MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2022

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, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: 2/2017

Mailing Address: 7200 W University Drive, Suite 210

City McKinney ST: TX Zip: 75071

Phone: 318-527-9221 Fax: NA Email: hello@sbghospitality.com

Website: www.sbghospitality.com

Check One:		
 Nonprofit − 501(c) Attach a copy of IRS Governmental entity For profit corporation Other 	5 Determination Letter	
Professional affiliations and organizations to which McKinney Young Professionals	n your organization be	ongs: McKinney Chamber of Commerce,
Pickiniey roung Professionals		
REPRESENTATIVE COMPLETING APPLIC	ATION:	
Name: Lauren Stephan		
Title: President		
Mailing Address: 2509 Tremont Boulevard		
City: McKinney	ST: TX	Zip: 75071
Phone:318-527-9221	Fax: NA	Email: hello@sbghospitality.com
CONTACT FOR COMMUNICATIONS BETW	VEEN MCDC AND C	RGANIZATION:
Name: Lauren Stephan		
Title: President		
Mailing Address: 2509 Tremont Boulevard		
City: McKinney	ST: TX	Zip: 75071
Phone318-527-9221	Fax: NA	Email: hello@sbghospitality.com

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FUNDING
Total amount requested: \$15,000
Matching Funds Available (Y/N and amount): N
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
Please provide details and funding requested: NA
PROMOTIONAL/COMMUNITY EVENT Start Date: March 12, 2022 Completion Date: October 29, 2022
NA NA NA
LEADERSHIP STAFF (may be included as an attachment)
NA
Page 3 —————

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism**.
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.
- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning addressing revenue generation, costs and use of net revenue.

Has a request for funding, for this Project/I	Promotional/Community Ev	vent, been submitted to M	1CDC
in the past?			

	☐ No		
Date(s): 2021 Sip and S	troll Series		

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.

Overview of Promotional/Community Event financial goal?

Gross Revenue \$45,000 per walk

Projected Expenses \$28,000 including donations per walk

Net Revenue \$17,000 per walk (In 2021 we were closer to \$12k net for most

walks due to higher than usual expenses. We are hopeful to meet our net goals this year!)

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.?

If we received the grant SBG would pay the remaining amount for each event. The \$15,000 grant would cover roughly **\$3,750** for advertising per event. The remaining amount of expenses SBG would pay (roughly \$22-25k per event) Ideally we'd be able to raise \$5k worth of sponsorships for each walk.

Sponsorship Revenue \$5k
Registration Fees \$45k
Donations \$0
Other (raffle, auction, etc.) \$0
Net Revenue \$17k

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). The total expenditures planned must match the amount requested in this grant application. If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

•	Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.	

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation**:

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/ Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the <u>final report on the Promotional/Community Event is provided to MCDC</u>.
- 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	Representative Completing Application
Signature	<u>Lauren Stephan</u> Signature
Printed Name	Printed Name Lauren Stephan
Date	Date 11/17/21
INCOMPLETE APPLICATIONS, OR THOSE RECE CONSIDERED.	IVED AFTER THE DEADLINE, WILL NOT BE
P	Page 8

CHECKLIST:

Completed Application:

- √ Use the form/format provided
- √ Organization Description
- $| \vee |$ 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
- $| \sqrt{ } |$ 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

Funding Amount:	
Project/Promotional/Commun	nity Event:
Start Date:	Completion Date:
Location of Project/Promotion	al/Community Event:

Please include the following in your report:

Organization:

- 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.
- 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

Margarita Stroll

Total

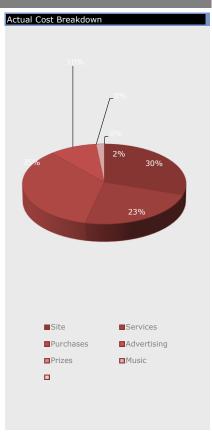
Total



Estimated	Actua
	\$7,500.00
	\$1,500.00
\$0.00	\$9,000.00
Estimated	Actua
	\$760.00
	\$650.00
	\$2,823.50
	\$920.13
	\$75.00
	\$1,472.20
	\$200.00
	\$200.00
	\$0.00

\$0.00

D	Entimeted	Actual
Purchases	Estimated	Actual
Tequila & Triple Sec		\$3,138.24
Ben E Keith		\$2,012.51
Margarita Flavorings, Citrus		
& Fruit Garnishes		\$2,141.70
Spoons		\$65.13
Leis (1500)		\$406.50
Igloo Coolers		\$490.50
Tossware (1500)		\$665.28
Disposable Cups (1500)		·
T-shirts (203)		\$740.95
Tongs & Ice Scoops		\$52.22
Tupperware Containers		\$47.88
Trashcans		\$104.96
Cleaning Rags/Cloths		\$41.33
Party City: Wristbands/Tablecloths		\$336.62
Salt		
		\$13.99
Straws		\$90.84
Walmart: Trash bags,		±63.40
knives, cutting board Staff Meals (Friday &		\$62.40
Saturday)		
Total	\$0.00	\$10,411.05
Total	\$0.00	\$10,411.03



Advertising	Estimated	Actual
Flyers		\$75.00
Upwork (digital billboard)		\$16.66
Upwork (map)		\$35.00
Upwork (logo & flyer)		\$150.00
Signage		\$156.96
Social		\$2,500.00
Total	\$0.00	\$2,933.62

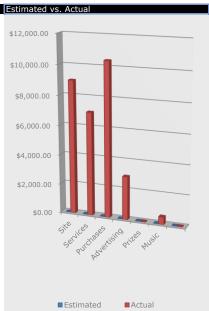
Prizes	Estimated	Actual
Total	\$0.00	\$0.00

Music	Estimated	Actual
Musicians		\$500.00
Total	\$0.00	\$500.00
	Estimated	Actual

Total Expenses	Estimated	Actual
	\$0.00	\$29,837.82

\$0.00

\$0.00



SP+STROLL SERIES 2022













SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in Downtown McKinney at the 2022 Sip + Stroll Series!

The strolls bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney!

Not only do the walks increase sales and foot traffic for downtown merchants but they I also help in promoting downtown McKinney on a consistent basis- keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney.

Each walk is capped at 1,500 participants to not overwhelm the merchants and to keep lines short and enjoyable for attendees! (It also helps with social distancing!)

In addition to bringing tourism to McKinney our goals are to create fun experiences for residents that increase their quality of life and showcase McKinney as a unique destination! Our walks also feature local musicians performing around the square, costume contests, photo-booths and fun swag!



FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!

Participating Downtown merchants LOVE the foot traffic the strolls bring into their stores! Merchants are always quick to register and have a chance to participate! The walks have been incredibly impactful in Downtown.



"The walks have been great! The main thing I noticed is how well they have been run. The hospitality group does a good job of running the event and the staff has been so friendly too. The ones (staff) that are repeat workers you get to know them. Makes for a very fun event." - Kirk, Sports Haven

"We enjoy the walks! It's always good business for us because it brings new people who would generally not come into our store!" - Nancy, Antique Company Mall



"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers that have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but thats what happened and we cannot be happier!" -Mason and Jessica, Jasper &

Petals







AN IMPACTFUL MCKINNEY EVENT SERIES!

Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is partnered on every event, we also partner with a local McKinney nonprofit on each event! Our 2022 non-profit partners include: Hugs Cafe and Alliance of Elite Youth Leadership.

In 2021 the sip and stroll series was able to donate over \$8,700 to McKinney nonprofits!

We will measure the events success based on our attendance. We hope to sell out each walk at 1,500. Our success will also be dependent on feedback from the local merchants. We want to hear that they had a spectacular sales day!





THE EXPERIENCE...FUN IN MCKINNEY!!

Attendees receive a signature event taster, an event map directing them to their tasty journey around downtown McKinney, and 15-25 delicious beverage tastings!

Each walk has its own fun activity and fun swag items! Example:

Pretzel necklaces, Irish music, photo-booths and costume contests!

The fee for participants is \$30 per walk.

The walk themes (subject to change as needed) are:

MARCH 13: McKinney St. Patrick's Day Beer Walk

JUNE 18: McKinney Craft Beer Walk

JULY 9: McKinney Margarita Stroll

OCTOBER 29: McKinney Halloween Walk



CHARLING TAKING



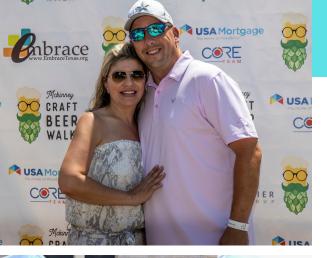
EXPENSES AND REVENUE

We hope to sell 1,500 tickets at \$30 per ticket= \$45,000

The median cost for each event is \$22–24k. (This does not include our cost to pay our employees to organize the events.) Some walks will cost a little less and some will cost more. An example expense sheet has been attached! After hard event costs we will pay out 20% net proceeds to McKinney Main Street. We also pay the nonprofit partner the \$1,500 for each event regardless of attendance.

We will try to offset some of our costs with sponsorships.

(Presenting, Photo-booth) Our hopes are to raise \$5k of sponsorships per walk to help us with our bottom line so we are able to continue this series for years to come!







HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (4!) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals of seeing 1,500 attendees per event. (Especially with the cost increases we've seen for our events! The advertising grant makes the series possible!)

Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- PR assistance (this will be used to get our events on TV and in 50+ local calendars)

DFW Social Media Influencers

Event Flyers

Local Ads (McKinney Community Impact Magazine)

Upwork to create ads and marketing materials

Thank you for your consideration! We are GRATEFUL for MCDC! The \$15,000 to put towards advertising the 4 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDC on this impactful event series in Downtown McKinney!

Sincerely, SBG Hospitality

Texas Franchise Tax Return Summary

For privilege period covering 01/01/19 through 12/31/19
SBG HOSPITALITY LLC 32062757284

SBG HOSPITALITY LLC	, ,	32062757284
Taxable Income		
Total Revenue	390,639	
Margin subject to apportionment		
Apportionment factor	1.0000	
Margin apportioned to TX		
Allowable deductions		
Taxable margin		
Tax Computation		
Taxable margin		
Tax rate	.007500	
Tax due before adjustments		
Tax credits		
Tax due before discount	0.00	
Discount	0.00	
Total tax due		0.00
Payments/Penalties		
Prior payment		
Prior payment Penalty Interest		11/
Interest		,
Total payments/penalties		
Total tax due and payable		0.00
Refund		

TX 2019 Ver. 10.0 05-102 (Rev.9-15/33)

Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ Tcode 13196

■ Taxpayer number	■ Report	year	٦						Chapter 552 an	
32062757284	2019								and correct infor us at 1-800-252	
Taxpayer name SBG HOSPITALITY LLC				•	Ch	eck box	if the mail	ing addres	s has change	∍d.
Mailing address 7200 W UNIVERSITY SUITE 210							Secretary of Comptroller	,	OS) file numbe er	er or
City State TX		I .	code plus 4)80263:			
Check box if there are currently no changes from previous years.	ear; if no infor			ete the a	pplicable				3 and C.	
Principal office 7200 W UNIVERSITY SUITE 210 MCKI	INNEY		TX 75	071-	7202	٦				
Principal place of business 7200 W UNIVERSITY SUITE 210 MCKI	INNEY		TX 75	071-	7202					
You must report officer, director, member, general partner and ma			•	•	•	rt.				
Please sign below! This report must be signed	d to satisf	y franchis	e tax requi	remen	its.		3	2062	7572841	L9
SECTION A Name, title and mailing address of each office	er, director,	member, ge	eneral partner	or ma	nager.				1 d v	
Name	Title				/ F0	Term		m c	l d y	У
LAUREN STEPHAN	PRESIDE	NT			YES	expirat	tion 12	3119		
Mailing address 2509 TREMONT BOULEVARD	City MCKINNE	Y				State TX			Code 5071	
Name	Title			Director		Term	m	m c		у
				│	YES	expirat	ion			
Mailing address	City	+ (70	n	\ /	State		ZIF	Code	
Name	Title	1		Director	V	Term	m	m c	l d y	у
				L '	YES	expirat	ion			
Mailing address	City					State		ZIF	Code	
SECTION B Enter information for each corporation, LLC, LP, PA	A or financial	institution, if	any, in which the	his entity	y owns a	an intere	est of 10 pe	ercent or n	nore.	
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution		State of form	nation	Т	exas SOS	file num	ber, if any	Percenta	ge of ownership)
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution		State of form	nation	Т	exas SOS	file num	ber, if any	Percenta	ge of ownership)
SECTION C Enter information for each corporation, LLC, L	P PA or fir	nancial instit	ution if any	that ow	ns an i	nterest	of 10 per	cent or m	nore in this e	
Name of owned (parent) corporation, LLC, LP, PA or financial institution NONE	-1 , 1 / (01 111	State of form	. , , , ,				ber, if any	_	ge of ownership	<u> </u>
Registered agent and registered office currently on file (see instructions if you	need to make	changes)		You mu	st make a	filina with	h the Secreta	nry of State t	o change registe	ered
Agent: LAUREN STEPHAN						-	general partr	-	on.	<i>,,</i> od
Office: 2509 TREMONT BOULEVARD			ity MCKINNEY				State TX		ZIP Code 75071	
The information on this form is required by Section 171.203 of the Tax Code for sheets for Sections A, B and C, if necessary. The information will be available			'A or financial inst	titution tha	at files a T	exas Fra	nchise Tax R	Report. Use a	additional	
I declare that the information in this document and any attachments is true ar been mailed to each person named in this report who is an officer, director, r LLC, LP, PA or financial institution.	nd correct to the	best of my kno								
sign x	Tit	le		Date			I		hone number	
here z	F	RESIDEN	IT	09/	16/20	19	(31	8 ₇ 527	-9221	
Texas	Comptroll	er Official	Use Only							
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TX 2019 05-163 Ver. 10.0 (Rev.9-17/9)

Texas Franchise Tax No Tax Due Report

■Tcode 13255 ANNUAL		The	law requires No Tax Due Reports originally due or
■ Taxpayer number	■ Report year	Due date or af	ter Jan. 1, 2016 to be filed electronically. Filing this paper report means you are requesting, and we are
32062757284	2019	11/15/2019	granting, a waiver from the electronic reporting requirement for this report year ONLY
Taxpayer name SBG HOSPITALITY LLC			Secretary of State file number or Comptroller file number
Mailing address 7200 W UNIVERSITY SUITE 210			0802639642
City State TX	Country UNIT:	ZIP code plus ED STATES 75071-7	
Check box if this is a combined report	• 🗆		NAICS code 711300
Check box if Total Revenue is adjusted for Tiered Partnership Eleinstructions. (Note: Upper tiered partnerships do not qualify to use		.	
Is this entity a corporation, limited liability company, professional	association, limited partnership of	or financial institution?	X Yes No
 This entity's annualized total revenue is b This entity has zero Texas Gross Receipt This entity is a Real Estate Investment Tr 	s. liont	Con	2. ■ X 3. ■ □ 4. ■ □
in Texas Tax Code Sec. 171.0002(c)(4). 5. This entity is a new veteran-owned busine (Must have formed after Jan. 1, 2016, and must be pre-quate formed after Jan. 1, 2016, and must be pre-quate formed after Jan. 1, 2016, and must be pre-quate formed after Jan. 1, 2016, and must be pre-quate formed form		s Tax Code Sec. 171.0005. 6b. Accounting year	(See instructions.) 5. ■ ☐
begin date 6a. ■ 010118 7. TOTAL REVENUE (Whole dollars only)	7	end date	6b. ■ 123118 390639. 00
Print or type name LAUREN STEPHAN			Area code and phone number (318)-527-9221

Instructions for each report year are online at www.comptroller.texas.gov/taxes/franchise/forms/. If you have any questions, call 1-800-252-1381.

09/16/2019

Mail original to:
Texas Comptroller of Public Accounts

P.O. Box 149348

Austin, TX 78714-9348

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and

Texas Comptroller Official Use Only VE/DE PM Date 1022

SBGHL SBG HOSPITALITY LLC

81-5195550

Texas Statements

9/16/2019 6:44 PM Page 1

FYE: 12/31/2018

Franchise Tax Report, Page 1, Line 15 - Wages and Cash Compensation

Description	 Federal Amount Adjustm		TX Amount			
SCH K ORDINARY BUS INC/LOSS SCH K CONTRIBUTIONS LAUREN STEPHAN	\$ 105,861 -4,110	\$	\$	105,861 -4,110		
TOTAL	\$ 101,751		\$	101,751		

Client Copy