

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
 Fiscal Year 2015

**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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

***Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.***

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

**Project Grant**  
 Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

**Promotional or Community Event Grant (maximum \$15,000)**  
 Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

## APPLICATION

### ORGANIZATION INFORMATION

Name: McKinney Main Street

Federal Tax I.D.: 04-3615798

Incorporation Date: 2004

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

#### 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: Texas Downtown Association, Texas Main Street, National Main Street, McKinney Chamber of Commerce

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

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

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: McKinney Performing Arts Center, 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

**FUNDING**

Total amount requested: \$10,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: Nov 27, 2015

Completion Date: Nov 29, 2015

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

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



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

**II. Project or 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, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

**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/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:**

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact “buying local” has on quality of life in McKinney

**Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?**

X Yes

No

### III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

**What is the estimated total cost for this Project/Promotion/Community Event?**

**\$170,000**

**(Include a budget for the proposed Project/Promotion/Community Event.)**

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 94%**

**Are Matching Funds available?** Yes  No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

**Are other sources of funding available?** *Other sponsorships, vendor fees, attraction ticket sales.*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *Yes.*

### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and 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.

### V. 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.

### Acknowledgements

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

- The Project/Promotion/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 purpose described in this application;

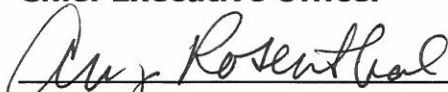


**Acknowledgements - continued**

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- 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 Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no 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 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

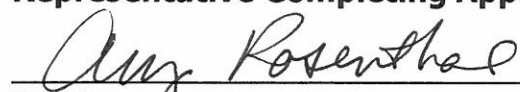
**Chief Executive Officer**

  
\_\_\_\_\_  
Signature

Printed Name *Amy Rosenthal*

Date *6/30/2015*

**Representative Completing Application**

  
\_\_\_\_\_  
Signature

Printed Name *Amy Rosenthal*

Date *6/30/2015*

***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/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### **Attachments:**

- Financials: organization's budget for current fiscal year; Project/Promotion/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 MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/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.***



**McKinney Main Street  
Board of Directors  
2014-2015**

<b>Name</b>	<b>Business Address</b>	<b>Phone #, Cell #, Fax #, E-Mail</b>
<b>Amy Rosenthal Program Director</b>	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817-269-1326 Email: <a href="mailto:arosenthal@mckinneytexas.org">arosenthal@mckinneytexas.org</a>
<b>Michelle Hancock Program Coordinator</b>	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2661 Cell # 817-657-1260 Email: <a href="mailto:mhancock@mckinneytexas.org">mhancock@mckinneytexas.org</a>
<b>Jan Elwell Chair Term End 9/30/15</b>	The Zepp Company 700 Central Expressway S, Ste. 360, Allen, TX 75013	Phone # 214-306-2532 Cell # 972-658-3225 Email: <a href="mailto:jan@zeppcompany.com">jan@zeppcompany.com</a>
<b>Alex Lanio Vice Chair Term End 9/30/15</b>	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: <a href="mailto:alex@goodiestexas.com">alex@goodiestexas.com</a>
<b>Jon Dell'Antonia Treasurer Term End 9/30/16</b>	8609 Grand Haven Lane McKinney, TX 75071	Phone # 972-540-5067 Cell # 920-279-1004 Email: <a href="mailto:jdellantonia@tx.rr.com">jdellantonia@tx.rr.com</a>
<b>Edna Brown Term End 9/30/16</b>	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: <a href="mailto:andenana48@gmail.com">andenana48@gmail.com</a>
<b>Molly Brewer Term End 9/30/15</b>	B Innovative 711 Parker McKinney, TX 75069	Cell # 214-684-5271 Email: <a href="mailto:binnovative@me.com">binnovative@me.com</a>
<b>Rebecca Drekman Term End 9/30/16</b>	1506 N. College St McKinney, TX 75069	Cell #: 214-250-6627 Email: <a href="mailto:ems_4u@yahoo.com">ems_4u@yahoo.com</a>
<b>Renee Funderburgh Term End 9/30/15</b>	Carey Cox Company 321 N. Central Expressway, # 370 McKinney, 75070	Phone # 972-562-8003 Cell # 214-649-9523 Email: <a href="mailto:renee@careycoxcompany.com">renee@careycoxcompany.com</a>
<b>Amber Gutschlag Term End 9/30/16</b>	1405 Clearwater Dr McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: <a href="mailto:a_gutschlag@hotmail.com">a_gutschlag@hotmail.com</a>
<b>Robert 'Matt' Hamilton 207 Byrne St Term End 9/30/17</b>	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: <a href="mailto:matt@localyocal.com">matt@localyocal.com</a>
<b>Kaci Lyford Term End 9/30/15</b>	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: <a href="mailto:info@patinagreenhomeandmarket.com">info@patinagreenhomeandmarket.com</a>
<b>Jolie Williams Term End 9/30/15</b>	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX75071	Cell# 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>CoCo Good City Liaison</b>	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: <a href="mailto:cgood@mckinneytexas.org">cgood@mckinneytexas.org</a>
<b>Barry Shelton City Liaison</b>	City of McKinney – City Manager's Office 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # 469-534-5254 Email: <a href="mailto:bshelton@mckinneytexas.org">bshelton@mckinneytexas.org</a>



**MCKINNEY MAIN STREET  
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION  
JUNE 30, 2015 – HOME FOR THE HOLIDAYS SUPPORT**

**I. APPLYING ORGANIZATION**

McKinney Main Street organization information is attached.

**II. PROMOTION / COMMUNITY EVENT**

McKinney Main Street respectfully requests promotional support for HOME FOR THE HOLIDAYS 2015.

**III. FINANCIAL**

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. HOME FOR THE HOLIDAYS is Historic Downtown McKinney's Annual Christmas Festival. The festival does not break even and is not intended to – it is designed to attract visitors to McKinney's Historic Downtown with activities to celebrate the season and to provide visibility for downtown merchants.

Budget overview for HOME FOR THE HOLIDAYS is attached.

**IV. MARKETING AND OUTREACH**

Support from MCDC will allow Main Street to advertise and promote HOME FOR THE HOLIDAYS to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- WFAA commercials and website advertising
- Digital billboards
- Frisco and Plano magazine ads
- Clear Channel radio spots

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- McKinney Living
- Ads in Neighbors Go, *The Dallas Morning News* and Community Impact News
- Email blasts
- Downtown marquees

- Website presence, downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions – Facebook, Twitter, Instagram and Pinterest

## **V. METRICS TO EVALUATE SUCCESS**

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2015, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.



## **ABOUT MAIN STREET**

Main Street consists of 11 board members (two-year staggered terms) and two full time staff members. The board meets the 2<sup>nd</sup> Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve our goals, we focus on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

## **DESIGN**

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

## **ORGANIZATION**

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our community.

## **PROMOTION**

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

## **ECONOMIC REDEVELOPMENT**

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy





## **ABOUT DOWNTOWN**

McKinney enjoys one of the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by Money Magazine.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

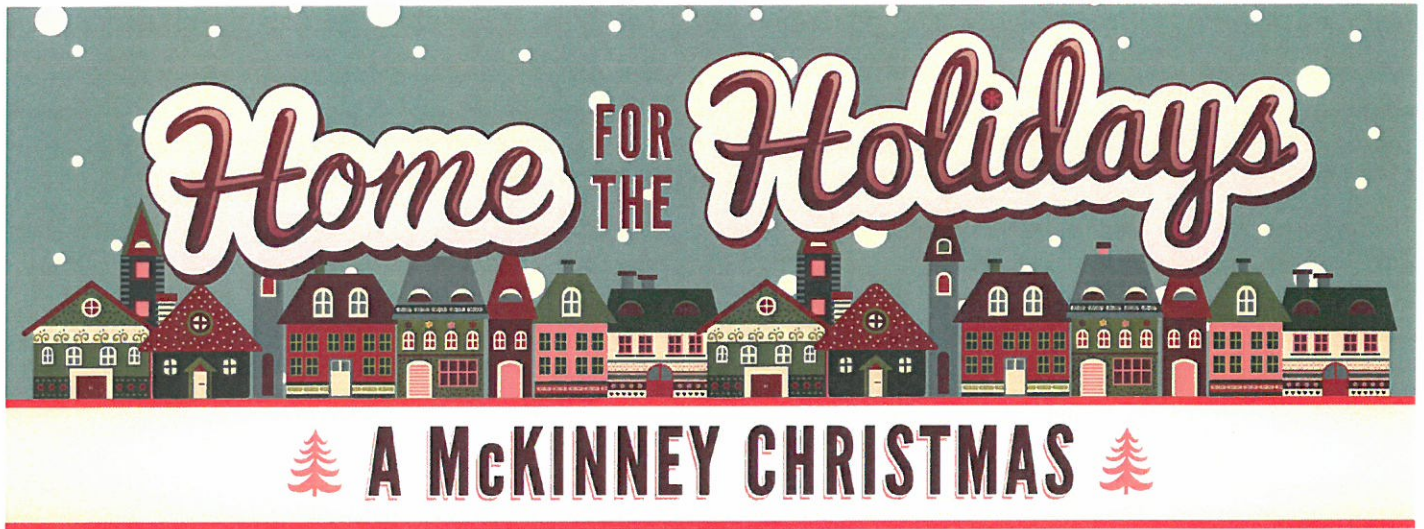
Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

Our work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boost downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.



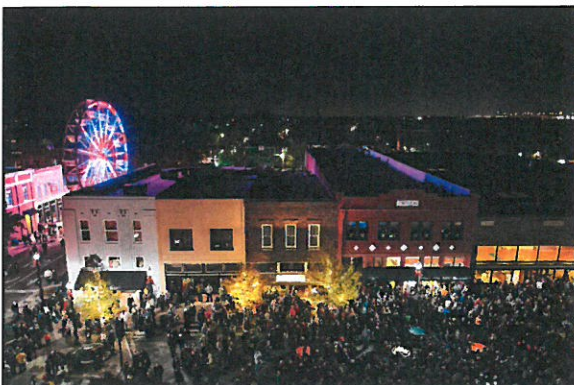


## A 30 year old family tradition....

Celebrate the magic of Christmas in Historic Downtown McKinney with Home for the Holidays. The event is filled with live entertainment, family activities, festive food and the chance to finish all that holiday shopping in one place with over 120 boutiques, including arts galleries, home décor shops, apparel, gifts and antiques. In 2015, Main Street brings Sunday back to welcome guests on Friday, November 27, Small Business Saturday, November 28; and Sunday, November 29.

Enjoy all the splendor, nostalgia and wonder of a traditional American Christmas in an authentic, nationally-recognized historic downtown. Plus, help fuel the local economy by shopping with independently owned small business.

- JUNE & JULY: Secure sponsorships and funding. Reserve advance media buys.
- AUGUST: Coordinate and confirm vendor and entertainment contracts. Reserve infrastructure elements.
- SEPTEMBER: Festival layout and design of promotions. File special event permit.
- OCTOBER: Recruit volunteer support and staffing arrangements.
- NOVEMBER: High concentration of promotions. Festival opens Friday, November 27.





# HOME FOR THE Holidays



## A MCKINNEY CHRISTMAS

### BUDGET

Proceeds for **Home for the Holidays** are based on sponsorships, vendor booths and attraction tickets. Event expenses include seasonal decoration for Historic Downtown. Main Street intends to install City Christmas Tree on Square - **bringing lighting ceremony to Downtown**. Proceeds generating from McKinney Oktoberfest help cover losses based on seasonal decoration.

INCOME	2013 Final	2014 Final	2015 Budget
Sponsorships, Vendor Booths, Attraction Tickets	\$65,809	\$127,924	\$140,000
EXPENSES	2013 Final	2014 Final	2015 Budget
Infrastructure / Logistics	26,223	26,873	27,000
Entertainment & Activities	34,500	79,568	80,000
Marketing & Signage	20,271	26,285	36,000
Decoration Expenses	20,500	27,660	45,000
Total Estimated Cost:	\$101,494	\$160,386	\$188,000

