmckinney.com](mailto:dguerra@visitmckinney.com).

***Applications must be completed in full, using this form, and must be received by MCVB, via email, Dropbox or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.***

**Please indicate the type of funding you are requesting:**

### Promotional or Community Event Grant

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "*Texas Hotel Tax Expenditure Requirements*," for qualifying uses for hotel tax.)

### Advertising/Promotional and Community Event Grants:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
November 10, 2017	November 28, 2017	January 22, 2018
February 2, 2018	February 27, 2018	March 27, 2018

**CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:**

Name: Sara Simpson Thomas

Title: Immediate Past President, Board of Directors

Mailing Address: 3746 Billy Lane

City: McKinney

ST: TX

Zip: 75071

Phone: 972-345-8195 C  
sthomas@ibtx.com

Fax: 972-569-8678

Email:

**FUNDING**

Total amount requested: \$8,000

Matching Funds Available (Y/N and if yes, please indicate amount): Y - \$1500

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)? Yes – we have received a \$1000 sponsorship from the MCDC, which we greatly appreciate.

Yes

No

Please provide details and funding requested: We're requesting funds for the annual Believe Race, which brings hundreds of runners and their families to McKinney each year on the Saturday after Thanksgiving. 2017 is the 12<sup>th</sup> annual running of the Believe Race, and we expect 1000 runners this year. Our funding request is for enough funds to cover our Facebook marketing, our radio spots and our 2017 race shirts, which promote McKinney businesses and organizations such as Main Street, the MCDC, Market Street, Independent Bank and Baylor Scott and White Hospital. Funding would also provide seed money for the 2018 race so that we might be able to promote our race all year long AND give us the chance to heavily market to the special needs racing group Team Hoyt Texas.

**ADVERTISING/PROMOTIONAL/COMMUNITY EVENT**

Start Date: 10/15/2017

Completion Date: 11/25/2017 for the 2017 race.

**APPLICANT'S BOARD OF DIRECTORS** *(list may be included as an attachment)*

**Believe Team: Ned Searles, race founder. Carolyn Searles. Forrest Fairley. Michelle Bowman. Sara Thomas. Holy Family Board attached.**

**APPLICANT'S LEADERSHIP STAFF** *(may be included as an attachment)*

**Use the outline below to prepare a written narrative no more 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 at the organization making this application. Please provide with this narrative a one-page overview/~~synopsis~~-synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

100% of the funds netted after expenses (Shirts, race management by PlayTri, and paying our McKinney PD officers for security during the race) go directly to the scholarship program at Holy Family School so that we may continue our mission of providing low cost, high quality childcare to low income families in McKinney.

**II. Advertising/Promotional/Community Event**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience. Our advertising includes FaceBook, Twitter, KLAJ Radio, and various churches throughout Collin and Dallas Counties. Playtri also advertises the event through their vast network of runners, throughout the state of Texas and into Oklahoma. Our target audience is a family with children who are looking for a fun, healthy day-trip experience. We have also contacted McKinney's own Katy Blakey from NBC5 to provide advance news coverage of his year's race and our partnership with Team Hoyt Texas.

- Describe how this initiative will **promote the City of McKinney for the purpose of tourism**. This initiative promotes the city of McKinney from the word go. The race takes place during Home for the Holiday, through the Historic District. Folks stay, eat, shop, and have FUN in McKinney after the race is over. By partnering with and fully supporting Team Hoyt Texas and their special needs population of athletes, we're also letting folks know that McKinney is truly the BEST place to visit for ALL people!
- Describe how the proposed Advertising/Promotional/Community Event fulfills strategic goals and objectives for your organization. There are two goals for this race. 1. Support the mission of Holy Family School to provide quality childcare in east McKinney regardless of a parent's ability to pay. 2. Put the FUN back in Fundraising. For 11 years, this race has accomplished both goals beautifully. The School, and this race, are great examples of the amazing things happening in McKinney, and we want to showcase those positives throughout our state.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable. Runners begin to appear at about six AM. By 9 AM the races are finished, and we're setting up on the stage to hand out ribbons and medals. MayLee Thomas and George Fuller will sing the National Anthem, and former mayor Brian Loughmiller will once again be our "Running Santa." By 10:00 AM, we're packed up and on the road. Our runners and their fans are having breakfast on the square and getting ready for some FUN shopping.
- Provide the venue/location for Advertising/Promotional/Community Event. Downtown McKinney.
- Provide a timeline for the Advertising /Promotional/Community Event. We talk about Believe through area churches all year long. Most advertising and promotion takes place in October and November with the assistance of MainStreet. We also visit KLAK Radio for on-air PSA spots, and we're working with Katy Blakey for news coverage from NBC5 Dallas.
- Detail goals for growth/expansion in future years. Our goal is to consistently bring 1000 runners and their families and friends to the downtown square, and to be completely inclusive of special needs athletes so that they may feel fully welcomed and accommodated in downtown McKinney.

**Project Grants – please complete the section below:**

- |                             |                              |                             |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.\***

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*

- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**  
 ALL of these goals will be supported. Since all funds netted from the race go directly to McKinney families with young children, with no overhead expenses, we definitely meet the first goal of demonstrating informed financial planning. We meet the second goal by always having post-race wrap up sessions to determine ways to improve future races to increase our ability to assist low income families. We feel that the children we serve are sometimes under-served by other agencies, so by helping Holy Family, we are able to balance resources in many way. Last but not least, it's the beautiful downtown and our lovely tree-lined and HILLY streets that will continue to bring runners of ALL abilities to our event. Many folks walk or run because they love Holy Family School and they want to participate in the fun fellowship of the race, but many of our 10K runners love the challenge of our downtown course.

**Has a request for funding, for this Advertising/Promotional/Community Event, been submitted to MCVB in the past?**

Yes                       No

**Date(s): Race co-founder Gigi Bonham and the original AMAZING Believe Team applied for funding from 2010-2015, to the best of my knowledge.**  
**Financial**

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals. The impact is HUGE because this race is the only event geared solely to the scholarship fund of the school. Every penny raised helps a child attend the school and a reduced rate. Every single penny.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why. Attached.

**What is the total estimated cost for this Advertising/Promotional/Community Event?**

**\$8,000 of our total event budget of \$15,000.**

*(Please provide a budget for the proposed Advertising, Promotional, or Community Event.)*

**What percentage of Advertising/Promotional/Community Event funding will be provided by the Applicant?**

**Are Matching Funds available?**  Yes  No

Cash \$1500 + \$3000  
In-Kind \$1000

Source Halos Program, Independent Bank, Baylor % of Total 10  
Source MarketStreet % of Total 8

***Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.***

#### **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Advertising/Promotional/Community Event for which you are requesting funding, and how they are designed to help you achieve current and future goals. For the Believe Team, we're five volunteers with a ton of support from the Holy Family staff, current and former Holy Family board members, and our friends & neighbors. We personally tell the Holy Family story every chance we get. As we approach race time, we kick Facebook advertising into high gear, put flyers in race bags at other races, put notices in church bulletins, and visit the radio station for as much press as we can garner. Katy Blakey from NBC5 Dallas did a great piece on the Believe race a few years ago, and she's been invited back this year for a follow up piece. She is particularly interested in our partnership with Team Hoyt Texas this year.

#### **V. Metrics to Evaluate Success**

Outline the metrics that will be used to evaluate success of the proposed Advertising /Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event. Our success is measured by the numbers of children we can help, and by the number of smiling faces we see on race day. This year, we'll be especially monitoring the success of our special needs athletes to make sure they (and their families) have positive comments about the race. We'll make sure we have their input about how to improve the course and the event in the future.

#### **If funding is approved by the MCVB board of directors, Applicant will assure:**

- The Advertising/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 the purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Advertising/Promotional/Community Event. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement.
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Advertising /Promotional/Community Event for which funds were received.
- A final report detailing the success of the Advertising/Promotional/Community Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Advertising/Promotional/Community Event.

- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Project/Promotional/Community Event have been submitted and approved by the MCVB in its sole discretion.



- 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 upon interest rate, not later than the 120<sup>th</sup> day after the date the MCVB requests repayment.

**The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.**

**Chief Executive Officer**

**Representative Completing Application**

\_\_\_\_\_  
Signature

*Sara Simpson Thomas* \_\_\_\_\_

Signature

Printed Name

Sara Simpson Thomas

Printed Name

Date

11/06/2017

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 Project/Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCVB goal(s) that will be supported by this Advertising/Promotional/Community Event
- Project/Promotional/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### **Attachments:**

- A one-page summary of the goals/activities involved in the Advertising/Promotional/Community Event for which you are seeking MCVB grant funding.
- Financials: organization's budget for current fiscal year
- Advertising/Promotional/Community Event budget audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

**A FINAL REPORT IS TO BE PROVIDED TO MCVB WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE ADVERTISING/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.**

Name	Position	Email	Phone	Address	Term Start Date	Birthday	Employer
<b>VOTING MEMBERS</b>							
Brian Hazelwood	President	Brian.Hazelwood@ctt.com	c:214-402-2281 o:469.796.4088	6851 Virginia Pky, Suite 100, McKinney, TX 75071		Nov. 21	Chicago Title
Julie Smith	Vice President	jm.smith2412@att.net	c:972-658-4231	2,412 CreekRidge Dr McKinney TX 75070	Oct-13	Apr. 5	MISD Retired/Volunteer
Rachel Weinmenn	Im Past Secretary	rweinmann@firstunitedbank.com	c: 469-408-1204	15437 Palo Pinto Dr Frisco, TX 75035	Feb-13	May. 25	First United Bank
Armando Fletes	Treasurer	Armando.Fletes@legacytexas.com	c: 972-697-8067	2401 Hogans Hill McKinney 75070	Jan-14	Sept. 19	Legacy Texas Bank
Kathy Garrett	Diocesan Rep	kgarrett@stpetersmckinney.com	c: 972-795-8811 o: 972-562-1166	ST. Peter's Episcopal Church 511 Foote Street McKinney 75069	Dec-16		St. Peter's Episcopal Church
Sandra Barber		sandrabarber513@gmail.com	c: 214-926-1525	1503 Evandale Dr Allen TX 75013	Jan-17	Dec. 5	MISD Retired/Volunteer
Rebecca Bradley		rbradley@abernathy-law.com	c: 832-492-1530	303 W Henry St McKinney 75069	Jul-16		Abernathy Law
Leonard Gonzales	HF Church	leonardgonzales40@yahoo.com	c: 972-567-3948	1427 Anthony St McKinney 75069	Sep-77	Nov. 6	Gonzales Createive Concrete
Chris Hansen		chansen@vbank.com	c: 972- 951-4020	5900 S Lake Forest Dr Suite 100 McKinney 75070	Jul-16	Nov. 3	Valliance Bank
Tad Murley		tad.murley@modetransportation.com	c:972-989-8198	909 Austin Lane McKinney 75071	Jul-16	Aug. 12	Mode Transportation
Kathy Sather		Katherine.m.sather@gmail.com	c:314-496-4206	1207 Pine St McKinney 75069	Dec-16		Self-Employed
Jean Stayton		jean.stayton@yahoo.com	c:214-532-2258	1503 Rosewood Ln Allen 75002	Jan-17	May.3	MISD Retired/Volunteer
Laura Nevarez		Laura.Nevarez@bswhealth.org	c:469-734-0715	2036 Shady Glen Trail Princeton, TX 75407	Jan-17		BSWH McKinney
Katie Frink	Secretary	frink.katie@gmail.com	c:214- 725-1582	8581 Southwestern Blvd Apt. 21212, Dallas TX 75206	Feb-17	May. 16	Rhodes College/Admission

Name	Position	Email	Phone	Address	Term Start Date	Birthday	Employer
	Bookkeeper						