

# Promotional and Community Event Grant Application

## Step 1

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### 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](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this 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 South Lake Forest Blvd, Suite 110  
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **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.**

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### Organization Information

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|                       |                     |
|-----------------------|---------------------|
| Name                  | Ovation Academy     |
| Federal Tax ID Number | 825263677           |
| Incorporation Date    | 4/9/2018            |
| Mailing Address       | 404 Power House St. |
| City                  | MCKINNEY            |
| State                 | TX                  |
| Zip Code              | 75071               |

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|  |   |
|--|---|
| Phone Number   | 2148564513  |
| Fax Number   | na  |
| Email Address  | <a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a>  |
| Website  | <a href="http://www.ovationapa.org">www.ovationapa.org</a>  |
| Organization Type  | Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)  |
| IRS Determination Letter   | <a href="#">501c3 letter.pdf</a>  |
| Professional Affiliations and Organizations to Which Your Organization Belongs | McKinney Chamber<br>Frisco Chamber<br>Educational Theatre Association<br>Dallas Dance Council<br>National Association of Teachers of Singers<br>International Thespian Society<br>Texas Thespians |

### Representative & Contact Information

#### Representative Completing Application:

|                 |  |
|-----------------|--|
| Name            | Angi Burns   |
| Title           | Executive Director   |
| Mailing Address | 804 W. LOUISIANA ST.   |
| City            | MCKINNEY   |
| State           | TX   |
| Zip Code        | 75071  |
| Phone Number    | 19729485859  |
| Fax Number      | <i>Field not completed.</i>                                      |
| Email Address   | <a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a> |

(Section Break)

#### Contact for Communications Between MCDL and Organization:

|      |            |
|------|------------|
| Name | Angi Burns |
|------|------------|

|                 |  |
|-----------------|--|
| Title           | Executive Director   |
| Mailing Address | 804 W. LOUISIANA ST.   |
| City            | MCKINNEY   |
| State           | TX   |
| Zip Code        | 75069  |
| Phone Number    | 19729485859  |
| Fax Number      | <i>Field not completed.</i>                                      |
| Email Address   | <a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a> |

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**Project Information**

|   |   |
|---|---|
| Funding - Total Amount Requested  | 12000   |
| Are matching funds available?   | Yes   |
| Matching Funds Available:   | 12000   |
| Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)? | No  |
| Promotional / Community Event Start and Completion Dates  | 2/1/2022 - 7/31/2022  |
| Board of Directors  | Angi Burns M.Ed<br>Executive Director- Board President<br>804 W. Louisiana St.<br>McKinney, TX 75069<br>972-948-5859<br><a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a><br><br>Amy Lacey |

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Vice President  
116 Birdbrook Dr.  
Anna, TX 75409  
832-248-2691  
[amy.lacey@live.com](mailto:amy.lacey@live.com)

Greg Lacey  
Interim-Secretary  
116 Birdbrook Dr.  
Anna, TX 75409  
832-248-2691  
[amy.lacey@live.com](mailto:amy.lacey@live.com)

Gary Burns  
Member at Large  
616 Blue Ridge St.  
McKinney, TX 75072  
817-691-4345  
[garywburnsjr@gmail.com](mailto:garywburnsjr@gmail.com)

Stephanie Chesser  
Member at Large  
202 Devonshire Ct.  
McKinney, TX 75071  
972-658-6461  
[schesser@ernearme24.com](mailto:schesser@ernearme24.com)

Mark Meyer  
Member at Large  
8825 Vista Oaks Cr.  
Dallas, TX 75243  
214-538-7812  
[mark@mlincolutions.com](mailto:mark@mlincolutions.com)

Scott Ruggiero  
Member at Large  
205 W Louisiana St Ste 103. McKinney, TX, 75069 (Office)  
972-467-1023  
[scott@smrlegalgroup.com](mailto:scott@smrlegalgroup.com)

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Leadership Staff

Angi Burns  
Amy Lacey  
Christina Dragoo

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Board of Directors Attachment *Field not completed.*

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Leadership Staff Attachment *Field not completed.*

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## Narrative

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Using the outline below, provide a written narrative no longer than seven pages in length:

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

### **2: Promotion / Community Event**

- Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.
- Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.**
- Include the venue / location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth / explanation in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

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Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past? No

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### 3: Financial

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

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|        |   |
|--------|---|
| Budget | <a href="#">21-22 Ovation Budget - Sheet1.pdf</a> |
|--------|---|

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|                      |  |
|----------------------|--|
| Financial Statements | <a href="#">BalanceSheet - 2021-08-19T172928.918 (2).pdf</a> |
|----------------------|--|

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|  |  |
|--|--|
| Overview of Promotional / Community Event Financial Goal |  |
|--|--|

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|               |        |
|---------------|--------|
| Gross Revenue | 350000 |
|---------------|--------|

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|                    |        |
|--------------------|--------|
| Projected Expenses | 325000 |
|--------------------|--------|

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|             |       |
|-------------|-------|
| Net Revenue | 25000 |
|-------------|-------|

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|        |   |
|--------|---|
| Budget | <a href="#">21-22 Ovation Budget - Sheet1_1.pdf</a> |
|--------|---|

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|   |    |
|---|----|
| What percentage of Project / Promotional / Community Event funding will be provided by the applicant? | 50 |
|---|----|

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|                               |     |
|-------------------------------|-----|
| Are matching funds available? | Yes |
|-------------------------------|-----|

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|      |                             |
|------|-----------------------------|
| Cash | <i>Field not completed.</i> |
|------|-----------------------------|

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|        |                             |
|--------|-----------------------------|
| Source | <i>Field not completed.</i> |
|--------|-----------------------------|

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|                  |                             |
|------------------|-----------------------------|
| Percent of Total | <i>Field not completed.</i> |
|------------------|-----------------------------|

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|         |                             |
|---------|-----------------------------|
| In-kind | <i>Field not completed.</i> |
|---------|-----------------------------|

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|        |                             |
|--------|-----------------------------|
| Source | <i>Field not completed.</i> |
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|                  |                             |
|------------------|-----------------------------|
| Percent of Total | <i>Field not completed.</i> |
|------------------|-----------------------------|

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|                       |   |
|-----------------------|---|
| Other Funding Sources | 50% of marketing funds only - From tuitions |
|-----------------------|---|

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Currently we are only bringing in 1/3 of the projected tuition for 21-22.

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#### **4: Marketing and Outreach**

- *Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.*
- *Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.*

#### **5: 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.*

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Attach Narrative

[MCDC Promo Grant November 2021.pdf](#)

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#### **Acknowledgements**

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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 MCDC 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'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 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*
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***withheld until the final report on the Promotional/Community Event is provided to MCDC.***

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(Section Break)

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|                                |  |
|--------------------------------|--|
| Applicant Electronic Signature | Selecting this option indicates your agreement with the above statement. |
|--------------------------------|--|

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|                         |            |
|-------------------------|------------|
| Chief Executive Officer | Angi Burns |
|-------------------------|------------|

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|      |            |
|------|------------|
| Date | 11/22/2021 |
|------|------------|

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|                                       |            |
|---------------------------------------|------------|
| Representative Completing Application | Angi Burns |
|---------------------------------------|------------|

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|      |            |
|------|------------|
| Date | 11/22/2021 |
|------|------------|

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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
  - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
  - *Final payment of funding awarded will be made upon receipt of final report.*
  - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
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## Our Mission



## To provide a home for artists to pursue their passions through professional training in performing arts.

Ovation Academy is a unique School of Performing Arts. We provide onsite training in the disciplines of Dance, Acting, Musical Theatre and Theatrical Production & Design as well as the business of being a professional artist and the life-skills needed to succeed in the industry. Our students are trained to be highly technical artists with a sense of community and humility. Philanthropy and Community Outreach are central themes at Ovation Academy. Through the talents our students possess we strive to make a difference in our community by giving back and helping those around us. Ovation Academy encourages constant industry immersion. We provide field-trip opportunities in order for our students to grasp all aspects of the world of performing arts. We bring in industry leaders to assist in the high-level training our students receive, providing different styles and perspectives throughout their education. We encourage students to pursue opportunities to audition and work while continuing their arts education with Ovation Academy. Additionally, we provide networking opportunities with talent scouts, managers, agents and directors as well as elite college recruiters. We equip our students to be good-hearted people as well as hard-working professionals and respectable leaders. Ovation Academy was founded to provide a home for performers to pursue their passion of the Arts through professional style training which provides the technique, life-skills, experiences and connections necessary to succeed in the industry. We focus on each individual student and their unique journey. Ovation Academy strives to produce knowledgeable, respectful, empathetic and impactful artists who will contribute to their communities and to the performing arts industry.

### OUR PHILOSOPHY

At Ovation Academy we believe in a “whole-istic” approach to learning. This means that in order to become the best ARTIST a student can be they must also be the best PERSON they can be. We have high expectations for our students in their art and in their personal conduct. Students at Ovation Academy should be passionate, self-motivated, self-disciplined, engaged, humble and supportive at all times. We are not here to babysit students. We are here to guide young artists through their journey into the professional world. The culture at Ovation Academy is vastly different than most traditional schooling experiences. Students are held accountable for their actions and in return are allowed to make choices in regards to their training. We work as a team with the student, parents and staff to ensure a unique and individualized path that is beneficial to the student and their educational and career goals. Ovation Academy of Performing Arts students are NOT entitled to ANYTHING but quality training and opportunities for success. Egos are not welcome here. Good Humans make great artists who make a strong community.

## OUR PROGRAMS

Ovation Academy of Performing Arts offers a Conservatory Academy for students in grades 6-12, a Homeschool Program for students in grades K-12 including virtual learning and After Hours Ovation Community Outreach programs for ages 3-Adult.

### Project Outline & Timeline

|                                |                  |                |
|--------------------------------|------------------|----------------|
| 42nd Street                    | Mainstage - MPAC | March 24-26    |
| Industry Showcase              | Mainstage - MPAC | May 21         |
| We Will Rock You, Young @ Part | Mainstage - MPAC | February 25-27 |
| Junie B. Jones is a Crook      | Black Box        | April 22-24    |
| Bright Star                    | Ovation Outdoors | April 1-3      |
| Camp Show 1                    | Black Box        | June           |
| Spongebob the Musical          | Mainstage        | July           |
| The Little Mermaid             | Mainstage        | July           |
| Camp Show 2                    | Black Box        | July           |
| Les Miserables                 | Mainstage        | August         |
| Camp Show 3                    | Black Box        | July-August    |

### Marketing

These events will be promoted throughout the state as well as southern Oklahoma. Ovation will saturate social media with promotional ads, create posters and banners to display throughout McKinney and DFW as well as utilize radio and television commercial advertising in the DFW and Texoma areas. We are certain we will have a buzz surrounding our upcoming season which will attract media as well. We will begin marketing in January 2022.

### Production Goals

Our goal is to assist in creating a rich and diverse cultural district within McKinney. Several key factors in establishing such a district are; engaging the youth in the community, providing spaces and opportunities for production and encouraging collaborations. Our project can do each of these. Having a vibrant cultural district in McKinney will attract tourism and grow our local economy.

In addition to the cultural betterment of presenting theatrical productions for the community, youth involved in educational theatre experience tremendous benefits as well.

The arts can open the world of learning to students who have trouble with traditional teaching methods. The arts are intellectual disciplines - requiring complex thinking and problem solving - that offer students the opportunity to construct their own understanding of the world.

- Drawing and painting reinforce motor skills and can also be a way of learning shapes, contrasts, boundaries, spatial relationships, size and other math concepts.
- Music teaches children about rhythm, sound and pitch. Beats can help children learn rhymes and other features of reading such as phonological awareness. Using repetitive songs to learn academic facts (like the alphabet song or multiplication tables) can make the learning experience easier and more fun.
- Dance provides children with a social way to learn about sequencing, rhythm and following directions. While developing coordination and motor control, students can also learn counting and directionality, which can enhance reading and writing concepts - such as understanding the difference between similar looking letters (like p/b/d/q) and telling left from right.
- Performing plays is an opportunity for children to immerse themselves in a theme and learn about it in a profound and personal way. Acting out historical or literary figures and events gives students a sense of ownership about what they've learned, allowing them to acquire a deeper appreciation of the subject matter.
- Crafts offer children the opportunity to express themselves in two- and three-dimensional ways. Students can develop vital problem-solving skills without having to rely on areas of expression that may be more challenging.

Below are a few links regarding the benefits to providing Educational and Community Arts/Theatre opportunities.

<https://www.aate.com/benefits-of-theatre-ed>

<http://theatrewashington.org/content/7-reasons-why-theatre-makes-our-lives-better&favtitle=7%20Reasons%20Why%20Theatre%20Makes%20Our%20Lives%20Better>

<https://speakartloud.wordpress.com/2010/05/21/25-ways-art-impacts-the-community/>

## **Marketing Budgets**

Includes; Publications, posters, banners, Billboard, radio, television and social media.  
11 events

\$700/ event max

\$4300 to promote full season

### **Ticket Prices based on venue**

**Ovation \$10-\$15 (65 seats)**

**MPAC \$15-20 (250 seats)**

**Church Street \$12-\$15 (200 seats)**

## Budget 2021-22

| Staff Pay  |                 | Campus Expenses |               | TOTAL ANNUAL PROFIT/LOSS |
|------------|-----------------|-----------------|---------------|--------------------------|
|            |                 |                 |               | <b>69,925</b>            |
| Annual     | Average Monthly | Rent            | Monthly       | TOTAL ANNUAL REVENUE     |
| 258,000.00 | 21,500          | 156,000         | 13,000        | 561,925                  |
|            |                 | Utilities       |               | TOTAL ANNUAL EXPENSES    |
|            |                 | 30,000          | 2,500         | 492,000                  |
|            |                 | Operational     |               | TOTAL MONTHLY EXPENSES   |
|            |                 | 48000           | 4000          | 41,000                   |
|            |                 | Total           |               |                          |
|            |                 | <b>234,000</b>  | <b>19,500</b> |                          |

**\*Pre-registration Goal**

| Academy      | Students | Average Monthly Tuition | # Needed | Annual Revenue |
|--------------|----------|-------------------------|----------|----------------|
| Conservatory |          | 800                     | 40       | 384,000        |
| Homeschool   |          | 210                     | 20       | 37,800         |
| Elementary   |          | 275                     | 15       | 37,125         |
|              |          |                         |          | <b>458,925</b> |

| OCO Productions |              |        |            |               |
|-----------------|--------------|--------|------------|---------------|
| Tickets         | Show Tuition | TOTAL  | OCO Budget | Total Revenue |
| 32,000          | 36,000       | 68,000 | 40,000     | <b>28,000</b> |

**Additional revenue sources**

| Grants      | Ask       | Awarded       |
|-------------|-----------|---------------|
|             | \$100,000 | <b>50,000</b> |
| Fundraisers | Total     |               |
| Various     |           | <b>25,000</b> |

# Ovation Academy of Performing Arts

## Balance Sheet As of July 31, 2021

|  | TOTAL              |
|--|--------------------|
| <b>ASSETS</b>                          |                    |
| Current Assets                         |                    |
| Bank Accounts                          | \$15,863.59        |
| Accounts Receivable                    | \$0.00             |
| Other Current Assets                   | \$1,000.00         |
| <b>Total Current Assets</b>            | <b>\$16,863.59</b> |
| Fixed Assets                           | \$18,555.26        |
| <b>TOTAL ASSETS</b>                    | <b>\$35,418.85</b> |
| <b>LIABILITIES AND EQUITY</b>          |                    |
| Liabilities                            |                    |
| Current Liabilities                    |                    |
| Credit Cards                           |                    |
| x1682 ANB LOC                          | 15,963.40          |
| <b>Total Credit Cards</b>              | <b>\$15,963.40</b> |
| Other Current Liabilities              |                    |
| Valliance LOC                          | 2,300.00           |
| Wilcox Settlement                      | 8,625.00           |
| <b>Total Other Current Liabilities</b> | <b>\$10,925.00</b> |
| <b>Total Current Liabilities</b>       | <b>\$26,888.40</b> |
| <b>Total Liabilities</b>               | <b>\$26,888.40</b> |
| Equity                                 |                    |
| Opening Balance Equity                 | 100.00             |
| Retained Earnings                      | 7,088.34           |
| Net Income                             | 1,342.11           |
| <b>Total Equity</b>                    | <b>\$8,530.45</b>  |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$35,418.85</b> |

New

My Drive

Computers

Shared with me

Recent

Starred

Trash

Backups

Storage

2 GB of 15 GB used

[UPGRADE STORAGE](#)

Storage

2.1 GB of 15 GB used

[UPGRADE STORAGE](#)

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 04 2018

OVATION ACADEMY  
3100 CROSSRIDGE DRIVE  
MCKINNEY, TX 75071-0000

Employer Identification Number:  
82-5263677  
DLN:  
26053538004428  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
July 31  
Public Charity Status:  
509(a)(2)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
April 9, 2018  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

OVATION ACADEMY

Sincerely,