

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2020

### 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 972.547.7653 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.** 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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto: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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: February 2017

Mailing Address: 7200 W University Drive, Suite #210

City McKinney

ST: TX

Zip: 75071

Phone: 318-527-9221

Fax:

Email: [Hello@sbghospitality.com](mailto:Hello@sbghospitality.com)

Website: [www.sbghospitality.com](http://www.sbghospitality.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: McKinney Chamber of Commerce, Texas Festivals and Events Association, MPI

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Lauren Stephan

Title: President

Mailing Address: 2509 Tremont Boulevard

City: McKinney

ST: TX

Zip: 75071

Phone: 318.527.9221

Fax:

Email: [hello@sbghospitality.com](mailto:hello@sbghospitality.com)

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

Name: Lauren Stephan

Title: President

Mailing Address: 7200 W University Drive, Suite 210

City: McKinney

ST: TX

Zip: 75071

Phone 318-527-9221

Fax:

Email: [Hello@sbghospitality.com](mailto:Hello@sbghospitality.com)

**FUNDING**

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount):

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)?

Yes

No

Please provide details and funding requested: We were awarded a grant for \$2,500 from the McKinney CVB

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: 10/17/20

Completion Date: 10/18/20

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

na

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

na

**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/Promotional/Community Event, been submitted to MCDC in the past?**

Yes

No

**Date(s): 2018 and 2019**

## Financial

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

### Overview of Promotional/Community Event financial goal?

<b>Gross Revenue</b>	<b>\$155,000</b>
<b>Projected Expenses</b>	<b>\$125,000</b>
<b>Net Revenue</b>	<b>\$30,000</b>

***(Attach a detailed budget specific to the proposed Promotional/Community Event.)***

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 100%**

**Are Matching Funds available?**  Yes  No

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

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

## IV. 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.

## 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.

## Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

**Chief Executive Officer**

\_\_\_\_\_  
Signature

Printed Name

Date

**Representative Completing Application**

*Lauren Stephan*  
\_\_\_\_\_  
Signature

Lauren Stephan  
Printed Name

5/28/2020  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## **CHECKLIST:**

### **Completed Application:**

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)







# ABOUT SBG HOSPITALITY

SBG Hospitality is an event production company based in McKinney, TX. Our events are created in partnership with local sponsors and vendors.

Each of our events promote tourism, showcases local small businesses, gives back to a local non-profit, drives traffic and advertising for a specific venue or municipality and provides FUN experiences for the community!

We are a team of 5 and we organize 13-15 events per year mostly in Collin County.

## **Our McKinney Community events include:**

McKinney Wine and Music Festival

McKinney Monster Dash 5k

McKinney St. Patrick's Day Festival and Shamrock Run

McKinney Beer + Bites

McKinney Run for the Ros'e 5k

McKinney Summer Sip and Stroll Series in Downtown McKinney



# EVENT DESCRIPTION

The 4th Annual McKinney Wine & Music Festival will take place on Saturday, October 17th and October 18th from 12pm-7pm at our new venue... TOWNE LAKE PARK!

The event brought out 6,000 attendees in 2019 and we sold out within the 2nd hour of the event and turned away bus loads of people due to space. This year our new location at Towne Lake Park will allow more attendees over a new two day festival but it will also allow us to spread out for social distancing.

The festivities include local musicians with multiple stages this year, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations and lots of great shopping. The event partners with over 50 local McKinney small business owners giving them an opportunity to showcase their business!

The event and a portion of its proceeds supports Love Life Foundation and The Warriors Keep! Last year the event donated \$5k in total to the non-profits and this year the goal is to donate \$8k. While the event is not a 100% non-profit event it definitely meets 100% of the goals of the MCDC grant! Here's how!:





# OBJECTIVES AND GOALS

Our long term objective with this event is to create an annual event that promotes tourism and attracts visitors to McKinney for years to come! Putting an emphasis on local McKinney restaurants, wineries and shopping. We'd like to grow the festival to be a three day 50k attendee event within the next 4 years.



Our goal is for the event to be financially independent without the grant support from MCDL. For the event to remain debt free and to grow the attendance the financial support from the grant is going to help us achieve our short term and long term goals! With changing venues this year and expanding to 2 days the advertising support will be HUGELY needed and effective!

This event has a fantastic presence and reputation of being a fun festival in McKinney, TX! It highlights McKinney as a unique and fun destination. The festival offers local McKinney businesses opportunities to sell their wares and promote their McKinney businesses!



The event puts an emphasis on cultural arts in McKinney, TX and is expanding the music portion of the event this year highlighting McKinney as a prime music destination in Texas! We will have two large stages and music in the VIP tent.

# EVENT VIDEO: 2019



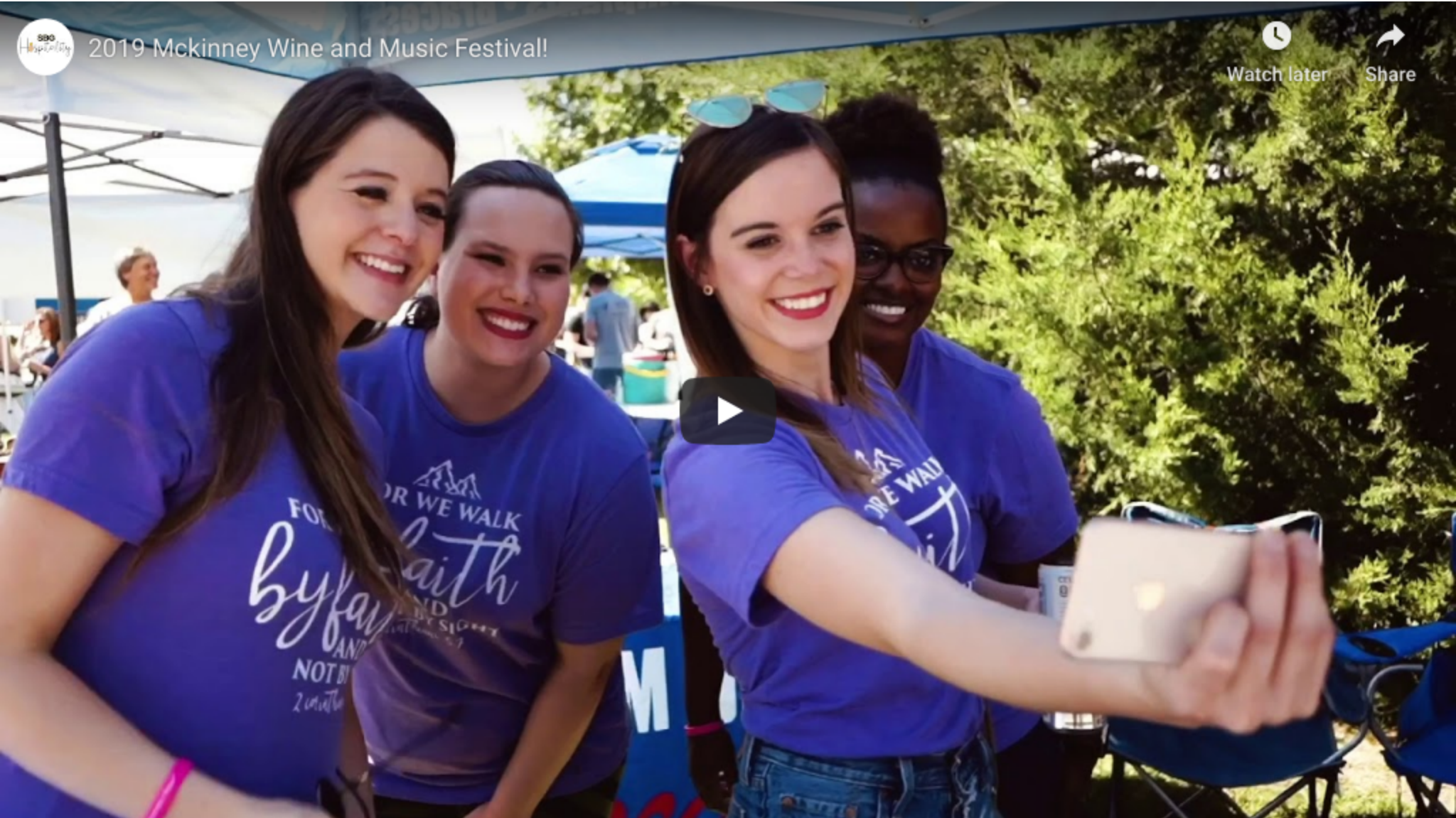
2019 McKinney Wine and Music Festival!



Watch later



Share



# ADDITIONAL INFORMATION



- The event receives over 10 million impressions and has been bringing tourism and hotel stays to McKinney over the past 3 years! We have learned best practices to get the word out and promote the event effectively with the awarded grant funds. With the grant funds we'd utilize: Social media campaign, local NTX influencers, billboard, print ads, small amount of radio and paying PR for TV and online media calendar exposure!
- The cost of tickets will vary with wine passes starting at \$20.
- Like the previous years Love Life will receive \$1 per pass and The Warrior's Keep we donate \$3 per VIP pass and 100% of our grape stomping proceeds. Last year we donated \$5k total and this year our minimum goal is \$8k.
- Our event expenses are expected to be \$115,000-\$120k and we are requesting \$15,000 to help us afford the advertising necessary to grow the event at its new location of Towne Lake Park! Our gross revenue is planned to be at \$150k this year. It's the same as 2019 because we are expecting to receive less sponsorships and vendor fees because of the effect Covid had on our event partners. If we can get through this year we know 2021 we will see a big spike for the festival!
- Thank you for your consideration! The support from MCDC is needed more than ever this year!





SOURCE	AMOUNT
Bargain Basement Printing/ Flyers	\$76
Promotional Video	\$1,300
Alpha Media/ 97.5KLAK	\$1,500
Print Advertising	\$3,500.00
Website	\$1,000.00
North Texas influencers	\$1,500.00
Social Media	\$4,000.00
Digital Ads	\$2,000.00
Christine Finnegan/ Press	\$500.00
<b>Total</b>	<b>\$15,376</b>

Advertising Budget Details for the \$15,000 Grant

## Summary

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
<b>Income</b>	\$97,438	\$151,839
<b>Expenses</b>	\$71,624	\$115,763
<b>Net Revenue [1]</b>	\$25,814	\$36,076

## Income

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
<b>Sponsorships</b>	\$27,450	\$45,200
<b>Vendors</b>	\$14,325	\$15,950
<b>Ticket Sales</b>	\$55,663	\$90,689

## Expenses

	St. Pat's 2019	Mckinney Wine & Music Festival 2019
<b>Event Labor &amp; Logistics</b>	\$10,201	\$29,178
<b>On Site Event Services</b>	\$2,166	\$10,869

<b>5k Race Costs</b>	\$10,386	\$0
<b>Advertising &amp; Marketing Costs</b>	\$20,155	\$18,040
<b>Entertainment/ Stage Management</b>	\$2,925	\$4,868
<b>Misc. Event Costs &amp; Supplies</b>	\$6,369	\$12,553
<b>Insurance</b>	\$2,372	\$1,686
<b>Cost of Goods Sold</b>	\$17,050	\$38,569

## Texas Franchise Tax Return Summary

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

**Taxable Income**

Total Revenue	390,639	
Margin subject to apportionment		
Apportionment factor	1.0000	
Margin apportioned to TX		
Allowable deductions		
<b>Taxable margin</b>		

**Tax Computation**

Taxable margin		
Tax rate	.007500	
Tax due before adjustments		
Tax credits		
Tax due before discount	0.00	
Discount	0.00	
<b>Total tax due</b>		<b>0.00</b>

**Payments/Penalties**

Prior payment		
Penalty		
Interest		
<b>Total payments/penalties</b>		

**Total tax due and payable** **0.00**

**Refund**

Client Copy

TX 2019 05-102  
Ver. 10.0 (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

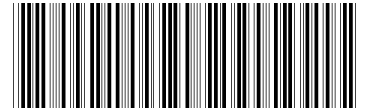
■ Tcode 13196

■ Taxpayer number <b>32062757284</b>		■ Report year <b>2019</b>		You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.	
Taxpayer name <b>SBG HOSPITALITY LLC</b>				<input type="checkbox"/> Check box if the mailing address has changed.	
Mailing address <b>7200 W UNIVERSITY SUITE 210</b>				Secretary of State (SOS) file number or Comptroller file number	
City <b>MCKINNEY</b>		State <b>TX</b>	ZIP code plus 4 <b>75071-7202</b>	<b>0802639642</b>	

Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office <b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202</b>	
Principal place of business <b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202</b>	

You must report officer, director, member, general partner and manager information as of the date you complete this report.



**Please sign below! This report must be signed to satisfy franchise tax requirements.**

**3206275728419**

**SECTION A** Name, title and mailing address of each officer, director, member, general partner or manager.

Name <b>LAUREN STEPHAN</b>	Title <b>PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration <b>123119</b>
Mailing address <b>2509 TREMONT BOULEVARD</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75071</b>
Name	Title	Director <input type="checkbox"/> YES	Term expiration
Mailing address	City	State	ZIP Code
Name	Title	Director <input type="checkbox"/> YES	Term expiration
Mailing address	City	State	ZIP Code

**SECTION B** Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

**SECTION C** Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
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Registered agent and registered office currently on file (see instructions if you need to make changes)		You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.	
Agent: <b>LAUREN STEPHAN</b>			
Office: <b>2509 TREMONT BOULEVARD</b>	City: <b>MCKINNEY</b>	State: <b>TX</b>	ZIP Code: <b>75071</b>

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign <sup>x</sup> here <sup>z</sup>	Title <b>PRESIDENT</b>	Date <b>09/16/2019</b>	Area code and phone number <b>(318) 527-9221</b>
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**Texas Comptroller Official Use Only**



VE/DE <input type="checkbox"/>	PIR IND <input type="checkbox"/>
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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 on or after Jan. 1, 2016 to be filed electronically. Filing this paper report means you are requesting, and we are granting, a waiver from the electronic reporting requirement for this report year ONLY.

■ Taxpayer number	■ Report year	Due date
32062757284	2019	11/15/2019

Taxpayer name <b>SBG HOSPITALITY LLC</b>				Secretary of State file number or Comptroller file number <b>0802639642</b>	
Mailing address <b>7200 W UNIVERSITY SUITE 210</b>					
City <b>MCKINNEY</b>	State <b>TX</b>	Country <b>UNITED STATES</b>	ZIP code plus 4 <b>75071-7202</b>	Check box if the address has changed <input type="checkbox"/>	
Check box if this is a combined report <input type="checkbox"/>				NAICS code <b>711300</b>	
Check box if Total Revenue is adjusted for Tiered Partnership Election, see instructions. (Note: Upper tiered partnerships do not qualify to use this form.) <input type="checkbox"/>					
Is this entity a corporation, limited liability company, professional association, limited partnership or financial institution? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					

**If any of the statements below are true, you qualify to file this No Tax Due Report**

(Check all boxes that apply.):

- 1. **This entity is a passive entity as defined in Texas Tax Code Sec. 171.0003.** (Passive income does NOT include rent.) (See instructions.) 1.
- 2. **This entity's annualized total revenue is below the no tax due threshold.** 2.
- 3. **This entity has zero Texas Gross Receipts.** 3.
- 4. **This entity is a Real Estate Investment Trust (REIT) that meets the qualifications specified in Texas Tax Code Sec. 171.0002(c)(4).** 4.
- 5. **This entity is a new veteran-owned business as defined in Texas Tax Code Sec. 171.0005.** (Must have formed after Jan. 1, 2016, and must be pre-qualified.) (See instructions.) 5.

6a. Accounting year begin date	<input type="text" value="010118"/>	6b. Accounting year end date	<input type="text" value="123118"/>
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7. **TOTAL REVENUE** (Whole dollars only) 7.

Print or type name <b>LAUREN STEPHAN</b>	Area code and phone number <b>(318) 527-9221</b>
I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief.	<b>Mail original to:</b> Texas Comptroller of Public Accounts P.O. Box 149348 Austin, TX 78714-9348
sign here } Date <b>09/16/2019</b>	

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

**Texas Comptroller Official Use Only**



VE/DE	<input type="checkbox"/>
PM Date	<input type="text"/>



1022

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

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

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