



# McKinney Community Development Corporation Agenda

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Thursday, January 26, 2017

8:00 AM

Council Chambers  
222 N. Tennessee Street  
McKinney, Texas 75069

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PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

## CALL TO ORDER

## CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

**17-102**      [Minutes of the McKinney Community Development Corporation Meeting of December 22, 2016](#)

**Attachments:**    [Minutes](#)

## REPORTS

**17-103**      [December Financial Report](#)

**Attachments:**    [December Transmittal Letter](#)  
                          [December Checks](#)

**17-104**      [Board and Liaison Updates](#)

[Board Chair](#)  
[City of McKinney](#)  
[McKinney Chamber](#)  
[Parks and Recreation](#)  
[Main Street/MPAC](#)  
[McKinney Economic Development Corporation](#)  
[McKinney Convention and Visitors Bureau](#)  
[McKinney National Airport/McKinney Air Center](#)

**Attachments:** [Chamber Report](#)  
[MCVB Report](#)  
[MEDC Report](#)

**17-105** [President's Report](#)

**Attachments:** [Prospective Projects](#)  
[Grants Awarded - FY17](#)  
[Apex Centre Aerial Images](#)  
[Believe! 2016 Final Report](#)  
[Especially Needed 2016 Final Report](#)  
[P&CE Grant Subcommittee Review](#)

**REGULAR AGENDA**

**17-106** [Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by 3e McKinney \(PC#17-01\) in the Amount of \\$4,000 for Advertising and Promotion of the 2017 Run for Cover Event](#)

**Attachments:** [3e Grant Application](#)

**17-107** [Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum \(PC#17-02\) in the Amount of \\$6,225 for Advertising and Promotion of the World War I Centennial Commemoration](#)

**Attachments:** [Collin County Museum Grant Application](#)

**17-108** [Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heard-Craig \(PC#17-03\) in the Amount of \\$3,000 for Advertising and Promotion of the Art Meets Floral Event](#)

**Attachments:** [Heard-Craig Grant Application](#)

**17-109** [Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County \(PC#17-04\) in the Amount of \\$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop](#)

and Ice Cream Crank-off Events

**Attachments:** HGCC Grant Application

**17-110** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon

**Attachments:** Kiwanis Grant Application

**17-111** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event

**Attachments:** Main Street Grant Application

**17-112** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event

**Attachments:** Texas Authors Grant Application

**17-113** Conduct a Public Hearing and Consider/Discuss/Act on Project #17-01, Submitted by the City of McKinney in the Amount of Three Million, Five Hundred Thousand Dollars (\$3,500,000) for Partial Funding for an Expansion to the McKinney StarCenter; Estimated Project Construction Cost is \$8,500,000; the Amount Requested Represents 42% of the Total Estimated Construction Cost

**Attachments:** Grant Application

**17-114** Conduct a Public Hearing and Consider/Discuss/Act on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars (\$25,000) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents

46% of Total Project Cost

**Attachments:** [Grant Application](#)

**17-115** [Consider/Discuss/Act on 2017 Quality of Life Award](#)

**Attachments:** [Nominee Packet](#)

**CITIZEN COMMENTS**

**BOARD OR COMMISSIONER COMMENTS**

Board or Commission Comments relating to items of public interest:  
Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

**EXECUTIVE SESSION**

In Accordance with the Texas Government Code:

Section 551.087. Deliberation Regarding Economic Development Matters

- Project #17-01
- Project #17-02
- Apex Centre

**ACTION ON EXECUTIVE SESSION**

**ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 20th day of January, 2017 at or before 5:00 p.m.

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Cindy Schneible  
President

Accommodations and modifications for people with disabilities are available upon request. Requests should be made as far in advance as possible, but no less than 48 hours prior to the meeting. Call 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto:contact-adacompliance@mckinneytexas.org) with questions or for accommodations.



17-102



**TITLE:** Minutes of the McKinney Community Development Corporation Meeting of December 22, 2016

**SUPPORTING MATERIALS:**

[Minutes](#)

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**DECEMBER 22, 2016**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on December 22, 2016 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Secretary Hamilton Doak, Treasurer David Myers, Jackie Brewer and Rick Glew.

Absent: Vice Chairman David Clarke and Michelle Gamble.

Staff Present: President Cindy Schneible

City Staff Present: City Manager Paul Grimes, Director of Strategic Services Chandler Merritt, Assistant Director of Parks and Recreation Ryan Mullins, Parks Planning Manager Jill Yount, MPAC/Main Street Director Amy Rosenthal, Senior Financial Analyst Trevor Minyard, MCVB Sales Manager Vanesa Rhodes, MEDC Executive Assistant Sheri Van Slycke.

There were 10 guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum was present.

**16-1218** Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of November 17, 2016. Board members unanimously approved the motion by Treasurer Myers, seconded by Secretary Doak, to approve the November 17, 2016 minutes.

**16-1219** Chairman Kuehn called for the October Financial Report. Senior Financial Analyst Trevor Minyard reported revenue is above budget YTD by 15.83%. Sales tax figures came in 13.27% above last year's collection through October. Expenditures are below budget in total. The majority of MCDC fund's expenditures for the first month of fiscal year 2017 have been for expenses related to The Apex Centre project.

**16-1220** Chairman Kuehn called for the November Financial Report. Senior Financial Analyst Trevor Minyard reported revenue is above budget

22.17%. Sales tax figures came in 11.76% above last year's collection through November. Expenditures are below budget in total. The majority of MCDC's fund's expenditures for the second month of fiscal year 2017 have been related to The Apex Centre project. The MCDC has made over \$27.2 million in expenditures related to the construction of The Apex Centre.

**16-1221** Chairman Kuehn called for Consideration/Discussion of the Five Year Forecast of MCDC Financials. Senior Financial Analyst Trevor Minyard presented a probable forecast for the MCDC. The projected tables assumed a 4% growth in sales tax based on the last few years of historic growth. All of the expenditures are following inflation estimations. However, the main change is in the Services and Sundry account since that line item is inclusive of the transfer to The Apex Centre year over year. Once we get to the fiscal year 2019-2020, that the roughly \$1 million payment to The Apex Centre is scheduled to fall off in connection with the understanding that it will be in full cost recovery mode. The other large ticket item under Transfers to Other Funds is the \$5.5 million to the Parks Department and is assumed that will continue forward. The main item for Board attention is the growth of the Fund Balance up to \$36 million at the five year mark, outside of another large project commitment.

**16-1222** Chairman Kuehn called for the Board and Liaison Updates.

Board Chair – Chairman Kuehn encouraged everyone to purchase their Apex Centre memberships after the first of the year.

City of McKinney – City Manager Paul Grimes reported the Nine Acre development is slated to begin work on or about January 15<sup>th</sup>. There will be some parking impact due to the construction of the Nine Acre site, however there are efforts to identify and implement alternative parking options. Newsome Homes, the new senior affordable housing is opening soon. Mr. Grimes continued that 100% of residential and 700

commercial inspection requests through the Development Services department were completed within one business day of the request. This information is indicative of Development Services increased responsiveness, and commitment in tracking performance measures. The housing market is still robust with 2,000 single family permits issued in 2016.

MPAC/Main Street - MPAC/Main Street Director Amy Rosenthal reported January 12<sup>th</sup> is the Winter Party, a tribute for Buddy Holly, Ritchie Valens and the Big Bopper. McKinney Bridal Show is January 21<sup>st</sup>, which is a terrific partnership with many merchants in downtown McKinney. MPAC will showcase The Hill Benders, a Bluegrass Opry on January 28<sup>th</sup>. In conclusion, on February 4<sup>th</sup> the Hot Club of San Francisco will entertain with silent movies and gypsy jazz.

McKinney Convention and Visitors Bureau – Sales Manager Vanesa Rhodes reported the MCVB assisted with nine weddings in the month of November. The Vintage Market Days was assisted by the MCVB and they utilized 17 room nights with the Comfort Hotel. The Collin County Realtors Group hosted their event at Piazza on the Green at Craig Ranch, however their hotel rooms nights went to the Wingate in Frisco. MCVB assisted with two day trips, the Greenville Chamber of Commerce and a group of ladies from Paris, Texas enjoying the McKinney downtown shopping. MCVB received and submitted 12 RFP's, with hopeful returns. MCVB received free media coverage during November through Community Impact News and Bubble Life.

Parks and Recreation - Assistant Director of Parks and Recreation Ryan Mullins reported on a number of construction projects in the works, such as the Goldstar Memorial bid opening on December 29<sup>th</sup> with hopes of presenting to City Council on January 17<sup>th</sup>. Bonnie Wenk Park Phase II goal date for bid opening is January 19<sup>th</sup>. Wilson Creek and Comegys Hike and Bike Trail plans have been approved by engineering and a

tentative date for bid opening is January 31<sup>st</sup>. Mr. Mullins expressed appreciation for all who attended the Dr. Mack Hill Park Dedication. There were over 100 guests at that dedication. The Apex Centre had an orientation for 64 staff members on December 10<sup>th</sup> at Old Settler's Recreation Center. Membership sales for the Apex Centre are at about 1,000 memberships.

**16-1223** Chairman Kuehn called for the President's Report. President Cindy Schneible referred the Board to the monthly reports attached to the agenda. Ms. Schneible directed the Board to the final reports provided by grant recipients, and mentioned the quality of the reports have greatly improved. MCDC is accepting project grant applications through January 5<sup>th</sup>. The transition of the MCDC website to the City's platform is now complete, notwithstanding some final fine-tuning. In an effort to support the Board's priority for increased signage around the City, Ms. Schneible met with Parks staff to begin development of a proposal starting with Gabe Nesbitt. Additional updates will be provided as the process continues. The Quality of Life Award nominations are being accepted through January 5<sup>th</sup> and so far, eight nominations have been received. The award will be presented at the Chamber's Community Awards Celebration on February 17<sup>th</sup>.

**16-1224** Chairman Kuehn shared the criteria that applicants must meet to be considered for Promotional and Community Event Grants. In addition, the requests for this grant period exceeded the \$50,000 fund balance, so the Board will have to allocate accordingly. Chairman Kuehn then called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event. 3e McKinney Executive Director Jim Smith provided the presentation video. The mission of 3e McKinney is to engage volunteers in short and long-term community involvement; equip volunteers to serve

in love, grace and compassion; empower the under-resourced to long-term self-sufficiency. The Run for Cover Event helps 3e McKinney to fulfill the stated mission and takes place at Craig Ranch on April 8, 2017. It attracts participation from McKinney and across North Texas.

**16-1225** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration. Collin County Historical Society and Museum Executive Director Mary Carole Strother provided the presentation sharing the history and goals of the Museum for the World War I Centennial Commemoration. The grant funds requested are for promotional advertising to encourage attendance for the Texas and Collin County World War I Centennial Commemoration exhibit running from March through November 2017. The advertising will be targeted to promote heritage tourism in McKinney.

**16-1226** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral Event. President of the Board of Trustees for the Heard-Craig Center for the Arts Jody Lauden provided the presentation and shared the Art Meets Floral history and goals. The grant funds requested will provide promotional funding for this event. For the 2016 event, the advertising was strictly local, but for this year, the advertising will target the cities where the participating artists live. The event runs from April 25<sup>th</sup>-28<sup>th</sup>, with 50-100 visitors per day in estimated traffic.

**16-1227** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for

Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events. Board members Doak and Glew recused themselves from the presentation and discussion of item #16-1227. Heritage Guild Executive Director Jaymie Pedigo provided the presentation for the Board. The grant funds requested will be used to promote the Historic McKinney Farmers Market, Tour de Coop and the Ice Cream Crank Off Events of 2017. Advertising is targeted to encourage visitors from McKinney and throughout the North Texas area, which includes Texas Highways or Texas Monthly magazines. Board members Doak and Glew returned to the meeting.

**16-1228** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon. Kiwanis Triathlon Chairman Dennis Williams provided the presentation and shared how this request fulfills the criteria mandate. The advertising and promotion of this event will be targeted to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines, posted in running stores and health clubs, hospitals, sporting stores and centers. The expectation is over 1,000 participants and spectators. The Triathlon event will be April 23<sup>rd</sup>.

**16-1229** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event. Executive Director Amy Rosenthal provided the video presentation and shared the history and goals for the Arts in Bloom Event. Advertising and promotions will include a robust marketing campaign with potential television advertising, paid social media opportunities, digital billboards,

ads in sister city magazines and publications, radio spots and direct mail.

The 2017 Arts in Bloom event is April 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup>.

**16-1230** Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$15,000 for Advertising and Promotion of McKinney Square Book Festival Event. Director and Founder of DEAR Texas Alan Bourgeois provided the presentation and shared the history and goals of DEAR Texas. The advertising and promotion of the event will include McKinney and up to 50 surrounding miles outside the city limit. In addition, a secondary outreach is worldwide through the DEAR Texas Radio and through the partnership with Book Festival Network. This event will be hosted by MPAC for a full day on June 3<sup>rd</sup>. Mr. Bourgeois also noted the request had been reduced to \$6,000.

Chairman Kuehn called for Citizen comments and there were none. Chairman Kuehn called for Board or Commissioner comments. Chairman Kuehn thanked the Kuehn family for attending the MCDC Board meeting and wished everyone a Merry Christmas.

Chairman Kuehn recessed the meeting into Executive Session at 9:24 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 9:41 a.m.

Board members unanimously approved the motion by Board member Glew, seconded by Treasurer Myers, to adjourn. Chairman Kuehn adjourned the meeting at 9:42 a.m.

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KURT KUEHN  
Chairman



17-103



**TITLE:** December Financial Report

**SUPPORTING MATERIALS:**

[December Transmittal Letter](#)

[December Checks](#)

# December Monthly Financial Report

January 26, 2017

Each month, city staff provides a financial report to the McKinney Community Development Corporation's board to apprise them of the financial status of the corporation. In an effort to continue providing meaningful financial updates, this transmittal letter includes links to the interactive online financial tool for the month of December. The following is a brief analysis of each section of the corporation's financials.

## December Analysis

### ***MCDC Revenue-***

Revenue of the McKinney Community Development Corporation is above budget YTD by 18.22%. Sales tax figures came in 9.19% above last year's collection through December. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues – YTD through December](#)

### ***MCDC Expenditures-***

Expenditures of the McKinney Community Development Corporation are below budget in total. The MCDC fund's expenditures for December have been concentrated in funding The Apex Centre project. The MCDC has made over \$28.6 million in expenditures related to the construction of The Apex Centre. Below is a link to the current year-to-date expenses of the MCDC:

[MCDC Expenditures – YTD through December](#)

### ***Sales Tax Analysis-***

Below are three links that show some unique analysis for the sales tax of the McKinney Community Development Corporation and the City of McKinney at large. The first two links relate directly to the sales tax performance, and the third is a picture of the city's collection by industry:

[FY2017 Monthly Sales Tax Comparison](#)

[MCDC – Historic Monthly Sales Tax - December](#)

[City of McKinney – Sales Tax by Industry](#)

### ***Project Details-***

Project details for the McKinney Community Development Corporation are provided as an attachment.

***Checks Issued-***

Below is a link to the checks that were issued by the McKinney Community Development Corporation during the month of December:

[MCDC December Checks Issued](#)

***Conclusion-***

The information included in the interactive monthly financial report is intended to provide a status update on the operations of the McKinney Community Development Corporation. Staff is available to answer any additional questions you may have.

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

# McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Check Issued: December 2016

DATE	NUMBER	DESCRIPTION	AMOUNT	FPO #	PO #
12/6/2016	470	Standard Coffee Service	\$28.41		170140
12/6/2016	471	Brown & Hofmeister (Legal Fees)	\$672.00	F32078	
12/9/2016	472	Heard Natural Science Museum (PC#16-05) Grant Reimbursement	\$2,500.00	F32111	
12/13/2016	473	Fred Shots Photography (Board photos)	\$1,050.00	F32129	
12/13/2016	474	McKinney Art Studio Tour (PC#16-16) Grant Reimbursement	\$1,059.00	F32127	
12/13/2016	475	Harmon Fire Extinguisher Service (Annual)	\$26.96	F32125	
12/21/2016	476	C. Schneible Reimbursement (ICSC-TX Retail Forecast)	\$65.00	F32184	
12/21/2016	477	Heritage Guild of Collin County (4B#16-07) Grant Reimbursement	\$6,371.84	F32183	
12/21/2016	478	Lake Forest McKinney Investors			
		Rent	\$3,402.00		170165
		Electric	\$255.18		170165
12/21/2016	479	McKinney Art Studio Tour (PC#16-16) Grant Reimbursement	\$766.00	F32188	
12/22/2016	480	Manhattan Construction (4B#1409 Apex Centre)	\$1,356,638.99		151668
		Retainage	\$33,870.66		151668
12/27/2016	481	Local Yocal (MCDC Holiday Party)	\$1,800.00	F32203	
12/27/2016	482	FedEx	\$66.32	F32202	



**TITLE:** Board and Liaison Updates

Board Chair

City of McKinney

McKinney Chamber

Parks and Recreation

Main Street/MPAC

McKinney Economic Development Corporation

McKinney Convention and Visitors Bureau

McKinney National Airport/McKinney Air Center

**SUPPORTING MATERIALS:**

[Chamber Report](#)

[MCVB Report](#)

[MEDC Report](#)



## MCKINNEY CHAMBER OF COMMERCE JANUARY UPDATE

### **McKinneyOnline Refresh & Soft Launch**

The McKinney Chamber of Commerce redesigned their community news and information website – McKinneyOnline.com. The rebranding of the site also includes a more robust business directory. The directory is designed to be more user friendly so that McKinney businesses are featured and visible when citizens and visitors are looking for products and services in McKinney.

### **Annual Business Meeting**

The 2017 Annual Business meeting will take place January 31<sup>st</sup> at the Piazza on the Green. The Chamber will distribute its 2016 Annual Report and will give a year in review. The keynote speaker is Dr. Ray Perryman, a renowned economist who will be giving the audience an economic forecast for our region. Tickets are available for those who are interested in attending.

### **Community Awards Ceremony**

Plans are underway for the Annual Community Awards Celebration that will take place February 17<sup>th</sup> at the Sheraton Hotel. Deadline to submit nominations for the Chamber's Business of the Year, Small Business of the Year and Outstanding McKinney Citizen was January 13<sup>th</sup>. The City of McKinney along with MEDC, MCDC, MCVB and Main Street will also have the opportunity to present their awards.

### **Legislative Agenda**

As the State Legislature has recently convened for the 85<sup>th</sup> Legislative Session. The Chamber in partnership with the City of McKinney are watching a number of bills that could affect the health of our community. Attached is the Chamber's legislative agenda.



## **2017 McKinney Chamber Legislative Priorities**

The City of McKinney was recently named the best city in the nation to live by Money Magazine, and we strive to maintain a quality of life worthy of that designation.

The City of McKinney, through its various governmental agencies and business community, promote the following legislative priorities in an effort to collaborate and maintain a good working relationship with our state legislators.

### **LOCAL CONTROL**

- Support legislation which promotes the authority of home rule cities to govern themselves as a sovereign entity
- Support legislation which states appraisals should reflect the true market of the value of property
- Support legislation which would allow local scheduling of roll back elections, should they be required, on a date to allow for the successful completion of the budgeting process
- Support legislation which assists the City of McKinney with exponential growth while giving due consideration to family and/or business budgets
- Support legislation which ensures the best possible access to local government representation concerning its extra territorial jurisdiction
- Encourage and support local participation in issues that directly impact local government operations

### **ECONOMIC DEVELOPMENT**

- Type A/Type B Sales Tax Revenue
  - Support continued use of locally approved ½ cent sales tax collected by cities to fund economic development efforts
  - Oppose efforts to reduce local control of these funds or efforts to expand the uses of these funds to areas not intended for Type A and Type B without local election
    - Because these funds are local funds, taxpayers should retain the right to manage their use for community and economic development
- Tax abatements and other economic development incentives
  - Continue to support local control and flexibility in the use of tax abatements, tax increment financing, reinvestment zones, and other incentives to promote economic development and job creation
- Support including Corporate Headquarters as an eligible project for Chapter 313 value limitation from the school district

- Support all state wide programs which consist of the promotion of economic growth in the aerospace and aviation industries
- Support state funding for International Economic Development
- Support for streamlining the Texas process for economic development incentives

### **EDUCATION & WORKFORCE**

- Support funding measures to maintain a strong public school system
  - A strong public school system is a key component to economic development for companies that are expanding or relocating to the City of McKinney
- Support increased funding for workforce education programs in Texas high schools
- Support local control of the education system
- Support approval of a 4 year nursing degree for Collin College

### **TRANSPORTATION**

- Further increase Texas Department of Transportation funding
- Continue to support legislative plan to fund the state's transportation needs through the current motor vehicle sales tax and the associated transportation related debt
- Advocate for proper allocation of Proposition 1 Funds in fast growth communities, like McKinney and Collin County
- McKinney Road Priorities
  - Laud Howell Connector from U.S. 75 to Lake Forest Drive
    - Provides an alternative to U.S. 380 by building a new location roadway connecting U.S. 75 to the Lake Forest and F.M. 1461 intersection, thereby completing the connection of F.M. 1461 from the Dallas North Tollway to U.S. 75
  - SH 5 Construction from F.M. 546 to U.S. 380
    - Implement the findings of a City/NCTCOG/TxDOT Study, including paving, median, sidewalk, landscape, lighting, and other enhancements
  - Custer Road (FM 2478) From US 380 to FM 1461
    - Project to increase roadway capacity and make geometric improvements to improve the safety of the roadway
- Support opportunities to link transportation and land use surrounding public use and general aviation airports
- Support legislation that provides tools that can be used at the local level to promote compatible growth around public use and general aviation airports
- Support increased funding to foster airport development for public use and general aviation airports to meet future demands

### **TAXES & SPENDING**

- Support amendments to the hotel occupancy tax statute in a manner that provides all Texas cities the authority to spend hotel occupancy tax revenue on existing sports facilities and fields in a manner that promotes tourism within the City
- Support amendments to the hotel occupancy tax statute that would rebate a portion of the state Hotel Occupancy Tax (HOT) revenues to Texas cities for use in the development, maintenance, and operations of convention centers and other meeting facilities
- Support increased HOT collection authority for local governments and efforts to provide increased consequences for nonpayment



### **WATER**

- Support efforts and legislation that would allocate state funding to increase water supply within the state including, but not limited to:
  - the development of additional reservoirs
  - the extension of pipelines/pumping systems to transport available water from outside the region/state
  - the development of non-conventional water supply resources, such as desalination, water reuse, etc.
- Support legislation which promotes maintaining local control of water conversation efforts within individual districts and/or municipalities
- Support legislation to streamline water project permitting process at both the state and federal level

### **ELECTIONS**

- Support efforts and legislation to maintain the May and November Uniform Election dates

### **OPEN GOVERNMENT**

- Support efforts to allow for internet publication of legal notices rather than requiring publication in a paper of record

***Adopted by the Board on October 26, 2016***

## Talking Points January 2017 for December 2016

### MCVB Updates:

**MCVB Room Nights Generated: 2016): TTL Room nights: 189; TTL Revenue: \$ 16,298**

**Weddings** completed in December 2016 - TTL Room Nights: 84 TTL Rev: \$8993

- L. Schinall Wedding – Hampton Inn, TTL Rooms: 8, TTL Rev: \$ 912
- Barron-Rhodes Wedding – Comfort Suites, TTL Rooms:16, TTL Rev \$1344
- Gajewski-McGowan Wedding –Holiday Inn, TTL Rooms: 10, TTL Rev: \$ 1037
- Sepeda/Beene Wedding – Hampton Inn, TTL Rooms: 18, TTL Rev: \$2052
- Lindsey Lacey Wedding – Hampton Inn, TTL Rooms: 32, TTL Rev: \$3648
- Jose Cerda Wedding – no pick up

**Education Groups:** N/A

### **Sports Groups:**

Sports Source: Sheraton -TTL Rooms: 105, TTL Rev: \$13,396. Holiday Inn - TTL Rooms: 59, TTL Rev: \$7305

**Associations/Corporate: TTL Room nights; TTL Revenue: \$ 0**

### Visitors:

**FYTD Total (October '16 –September '17): YTD Total: 5639**

December Total: 342

Out of State: 24

Out of Country: 19

Texas Residents: 13

McKinney Residents: 6

### Day Trips: 1

- Marianne Scruggs –Dallas Garden Club

**RFP's: 16 (1-Association, 0-Corporate, 13-Weddings, 2-Social, 0 -Sports, 0 -Day Trips)**

- TCCE Annual Convention 2019 – Sent to Sheraton
- Kate Nazzocco Wedding – March 2017
- Claire Chaney Wedding – December 2017, The Springs
- Hochevar/Scott Wedding – January 2017, The Grand
- Nease Wedding – February 2017, The Springs
- Casey Wilt Wedding – March 2017, The Springs
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Laura Clark Wedding – September 2017, Mitas Hill

- Camry Farhat Wedding – September 2017, The Springs
- Blair Bundren Wedding – April 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- Dannie Teese Wedding – July 2017, The Springs
- Vintage Market Days 2017- 20 room nights Comfort Inn & Suites over 3 days; 8,000 attendees.
  - May 7-9, 2017
  - November 17-19, 2017

**Advertising:**

- **Ads/materials created and submitted:**
  - Submitted Texas Meetings + Events text and photos
  - Submitted profile page for NTA
  - Submitted design elements and photos to VisitWidget

**December 2016 Media Coverage:**

<i><b>WEBSITE ANALYTICS – DEC. 2016</b></i>					
<b>Total Visits</b>	<b>Page Views</b>	<b>Unique Visitors</b>	<b>Lifetime Visits</b>	<b>Lifetime Pg. Views</b>	<b>Lifetime Pg. Views</b>
<b>3478</b>	8795	2976	134,811	552,622	115,018



## **Economic Development Highlights**

### **President Auterson**

### **January 2017**

#### **Prospect Activities:**

- **Project Red River's site search has been further complicated by infrastructure & timing issues. A meeting is scheduled with company representatives for 1/24/17 to continue efforts to address these challenges.**
- **Gateway's RFQ process has stimulated a great deal of discussion amongst the developers on the target list. A number of them have indicated that they plan to team up in some manner to bring forth what promises to be some very strong proposals. The submittal deadline has been extended to 1/17/17 to accommodate the MLK holiday. A discussion will occur at the January board meeting regarding the response assessment criteria & process.**
- **Due to some complications regarding potential utility relocations in connection with Hwy. 546 reconstruction, it appears Mario Sinacola is no longer planning on using MEDC's property at the intersection of Hwy. 546/Hwy. 5 as a staging area. They have indicated that logistically it now makes more sense for their staging area to be further east. If something changes, we will revisit this conversation.**

#### **Business Retention/Expansion Program (BREP) Activities:**

- **Gearing up a more formal BREP calling program for 2017.**

#### **Entrepreneurial Activities:**

- **Have met with representatives of the WERX to learn more about their strategic vision for the future. A presentation regarding their proposed new business model & vision for creating a "McKinney Tech Center" will be given at the January Board meeting.**
- **The City of McKinney has been approached by an investment group seeking a letter of support for the creation of a regional investment center to facilitate use of the federal government's EB-5 visa program. Creation of the center could enhance some of MEDC's international business initiatives as it would create another potential financing tool for attracting foreign investment. MEDC staff will coordinate any potential involvement with the City Manager's office.**

**Marketing/Promotion/Connections Activities:**

- MEDC staff met with City marketing staff to discuss effective strategies for utilizing social media. As we begin developing marketing strategies as elements of our strategic plan, we will work closely with the City's marketing staff to integrate/align our plans with the City's broader community marketing.
- I am expanding my network of commercial real estate brokers. Have toured major commercial development areas in Collin County to identify prevalent brokers & their projects. Maintaining strong relationships with brokers & developers will always be a top priority.
- I continue providing weekly email updates to MEDC stakeholders

**Research Activities:**

- The TadZo research project (target industry/strategic plan) is progressing & we held our first work session on 1/5/17. In analyzing the available data we have identified seven (7) preliminary target sectors for further assessment & business case analysis. Our next work sessions are scheduled for early February & I will continue to keep the board apprised of progress & timing for a formal presentation at an upcoming board meeting. As we advance through our strategic planning process, we will gain greater clarity on our goals/objectives/strategies relative to product development, marketing, metrics, innovation, etc.
- Staff is continuing its work to prepare some recommendations for new guidelines for incentive calculations. We will present our recommendations sometime in the first quarter.

17-105



**TITLE:** President's Report

**SUPPORTING MATERIALS:**

[Prospective Projects](#)

[Grants Awarded - FY17](#)

[Apex Centre Aerial Images](#)

[Believe! 2016 Final Report](#)

[Especially Needed 2016 Final Report](#)

[P&CE Grant Subcommittee Review](#)

### Prospective Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
McKinney Garden Club	Median beautification projects	\$7,500	?
McKinney Greens	Nature Center	?	?
McKinney National Airport FBO	Upgrades to FBO, hangar, parking	\$8,000,000	Q1 2017
Craig Ranch	Resort Hotel & Conf Center	\$8,000,000	?
City of McKinney	Signage in and around downtown	?	?
City of McKinney	McKinney StarCenter expansion	\$3,500,000	Q1 2017

**McKinney Community Development Corporation  
Grants and Transfers - FY 16-17**

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 100,000.00
	Balance	\$ 100,000.00
Community Projects	MCDC Discretionary	\$ 1,259,745.00
	Balance	\$ 1,259,745.00
Projects - Parks & Recreation	Project #15-04	\$ 5,500,000.00
	Hike & Bike Trails	\$ (480,000.00)
	Prosper ISD Neighborhood Park	\$ (705,000.00)
	Gray Branch Phase I	\$ (770,000.00)
	Land Acquisition	\$ (2,270,000.00)
	Frisco ISD Neighborhood Park	\$ (825,000.00)
	Park Accessibility/ADA Compliance Plan	\$ (250,000.00)
	Erwin Park Phase I	\$ (200,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 1,040,093.00
	Balance	\$ 1,040,093.00





**Manhattan**  
*Building excellence.*



**Aquatic & Fitness Center**

Print #161227814

Date: 12/27/16

Lat/Lon: 33.172764 -96.714439

Order No. 59827



**Aerial Photography, Inc.** 954-568-0484













## Post Mortem Race Report and Reimbursement Submission Jan 5, 2017

### Believe 2016 Race Overview

- The 11<sup>th</sup> annual Believe race was Saturday, November 26<sup>th</sup>, in downtown McKinney and was one of the most heavily attended races in years.
- The community event was co-marketed alongside *Home for the Holidays* the annual downtown McKinney shopping and holiday event weekend.
  - The race has drawn over 50% of participants from outside the McKinney area to stay to eat and shop at the event after the race.
- All race proceeds benefit the Holy Family School (HFS) in McKinney, TX. Funds used to supplement scholarship funds for families in need.
  - The MCDC grant allowed a higher donation to be given to HFS which will positively impact more families within McKinney.
- The total donations from 2016's effort to HFS are above \$15,000, making over \$1,000 vs. the 2015 donation to HFS.
  - This increase occurred due to good race day weather, co-marketing support from Historic Downtown McKinney, and improved marketing tactics year over year.
  - 822 pre-registrations were accepted before the race
  - 96 day of race registrations were made at Mitchell Park on Nov. 26<sup>th</sup>.
- The total spend against the MCDC grant we are seeking reimbursement for is \$4,447.18

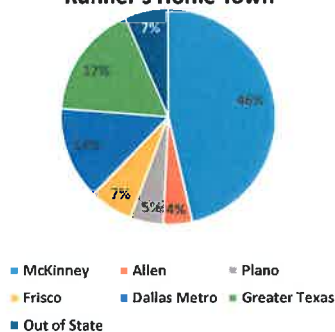
The board of the Believe! 2016 Race would like to thank MCDC for their significant contribution and support for our event!

## Believe Race Participation

- The attendance at the 2016 race was an all-time high
- Ongoing marketing and PR efforts drove higher engagement and faster registrations year over year

	2014	2015	2016
Registrants	806	801	822
Walk-Ons	45	3	96
<b>Total</b>	<b>851</b>	<b>804</b>	<b>918</b>

Runner's Home Town



- McKinney area participants down to 46% vs. 57% in 2015
- Total DFW area runners make up 30% of total with 14% of runners from Dallas Metro, 7% from Frisco, 5% from Plano and 4% from Frisco, similar to last year
- 24% of runners were either from Greater TX area or from other states

## Believe 2016 Marketing Efforts

- MCDC funds were utilized to drive awareness of the race and registrations via [www.playtri.com/Believe](http://www.playtri.com/Believe)
- All websites and social pages carried the MCDC logo and copy required by the grant agreement.
- Tactics included:
  - Paid Facebook targeted advertising 10/27/16 – 11/30/16, and ongoing organic Facebook posts driving education and engagement to grow followers to [www.facebook.com/BelieveRunMcKinney](http://www.facebook.com/BelieveRunMcKinney)
  - Press packet materials that were sent to all local broadcast TV and newspaper channels, resulting in placements in Community Impact newspapers and a TV spot on NBCDFW's programming.
  - Paid print advertisement in Frisco and Plano *Community Impact* newspapers, jointly coordinated with Downtown McKinney marketing for *Home for the Holidays* placement.
  - Posters, yard signs and flyers given out at additional local races, hung in merchant windows, church bulletin boards, and YMCA.
  - Multiple emails to past participants via PlayTri email lists.

## Facebook Performance

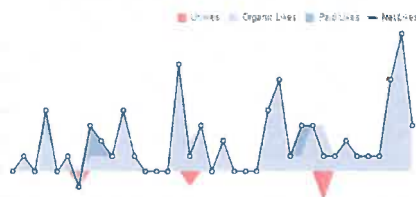
- For this promotion we targeted 3 groups of people:

- Runners/running enthusiasts
- Family event goes
- Family fitness enthusiasts
- All targets were DFW metro, but outside the McKinney zip codes

- We ran one carousel ad with 5 images including the MCDC logo
- The campaign delivered 3x the impressions of last year for a total of 151,967 with a 10x frequency. "likes" and visits grew from paid advertising. Unique impressions = 15,590.
- We received 2,084 clicks on the ad with a click through rate of 1.37% (industry average)
- Total campaign spend was \$2,500, with a cost per click of \$1.20
- We would like to try video placements next year and continue hyper local advertising approach

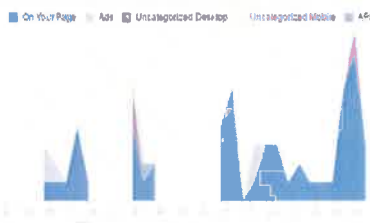
### Net Likes

Net Likes shows the number of new likes minus the number of unlikes



### Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened



## Facebook Carousel Ad & Homepage

Believe Run McKinney  
10 years!

Register today for the Believe 2016 Race!

**Believe 5k/10k**

Family-friendly and inexpensive 5k, 10k, and 1 mile Fun Run

Sign Up

17th annual Thanksgiving weekend road/cross-country!

Sign Up

Only for fun holiday traditions in McKinney downtown McKinney!

Sign Up

McKinney, TX - Unique by Nature

Sign Up

See more at PLAYTICOM

Believe Run McKinney

Page Messages Notifications Insights Publishing Tools Settings Help

**Believe 5k/10k**  
Saturday, November 26th

2016

Est. 2006

McKinney Community Development Corporation

Believe Run McKinney  
McKinney, TX

Home About

Liked Following More

Sign Up

## Community Impact Frisco & Plano

- Ads ran as horizontal placement on 10/27 (Plano) and 11/10 (Frisco) papers
- Distributed to all 115,000 households in Plano and 59,000 households in Frisco
- MCDC funds/Believe Race paid for Frisco placement, and Downton McKinney team paid for Plano placement as part of coordinated marketing efforts.
- Total Believe team marketing spend for print ads was \$1,420.00
- Downtown McKinney paid \$2,280 (their portion not being submitted for reimbursement)



## 2016 T-Shirt & Race Flyer



T-Shirt Front



T-Shirt Back Logos



Flyer

## Reimbursement Request

### 2016 Believe Grant Reimbursement Total Spend

Facebook Paid Ads	Spend	Total Impressions	Website Clicks
	\$ 2,500.00	151,967	2,084

Community Impact Newsletter	Spend	Total Impressions
Frisco	\$ 1,420.00	59,000
Plano (A. Rosenthal)		115000

Printed Materials	Spend	Total Impressions
Flyers printed 9/29	\$ 77.94	1600
Flyers printed 7/15	\$ 48.71	1000
Yard signs, posters, door hangers 10/24	\$ 400.53	290
<b>Total</b>	<b>\$ 527.18</b>	<b>2,890</b>

<b>GRAND TOTAL</b>	
MCDC Reimbursement Request	\$ 4,447.18

## Key Learnings from 2016

- Do more integrated marketing as possible with *Home for the Holidays*, including more print ads in Plano and Allen.
- Continue to work on strengthening PR effort overall, build and leverage more connections in newspaper and broadcast community
- Look for ways to work with Dallas Morning News in the Health & Fitness section to call out the race more predominately
- Add local groups and competitions to bring in more runners and walkers. Consider Scouts, ROTC, work teams, etc.
- Ramp up our marketing to the running team that runs with their special needs kids & adults – similar to Team Hoyt.
- Consider on-site KLAK live radio remote during next year's race – coupled with pre-race radio promotions in the Collin, Denton and Grayson County markets.



## Remit Reimbursement

- Sara Thomas, Co-Director Believe! Race Team  
3746 Billy Lane  
McKinney, TX 75071  
[SThomas@ibttx.com](mailto:SThomas@ibttx.com)  
972-345-8195
- Please advise if board has any additional questions.
- Thank you again for your support!

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Final Report

**Organization:** Especially Needed

**Funding Amount:** \$ 7000

**Project/Promotional Activity/Community Event:** October 29, 2016

**Start Date:** October 29, 2016

**Completion Date:** October 29<sup>th</sup>, 2016

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

- The event was held at Stonebridge United Methodist Church

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

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/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)



## Narrative report on the Project/Promotional Activity/Community Event

As anticipated Especially Needed hosted another great event for the special needs population here in McKinney! Families from every neighboring city came out to enjoy all of the fun activities such as the petting zoo, bounce houses, games and food. This year our local Home Depot came together and rebuilt all of our houses for our trick or treat street. The kids just loved how our local girl scouts troops designed them. KLAK was present for live broadcasting throughout the event and over 25 businesses that support the special needs families came out to provided resources and fun to the families!

The shirts that were funded by the MCDC grant were incredible and it was wonderful to be able to get the word out via KLAK and facebook with our nicely designed flyer. Thank you!

## Identify goals and objectives achieved

Our goal was to have a great event with even more attendees than the year before.

In 2015 there were 244 registered families and approx. 40 walk-ins totaling 285

In 2016 there were 267 registered families and approx.. 60 walk-ins totaling 327 families

### Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
> Family Admission 5pm-6:30pm (without donation)	\$0.00*	164/250	Hidden	10/24/15 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	17/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	58/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	5/250	Ended	10/24/15 1:00 PM

Event Capacity: 900

\* Service fees will be deducted from your payout and depend on your ticket fees settings.

### Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
Family Admission 5pm-6:30pm (without donation)	\$0.00*	170/170	Hidden	10/29/16 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	22/100	Hidden	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	66/200	Ended	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	9/100	Ended	10/29/16 1:00 PM

Event Capacity: 900

\* Service fees will be deducted from your payout and depend on your ticket fees settings.



Building a strong community where individuals with special needs are

*Valued • Respected • Included*

**The following is data gathered from families that registered via Eventbrite:**

**Geographical data of attendees (families):**

<u>City Name</u>	<u>Number of families attended</u>
Allen	23
Dallas	16
Frisco	36
McKinney	58
Plano	38
Cities with 5 families or less	36
Unregistered Approx.	60
Total:	327



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special needs are

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especialy  needed

Building a strong community where individuals with  
special needs are

*Valued • Respected • Included*



especiall<sup>y</sup>need<sup>ed</sup>

Building a strong community where individuals with  
special needs are

*Valued • Respected • Included*



Photographs, slides, videotapes, etc.

Event Photos:

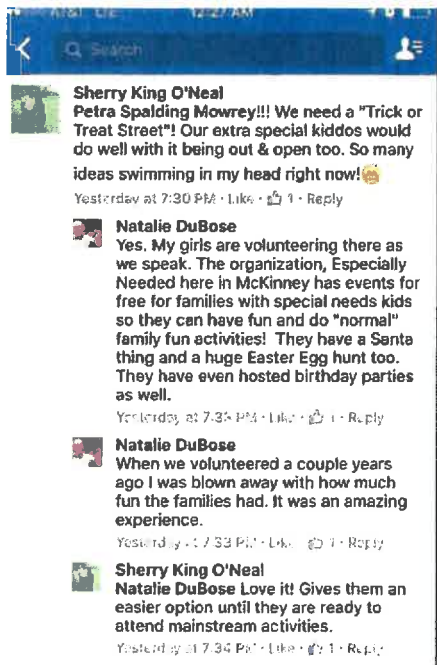


## Some feedback:



**Lisa Nedoss** 🎃 celebrating Halloween at 📍 Especially Needed  
October 29 McKinney 🇺🇸

Learning about resources available to special needs families while trick-or-treating. Every year, always a fun event.



**especially**  **needed**

Building a strong community where individuals with special needs are

*Valued • Respected • Included*



## Screen shots of online promotions

### Facebook Event

The image shows a Facebook event page for 'Especially Needed'. The main graphic is a colorful poster for the '7TH ANNUAL FALL CARNIVAL & RESOURCE FAIR'. The poster features a red and white striped tent, balloons, and a sunburst background. Text on the poster includes: 'FREE EVENT!', '7TH ANNUAL FALL CARNIVAL & RESOURCE FAIR', 'FOR INDIVIDUALS WITH SPECIAL NEEDS & THEIR FAMILIES', 'PRESENTED BY: especially needed', 'SATURDAY, OCTOBER 29TH, 2016 5PM-8PM', 'STONEBRIDGE UNITED METHODIST CHURCH 1800 Stonebridge Dr. McKinney, TX 75071', 'GAMES \* PRIZES \* FOOD \* PETTING ZOO', 'FOR THE CLOWN \* PONY RIDES \* TRICK OR TREAT STREET', 'TRAIN RIDES \* STYLW WALKER', 'TO RSVP, VOLUNTEER OR SPONSOR: VISIT WWW.ESPECIALLYNEEDED.ORG OR CALL 214.408.3429', and 'THANK YOU TO OUR SPONSORS!'. The Facebook interface shows the event title 'Especially Needed', published by 'Nechole Whitlock', and a description: 'It's time for our biggest event of the year and we're so excited! Our Fall Carnival and Resource Fair is open to all individuals with special needs and their families. Get registered today: <https://especiallyneededfallcarnival2016.eventbrite.com/>'. The page also shows interaction options like 'Tag Photo', 'Add Location', 'Edit', 'Like', 'Comment', 'Share', and a 'Write a comment' box. At the bottom, there is a section for 'REAL ESTATE AGENT?' with a link to 'Click to see the Ad we made for you'.

Link to radio advertisement!

<https://soundcloud.com/nechole-whitlock/especially-needed-fall-carnival-radio-promo>



**FREE EVENT!**

7TH ANNUAL

# FALL CARNIVAL & RESOURCE FAIR

FOR INDIVIDUALS WITH SPECIAL NEEDS & THEIR FAMILIES!

PRESENTED BY:



**SATURDAY, OCTOBER 29TH, 2016 5PM-8PM**

STONEBRIDGE UNITED METHODIST CHURCH  
1800 Stonebridge Dr. McKinney, TX 75071

**GAMES ★ PRIZES ★ FOOD ★ PETTING ZOO**

**BOE THE CLOWN ★ PONY RIDES ★ TRICK OR TREAT STREET**

**TRAIN RIDES ★ STILT WALKER**

**TO RSVP, VOLUNTEER OR SPONSOR:**  
VISIT [WWW.ESPECIALYNEEDED.ORG](http://WWW.ESPECIALYNEEDED.ORG) OR CALL 214.489.3430

**THANK YOU TO OUR SPONSORS!**



**especialy needed**

Building a strong community where individuals with  
special needs are

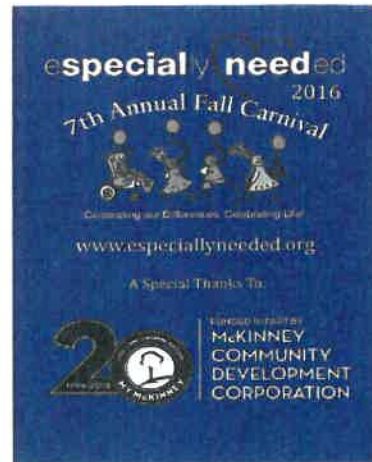
*Valued • Respected • Included*

## Samples of printed marketing and outreach materials

T-shirt front



Tshirt back



Banner:



**Financial report – budget as proposed and actual expenditures, with explanations for any variance**

**2016 Event Budget:**

Expenses that could be covered by grant (marketing items). All items will have the MCDC logo

Cups with logo	700.00
Signage at event	500.00
Webpage assistance	300.00
Local magazine ads	1800.00
Balloons with logo	250.00
T-shirts	3150.00
Flyers	400.00
Misting light up fans with MCDC logo	400.00
Balloon marker (large helium balloon to help people locate ballfields)	300.00
Stuffed Animals for the carnival booth prizes	400.00
Photo frames with MCDC logo and carnival date	300.00

Total event cost (including expected donations)	\$13,000
Total requested from MCDC	\$9000.00

The approved MCDC grant amount was \$7000 but per MCDC board guidelines we were to limit tshirt/prize expenses to

So our actual expenses this year were as follows:

TShirts	\$2912.50
KLAK Radio Advertisement	\$2700
KLAK onsite live broadcasting	\$(included in above price)
Flyer design fee	\$300
Banner	\$150
Total:	\$6062.50



**Overview of Promotional and Community Event Grant Applications  
Cycle I FY17**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Recommended Funding
<b>Run for Cover/3e McKinney (P&amp;C 17-01)</b>	Jim Smith, Event Director 972.896.9908; smith.jim1956@gmail.com Nancye Ashley, Associate Director 972.542.3331; Nancye@3eMcKinney.com	<b>Engage</b> volunteers in short and long-term community involvement; <b>equip</b> volunteers to serve in love, grace and compassion; <b>empower</b> the under resourced to long-term self-sufficiency.	Requesting <b>\$4,000</b> to promote the 2017 Run for Cover event	April 8, 2017	Electronic, printed and social media marketing materials will be distributed beginning in February. Radio spots to begin in March. Cross promotion planned with Arts in Bloom.	Goal for the event is 580 runners which would represent an increase of 10% over 2016. The 2016 event achieved an increase of 31% in number of runners. A promotional grant from MCDC was awarded in 2016.	Projected revenue from the event is budgeted at \$41,000; budgeted expenses total \$12,700; marketing expenses total \$4,000	<b>\$3,000</b> (2016) 3e McKinney Run for Cover	\$3,750
<b>Collin County Historical Society and Museum/WWI Centennial Commemoration (P&amp;C 17-02)</b>	Mary Carole Strother, Executive Director; 972.542.9457 ext. 100; director@collincountyhistoricalso ciety.org	Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting <b>\$6,225</b> to promote the Texas and Collin County World War I Centennial Commeration	March 2 - November 11, 2017	Promotion of heritage tourism in McKinney utilizing print and digital advertising in newspapers and magazines. Examples are Ft. Hood Sentinel; Celebration Magazine, DayTripper. Radio advertising on KLAK. Promotion on social media including Facebook and Twitter. Promotion through Texas Heritage Trails Program with rack cards, posters and flyers.	Target is to attract 3,000 to the exhibit.	Revenue from the exhibit is budgeted at \$17,600. Total expense for the exhibit is budgeted at \$13,133.20. Additionally, \$9,490 is anticipated in donated services. Marketing expense is budgeted at \$6,225.	<b>\$4,500</b> (2014) for Vietnam Syndrome Exhibit	<b>\$6,225</b>
<b>Heard Craig Center for the Arts/Art Meets Floral (P&amp;C 17-03)</b>	Martha Davis, Vice President of the Board; 972.5569.6909; admin@heardcraig.org; Karen Zupanic, Executive Director; 972.569.6909; executivedirector@heardcraig.org	The Heard-Craig provides no cost meeting facilities for 19 local groups. Its mission is three-fold - preservation, education and enlightenment. 2017 will mark the 46th year of providing facilities, events and programming to McKinney and surrounding areas.	Requesting <b>\$3,000</b> to promote Art Meets Floral - an event that combines artwork from various with floral interpretations of the art.	April 25-28, 2017	Print advertising in Community Impact Newspaper and Texas Magazine; Radio spots on KLAK; printing and distribution of marketing materials (cards and posters).	Target number not provided; goal is to see attendance from McKinney residents and visitors to Heard-Craig/Art Meets Floral exhibit. Visitor zipcodes will be tracked. A floral promotion - with 10% off when floral card is redeemed through participating florist(s), with tracking is planned.	Event budget not provided; promtional expenses budgeted at \$6,000 with \$3,000 to be paid with MCDC promotional grant.	No previous promotional grants funding provided.	<b>\$3,000</b>

**Overview of Promotional and Community Event Grant Applications**  
**Cycle I FY17**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Recommended Funding
<b>Heritage Guild of Collin County (P&amp;C 17-04)</b>	Jaymie Pedigo, Executive Director 972.562.8790; director@chestnutsquare.org	To preserve and perpetuate the heritage of Collin County. The Heritage Guild was organized more than 40 years ago and exists to support Chestnut Square Historic Village. Chestnut Square offers diverse programs and activities that encourage community participation and a destination for visitors to McKinney.	Request is for <b>\$12,500</b> to support marketing and promotion of 2017 Farmers Market, Tour de Coop and annual Ice Cream Crank-off.	March - November, 2017	Farmers Market: local advertising and Edible Dallas; Tour de Coop: looking at regional options; Ice Cream Crank-off: advertising in regional travel pubs and local publications/outlets. Chestnut Square events promoted through McKinney's Hisotric Preservation calendar, rack cards, posters and on radio.	Target numbers not provided.	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$15,000; promotional expenses budgeted at \$12,400. Tour de Coop - revenue budgeted at \$13,000; expenses budgeted at \$8,000; promotional expenses budgeted at \$7,000. Ice Cream Crank-off: revenue budgeted at \$12,000; expenses budgeted at \$10,525; promotional expenses budgeted at \$4,225.	<b>\$6,500</b> (2016); <b>\$11,000</b> (2015); <b>\$9,000</b> (2015); <b>\$12,500</b> (2014); <b>\$15,000</b> (2013); <b>\$15,000</b> (2012); <b>\$11,750</b> (2011); <b>\$12,000</b> (2010); <b>\$5,000</b> (2009); <b>\$1,400</b> (2009); <b>\$12,500</b> (2008); <b>\$1,750</b> (2006)	\$12,500
<b>Kiwanis Club of McKinney (P&amp;C 17-05)</b>	Dennis Williams dcustomwood@gmail.com 972.562.7219	Nonprofit organization dedicated to changing the world one child and one community at a time.	Requesting <b>\$5,000</b> to promote the 2017 Historic McKinney Triathlon and Kids Triathlon	April 23, 2017	Digital marketing; print ads; marketing materials in running stores and health clubs, hospitals, sporting goods stores.	Target participation number is 400 for Triathlon; 150 in Children's triathlon. Total event attendance projected to be 1,000. Participation in 2016 totaled 175 adults and 200 youth. 35% of participants were from outside of Collin County.	Total revenue is budgeted at \$49,000; expenses are budgeted at a total of \$27,900. Budget for promotional expenses total \$2,750.	<b>\$3,000</b> (2016); <b>\$2,500</b> (2015); <b>\$3,000</b> (2014); <b>\$5,000</b> (2013); <b>\$5,000</b> (2012); <b>\$3,750</b> (2011); <b>\$5,000</b> (2010); <b>\$5,000</b> (2009); <b>\$10,000</b> (2008); <b>\$7,000</b> (2007)	\$3,525

Overview of Promotional and Community Event Grant Applications  
Cycle I FY17

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Recommended Funding
McKinney Main Street (P&C 17-06)	Amy Rosenthal; 972.547.2652; arosenthal@mckinneytexas.org	Organization to established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors. Contributes to improved retail mix; diversified tax base; strong McKinney economy.	Requesting <b>\$15,000</b> to promote 2017 Arts in Bloom event	April 7-9, 2017	Promoted and paid Social Media; exploring television advertising; digital billboards; Frisco, Plano, Dallas magazines and publications; radio spots; direct mail piece targeted to specific zips meeting economic criteria; posters downtown and throughout community; postcards; press releases; email blasts, downtown marquees, web presence on downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com; Social media promotions on Facebook, Twitter, Instagram, Pinterest	Overall foot traffic attendance; store specific sales increases; vendor and community feedback. Short surveys will be executed to gather demographic information; # of years attending; overall impression of event. Post-event survey conducted with all vendors in downtown. Redeemed incentives on direct marketing piece will be measured.	Revenue is budgeted at \$133,000; total cost is budgeted at \$118,200; promotional budget and signage budgeted at \$24,000	<b>\$15,000</b> Oktoberfest (2017) <b>\$12,000</b> Arts in Bloom (2016); <b>\$15,000</b> Home for the Holidays (2015); <b>\$14,000</b> Bike the Bricks (2015) <b>\$15,000</b> Oktoberfest (2014); <b>\$7,000</b> Arts in Bloom (2014); <b>\$10,500</b> Bike the Bricks (2011); <b>\$25,000</b> Bike the Bricks (2010); <b>\$15,000</b> Dickens (2009); <b>\$75,000</b> Oktoberfest (2008); <b>\$37,500</b> RWB & Art & Jazz (2008); <b>\$10,000</b> Chair Event (2006)	\$15,000
DEAR Texas (Drop Everything and Read Texas)/McKinney Square Book Festival (P&C 17-07)	B. Alan Bourgeois, Director/Founder; 512.554.9560; info@deartexas.info; txauthors@live.com	DEAR Texas was created to help promote reading in the state of Texas for all ages. Through a partnership with Texas Authors, it will be possible to bring the newest and brightest authors Texas has to the McKinney Square Book Festival.	Requesting <b>\$6,000</b>	June 2-3, 2017	Radio advertising, local TV promotion; goodie bags to 1,000 people to promote the event; poster, press releases, ads, email blasts, internet advertising, social media	Attendance (no goal provided) headcount confirmed for each day; sales increases among two groups - participating authors; local shops on the square; vendor/sponsor and community feedback; documenting where visitors were from based on a drawing for free books.	No revenue projections provided. Total expenses budgeted at \$18,976.23. Promotional expense budgeted at \$6,000.	No previous promotional grants funding provided.	\$6,000
									<b>\$50,000</b>



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- 3e McKinney is requesting a grant in the amount of \$4,000 for advertising, marketing and promotion of the 2017 Run for Cover event.
- Event date is April 8, 2017.
- Attendance goal is 580.
- Event location is in Craig Ranch.
- There are plans for cross-promotion with Arts in Bloom that will be held April 7-9, 2017.

**BACKGROUND INFORMATION:**

- The mission of 3e McKinney is to engage volunteers in short and long-term community involvement; equip volunteers to serve in love, grace and compassion; empower the under-resourced to long-term self-sufficiency.
- The 2016 Run for Cover event drew 530 participants, which represented a 30% increase over the previous year.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$3,000 for the promotion of the 2016 Run for Cover event.

**SUPPORTING MATERIALS:**



### 3e Grant Application

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
**Fiscal Year 2017**

**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.***

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

- ☐ **Project Grant**  
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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

**APPLICATION**

## INFORMATION ABOUT YOUR ORGANIZATION

Name: 3e McKinney

Federal Tax I.D.: 20-4950273

Incorporation Date: 12-06-2006

Mailing Address: 202 W Louisiana St #205

City McKinney

ST: TX

Zip: 75069

Phone: 972-567-5120

Fax:

Email: [Nancye@3eMcKinney.com](mailto:Nancye@3eMcKinney.com)

Website: [3emckinney.com](http://3emckinney.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, McKinney Alliance, Salvation Army Advisory Board,  
Collin County Social Services Association, Collin County Early Childhood Education Coalition,  
Collin County Homeless Coalition.

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Nancye Ashley

Title: Associate Director

Mailing Address: 202 W Louisiana St #205

City: McKinney

ST: TX

Zip: 75069

Phone: 972-567-5120

Fax:

Email: [Nancye@3emckinney.com](mailto:Nancye@3emckinney.com)

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

Name: Nancye Ashley

Title: Associate Director

Mailing Address: 202 W Louisiana St #205

City: McKinney

ST: TX

Zip: 75069

Phone: 972-567-5120

Fax: N/A

Email: Nancye@3eMcKinney.com

**FUNDING**

Total amount requested: \$4,000

Matching Funds Available (Y/N and amount): None

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: N/A

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: 04-08-2017

Completion Date: 04-08-2017

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

Rafe Wright, President

Jeff Gabbert, Vice-President

John Shapiro, Secretary

Harvey Oaxaca, Treasurer

Lee Brock, MD

Jared Maier

Rudy Manning

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

Jim Smith, Executive Director

Nancye Ashley, Associate Director

**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.

Mission statement: 3e McKinney is a collaboration of local churches working together to build and restore relationships that empower God reliant, heart change in our community.

engage community neighbors in long-term relationships

equip our community to live together in love, grace and compassion

empower the materially under-resourced to long term self sufficiency

Strategic goals and objectives: 3e McKinney is committed to showing the love of Christ by coordinating with churches, schools, social agencies, civic groups, businesses and individuals to meet the following goals:

Provide and care for the hurting

Relate to community

Adopt the schools

Yield to God in all things

Scope of services: 3e McKinney coordinates events, activities and programs in support of MISD schools, the materially under-resourced and the organizations that support them.

Day to day operations: 3e McKinney interacts with churches, schools, social agencies, civic groups, businesses and individuals to listen and to seek solutions to meet the needs of our community.

Number of paid staff: 2 full-time staff

Volunteers: over 50 for Run for Cover

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

There are no significant changes expected.

## **II. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

Run for Cover is the longest standing running event in McKinney, beginning at Town Lake in April of 2000. Our 17th annual Run for Cover is scheduled for April 8, 2017. Run for Cover is 1k walk, 5 and 10K run to raise awareness and money for people experiencing homelessness in Collin County. All proceeds from the event go to The Samaritan Inn and Shiloh Place. This benefit event is hosted by 3e McKinney.

The event will include music from Johnny B and KLAK, prizes, and awards! Last year the event drew over 700 people to run, volunteer and cheer on the competitors.

- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**

Our registered runners increased to 530 in 2016 from 405 in 2015. This represents a 31% over 2015. This did not include a group of 25 special needs kids from Plano that ran as our complimentary guests. 270 of the runners were from 24 cities outside of McKinney which we attribute to the MCDC funded marketing.

- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.

The Run for Cover event helps us to fulfill our stated mission to provide and care for the hurting. Our current location in Craig Ranch allows us to expand our reach to active citizens of Frisco, Allen and Plano. This potential draws added attention for year-round support for our charities.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

Run for Cover will have a pre-event cross promotion with Arts in Bloom that allows the Run for Cover bib to be exchanged for a beverage at Arts in Bloom.

Run for Cover takes place at Craig Ranch on April 8, 2017. The event will include music from Johnny B and KLAK, prizes, and awards! Last year the event drew over 700 people to run, volunteer and cheer on the competitors. Entry Fees range from \$20-\$35.

- Include the venue/location for Project/Promotional/Community Event?

We use the McKinney Craig Ranch Play-Tri location to host and time our event. Entry Fees range from \$20-\$35.

- Provide a timeline for the Project/Promotional/Community Event.
  - November/December: Venue and vendors contract secured and committees formed,
  - January: Pre-event planning and preparation of marketing materials.
  - February: Electronic, printed and social media marketing materials with begin distribution.
  - March: Radio spots will air in for the April 8 event.
  - April 8<sup>th</sup>: Day of event
- Detail goals for growth/expansion in future years.
  - The wide flat streets of Craig Ranch allow us to expand participation by 300% over the 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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue

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

☒ Yes

☐ No

**Date(s):** 2016

**Financial**

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.

This grant award will support our goal to provide and care for the hurting. The growth of this event increases awareness as well as financial support for homelessness.

- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

An independent audit is currently underway performed by Robin Caraway. The letter of agreement is attached. Unaudited financial statements are also attached.

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

\$41,000

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

Attached

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

90.25%



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 marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Run for Cover will have a pre-event cross promotion with Arts in Bloom that allows the Run for Cover bib to be exchanged for a beverage at Arts in Bloom.

Electronic, printed and social media marketing materials will begin distribution in February. Radio spots will air in March for the April 8 event.

#### V. Metrics to Evaluate Success

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

We plan to increase participation in the race by 10%. The funds from this grant will help us meet this goal without reducing the donation to the recipient charities (Samaritan Inn and Shiloh Place).

#### Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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

Jim Smith

Printed Name

11-28-2016

Date

**Representative Completing Application**



Signature

Nancy Ashley

Printed Name

11-28-2016

Date

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

## **CHECKLIST:**

### **Completed Application:**

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ☒ Project/Promotional/Community Event timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

### **Attachments:**

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary) N/A
- ☒ IRS Determination Letter (if applicable)

### 3e McKinney 2016 Budget

	2015 Annual Budget	2015 Actual	2016 Annual Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Covenant Partner Contributions	\$ 80,000	\$ 75,600	\$ 70,000
Corporate Contributions	\$ 32,000	\$ 19,375	\$ 8,700
Foundation Grants	\$ 5,000	\$ 6,864	\$ 2,000
Individual Contributions	\$ 3,500	\$ 4,112	\$ 2,500
Fundraising	\$ 13,259	\$ 33,615	\$ 30,000
<b>Total Income</b>	<b>\$ 133,759</b>	<b>\$ 139,565</b>	<b>\$ 113,200</b>
<b>Expense</b>			
<b>Operating Expenses:</b>			
Building Maintenance	\$ 150	\$ 60	\$ 100
Insurance - nonemployee	\$ 3,500	\$ 3,328	\$ 3,550
Marketing	\$ 340	\$ 506	\$ 314
Membership/Meeting	\$ 150		
Miscellaneous Expense			\$ 2,351
Office Supplies	\$ 1,500	\$ 1,600	\$ 1,216
PayPal Fees	\$ -	\$ 47	\$ 25
Phone & Internet	\$ 1,440	\$ 1,372	\$ 1,225
Postage & Delivery	\$ -	\$ 100	\$ 70
Rent	\$ 6,000	\$ 6,000	\$ 6,000
Technology	\$ 2,000	\$ 2,066	\$ 1,200
<b>Total Operational Expenses</b>	<b>\$ 15,080</b>	<b>\$ 15,079</b>	<b>\$ 16,051</b>
<b>Payroll Expenses</b>			
Taxes @7.65% of Salaries	\$ 8,434	\$ 8,516	\$ 6,904
Executive Director	\$ 70,000	\$ 71,077	\$ 50,000
Director of Program Development	\$ 24,000	\$ 24,000	\$ 24,000
Administrative Assistant	\$ 16,245	\$ 16,245	\$ 16,245
<b>Total Payroll Expenss</b>	<b>\$ 118,679</b>	<b>\$ 119,838</b>	<b>\$ 97,149</b>
<b>Total Expense</b>	<b>\$ 133,759</b>	<b>\$ 134,917</b>	<b>\$ 113,200</b>
<b>Net Ordinary Income</b>	<b>\$ -</b>	<b>\$ 4,648</b>	<b>\$ 0</b>
	2015 Budget	2016 Budget	
	\$ 133,759	\$ 113,200	
	2014 Budget	2015 Budget	
	\$ 137,365	\$ 133,759	
	Variance	Variance	
	\$ (3,606)	\$ (20,559)	

January 1, 2016

### 3e McKinney 2017 Budget

	2016 Annual Budget	2016 Projected Actuals	2017 Proposed Annual Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Covenant Partner Contributions	\$70,000	\$79,525.14	\$77,900
Corporate Contributions	\$8,700	\$5,500.00	\$15,500
Foundation Grants	\$2,000	\$9,056.67	\$1,000
Individual Contributions	\$2,500	\$8,429.03	\$8,000
3e Xpress	\$0	\$12,726.37	\$12,000
Donation in Kind		\$5,000.00	
Fundraising	\$30,000	\$25,088.31	\$25,000
<b>Total Income</b>	<b>\$113,200</b>	<b>\$145,325.52</b>	<b>\$139,400</b>
<b>Expense</b>			
<b>Operating Expenses:</b>			
3e Xpress		\$15,628.25	\$12,000
Accounting/Audit		\$5,000.00	\$3,400
Adopt the Schools		\$50.74	\$2,300
Building Maintenance	\$100	\$80.00	
Insurance - nonemployee	\$3,550	\$3,313.00	\$3,550
Marketing	\$314	\$1,803.35	\$1,000
Membership/Meeting		\$670.00	\$403
Miscellaneous Expense	\$2,351		
Office Supplies	\$1,216	\$866.83	\$2,000
PayPal Fees	\$25	\$227.74	\$200
Phone & Internet	\$1,225	\$1,262.76	\$1,500
Postage & Delivery	\$70	\$70.00	\$150
Project Expense		\$289.25	
Rent	\$6,000	\$6,000.00	\$6,000
Summer Stock		\$1,074.79	
Technology	\$1,200	\$2,114.16	\$1,400
<b>Total Operational Expenses</b>	<b>\$16,051</b>	<b>\$38,450.87</b>	<b>\$33,903</b>
<b>Payroll Expenses</b>			
Taxes @7.65% of Salaries	\$6,904	\$5,702.86	\$7,497
Executive Director	\$50,000	\$43,269.30	\$50,000
Associate Director		\$23,538.34	\$48,000
Director of Program Development	\$24,000	\$4,615.40	
Administrative Assistant	\$16,245	\$3,124.05	
<b>Total Payroll Expenses</b>	<b>\$97,149</b>	<b>\$80,249.95</b>	<b>\$105,497</b>
<b>Total Expense</b>	<b>\$113,200</b>	<b>\$118,700.82</b>	<b>\$139,400</b>
<b>Net Ordinary Income</b>	<b>\$0</b>	<b>\$26,624.70</b>	<b>\$0</b>
	2016 Budget	2017 Budget	
	\$133,200	\$139,400	
	2015 Budget	2016 Budget	
	\$133,759	\$133,200	
	Variance	Variance	
	-\$3,606	\$6,200	

November 26, 2017

## Event Budget 2017

	Budget	MCDC	Total
<b>Total runners</b>	<b>580</b>		<b>580</b>
<b>Income</b>			
Online registrations	15,000		15,000
Race-day registrations	2,000		2,000
MCDC Grant approval	0	4,000	4,000
Sponsors	20,000		20,000
<b>Total Income</b>	<b>\$37,000</b>	<b>\$4,000</b>	<b>\$41,000</b>
<b>Expenses</b>		<b>MCDC</b>	
Race & Volunteer T-shirts	2,500		2,500
RunFar Chip Timing	1,800		1,800
PlayTri	2,000		2,000
Police Officer	1,200		1,200
Awards & Medals	800		800
Face Painting materials	400		400
Facebook advertising	0	1200	1200
Printing of flyers for distribution	0	1000	1000
KLAK Radio advertising	0	1800	1800
<b>TOTAL EXPENSES</b>	<b>\$8,700</b>	<b>\$4,000</b>	<b>\$12,700</b>
<b>Net Income for Charitable Contribution</b>	<b>\$28,300</b>	<b>0</b>	<b>\$28,300</b>

**AUDITED FINANCIAL STATEMENT (INSERT FINANCIAL STATEMENTS AND AGREEMENT WITH AUDITOR)**

**ROBIN M CARAWAY, CPA, PLLC**

CERTIFIED PUBLIC ACCOUNTANT

August 9, 2016

Jim Smith  
3eMcKinney  
202 W. Louisiana St., Ste. 205  
McKinney, TX 75069

Dear Jim Smith:

You have requested that I audit the basic financial statements of 3eMcKinney, which comprise the statement of financial position as of December 31, 2015, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements. I am pleased to confirm my acceptance and our understanding of this audit engagement by means of this letter. My audit will be conducted with the objective of my expressing an opinion on the financial statements.

**Auditor Responsibilities**

I will conduct my audit in accordance with auditing standards generally accepted in the United States of America (U.S. GAAS). Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the basic financial statements are free from material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to error, fraudulent financial reporting, misappropriation of assets, or violations of laws, governmental regulations, grant agreements, or contractual agreements. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

Because of the inherent limitations of an audit, together with the inherent limitations of internal control, an unavoidable risk that some material misstatements may not be detected exists, even though the audit is properly planned and performed in accordance with U.S. GAAS.

In making my risk assessments, I consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. However, I will communicate to you in writing concerning any significant deficiencies or material weaknesses in internal control relevant to the audit of the financial statements that I have identified during the audit.

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, I will perform tests of 3eMcKinney's compliance with certain provisions of laws, regulations, contracts, and grants that could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions is not an objective of my audit, and accordingly, I will not express such an opinion.

1515 HERITAGE DR., STE. 106, MCKINNEY, TX 75069-3378  
CELL 214.803.8516 FAX 469.519.0345



	As of November 26, 2016	Fundraiser 2016 (Net of Expenses)	2016 YTD	Projected Activity	Projected End of Year Total	2016 Budget	January - December, 2015 Actuals
<b>Income</b>							
<b>Church Contributions</b>							
Amazing Church			\$0.00	\$1,000.00	\$1,000.00		\$500.00
Christ Fellowship	\$25,000.00	\$2,000.00	\$27,000.00	\$0.00	\$27,000.00		\$31,400.00
Cottonwood Creek		\$350.00	\$350.00		\$350.00		
Covenant Church	\$5,500.00	\$700.00	\$6,200.00	\$350.00	\$6,550.00		\$4,700.00
Crosspoint Church	\$5,000.00		\$5,000.00	\$1,000.00	\$6,000.00		\$4,050.00
First McKinney Baptist	\$24,959.99	\$700.00	\$25,659.99		\$25,659.99		\$27,500.00
First Christian Church							\$250.00
First United Methodist	\$2,000.00	\$1,000.00	\$3,000.00	\$400.00	\$3,400.00		\$2,750.00
Genesis Church	\$150.00		\$250.00		\$250.00		\$3,350.00
High Pointe							\$250.00
Hope Fellowship		\$350.00	\$350.00		\$350.00		\$5,000.00
Millstone Church	\$1,100.00		\$1,100.00	\$100.00	\$1,200.00		\$1,200.00
Radiant Life	\$1,650.00		\$1,650.00	\$150.00	\$1,800.00		\$1,200.00
Ranch and Church	\$500.00		\$500.00	\$50.00	\$550.00		\$1,000.00
Rea's Mill Baptist	\$3,775.15	\$350.00	\$4,075.15	\$200.00	\$4,275.15		\$1,500.00
St. Andrews Episcopal		\$700.00	\$700.00		\$700.00		\$500.00
St. Gabriel the Archangel Catholic	\$2,625.00		\$2,625.00	\$2,525.00	\$5,150.00		\$5,250.00
St. Peter's Episcopal	\$1,200.00	\$350.00	\$1,550.00		\$1,550.00		\$1,200.00
Stonebridge UMC		\$525.00	\$525.00		\$525.00		\$350.00
The Parks Church	\$100.00		\$100.00		\$100.00		
The Word Church of McKinney, CO			\$0.00		\$0.00		\$1,000.00
<b>Total Church Contributions</b>	<b>\$73,650.14</b>	<b>\$7,025.00</b>	<b>\$80,675.14</b>	<b>\$5,875.00</b>	<b>\$86,550.14</b>	<b>\$70,000.00</b>	<b>\$93,550.04</b>
<b>Corporate Contributions</b>							
Bay of Scott & White	\$3,000.00		\$3,000.00		\$3,000.00		\$3,500.00



Brock Pain Clinic	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$1,000.00
Builders Carpet and Design	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Clarr's Property	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Haynes Landscape and Maintenance	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,500.00
Herman, James and Ariana	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,600.00
Independent Bank	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$1,000.00
Medical Center of McKinney	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,375.00
Methodist McKinney Hosp.	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$1,500.00
New World Communications	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$10,000.00
North Tx Turnkey Services FossilLock	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,475.00
Pogue Construction	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>Total Corporate Contributions</b>	<b>\$5,000.00</b>	<b>\$10,500.00</b>	<b>\$15,500.00</b>	<b>\$500.00</b>	<b>\$8,700.00</b>	<b>\$30,475.00</b>
<b>Foundation Grants</b>						
Communities Foundation TX	\$524.00	\$524.00	\$524.00	\$524.00	\$524.00	\$5,370.00
North Texas Giving Day	\$8,532.67	\$8,532.67	\$8,532.67	\$8,532.67	\$8,532.67	\$1,343.75
<b>Total Foundation Grants</b>	<b>\$9,056.67</b>	<b>\$9,056.67</b>	<b>\$9,056.67</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$6,803.75</b>
<b>Individual Contributions &amp;</b>						
Silent Auction Income	\$7,979.03	\$2,641.00	\$10,620.03	\$450.00	\$11,070.03	\$8,676.65
Silent Auction Expense		\$2,895.00				
Silent Auction PayPa		-\$9,000.00				
Net Silent Auction		-\$126.22	-\$231.22		-\$231.22	
Live Auction Income		\$11,250.00	\$11,250.00		\$11,250.00	
Dinner		-\$4,777.28				
PayPal		-\$364.48				
Supplies		-\$954.71				
<b>Total Fundraiser Expense</b>		<b>-\$6,096.47</b>	<b>-\$6,096.47</b>		<b>\$30,000.00</b>	<b>\$0.00</b>
Fundraiser						
Donation in Kind	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00
3e Xpress Donation	\$12,726.37	\$12,726.37	\$12,726.37	\$12,726.37	\$12,726.37	\$139,565.44
<b>Gross Operating Income</b>	<b>\$113,412.21</b>	<b>\$25,088.31</b>	<b>\$138,500.52</b>	<b>\$6,825.00</b>	<b>\$145,325.52</b>	<b>\$139,565.44</b>

<b>Expenses</b>					
<b>Operating Expenses</b>					
3e Xpress Expense	\$15,628.25	\$0.00	\$15,628.25	\$15,628.25	\$0.00
Accounting/Audit			\$5,000.00	\$5,000.00	
Adopt the Schools	\$50.74		\$50.74	\$50.74	
Building Maintenance	\$80.00		\$80.00	\$80.00	\$60.00
Insurance - nonemployee	\$3,313.00		\$3,313.00	\$3,313.00	\$3,328.00
Marketing	\$1,403.35		\$400.00	\$1,803.35	\$505.00
Miscellaneous Expense					\$7,351.00
Meeting Expense	\$300.00		\$300.00	\$300.00	
Membership	\$370.00		\$370.00	\$370.00	
Office Supplies	\$741.83		\$125.00	\$866.83	\$1,210.00
Payroll Fees	\$202.74		\$202.74	\$227.74	\$25.00
Phone & Internet	\$1,152.76		\$110.00	\$1,262.76	\$1,225.00
Postage and Delivery			\$70.00	\$70.00	\$70.00
Project Expense	\$289.25		\$289.25	\$289.25	
Rent	\$5,500.00		\$500.00	\$6,000.00	\$5,000.00
Summer Stock	\$1,074.79		\$1,074.79	\$1,074.79	
Technology	\$1,989.16		\$125.00	\$2,114.16	\$1,200.00
<b>Total Operating Expenses</b>	<b>\$32,095.87</b>		<b>\$6,355.00</b>	<b>\$38,450.87</b>	<b>\$16,051.00</b>
					<b>\$15,079.12</b>
<b>Personnel Expenses</b>					
Bonities (PR Tax 7.65%)	\$5,196.78		\$508.08	\$5,702.86	\$6,904.00
Salaries & Wages					
Dir of Program Development	\$4,615.40		\$4,615.40	\$4,615.40	\$24,000.00
Executive Director	\$39,423.14		\$3,846.16	\$43,269.30	\$50,000.00
Associate Director	\$20,769.30		\$2,769.34	\$23,538.64	\$71,076.98
Administrative Assistant	\$3,124.05		\$3,124.05	\$3,124.05	\$15,245.05
<b>Total Salaries &amp; Wages</b>	<b>\$67,931.89</b>		<b>\$6,615.20</b>	<b>\$74,547.09</b>	<b>\$111,322.12</b>
<b>Total Personnel Expenses</b>	<b>\$73,128.67</b>		<b>\$7,121.28</b>	<b>\$80,249.95</b>	<b>\$119,838.25</b>
<b>Total Operating Expenses</b>	<b>\$105,224.54</b>		<b>\$13,476.28</b>	<b>\$118,700.82</b>	<b>\$134,918.25</b>
<b>Total Operating Income</b>	<b>\$113,412.21</b>	<b>\$25,088.31</b>	<b>\$6,825.00</b>	<b>\$145,325.52</b>	<b>\$139,565.44</b>
<b>Net Operating Income</b>	<b>\$8,187.67</b>	<b>\$25,088.31</b>	<b>(\$6,651.28)</b>	<b>\$26,624.70</b>	<b>\$4,648.07</b>

**3e McKinney**  
**Balance Sheet**  
As of November 26, 2016

**TOTAL ASSETS**

Current Assets

Independent Bank \$58,509.82

PayPal Account \$7,778.94

Total Current Assets \$66,288.76

Fixed Assets

Machinery & Equipment \$6,052.98

Total Fixed Assets \$6,052.98

**TOTAL ASSETS \$72,341.74**

**LIABILITIES AND EQUITY**

Payroll Liabilities -\$248.86

**Total Liabilities -\$248.86**

**Equity**

Temporarily Restricted Net Asset

Use Restricted Net Assets

Bridges That Unite \$0.00

Clothe a Child \$839.19

Dallas Police Association \$0.00

Go & Be (Independent Bank grant) \$2,646.98

Golf Tournament \$0.00

Kids Summer Meals \$0.00

Police Teen Academy \$0.00

Run for Cover \$0.00

Total Use Restricted Net Assets \$3,486.17

Total Temporarily Restricted Net Asset \$3,486.17

Unrestricted (Retained Earnings) \$35,828.45

Net Income \$33,275.98

**Total Equity \$72,590.60**

**TOTAL LIABILITIES AND EQUITY \$72,341.74**

# **ADDITIONAL 2 YEARS FINANCIAL REPORTS 2014-2015**

## **3e McKinney Financial Reporting**

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
<b>Income</b>					
<b>Church Contributions</b>					
Amazing Church	\$500.00		\$500.00		\$1,000.00
Christ Fellowship	\$25,000.00	\$6,400.00	\$31,400.00		\$25,000.00
Covenant Church	\$4,700.00		\$4,700.00		\$3,000.00
Crosspoint Church	\$3,150.00	\$1,500.00	\$4,650.00		\$1,100.00
First Baptist Church, McKinney	\$25,000.04	\$2,500.00	\$27,500.04		\$25,000.00
First Christian Church	\$250.00		\$250.00		\$250.00
First United Methodist Church	\$7,400.00	\$350.00	\$7,750.00		\$2,100.00
Genesis Church	\$3,000.00	\$350.00	\$3,350.00		\$3,000.00
High Points	\$250.00		\$250.00		
Hope Fellowship		\$5,000.00	\$5,000.00		\$2,000.00
Milestone Church	\$1,200.00		\$1,200.00		\$1,100.00
Radiant Life	\$1,200.00		\$1,200.00		\$1,200.00
Ranchland Christian Church	\$1,000.00		\$1,000.00		\$1,200.00
Rhea's Mill Baptist Church	\$1,500.00		\$1,500.00		\$1,200.00
St. Andrews Episcopal		\$500.00	\$500.00		
St. Gabriel the Archangel Catholic	\$5,250.00		\$5,250.00		\$5,052.50
St. Peter's Episcopal Church	\$1,200.00		\$1,200.00		\$1,200.00
Stonebridge UMC		\$350.00	\$350.00		
The Word Church of McKinney (ICG)		\$1,000.00	\$1,000.00		
Hillcrest Christian Church—Not Covenant 2015			\$0.00		\$698.26
Our Savior Lutheran Church—Not Covenant 2015			\$0.00		\$2,500.00
VLife Church—Not Covenant 2015			\$0.00		\$100.00
Way of Grace Community Church Not Covenant 2015			\$0.00		\$500.00
<b>Total Church Contributions</b>	<b>\$75,600.04</b>	<b>\$17,950.00</b>	<b>\$93,550.04</b>	<b>\$80,000.00</b>	<b>\$80,810.76</b>

**3e McKinney  
Financial Reporting**

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
<b>Corporate Contributions</b>					
Baylor Health Care System	\$3,000.00	\$500.00	\$3,500.00		\$3,000.00
Bob Tomos Ford			\$0.00		\$2,500.00
Brock Pain Clinic		\$1,000.00	\$1,000.00		
Builders Carpet and Design		\$2,500.00	\$2,500.00		
Harris Property	\$2,000.00		\$2,000.00		
Haynes Landscape and Maintenance		\$500.00	\$500.00		
Independent Bank		\$2,500.00	\$2,500.00		\$5,000.00
Medical Center of McKinney	\$2,000.00	\$600.00	\$2,600.00		\$2,000.00
Methodist McKinney Hospital		\$1,000.00	\$1,000.00		
New World Communications	\$2,375.00	\$1,000.00	\$3,375.00		
North Tx Turnkey Services-PopALock		\$1,500.00	\$1,500.00		\$250.00
Pogue Construction	\$10,000.00		\$10,000.00		\$10,000.00
Step Up Realty			\$0.00		\$555.00
<b>Total Corporate Contributions</b>	<b>\$19,375.00</b>	<b>\$11,100.00</b>	<b>\$30,475.00</b>	<b>\$32,000.00</b>	<b>\$23,305.00</b>
<b>Foundation Grants</b>					
Communities Foundation of Texas	\$5,520.00		\$5,520.00		\$5,064.00
Community Foundation of N. Texas	\$1,343.75		\$1,343.75		\$2,735.86
<b>Total Foundation Grants</b>	<b>\$6,863.75</b>	<b>\$0.00</b>	<b>\$6,863.75</b>	<b>\$5,000.00</b>	<b>\$7,799.86</b>
<b>Individual Contributions</b>	<b>\$4,112.15</b>	<b>\$4,564.50</b>	<b>\$8,676.65</b>	<b>\$3,500.00</b>	<b>\$5,824.56</b>
<b>Budgeted Fundraising (Results Shown in Fundraiser Column and Integrated into YTD Income)</b>				<b>\$13,259.00</b>	



**3c McKinney  
Financial Reporting**

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
Gross Profit	\$105,950.94	\$33,614.50	\$139,565.44	\$133,759.00	\$130,999.18

**Expenses**

**Operating Expenses**

Building Maintenance	\$60.00		\$60.00	\$150.00	\$35.00
Insurance - non-employee	\$3,328.00		\$3,328.00	\$3,500.00	\$3,198.00
Marketing	\$506.00		\$506.00	\$340.00	\$336.00
Membership (Chamber, non-profit)			\$0.00	\$150.00	\$167.94
Office Supplies	\$1,600.12		\$1,600.12	\$1,500.00	\$1,538.01
Payroll Fees	\$46.72		\$46.72	\$0.00	\$0.00
Phone & Internet	\$1,372.37		\$1,372.37	\$1,140.00	\$1,310.54
Postage and Delivery	\$99.85		\$99.85	\$0.00	\$75.00
Printing			\$0.00	\$0.00	(\$960.92)
Rent	\$6,000.00		\$6,000.00	\$6,000.00	\$6,000.00
Technology	\$2,066.06		\$2,066.06	\$2,000.00	\$2,039.56
<b>Total Operating Expenses</b>	<b>\$15,079.12</b>		<b>\$15,079.12</b>	<b>\$15,080.00</b>	<b>\$13,734.22</b>

**Personnel Expenses**

Benefits (PR Tax 7.05%)	\$8,516.13		\$8,516.13	\$8,434.00	\$8,601.15
<b>Salaries &amp; Wages</b>					
Dir of Program Development	\$24,000.08		\$24,000.08	\$24,000.00	\$24,000.08
Executive Director Salary	\$71,076.98		\$71,076.98	\$70,000.00	\$70,000.06
Office Manager Salaries	\$16,245.06		\$16,245.06	\$16,245.00	\$17,081.20
<b>Total Salaries &amp; Wages</b>	<b>\$111,322.12</b>		<b>\$111,322.12</b>	<b>\$110,245.00</b>	<b>\$111,081.34</b>
<b>Total Personnel Expenses</b>	<b>\$119,838.25</b>		<b>\$119,838.25</b>	<b>\$118,679.00</b>	<b>\$119,682.49</b>
<b>Total Expenses</b>	<b>\$134,917.37</b>		<b>\$134,917.37</b>	<b>\$133,759.00</b>	<b>\$133,416.71</b>

<b>Net Operating Income</b>	<b>(\$28,966.43)</b>	<b>\$33,614.50</b>	<b>\$4,648.07</b>	<b>\$0.00</b>	<b>(\$15,676.53)</b>
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**3e McKinney  
Financial Reporting**

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
Net Income	<u>(\$28,966.43)</u>	<u>\$33,614.50</u>	<u>\$4,648.07</u>	<u>\$0.00</u>	<u>(\$15,676.53)</u>



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

DEPARTMENT OF THE TREASURY

Date: DEC 06 2006

MCKINNEY NEIGHBORHOOD OUTREACH  
1005 A N TENNESSEE ST  
MCKINNEY, TX 75069

Employer Identification Number:  
20-4950273  
DLN:  
17053209023016  
Contact Person:  
DIANE M GENTRY ID# 31361  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
DECEMBER 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
YES  
Effective Date of Exemption:  
JUNE 14, 2006  
Contribution Deductibility:  
YES  
Advance Ruling Ending Date:  
DECEMBER 31, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2050, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

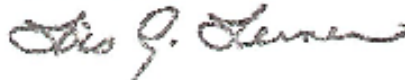
Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

-2-

MCKINNEY NEIGHBORHOOD OUTREACH

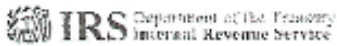
Sincerely,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)  
Statute Extension

Letter 1045 (DO/CG)



OGDEN UT 84201-0046

In reply refer to: 0423258262  
Oct. 08, 2010 LTR 252C E0  
20-4950273 000000 00  
00004566  
BODC: TE

3E MCKINNEY  
% LARRY ROBINSON EXECUTIVE DIRECTOR  
103 S CHURCH ST  
MCKINNEY TX 75069-4430



309556

Taxpayer Identification Number: 20-4950273

Dear Taxpayer:

Thank you for your Form 990-EZ.

We have changed the name on your account as requested. The number shown above is valid for use on all tax documents.

If you need forms, schedules, or publications, you may get them by visiting the IRS website at [www.irs.gov](http://www.irs.gov) or by calling toll-free at 1-800-TAX-FORM (1-800-829-3676).

If you have any questions, please call us toll free at 1-877-829-5500.

If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( ) \_\_\_\_\_ Hours \_\_\_\_\_

Sincerely yours,

Sheila Branson  
Dept. Manager, Code & Edit/Entity 3

Enclosure(s):  
Copy of this letter

*A FINAL REPORT IS TO 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.*



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:** 3e McKinney

**Funding Amount:** \$4,000

**Project/Promotional/Community Event:** Run for Cover

**Start Date:** February 1, 2017

**Completion Date:** April 8, 2017

**Location of Project/Promotional/Community Event:** Craig Ranch, McKinney Texas

#### **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
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

#### **Please submit Final Report no later than 30 days following the completion of the Project/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)



17-107

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Collin County Historical Society and Museum is requesting a grant in the amount of \$6,225 for advertising, marketing and promotion of the World War I Centennial Commemoration exhibit.
- The exhibit will be open March 2 through November 11, 2017.
- Attendance goal is 3,000.

**BACKGROUND INFORMATION:**

- The mission of the Collin County Historical Society and Museum is to preserve and honor the past, connect with the present and embrace the future.
- The exhibit will be promoted as a Heritage Tourism event.
- Between March and November of 2016, of the 1804 visitors to the Museum, 74% were from McKinney; 12% from Collin County outside of McKinney; 9% from other Texas cities; 6% from outside of Texas; 2% from outside of the U.S.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$4,500 for the promotion of the Vietnam Syndrome Exhibit at the Collin County Historical Museum in 2014.

**SUPPORTING MATERIALS:**



[Collin County Museum Grant Application](#)

November 27, 2016

Collin County Historical Society and Museum  
300 East Virginia  
McKinney, TX 75069

Dear MCDC Grant Committee,

Thank you for the opportunity to be considered for support through the McKinney Community Development Corporation grant-funding program. We believe that the Collin County Historical Society and Museum promotional grant for *Texas and Collin County World War I Centennial Commemoration*, is consistent with your mission to attract visitors to McKinney and add to the growth of the McKinney sales tax revenue.

We believe that our mission statement "Preserve and Honor the Past, Connect with the Present and Embrace the Future" aligns with your MCDC guiding principle to "Honor the Past – Provide innovative Leadership for the Future." Both organizations can work in partnership to enhance the quality of life in McKinney.

We believe that the Collin County History Museum plays a vital role in promoting heritage tourism in our McKinney community. Thank you for the opportunity to work collaboratively with MCDC through this project.

Sincerely,

*Mary Carole Strother*

Mary Carole Strother  
Collin County Historical Society and Museum  
Executive Director

Attachments: Grant Funding Application, Grant Essay, Project Timeline, Grant Budget, Attendance Statistics, CCHSM Financials, and IRS Determination Letter

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### Project Grant

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.

### **X** Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Collin County Historical Society and Museum

Federal Tax I.D.: 52-1093455

Incorporation Date: 10.24.1984

Mailing Address: 300 East Virginia

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457 ext 100

Email: [director@collincountyhistoricalsociety.org](mailto:director@collincountyhistoricalsociety.org)

Website: <http://www.collincountyhistoricalsociety.org>

### Check One:

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

Professional affiliations and organizations to which your organization belongs: Professional affiliations and organizations to which your organization belongs:

McKinney Chamber of Commerce, Main Street McKinney, Texas Association of Museums, Preservation Texas, Collin County Historical Coalition, Volunteer McKinney, and Grant Station

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Mary Carole Strother

Title: Executive Director

Mailing Address: 300 East Virginia

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457 ext 100

Email: director@collincountyhistoricalsociety.org

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

Name: Mary Carole Strother

Title: Executive Director

Mailing Address: 300 East Virginia

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457 ext 100

Email: director@collincountyhistoricalsociety.org

**FUNDING**

Total amount requested: \$6,225

Matching Funds Available (Y/N and amount): Yes \$9,490

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐

Yes

X No

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: March 2, 2017

Completion Date: November 11, 2017

## **BOARD OF DIRECTORS**

**Executive Director:** Mary Carole Strother

Profession: Retired, Library Media Specialist, McKinney ISD

Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology

Home City: McKinney, TX

**President:** Jennifer Davis Wilson McCarley

Profession: Lawyer, Federal Deposit Insurance Corporation, Dallas

Area of Expertise: Legal Consultation

Home City: McKinney, TX

**Vice Chairman of Collections:** Deborah Kilgore

Profession: Retired teacher Plano and Richardson ISD

Area of Expertise: Archivist, Tour Guide, Historical Speaker, Grant writing

Home City: McKinney, TX

**Vice Chairman of Community Relations:** Edward "Ted" Wright

Profession: Retired, Contractor and Residential Construction

Area of Expertise: Liaison to Collin County Historical Organizations

Home City: Dallas, TX

**Vice Chairman of Programming and Events:** Mary Carole Strother

Profession: Retired, Library Media Specialist, McKinney ISD

Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology

Home City: McKinney, TX

**Secretary:** Pat Rodgers

Profession: Retired, Special Education Director, McKinney ISD

Area of Expertise: Event planning, community outreach, museum docent, historian

Home City: McKinney, TX

**Treasurer:** Brandon Fulenchek

Profession: Vice President, Senior Private Banker, Wells Fargo Private Bank / Legal Specialty Group

Area of Expertise: Financial planning and budgeting

Home City: McKinney, TX

**Membership Chairman:** Nina Dowell Ringley

Profession: Lawrence Ringley & Associates, Inc.

Area of Expertise: Exhibit management, creative design, fundraising, event planning

Home City: McKinney, TX

**Board Member:** Betty Webb Petkovsek

Profession: Pharmacist

Area of Expertise: Community Relations, social media, exhibit management

Home City: McKinney, TX

**Board Member:** Page Thomas

Profession: Retired Archivist Librarian South Methodist University

Area of Expertise: Historical Assets, Archivist

Home City: McKinney, TX

**Board Member:** Billy Boone

Profession: Retired, Senior Engineer Technician, Varo Incorporated

Area of Expertise: Building of Exhibits

Home City: McKinney, TX

**Board Member:** Chuck Schuelke

Profession: Retired, Vice President of Marketing, Schradd and Associates

Area of Expertise: Building Facilities Manager, Building of Exhibits

Home City: McKinney, TX

**LEADERSHIP STAFF / Advisory Board**

Charles Rodgers  
Retired, Electrical Engineer  
Raytheon Company  
Pecan Grove Cemetery Association

Wayne Nabors  
Nabors CPA Services  
Certified Public Accountant

Jim Doyle  
Texas Instruments  
Web Design Consultant

Bill Haynes  
Retired, English Teacher  
Collin County Historian

John Rattan  
The Body Shop  
Chief Executive Officer

Bill Hays  
Past President  
Collin County Historical Society

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

**Executive Director**

*Mary Carole Strother*  
Signature

Mary Carole Strother  
Printed Name

November 28, 2016  
Date

**Representative Completing Application**

*Mary Carole Strother*  
Signature

Mary Carole Strother  
Printed Name

November 28, 2016  
Date



**I. Applying Organization:  
Collin County Historical Society and Museum**

**A. Mission**

The mission of the Collin County Historical Society and Museum (CCHSM) is to preserve and honor the past, connect with the present and embrace the future. We are committed to the collection and preservation of the rich heritage and history of the people and events that helped shape the place we proudly call home, McKinney and Collin County.

**B. Strategic Goals and Objectives**

We fulfill the mission of the organization through the following goals:

- 1) To preserve and protect our cultural history for future generations
- 2) To disseminate historical information through our museum collections, archives, research library, and publications
- 3) To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation
- 4) To improve intellectual and physical access to our information and museum collections
- 5) To leverage new technology resources to engage visitors in a meaningful way

**C. Scope of Services**

CCHSM is an archival museum with historical artifacts, photographs, documents, diaries, manuscripts, historical maps, archival newspapers, and land records that provide valuable research information for genealogists, historians, authors, teachers and students. The museum has a library collection of books dedicated to Collin County and Texas History. Docents also provide interactive educational programming for students across Collin County.

**D. Day to Day Operations**

The museum is open to the public on Thursday, Friday, and Saturday from 10am-4pm. Interactive school tours can be scheduled Monday through Friday from 8am-3pm. Special events are held throughout the year.

**E. Paid Staff and Volunteers**

Currently the museum has only one paid staff member that works 21 hours a week and serves as the Museum Manager of daily operations. This position is funded through a program called Experience Works by the State of Texas. Through contracted services, the museum pays a curator to help archive and catalog historical artifacts, documents and photographs. The Museum Director, Events and Educational Program Coordinator, Exhibit Manager, Membership and Volunteer Coordinator are all volunteer staff.

## **F. Organizational Structure**

The organization currently has an Executive Director and 11 members on the Board of Directors.

## **II. Project Grant Overview**

The CCHSM is seeking grant funding from MCDC for promotional advertising to encourage attendance for the *Texas and Collin County World War I Centennial Commemoration* exhibit running from March through November 2017. The exhibit will honor the contributions that Collin County and Texas soldiers played in the Great War. The advertising for the exhibit will be targeted to promote heritage tourism in McKinney.

### **Scope of Project**

If you enjoy traveling to experience the places and activities that authentically represent the stories and people of the past and present, then you are a heritage tourist. Heritage Tourism is travel directed toward experiencing the heritage of a city, region, state, or country. Heritage Tourism enables the tourist to learn about, and be surrounded by local customs, traditions, history and culture.

According to the 2015 University of Texas and Rutgers University Economic Impact of Historic Preservation in Texas report, Heritage Tourism is a \$7.3 billion dollar industry or about 12.5% of total visitor spending in Texas. More than 10.5 percent of all travel in Texas is heritage related, and that number continues to rise. Heritage day and overnight travelers spend on average over \$175 per day, while non-heritage travelers spend less than \$145 per day.

In the smallest towns and biggest cities in Texas, history museums are a focal point for their communities and bring people together to celebrate Texas's proud heritage. The 2014 Institute for Museum and Library Services museum census found that Texas is home to more than 2,000 museums. Over 700 of these are history and history-related museums. Museums are a key ingredient in creating a vibrant and culturally rich environment. Historical Museums flourish in Texas and make popular destinations for heritage tourists and local citizens alike.

The Collin County History Museum, built in 1911, is a Texas Historic Landmark with amazing architectural features. It is located one block east of historic downtown McKinney. The location and the historical features make the museum a prime heritage tourist destination in McKinney.

This promotional grant money will be used for advertising to promote heritage tourism in McKinney. We will utilize advertising in newspapers and magazines, in both digital and print format. The *Ft. Hood Sentinel* Publication is an authorized publication for the members of the U.S. Army with a circulation of 25,000. The *Celebration Magazine* has articles about events, activities and travel opportunities for active adults and seniors. Advertising with *DayTripper* provides coverage to a wide audience across Texas geared towards people who travel in

the state of Texas and love our rich Texas heritage. Over 90% of Americans tune into the radio on a weekly basis so radio advertising will be purchased on *KLAK* to hit this target audience. We will also promote the exhibit through Twitter and Facebook, purchasing site boosts on our Facebook page.

The CCHSM participates in The Texas Heritage Trails Program, a Texas Historical Commission (THC) award-winning heritage tourism initiative. This economic development initiative encourages communities, heritage regions, and the state to partner and promote Texas' historic and cultural resources. The CCHSM will distribute rack cards, posters and flyers at regional planning meetings through this initiative.

**See attachment Heritage Tourism Traveler**

### **Promotional Goals**

- Promote heritage tourism in McKinney
- Advertise in a variety of formats
- Collaborate with the McKinney Convention and Visitors Bureau for advertising opportunities and resources
- Collaborate with Main Street McKinney to correlate downtown events with the WWI exhibit
- Promote thoughtful and meaningful dialogue about World War I
- Honor the contributions and legacy of Collin County and Texas soldiers during WWI
- Host events and create activities to commemorate important events and battles during the war

### **Promotional Objectives**

**Describe how the proposed project fulfills the strategic goals for your organization.**

- Promote the rich heritage of McKinney through targeted advertising.  
**Goal 1)** To preserve and protect our cultural history for future generations
- Utilize the CCHSM archival collection in the creation of museum promotional materials  
**Goal 2)** To disseminate historical information through our museum collections, archives, research library and publications
- Connect with veteran organizations across the county, state and nation to set up tours and special events to honor their legacy  
**Goal 4)** To improve intellectual and physical access to our information and museum collections
- Establish a schedule and timeline of museum events related to WWI exhibit  
**Goal 3)** To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

### **Target Audience**

This public exhibit will be open to all age groups and organizations.

### **Attendance**

The museum will host special events to attract different groups and organizations to attend the exhibit. We are hoping to attract over 3,000 people across our community, state and nation to tour this engaging and interactive exhibit.

Currently, we track museum attendance by having our visitors sign a log that provides their name, hometown information, how they heard about the museum, and their reason for visiting. This information has proved invaluable for follow up to let visitors know about other museum events. We have also been able to build a network of volunteers and invite visitors to become museum members. The greatest benefit from this information has been to compile the data and track the number of visitors that are residents of McKinney, from surrounding cities in Collin County, and from states across the United States as well as other countries.

### **See Attendance Attachment for March 2016-November 2016**

### **Admission Fees**

A nominal admission fee will be charged for the exhibit. Donations will also be accepted with donation boxes displayed throughout the exhibit. Grants and donations from businesses and corporations will help underwrite the cost of the construction of the exhibit.

### **Detail goals for growth/expansion in future years**

The museum exhibit will launch in March of 2017. The Texas Historical Commission's *Texas First World War Centennial Commemoration* will officially be observed from April 6, 2017 (date of the U.S. Declaration of War on Germany) through June 28, 2019 (signing of the Treaty of Versailles). In 2018, CCHSM will collaborate and partner with other historical organizations across Collin County interested in hosting a World War I commemoration event at their museum.

### **Project Grants**

- A new project?                      X    Yes                      ☐ No

### **Has a feasibility study or market analysis been completed for this proposed project?**

We are currently working with the Collin County Historical Commission to utilize resources to help capitalize on heritage tourism opportunities in Collin County.

At the writing of this grant, currently no other Collin County Historical Organization or Museum will be creating a World War I exhibit for 2017. So this will be one of the only exhibits in Collin County commemorating the 100<sup>th</sup> anniversary of the entry of the United States into World War I. We will

collaborate with the *Texas World War I Centennial Commemoration* organization and be one of the featured events in the State of Texas.

**McKinney City Council and McKinney Community Development Goals supported by the proposed Project:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike

**Overview of Alignment with goals and strategies adopted by McKinney City Council and McKinney Community Development by the proposed Project:**

The CCHSM is a 501(c) 3 and is eligible for MCDC consideration for grant funding.

The *Texas and Collin County World War I Centennial Commemoration* exhibit meets the goal and strategies adopted by the McKinney City Council and MCDC in the following ways:

- Through collaboration with the United States World War One Centennial Commission the *Texas and Collin County World War I Centennial Commemoration* exhibit has the potential to attract residents of McKinney, Collin County, and states surrounding Texas, as well as veterans and historians from across the United States. We will be one of the featured WWI commemoration events on their Centennial Commission webpage and the Texas WWI webpage as well.
- Because the museum is located just one block east of the historic downtown square, hundreds of visitors attending the exhibit will contribute to the growth of the McKinney sales tax revenue by shopping and eating in the downtown square.
- The museum is a Texas Historic Landmark and offers a unique destination not only for the enjoyment of the museum exhibit but visitors also enjoy the unique architecture and historical features of the building.

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

☐ Yes ☒ No

### **III. Financial**

**Overview of CCHSM Financial Status**

The CCHSM has been able to continue to increase our financial resources for our monthly budget expenditures. We have also set up a reserve account from our monthly positive cash flow. Over this past year the CCHSM went through a

restructuring of the Board of Directors and museum leadership. This restructuring has provided new focus and placed an emphasis on creating collaborative relationships and partnerships with historical organizations, McKinney organizations and businesses and the Collin County Historical Commission. Through these collaborative relationships and partnerships we have seen an increase in donations, memberships and financial support for the museum. We have organized a committee to seek grant funding through various community and historical organizations to continue to fund projects that keep us connected to and involved in the community. **(See Financial Attachments)**

**Impact of Grant Request on CCHSM Mission and Goals:**

The funding of this grant request fulfills the mission of the organization through the following goals:

- To preserve and protect our cultural history for future generations
- To disseminate historical information through our museum collections, archives, research library, and publications
- To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

The financials are not audited, but are professionally prepared and reviewed by: Nabors CPA Services, Wayne Nabors, Certified Public Accountant

**What is the estimated total cost for this Project? Funding provided by the Applicant through In-Kind services?**

**Projected Total Expenditures for Texas and Collin County  
WWI Centennial Commemoration Exhibit**

Promotional Grant Request from MDCD	\$6,225.00
Project Total for In Kind Services by CCHSM	\$9,490.00
Project Grant from MDCD	\$6,968.20
Total Project Expenditures	\$22,683.20

**See Itemized Project Budget Attachment**

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

In June, the CCHSM received a \$2,446 grant from the Collin County Historical Commission (CCHC) funding a project proposal for the development of *Interactive History Classrooms*. The grant provided funding for a MacBook computer that will utilize a computer software program called iBooks Author for creation of ebooks for classroom instruction. The grant also funded the purchase of one iPad Pro that will be used by a museum docent to talk with the students and take them on a digital tour of a museum exhibits by using the camera on the



iPad. We will utilize these technology resources provided by the CCHC grant to create educational materials for the World War I Centennial Commemoration.

The CCHSM will also seek grant funding from World War I and the National Endowment for the Humanities for *A Library of America Project* grant. This grant offers \$1,200 and \$1,800 grants to libraries, museums, and nonprofit cultural institutions to host public programs about WWI.

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

The CCHSM will utilize the following market plans and outreach strategies:

- Submit advertising to radio stations, newspapers, and magazines in both print and digital formats as outlined in the grant essay
- Post project events on the Texas World War I Centennial Commemoration events calendar available through their website
- Promote Heritage Tourism in McKinney through the Texas Heritage Trails Program sponsored by the Texas Historical Commission
- Distribute email communication to schools and colleges in Collin County
- Utilize social media by postings on Twitter and Facebook accounts
- Post dates on the McKinney Convention and Visitors Bureau events calendar
- Submit press releases and WWI informational articles for publication in newspapers and magazines

The museum is also a member of the following organizations that provide promotional opportunities.

##### **Main Street McKinney**

- Promotion on the Downtown McKinney website
- Directional signs
- Inclusion on the Historic Downtown Shopping Guide and Map
- Social media exposure on the Historic Downtown McKinney social media platforms

##### **McKinney Chamber of Commerce**

- Listing of Events on McKinneyonline.com Community Calendar
- Share products and services at LINKS (Learn Inform Network Know Share)

##### **Collin County Historical Commission Coalition**

- Networking with Collin County Historical Organizations through monthly meetings and email communication

#### **Achievement of CCHSM Goals Through Marketing and Outreach:**

Partnering with these organizations helps us achieve our museum goal 3.

**Goal 3)** To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

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

The museum will track attendance data during the WWI exhibit, which will be included in the final report summarizing the achievement of the goals and objectives for the project. We will also track statistics on our new museum webpage, Facebook posts as well as Twitter followers.

## **Project Schedule and Timeline of Activities for Texas and Collin County World War I Centennial Commemoration**

- January 2017
  - Compose press releases for news organizations, post events on the webpage of community and organizational calendars
  - Begin construction and setup of museum exhibit
- February 2017
  - Launch Press releases and post upcoming events on social media sites
  - Load iPads with apps and links to WWI exhibit resources
- March 2017
  - Launch *Texas and Collin County World War I Centennial Commemoration*
  - Invite American Legion and Veteran Organizations around Collin County to tour the exhibit
  - Host events for cemetery organizations to learn about the 54 men from Collin County who died in the war and the establishment of Tomb of the Unknown Soldier
- April 2017
  - Host a special event commemorating U.S. Declaration of War against Germany
  - Partner with Collin College and McKinney ISD High School history students to serve as docents for the exhibit
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
- May 2017
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
  - Invite American Legion and veteran organizations around Collin County to tour the exhibit
  - Host a special tribute for Memorial Day
- June 2017
  - Host a special event commemorating the 1919 signing of the Treaty of Versailles and the arrival of Texas Units in France in 1918
- July 2017
  - Host a July 4<sup>th</sup> commemoration event to honor veterans
- September-October 2017
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
  - Invite American Legion and veteran organizations around Collin County to tour the exhibit
  - Honor the death of the first Collin County soldier, Jimmy Giegas, killed in battle, September 15, 1918
- November 11, 2017
  - Host an event to celebrate 1919 Armistice Day and the end of WWI
  - Last day of WWI museum exhibit

**Collin County Historical Society and Museum  
Itemized Budget for MCDC  
Promotional Grant  
Submitted November 2016**

***Texas and Collin County World War I  
Centennial Commemoration***

<b>Promotional Grant Budget Request for WWI Exhibit from MCDC</b>		
<b>Itemized Budget Request for MCDC Grant</b>		<b>Totals</b>
DayTripper	Digital Media Publication	\$600.00
Celebration Magazine	Magazine	\$500.00
Fort Hood Sentinel	US Army Publication/ Digital and Print	\$500.00
KLAK 97.5 Next Media	Radio	\$1700.00
Community Impact	Newspaper	\$2000.00
Facebook	Post/site boosts	\$ 150.00
Print Lab	Marketing Banners	\$400.00
OverNight Prints	WWI Booklets	\$375.00
<b>Promotional Grant Total Request from MCDC</b>		<b>\$6,225.00</b>

<b>Proposed Budget for WWI Exhibit Provided by Collin County Historical Society and Museum</b>				
<b>Itemized Budget for In-Kind Services</b>				
<b>Service Provided</b>		<b>Donor of Services</b>		<b>Totals</b>
Webpage Design Services		Doyle Web Design		\$1,000
Exhibit Construction and Materials		CCHSM Volunteers		\$1,990
Museum Exhibit Signage Design and Printing		Denton County Office of History and Culture		\$2,300
Rack Cards Posters and Flyers		Collin County Historical Commission		\$400
Outside Signage Banners and Displays		Collin County Historical Commission		\$800
Museum Docents		CCHSM Volunteers		\$3,000
<b>Project Total for In-Kind Services</b>				<b>\$9,490.00</b>

**Collin County Historical Society and Museum  
Revenue Projections for**

***Texas and Collin County World War I  
Centennial Commemoration***

<b>Revenue Projections for 2017 Exhibit</b>	
	<b>Totals</b>
Veteran Organization Contributions	\$2000
Service Organization Contributions	\$1000
Merchandise Sales Projection	\$4800
Exhibit Donations	\$6000
WWI Grant from WWI Centennial Commission	\$1800
Increase in Museum Memberships	\$2000
2017 Revenue Projections	\$17,600

<b>Project Budget for WWI Exhibit Grant from MCDC</b>				
<b>Itemized Budget from MCDC Grant</b>				<b>Totals</b>
<b>Item</b>	<b>Cost per unit</b>	<b>Number purchased</b>		
iPad Air 2 Wi-Fi 64 GB silver	\$499	10		\$4999.00
Apple Care for iPad	\$99	10		\$990.00
Drop Tech Case for iPad Air 2	\$59.95	10		\$599.50
Skull Candy Uproar On Ear Headphones	\$16.99	20		\$339.80
Audio Headphone Splitter	\$3.99	10		\$39.90
<b>Grant Total from MCDC</b>				<b>\$6968.20</b>



<b>Projected Total Expenditures for Texas and Collin County WWI Centennial Commemoration Exhibit</b>	
Promotional Grant Request from MCDC	\$6,225.00
In-Kind Services by CCHSM	\$9,490.00
Project Grant from MCDC	\$6,968.20
Total Project Expenditures	\$22,683.20

**Collin County Historical Society and Museum  
Attendance Statistics  
March 2016 - November 2016**

<b>Attendance Statistics for CCHSM</b>					
<b>March 2016 - November 2016</b>					
<b>*Numbers represent number of families</b>					
<b>Month</b>	<b>McKinney</b>	<b>Collin County</b>	<b>Texas Cities</b>	<b>United States</b>	<b>Other Countries</b>
March	117	9	9	9	0
April	145	61	25	16	1
May	39	22	16	16	5
June	22	7	8	10	5
July	101	39	24	6	0
August	88	12	18	13	1
Sept	142	22	19	10	6
Oct	440	15	20	11	3
Nov	226	23	13	10	0

<b>Totals</b>	<b>1320</b>	<b>210</b>	<b>152</b>	<b>101</b>	<b>21</b>
<b>Texas Cities</b>	Burleson, Ft. Worth, Denton, Lewisville, Houston, Grand Prairie Waxahachie, Rockwall, Rowlett, Granbury, Spring, Fredericksburg, Flower Mound, Cleveland, Haslet, San Antonio, Gainesville, Edgewood, Ft. Davis, Waco, Richardson, Athens, Decatur, Plainview, Bryan, Midland, Bullard, Paris, Arlington, Dallas, Temple, Carrollton, Balch Springs, Lakeway, Friendswood, Cypress, Garland, Argyle, Whitewright, Amarillo, Clear Lake, LaPorte, Burleson, Katy				
<b>United States</b>	Washington, Colorado, California, Iowa, Massachusetts, Arizona, Arkansas, Maryland, Oklahoma, Wyoming, Wisconsin, New Jersey, Missouri, New York, Virginia, North Carolina, Kentucky, Connecticut, Nebraska, Illinois, Indiana, New Mexico, Ohio, Utah, Georgia, Nevada, Rhode Island, Kansas				
<b>Other Countries</b>	Dublane Scotland, Beijing of China, Caracas Venezuela, Metung Australia, Sydney Australia, Leek Staffordshire England, Worthington England, Stockton England, Postcombe Oxfordshire England, Southampton England, Germany, Switzerland, Hong Kong, Northern Ireland, Plettenberg Bay South Africa, Italy				

# The Heritage Tourism Traveler

While all spending by tourists is vital to the Texas economy, heritage and cultural travelers tend to make an even greater contribution. According to the 2003 report from the Travel Industry Association of America, more than 118 million American adults (81 percent) who traveled in the last year included at least one cultural, arts, history or heritage activity in their plans. These travelers spent more on shopping, entertainment and dining than all other types of tourists. They stayed longer, were more likely to pay for lodging and came back more often than any other type of tourist.

## Characteristics of heritage tourists compared to other tourists:

- Slightly older than other U.S. travelers (48 vs. 46)
- One-third (34 percent) are 55 or older
- More likely to have a post-high school education (23 percent vs. 20 percent)
- Tend to have higher household incomes (\$50,000 vs. \$48,000)

## Travel characteristics of heritage tourists compared to other tourists:

- Travel the most in June, July and August
- Shopping is more likely to be a part of trip (44 percent vs. 33 percent)
- Twice as likely to participate in a group tour (6 percent vs. 3 percent)
- Stay longer (4.7 nights vs. 3.4 nights)
- Stay in hotels, motels and bed-and-breakfasts more often than with family and friends (62 percent vs. 56 percent)
- Spend more per trip excluding the cost of transportation (\$623 vs. \$457)
- Spend more per day (\$103.50 per day vs. \$81.20 per day)



*Heritage travelers spend more on shopping, entertainment and dining than other types of tourists.*

## TOP 10 STATES VISITED BY HERITAGE TRAVELERS

California  
Texas  
New York  
Florida  
Pennsylvania  
Virginia  
Illinois  
Tennessee  
North Carolina  
Georgia

Sources:

*Travel Industry of America Tourism Works for America 2002 Report, Americans for the Arts, 30 Million U.S. Travelers Lengthen Their Trips Because of Culture, Travel Industry Association of America TravelScope survey, 2003.*

CCHS Financial Report  
YTD 2016

STATEMENT OF INCOME	
YTD Thru October 2016	
Beginning Balance	\$20,906.08
Inflows	\$53,332.91
Outflows	\$33,236.53
Ending Balance	\$41,002.46
Net Change	\$20,096.38

STATEMENT OF INCOME	
2016 Budget	
Beginning Balance	\$ 20,906.08
Inflows	\$ 47,199.49
Outflows	\$ 23,131.12
Ending Balance	\$ 44,974.46
Net Change	\$ 24,068.38

Summary of Net Change	
<b>Income</b>	
Bingo	\$19,750.00
Donations/Board Dues	\$17,847.15
Admissions/Book Sales	\$ 1,735.76
<b>Total Income</b>	<b>\$39,332.91</b>
<b>Expenses</b>	
Insurance	\$ 4,459.72
Utilities	\$ 4,662.04
Storage	\$ 453.00
Internet/Phones/Fax	\$ 2,224.83
Credit Card Fees	\$ 120.60
Security System	\$ 720.00
Independent Contractor	\$ 1,750.00
Other Operating	\$ 4,846.34
<b>Total Expenses</b>	<b>\$19,236.53</b>
<b>Net Income</b>	<b>\$20,096.38</b>

Summary of Budgeted Net Change	
<b>Income</b>	
Bingo	\$ 23,700.00
Donations/Board Dues	\$ 21,416.58
Admissions/Book Sales	\$ 2,082.91
<b>Total Income</b>	<b>\$ 47,199.49</b>
<b>Expenses</b>	
Insurance	\$ 5,117.66
Utilities	\$ 5,594.45
Storage	\$ 453.00
Internet/Phones/Fax	\$ 2,669.80
Credit Card Fees	\$ 120.60
Security System	\$ 960.00
Independent Contractor	\$ 2,400.00
Other Operating	\$ 5,815.61
<b>Total Expenses</b>	<b>\$ 23,131.12</b>
<b>Net Income</b>	<b>\$ 24,068.38</b>





**Part II Balance Sheets**  
Attached schedules and amounts in the description column should be for end-of-year amounts only. (See instructions.)

	Beginning of year (a) Book Value	End of year (b) Book Value	End of year (c) Fair Market Value
<b>Assets</b>			
1 Cash – non-interest-bearing			
2 Savings and temporary cash investments			
3 Accounts receivable ▶ Less: allowance for doubtful accounts ▶	23,244	20,714	20,714
4 Pledges receivable ▶ Less: allowance for doubtful accounts ▶			
5 Grants receivable			
6 Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see instructions)			
7 Other notes and loans receivable (att. schedule) ▶ Less: allowance for doubtful accounts ▶			0
8 Inventories for sale or use			
9 Prepaid expenses and deferred charges			
10a Investments – U.S. and state government obligations (attach schedule)			
b Investments – corporate stock (attach schedule)			
c Investments – corporate bonds (attach schedule)			
11 Investments – land, buildings, and equipment: basis ▶ Less: accumulated depreciation (attach sch.) ▶			
12 Investments – mortgage loans			
13 Investments – other (attach schedule)			
14 Land, buildings, and equipment: basis ▶ Less: accumulated depreciation (attach sch.) ▶	179,978	19,808	19,808
15 Other assets (describe ▶)	20,578		
16 Total assets (to be completed by all filers – see the instructions. Also, see page 1, item I.)	43,822	40,522	40,522
<b>Liabilities</b>			
17 Accounts payable and accrued expenses			
18 Grants payable			
19 Deferred revenue			
20 Loans from officers, directors, trustees, and other disqualified persons			
21 Mortgages and other notes payable (attach schedule)			
22 Other liabilities (describe ▶)	10,189	8,559	
23 Total liabilities (add lines 17 through 22)	10,189	8,559	
Foundations that follow SFAS 117, check here and complete lines 24 through 26 and lines 30 and 31.			
24 Unrestricted	33,633	31,963	
25 Temporarily restricted			
26 Permanently restricted			
Foundations that do not follow SFAS 117, check here and complete lines 27 through 31.			
27 Capital stock, trust principal, or current funds			
28 Paid-in or capital surplus, or land, bldg., and equipment fund			
29 Retained earnings, accumulated income, endowment, or other funds			
30 Total net assets or fund balances (see instructions)	33,633	31,963	
31 Total liabilities and net assets/fund balances (see instructions)	43,822	40,522	

**Part III Analysis of Changes in Net Assets or Fund Balances**

1 Total net assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)	1	33,633
2 Enter amount from Part I, line 27a	2	-1,670
3 Other increases not included in line 2 (itemize) ▶	3	
4 Add lines 1, 2, and 3	4	31,963
5 Decreases not included in line 2 (itemize) ▶	5	
6 Total net assets or fund balances at end of year (line 4 minus line 5) – Part II, column (b), line 30	6	31,963

**Part IV Capital Gains and Losses for Tax on Investment Income**

1 a	(a) List and describe the kind(s) of property sold (e.g., real estate, 2-story brick warehouse, or common stock, 200 shs. MLC Co.)	(b) How acquired P—Purchase D—Donation	(c) Date acquired (mo., day, yr.)	(d) Date sold (mo., day, yr.)
1 a	N/A			
b				
c				
d				
e				

(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	(h) Gain or (loss) (e) plus (f) minus (g)
a			
b			
c			
d			
e			

Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69

(f) F.M.V. as of 12/31/69	(i) Adjusted basis as of 12/31/69	(k) Excess of col. (i) over col. (f), if any	(l) Gains (Col. (h) gain minus col. (k), but not less than -c) or Losses (from col. (h))
a			
b			
c			
d			
e			

2 Capital gain net income or (net capital loss) If gain, also enter in Part I, line 7  
If (loss), enter -0- in Part I, line 7 **2**

3 Net short-term capital gain or (loss) as defined in sections 1222(5) and (6):  
If gain, also enter in Part I, line 8, column (c) (see instructions). If (loss), enter -0- in Part I, line 8 **3**

**Part V Qualification Under Section 4940(e) for Reduced Tax on Net Investment Income**

(For optional use by domestic private foundations subject to the section 4940(e) tax on net investment income.)

If section 4940(d)(2) applies, leave this part blank.

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period?

If "Yes," the foundation does not qualify under section 4940(e). Do not complete this part.

1 Enter the appropriate amount in each column for each year; see the instructions before making any entries.

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col. (b) divided by col. (c))
2014	23,698	35,015	0.676796
2013	22,511	43,261	0.520353
2012	22,747	33,149	0.686205
2011	26,793	29,132	0.919710
2010	100,630	35,752	2.814668

2 Total of line 1, column (d) **2** **5.617732**3 Average distribution ratio for the 5-year base period — divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years **3** **1.123546**4 Enter the net value of noncharitable-use assets for 2015 from Part X, line 5 **4** **35,600**5 Multiply line 4 by line 3 **5** **39,998**6 Enter 1% of net investment income (1% of Part I, line 27b) **6**7 Add lines 5 and 6 **7** **39,998**8 Enter qualifying distributions from Part XII, line 4 **8** **35,122**

If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the Part VI instructions.

**Part VI** Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions)

<b>1a</b>	Exempt operating foundations described in section 4940(d)(2). Check here <input type="checkbox"/> and enter "N/A" on line 1.	<b>1</b>	
<b>b</b>	Date of ruling or determination letter: Domestic foundations that meet the section 4940(e) requirements in Part V, check here <input type="checkbox"/> and enter 1% of Part I, line 27b. All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of Part I, line 12, col. (b).	<b>2</b>	0
<b>c</b>	Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0).	<b>3</b>	0
<b>d</b>	Add lines 1 and 2.	<b>4</b>	0
<b>e</b>	Substitute A (income) tax (domestic section 4947(e)(1) trusts and taxable foundations only. Others enter -0).	<b>5</b>	0
<b>f</b>	Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0.	<b>6</b>	0
<b>g</b>	Credits/Payments:		
<b>h</b>	2015 estimated tax payments and 2014 overpayment credited to 2015	<b>8a</b>	
<b>i</b>	Exempt foreign organizations - tax withheld at source	<b>8b</b>	
<b>j</b>	Tax paid with application for extension of time to file (Form 8868)	<b>8c</b>	
<b>k</b>	Backup withholding erroneously withheld	<b>8d</b>	
<b>l</b>	Total credits and payments. Add lines 8a through 8d	<b>7</b>	
<b>m</b>	Enter any penalty for underpayment of estimated tax. Check here <input type="checkbox"/> if Form 2220 is attached	<b>8</b>	
<b>n</b>	Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed	<b>9</b>	
<b>o</b>	Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid	<b>10</b>	
<b>p</b>	Enter the amount of line 10 to be: Credited to 2016 estimated tax	<b>11</b>	Refunded

**Part VII-A** Statements Regarding Activities

	Yes	No
<b>1a</b> During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?	<b>1a</b>	<b>1b</b>
<b>b</b> Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for the definition)?		
<b>c</b> If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities.	<b>1c</b>	
<b>d</b> Did the foundation file Form 1120-POL for this year?		
<b>e</b> Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year: (1) On the foundation. <b>\$</b> (2) On foundation managers. <b>\$</b>	<b>2</b>	
<b>f</b> Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. <b>\$</b>		
<b>g</b> Has the foundation engaged in any activities that have not previously been reported to the IRS? If "Yes," attach a detailed description of the activities.		
<b>h</b> Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? If "Yes," attach a conformed copy of the changes	<b>3</b>	
<b>i</b> Did the foundation have unrelated business gross income of \$1,000 or more during the year?	<b>4a</b>	
<b>j</b> If "Yes," has it filed a tax return on Form 990-T for this year?	<b>4b</b>	
<b>k</b> Was there a liquidation, termination, dissolution, or substantial contraction during the year?	<b>5</b>	
<b>l</b> If "Yes," attach the statement required by General Instruction T.		
<b>m</b> Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either: • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?	<b>6</b>	
<b>n</b> Did the foundation have at least \$5,000 in assets at any time during the year? If "Yes," complete Part II, col. (c), and Part XV	<b>7</b>	
<b>o</b> Enter the states to which the foundation reports or with which it is registered (see instructions) <b>None</b>	<b>8a</b>	
<b>p</b> If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? If "No," attach explanation	<b>8b</b>	
<b>q</b> Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2015 or the taxable year beginning in 2015 (see instructions for Part XIV)? If "Yes," complete Part XIV	<b>9</b>	
<b>r</b> Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses	<b>10</b>	

**Part VII-A Statements Regarding Activities (continued)**

	Yes	No
11 At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions)		<input checked="" type="checkbox"/>
12 Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions)		<input checked="" type="checkbox"/>
13 Did the foundation comply with the public inspection requirements for its annual returns and exemption application? Website address <b>WWW.THENTHC.ORG</b>		<input checked="" type="checkbox"/>
14 The books are in care of <b>THE ORGANIZATION</b> Telephone no. <b>972-542-9457</b> <b>300 E. VIRGINIA</b>		

Located at **MCKINNEY, TX** ZIP+4 **75070**

Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - Check here ☐

and enter the amount of tax-exempt interest received or accrued during the year **15**

16 At any time during calendar year 2015, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country? See the instructions for exceptions and filing requirements for FinCEN Form 114. If "Yes," enter the name of the foreign country **15**

**Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required**

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.

During the year did the foundation (either directly or indirectly):

	Yes	No
1a (1) Engage in the sale or exchange, or leasing of property with a disqualified person?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(6) Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see instructions)? Organizations relying on a current notice regarding disaster assistance check here	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2015?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)):		
a At the end of tax year 2015, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2015?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If "Yes," list the years <b>20</b> , <b>20</b> , <b>20</b>		
b Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement - see instructions.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here. <b>20</b> , <b>20</b> , <b>20</b>		
3a Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b If "Yes," did it have excess business holdings in 2015 as a result of (1) any purchase by the foundation or disqualified persons after May 25, 1989; (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2015.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes?		<input checked="" type="checkbox"/>
b Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2015?		<input checked="" type="checkbox"/>

Part VII-B Statements Regarding Activities for Which Form 47

**5a** During the year did the foundation pay or incur any amount to:

- (1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))? ☐ Yes ☒ No

(2) Influence the outcome of any specific public election (see section 4955); or to carry on, directly or indirectly, any voter registration drive? ☐ Yes ☒ No

(3) Provide a grant to an individual for travel, study, or other similar purposes? ☐ Yes ☒ No

(4) Provide a grant to an organization other than a charitable, etc., organization described in section 4945(d)(4)(A)? (see instructions) ☐ Yes ☒ No

(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals? ☐ Yes ☒ No

b If any answer is "Yes" to 5a(1)–(5), did any of the transactions fail to qualify under the exceptions described in Regulations section 53.4945 or in a current notice regarding disaster assistance (see instructions)? ☐ Yes ☒ No

c Organizations relying on a current notice regarding disaster assistance check here  
If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant? ☐ Yes ☒ No

6a If "Yes," attach the statement required by Regulations section 53.4945–5(d)  
Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? ☐ Yes ☒ No

b Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract? ☐ Yes ☒ No

If "Yes" to 6b, file Form 8870. N/A

Part VIII	Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors	Does the Foundation receive any proceeds or have any net income attributable to the transaction?	N/A
-----------	--	--	-----

**1 List all officers, directors, trustees, foundation managers and their compensation (see instructions).**

(a) Name and address	(b) Title, and average hours per week devoted to position	(c) Compensation (if not paid, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
See Statement 6				

2 Compensation of five highest-paid employees (other than those included on line 1 – see instructions). If none, enter "NONE"

[illegible]

**Total number of other employees paid over \$50,000**

Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors (continued)

3 Five highest-paid independent contractors for professional services (see instructions). If none, enter "NONE."		
(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		
Total number of others receiving over \$50,000 for professional services		

Part IX-A Summary of Direct Charitable Activities

List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conference convened, research papers produced, etc.		Expenses
1	N/A	
2		
3		
4		

Part IX-B Summary of Program-Related Investments (see instructions)

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.		Amount
1	N/A	
2		
All other program-related investments. See instructions.		
3		
Total. Add lines 1 through 3		

**Part X Minimum Investment Return** (All domestic foundations must complete this part. Foreign foundations, see instructions.)

<b>1</b>	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes:		
<b>a</b>	Average monthly fair market value of securities	1a	0
<b>b</b>	Average of monthly cash balances	1b	16,334
<b>c</b>	Fair market value of all other assets (see instructions)	1c	19,808
<b>d</b>	<b>Total</b> (add lines 1a, b, and c)	1d	36,142
<b>e</b>	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	1e	0
<b>2</b>	Acquisition indebtedness applicable to line 1 assets		
<b>3</b>	Subtract line 2 from line 1d	2	0
<b>4</b>	Cash deemed held for charitable activities. Enter 1½% of line 3 (for greater amount, see instructions)	3	36,142
<b>5</b>	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	4	542
<b>6</b>	<b>Minimum investment return.</b> Enter 5% of line 5	5	35,600
		6	1,780

**Part XI Distributable Amount** (see instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here ☐ and do not complete this part.)

<b>1</b>	Minimum investment return from Part X, line 6	1	1,780
<b>2a</b>	Tax on investment income for 2015 from Part VI, line 5	2a	
<b>b</b>	Income tax for 2015. (This does not include the tax from Part VI.)	2b	
<b>c</b>	Add lines 2a and 2b		
<b>3</b>	Distributable amount before adjustments. Subtract line 2c from line 1	2c	
<b>4</b>	Recoveries of amounts treated as qualifying distributions	3	1,780
<b>5</b>	Add lines 3 and 4	4	
<b>6</b>	Deduction from distributable amount (see instructions)	5	1,780
<b>7</b>	<b>Distributable amount</b> as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1	6	
		7	1,780

**Part XII Qualifying Distributions** (see instructions)

<b>1</b>	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
<b>a</b>	Expenses, contributions, gifts, etc. — total from Part I, column (d), line 26	1a	35,122
<b>b</b>	Program-related investments — total from Part IX-B	1b	
<b>2</b>	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	2	
<b>3</b>	Amounts set aside for specific charitable projects that satisfy the:		
<b>a</b>	Suitability test (prior IRS approval required)	3a	
<b>b</b>	Cash distribution test (attach the required schedule)	3b	
<b>4</b>	<b>Qualifying distributions.</b> Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	35,122
<b>5</b>	Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income. Enter 1% of Part I, line 27b (see instructions)	5	0
<b>6</b>	<b>Adjusted qualifying distributions.</b> Subtract line 5 from line 4	6	35,122

**Note.** The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.



**Part XIII** Undistributed Income (see instructions)

	(a) Corpus	(b) Years prior to 2014	(c) 2014	(d) 2015
<b>1</b> Distributable amount for 2015 from Part XI, line 7				1,780
<b>2</b> Undistributed income, if any, as of the end of 2015:				
<b>a</b> Enter amount for 2014 only				
<b>b</b> Total for prior years: 20____, 20____, 20____				
<b>3</b> Excess distributions carryover, if any, to 2015:				
<b>a</b> From 2010	98,842			
<b>b</b> From 2011	25,336			
<b>c</b> From 2012	21,090			
<b>d</b> From 2013	20,348			
<b>e</b> From 2014	21,947			
<b>f</b> Total of lines 3a through e	187,563			
<b>4</b> Qualifying distributions for 2015 from Part XII, line 4: ▶ \$ 35,122				
<b>a</b> Applied to 2014, but not more than line 2a				
<b>b</b> Applied to undistributed income of prior years (Election required – see instructions)				
<b>c</b> Treated as distributions out of corpus (Election required – see instructions)				
<b>d</b> Applied to 2015 distributable amount				
<b>e</b> Remaining amount distributed out of corpus	33,342			1,780
<b>5</b> Excess distributions carryover applied to 2015 (If an amount appears in column (d), the same amount must be shown in column (a).)				
<b>6</b> Enter the net total of each column as indicated below:				
<b>a</b> Corpus. Add lines 3f, 4c, and 4e. Subtract line 5	220,905			
<b>b</b> Prior years' undistributed income. Subtract line 4b from line 2b				
<b>c</b> Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed				
<b>d</b> Subtract line 6c from line 6b. Taxable amount – see instructions				
<b>e</b> Undistributed income for 2014. Subtract line 4a from line 2a. Taxable amount – see instructions				
<b>f</b> Undistributed income for 2015. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2016				0
<b>7</b> Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (Election may be required—see instructions)				
<b>8</b> Excess distributions carryover from 2010 not applied on line 5 or line 7 (see instructions)	98,842			
<b>9</b> Excess distributions carryover to 2016. Subtract lines 7 and 8 from line 6a	122,063			
<b>10</b> Analysis of line 9:				
<b>a</b> Excess from 2011	25,336			
<b>b</b> Excess from 2012	21,090			
<b>c</b> Excess from 2013	20,348			
<b>d</b> Excess from 2014	21,947			
<b>e</b> Excess from 2015	33,342			

**Part XIV Private Operating Foundations** (see instructions and Part VII-A, question 9)

**1a** If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2015, enter the date of the ruling    4942(j)(3) or    4942(j)(5) ▶

**b** Check box to indicate whether the foundation is a private operating foundation described in section 507(c)(2) ▶

**2a** Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

Tax year	(a) 2015	(b) 2014	(c) 2013	(d) 2012	(e) Total
85% of line 2a					
Qualifying distributions from Part XII, line 4 for each year listed					
Amounts included in line 2c not used directly for active conduct of exempt activities					
Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c					
3. Complete 3a, b, or c for the alternative test relied upon:					
<b>a</b> "Assets" alternative test – enter:					
(1) Value of all assets					
(2) Value of assets qualifying under section 4942(j)(3)(B)(i)					
<b>b</b> "Endowment" alternative test – enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed					
<b>c</b> "Support" alternative test – enter:					
(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties)					
(2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii)					
(3) Largest amount of support from an exempt organization					
(4) Gross investment income					

**Part XV Supplementary Information** (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year – see instructions.)**1 Information Regarding Foundation Managers:**

- a** List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

N/A

- b** List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

N/A

**2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:**

- Check here ☐ if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc. (see instructions) to individuals or organizations under other conditions, complete items 2a, b, c, and d.

- a** The name, address, and telephone number or e-mail address of the person to whom applications should be addressed:

**COLLIN COUNTY HISTORICAL SOCIETY 972-542-9457**  
**300 E. VIRGINIA MCKINNEY TX 75069**

- b** The form in which applications should be submitted and information and materials they should include:

LETTER

- c** Any submission deadlines:

NONE

- d** Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

NONE

Part XV Supplementary Information (continued)

3 Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient		If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)					
a Paid during the year					
N/A					
Total				3a	
b Approved for future payment					
N/A					
Total				3b	

## Page 12

Enter gross amounts unless otherwise indicated.

## Part XVI-B Relationship of Activities to

Line No. ▼	Explain below how each activity for which income is reported in column (e) of Part XVI-A contributed importantly to the accomplishment of the foundation's exempt purposes (other than by providing funds for such purposes). (See instructions.)
---------------	---

Form 990-PF (2015)

## Part XVII Inform

DAA

## Federal Statements

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Statement 1 - Form 990-PF, Part I, Line 11 - Other Income

Description	Revenue per Books	Net Investment Income	Adjusted Net Income
Book Publishing Projects	\$ 10,007	\$	10,007
Tour / Exhibit Admission	5,755		5,755
MEMBERSHIP DUES	190		190
Charitable Bingo Donations	14,293		14,293
Miscellaneous Income	78		78
Total	\$ 30,323	\$ 0	\$ 30,323

Statement 2 - Form 990-PF, Part I, Line 19 - Depreciation

Description	Date Acquired	Cost Basis	Prior Year Depreciation	Method	Life	Current Year Depreciation	Net Investment Income	Adjusted Net Income
WINDOW REPAIRS								
10/15/02 \$	10/15/02	30,000	9,422	S/L	39	\$	\$	770
DELTA DESIGN CABINETS								
6/22/02	6/22/02	27,682	27,682	S/L	7			
FIREPROOF CABINETS								
8/20/02	8/20/02	4,798	4,798	S/L	7			
SECURITY SYSTEM								
10/03/02	10/03/02	16,000	16,000	S/L	7			
PRE 2001 ASSETS								
12/31/01	12/31/01	35,975	35,975	S/L	7			
FURNITURE DONATION								
4/01/03	4/01/03	12,429	12,429	S/L	7			
STORAGE CABINETS								
5/23/03	5/23/03	13,624	13,624	S/L	7			
STORAGE CABINETS								
8/13/07	8/13/07	3,445	3,445	S/L	5			
LIBRARY SHELVING								
8/31/07	8/31/07	1,693	1,693	S/L	5			
3 DELL COMPUTERS								
3/22/05	3/22/05	3,774	3,774	S/L	5			
DELL PRINTER								
3/22/05	3/22/05	799	799	S/L	5			

## Federal Statements

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## Statement 2 - Form 990-PF, Part I, Line 19 - Depreciation (continued)

Description							
Date Acquired	Cost Basis	Prior Year Depreciation	Method	Life	Current Year Depreciation	Net Investment Income	Adjusted Net Income
DELL POWEREDGE 2900 SERVER 4/16/07 \$	6,300 \$	6,300	S/L	5	\$	\$	\$
DELL D820 LAPTOP 4/16/07	1,875	1,875	S/L	5			
2 DELL DESKTOPS 745 4/16/07	2,800	2,800	S/L	5			
NETWORK HARDWARE 4/16/07	382	382	S/L	5			
SOFTWARE & LICENSES 4/16/07	1,185	1,185	S/L	5			
FLAT PANEL MONITOR 8/13/07	396	396	S/L	5			
LYNKSYS SWITCH & CABLES 8/13/07	141	141	S/L	5			
CISCO FIREWALL BACKUP 8/13/07	4,033	4,033	S/L	5			
COMPUTER EQUIPMENT 5/01/03	1,642	1,642	S/L	5			
COMPUTER PROJECTOR 5/01/03	3,319	3,319	S/L	5			
COMPUTER SERVER 4/30/02	7,160	7,160	S/L	5			
HP LASERJET 6/14/02	526	526	S/L	5			
Total	\$ 179,978	\$ 159,400			\$ 770	\$ 0	\$ 770



## Federal Statements

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**Statement 3 - Form 990-PF, Part I, Line 23 - Other Expenses**

Description	Total	Net Investment	Adjusted Net	Charitable Purpose
Expenses	\$	\$	\$	\$
Marketing & Public Relations	209			209
Misc Expenses	1,205			1,205
Fundraising	4,300			4,300
Insurance	3,304			3,304
Bank Charges	787			787
Storage	1,720			1,720
Office Supplies	467			467
Computer & Software Support	335			335
Web Hosting	875			875
Event Expenses	10,978			10,978
Memberships & Dues	119			119
Supplies	91			91
Book Royalties	1,845			1,845
Postage & Shipping	344			344
Building Repairs & Maintenance	32			32
Total	\$ 26,611	\$ 0	\$ 0	\$ 26,611

**Statement 4 - Form 990-PF, Part II, Line 14 - Land, Building, and Equipment**

Description	Beginning Net Book	End Cost / Basis	End Accumulated Depreciation	Net FMV
Total	\$ 20,578	\$ 179,978	\$ 160,170	\$ 19,808
	\$ 20,578	\$ 179,978	\$ 160,170	\$ 19,808

Statement 5 - Form 990-PF, Part II, Line 22 - Other Liabilities

Description	Beginning of Year	End of Year
Payroll Liabilities	\$ 1,630	\$
TIAA-CREF Payable	8,559	8,559
Total	<u>\$ 10,189</u>	<u>\$ 8,559</u>

**Federal Statements**

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**Statement 6 - Form 990-PF, Part VIII, Line 1 - List of Officers, Directors, Trustees, Etc.**

Name and Address	Title	Average Hours	Compensation	Benefits	Expenses
MARY CAROLE STROTHER 300 E VIRGINIA MCKINNEY TX 75069	VICE-CHAIR/E	4.00	0	0	0
DEBORAH KILGORE 300 E. VIRGINIA MCKINNEY TX 75069	VICE-CHAIRMA	4.00	0	0	0
EDWARD WRIGHT 300 E VIRGINIA MCKINNEY TX 75069	VICE-CHAIRMA	4.00	0	0	0
NINA DOWELL RINGLEY 300 E VIRGINIA MCKINNEY TX 75069	MEMBERSHIP C	4.00	0	0	0
JENNIFER DAVIS MCCARLEY WILSON 300 E VIRGINIA MCKINNEY TX 75069	PRESIDENT	4.00	0	0	0
BRANDON FULINCHECK 300 E VIRGINIA MCKINNEY TX 75069	TREASURER	20.00	0	0	0
PAT RODGERS 300 E VIRGINIA MCKINNEY TX 75069	SECRETARY	4.00	0	0	0
JIM BUNDY 300 E VIRGINIA MCKINNEY TX 75069	BOARD MEMBER	4.00	0	0	0
BETTY PETKOVSEK 300 E VIRGINIA MCKINNEY TX 75069	BOARD MEMBER	4.00	0	0	0
PAGE THOMAS	BOARD MEMBER	4.00	0	0	0

## Federal Statements

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**Statement 6 - Form 990-PF, Part VIII, Line 1 - List of Officers, Directors, Trustees,  
Etc. (continued)**

Name and Address	Title	Average Hours	Compensation	Benefits	Expenses
300 E VIRGINIA MCKINNEY TX 75069					

Form 990-PF, Part XV, Line 2b - Application Format and Required Contents

LETTER	Description
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Form 990-PF, Part XV, Line 2c - Submission Deadlines

DESCRIPTION
-------------

Form 990-PF, Part XV, Line 2d - Award Restrictions or Limitations

DESCRIPTION
-------------

Form **4562**Depreciation and Amortization  
(Including Information on Listed Property)

OMB No. 1545-0172

**2015**Attachment  
Sequence No. **179**Information about Form 4562 and its separate instructions is at [www.irs.gov/form4562](http://www.irs.gov/form4562).

(99)

Name(s) shown on return

Collin County Historical Society

Identifying number

52-1093455

Business or activity to which this form relates

## Indirect Depreciation

## Part I Election To Expense Certain Property Under Section 179

Note: If you have any listed property, complete Part V before you complete Part I.

1	Maximum amount (see instructions)	1	500,000
2	Total cost of section 179 property placed in service (see instructions)	2	
3	Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,000,000
4	Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5	Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6	(a) Description of property	(b) Cost (business use only)	(c) Elected cost

7	Listed property. Enter the amount from line 29	7	
8	Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9	Tentative deduction. Enter the smaller of line 5 or line 8	9	
10	Carryover of disallowed deduction from line 13 of your 2014 Form 4562	10	
11	Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12	Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11	12	
13	Carryover of disallowed deduction to 2016. Add lines 9 and 10, less line 12	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

## Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)

14	Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	
15	Property subject to section 168(f)(1) election	15	
16	Other depreciation (including ACRS)	16	770

## Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

17	MACRS deductions for assets placed in service in tax years beginning before 2015	17	0
18	If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here		

## Section B—Assets Placed in Service During 2015 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property			27.5 yrs.	MM	S/L	
i Nonresidential real property			27.5 yrs.	MM	S/L	
			39 yrs.	MM	S/L	
				MM	S/L	

## Section C—Assets Placed in Service During 2015 Tax Year Using the Alternative Depreciation System

20a Class life		
b 12-year		S/L
c 40-year		S/L

## Part IV Summary (See instructions.)

21	Listed property. Enter amount from line 28	21	
22	Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations—see instructions	22	770
23	For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

For Paperwork Reduction Act Notice, see separate instructions.

DAA

There are no amounts for Page 2

Form 4562 (2015)

**Federal Asset Report**  
**Form 990, Page 1**

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Asset	Description	Date In Service	Cost	Bus Sec % 179 Bonus	Basis for Depr	PerConv Meth	Prior	Current
<b>Other Depreciation:</b>								
1	WINDOW REPAIRS	10/15/02	30,000		30,000	39 MO S/L	9,422	770
2	DELTA DESIGN CABINETS	6/22/02	27,682		27,682	7 MO S/L	27,682	0
3	FIREPROOF CABINETS	8/20/02	4,798		4,798	7 MO S/L	4,798	0
4	SECURITY SYSTEM	10/03/02	16,000		16,000	7 MO S/L	16,000	0
5	PRE 2001 ASSETS	12/31/01	35,975		35,975	7 MO S/L	35,975	0
6	FURNITURE DONATION	4/01/03	12,429		12,429	7 MO S/L	12,429	0
7	STORAGE CABINETS	5/23/03	13,624		13,624	7 MO S/L	13,624	0
9	STORAGE CABINETS	8/13/07	3,445		3,445	5 MO S/L	3,445	0
10	LIBRARY SHELVING	8/31/07	1,693		1,693	5 MO S/L	1,693	0
11	3 DELL COMPUTERS	3/22/05	3,774		3,774	5 MO S/L	3,774	0
12	DELL PRINTER	3/22/05	799		799	5 MO S/L	799	0
13	DELL POWEREDGE 2900 SERVER	4/16/07	6,300		6,300	5 MO S/L	6,300	0
14	DELL D820 LAPTOP	4/16/07	1,875		1,875	5 MO S/L	1,875	0
15	2 DELL DESKTOPS 745	4/16/07	2,800		2,800	5 MO S/L	2,800	0
16	NETWORK HARDWARE	4/16/07	382		382	5 MO S/L	382	0
17	SOFTWARE & LICENSES	4/16/07	1,185		1,185	5 MO S/L	1,185	0
18	FLAT PANEL MONITOR	8/13/07	396		396	5 MO S/L	396	0
19	LYNKSYS SWITCH & CABLES	8/13/07	141		141	5 MO S/L	141	0
20	CISCO FIREWALL BACKUP	8/13/07	4,033		4,033	5 MO S/L	4,033	0
21	COMPUTER EQUIPMENT	5/01/03	1,642		1,642	5 MO S/L	1,642	0
22	COMPUTER PROJECTOR	5/01/03	3,319		3,319	5 MO S/L	3,319	0
23	COMPUTER SERVER	4/30/02	7,160		7,160	5 MO S/L	7,160	0
24	HP LASERJET	6/14/02	526		526	5 MO S/L	526	0
<b>Total Other Depreciation</b>			<b>179,978</b>		<b>179,978</b>		<b>159,400</b>	<b>770</b>
<b>Total ACRS and Other Depreciation</b>								
			<b>179,978</b>		<b>179,978</b>		<b>159,400</b>	<b>770</b>
<b>Grand Totals</b>								
			179,978		179,978		159,400	770
<b>Less: Dispositions and Transfers</b>			0		0		0	0
<b>Less: Start-up/Org Expense</b>			0		0		0	0
<b>Net Grand Totals</b>			<b>179,978</b>		<b>179,978</b>		<b>159,400</b>	<b>770</b>





17-108

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Heard-Craig is requesting a grant in the amount of \$3,000 for advertising, marketing and promotion of the Art Meets Floral event.
- The event will be held April 25-28, 2017.

**BACKGROUND INFORMATION:**

- Heard-Craig provides no cost meeting facilities for 19 local groups.
- The mission of Heard-Craig is three-fold - preservation, education and enlightenment.
- 2017 will mark the 46<sup>th</sup> year of providing facilities, events and programming to McKinney residents and visitors from surrounding areas.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from Heard-Craig for a Promotional and Community Event grant.

**SUPPORTING MATERIALS:**

[Heard-Craig Grant Application](#)

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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.***

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

- ☐ **Project Grant**  
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.

**xxPromotional or Community Event Grant (maximum \$15,000)**

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017

Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Heard-Craig

Federal Tax I.D.: 75-136-2043

Incorporation Date: August 24, 1971

Mailing Address: 205 W Hunt Street

City McKinney

ST: TX

Zip: 75069

Phone: 972-569-6909

Fax: 972-542-5092

Email: [executivedirector@heardcraig.org](mailto:executivedirector@heardcraig.org)

Website: [www.heardcraig.org](http://www.heardcraig.org)

#### Check One:

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

Professional affiliations and organizations to which your organization belongs: Center for Non-Profit Management, McKinney Chamber of Commerce, Texas Association of Museums, American Association for State and Local History, Texas Art Collectors Organization, Collin County Historical Commission, Society for Human Resources Management, McKinney Art Club, and Center for the Advancement of the Study of Early Texas Art.

### REPRESENTATIVES COMPLETING APPLICATION:

Name: Jody Lauden, Karen Zupanic, and Martha Davis

Title: Officers and Staff

Mailing Address: 205 W Hunt Street

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-569-6909

Fax: 972-542-5092

Email: [executivedirector@heardcraig.org](mailto:executivedirector@heardcraig.org)

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

Name: Martha Davis

Title: Vice President of the Board

Mailing Address: 205 W Hunt Street

City: McKinney

ST: TX

Zip: 75069

Phone 972-569-6909

Fax:

Email: [admin@heardcraig.org](mailto:admin@heardcraig.org)

### **FUNDING**

Total amount requested: \$3,000

Matching Funds Available (Y/N and amount): \$3,000

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: Requesting region-wide advertising and publicity money for a design event and competition entitled, Art Meets Floral. The event was held last year (first year) to increase business in McKinney (both for florists and for traffic on the downtown square). The mission was for area florists to design arrangements interpreting various paintings. A People's Choice Award was given to Franklin's Flowers for their interpretation of a sepia painting by Frank Klepper entitled "Boats on Whiterock Lake". (photographs of the Event are attached)

### **PROMOTIONAL EVENT**

Start Date: April 24, 2017

Completion Date: April 28, 2017

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

**J. Lauden, President**

**M. Davis, Vice President**

**N. Pike, Treasurer**

**D. Sorrells, Secretary**

**J. Taylor, Trustee**

**M. Williams, Trustee**

**S. Tyson, Trustee**

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

**K. Zupanic, Chief Executive**

**H. Leshowitz, Events**

**D. Janssen, Finance**

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

**I. Applying Organization:**

The Heard-Craig is pleased to submit this grant to cover increased publicity for a very unique event that can evolve into a Region-wide event.

The Organization: The Heard-Craig became a non-profit organization on August 24, 1971. The Heard-Craig provides "NO COST" meeting facilities for 19 local groups and its mission is threefold – preservation, education and enlightenment. In 2017, the organization will celebrate its 46<sup>th</sup> year of providing facilities, events and programming to the McKinney area as well as to surrounding areas (public organizations, private organizations, clubs, and the general public). We are one of the favorite venues of the McKinney Convention and Visitor's Bureau and we have hosted many large groups (in 2016) from Fort Worth, Paris, etc. There is one full-time staff and 2 part-time staff. There are several regular Volunteers who provide service in gardening, event assistance, etc.

**II. Promotional Event:**

The grant requested will provide promotional funding for an event that was initiated in April Of 2016. The Event was titled **ART MEETS FLORAL** and involved paintings and artwork from various artists combined with floral interpretations of the art. Multiple florists from around the city donated their design expertise, their supplies, and their time to make the first event successful. Exhibit A (attached) shows the results of the event (**SEE EXHIBIT A**).

As a summary:

There were eleven (11) paintings selected for the Art Meets Floral Event. Florists from McKinney, Allen, Denton, Plano, Richardson, and Dallas were contacted to explore their interest in participating in the event. Each Florist selected a painting and then designed their interpretation of the painting. The event was open to the public, charged an entrance fee of \$5.00, and had a People's Choice Award. The florists donated their time, their talent, and their supplies for the event.

For the first year of this event, Heard-Craig advertised locally for attendees. For 2017, we'd like to broaden our advertising base to include those Cities from whom some of our florists come (e.g. Allen, Denton). This event was another way of driving traffic into the downtown area and increasing tourism. We have many large women's organizations in surrounding cities and they come to the Heard-Craig specifically to see what we have going on. Our events calendar is almost always full. We have spent the last 7 months telling visitors about the ART MEETS FLORAL event - - when people come to a Tour of the Estate we show them the 2016 People's Choice winner and mention that the event will be held again in April.

For 2017, we will hold the same process as 2016 (paintings will be selected and florists will create a design interpretation for the public to view). The preparation will take place in January and February with advertising following. We would like to hold the entrance fee to \$5.00 again in 2017. The event will be open from Tuesday, April 25<sup>th</sup> through Friday, April 28<sup>th</sup> and we estimate about 50-100 people per day (mimimum). With regional advertising, we estimate at least 50% more than last year.

We would like to expand this event year after year so that more "out-of-McKinney" attendees come here. Last year, 90% of the attendees were from McKinney. By adding more surrounding-area florists, we increase our chances of having out-of-area attendees.

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

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

**Has a feasibility study or market analysis been completed for this proposed project? n/a**

**Indicate which goal(s) listed above will be supported by the Promotional:**

This promotional grant will support McKinney as a Unique destination (nothing like this is done in any surrounding community between here and Dallas), attracting both resident participation, vendor participation and visitor participation. In addition, the florists of McKinney get increased exposure, business, and revenue from the event residuals.

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

☐ Yes

xx ☐ No

**Date(s):** n/a

**Financial**

- The organization's 2016 financial status is now in good health after a \$30,000 loss in 2015. The organization would like to remain in a healthy state and to do so, will require continued partnering with local business and funding organizations.
- Two years of financial records are attached (2015 has been audited. 2016 will be audited at the conclusion of the fiscal year.)

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

\$6,000 for the advertising. The paintings and arrangements are loaned/donated.

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?** Fifty percent of the promotional funding will be provided by the Heard-Craig. In 2016, the entire promotional budget for the year was a little over \$6,000. Since advertising and marketing is an expensive proposition, we'd like to be able to apply a larger amount to one event that is not currently done within the City or done in surrounding cities. We believe this will draw participants from all over.

Description	Start Date	End Date	Duration
Community Impact Newspaper Ad	First Quarter	First Quarter	1-2 months ahead
Texas Magazine	First Quarter	First Quarter	1-2 months ahead
Posters	March 27	April 27	30 days ahead
Marketing Cards	February 1	April 24	2 months ahead
KLAK radio spots	April 17	April 21	7 days



## **BUDGET SPECIFICS:**

The Community Impact Newspaper Ad (1/4 page) will cost \$1,200 and run in one publication.

Texas Magazine (events section) is open.

Posters will cost \$500 - \$1,000.

Marketing Cards will cost \$200 for about 300 cards.

KLAK radio spots range from free (to non-profits at 8:20 AM) to several thousand dollars to daily promote a key event. We think it's best to advertise daily in the week leading up to the event so the bulk of the promotional money will be used in this category.

**Are Matching Funds available?** ☒ Yes ☐ No

Cash \$3,000

Source 2017 Marketing Budget

% of Total 50%

In-Kind \$

Source

% of Total

## **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Promotional Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

The Community Impact Newspaper Ad (1/4 page) will ensure that we reach every household in McKinney. Since the Heard-Craig placed a 1/4 page ad in this newspaper early last year and could track our advertisement results, we are confident that this will be a good investment for this event.

Texas Magazine (events section) – This will be the first year to advertise the event in this publication. There is a complimentary magazine called Tea Time that we currently advertise in and we have seen an exceptional number of visitors come from our ads there.

Posters – This marketing collateral will take advantage of the local, downtown walking traffic.

Marketing Cards – For the Florist's stores so that they can invite their customers to come and see their design.

KLAK radio spots – The marketing group at KLAK has talked with us about their packages for advertising regularly the week before the event. We have not yet tried a blitz like this but with the marketing expertise of KLAK, we would like to try.

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

Attendance metrics will be kept for each day of the event. We will keep track of the zip code from where they came, whether they came alone or brought others, where they learned about the event, and whether they were here last year (repeat customers). Participating vendors provided business cards during last year's event but this year we would like to offer a floral Promotional where there is 10% off when bringing a floral card to the florist. That way we can close the data loop with participating vendors (florists) and ensure the whole event is working seamlessly.

## Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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**

**Representative Completing Application**

M. Davis, Board Vice President  
November 29, 2016

K. Zupanic  
November 29, 2016

## Acknowledgements

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**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**



M. Davis, Board Vice President  
November 29, 2016

**Representative Completing Application**



K. Zupanic  
November 29, 2016

**EXHIBIT A: ART MEETS FLORAL EVENT held at the Heard-Craig Center**



**Artwork:** Portrait of Dale

**Floral Design by:** Dream Petals Floral



**Artwork:** Danish Coast

**Floral Design by:** McKinney Market Street



**Artwork:** Coast of Maine

**Floral Design by:** Gathered Floral



**Artwork:** Westerville Road, N.H.

**Floral Design by:** Tuberose Creative Design



**Artwork:** Egg of the Flamingo

**Floral Interpretation by:** Edwards Floral Design

And the People's Choice Award went to:



**Artwork:** Boats on Whiterock Lake by Frank Klepper (one of the famous Dallas Nine).

**Floral interpretation by:** Franklins Flowers

## **2016 TRUSTEES OF THE HEARD-CRAIG**

### **President**

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### **Treasurer**

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**TBD**

**Education and Programs**

**Amy Anderson (2015) Sang Lee (2016)**

**Interns**

**UT Austin**

**amymanderson1010@gmail.com**

**sangyeon41@gmail.com**

	A	B	C	D	E	F	G
1						<b>Heard-Craig Center for the Arts</b>	
2						<b>2016 Budget</b>	<b>2016</b>
3							<b>BUDGET</b>
4							
5						<b>Income</b>	
6						2091 · Trust Distribution (Intra Fund Transfer)	108,000
7						3050 · Grants	20,000
8						4000 · Contributions (Contributions)	4,800
9						4025 · Club donations	2,000
10						4000 · Contributions (Contributions) - Other	3,000
11						Total 4000 · Contributions (Contributions)	9,800
12						4012 · Tea & Conversation	
13						4012.1 · Tea & Conversation - Member	6300
14						4012.2 · Tea & Conversation - Nonmember	14,700
15						4012 · Tea & Conversation - Other	0
16						Total 4012 · Tea & Conversation	21000
17							
18						4014 · Heard Craig Membership (Museum Memberships)	3,800
19						4015 · Garden	4,000
20						4059 · Exhibit Revenue (This is the money we will get when we charge	2,000
21						4060 · Tour Income (Tour of House)	160
22						4061 · Canasta (rental fee for carriage house)	840
23						4062 · Gift Shop	1600
24						4065 · Misc. Revenue (Miscellaneous)	40
25						4067 · CH-Garden Rentals	7,000
26						4068 · House Rentals	2,000
27						4201 · Interest Income	7,000
28						4202 · Div Inc - UBS Financial	3,000
29						4203 · Div Inc - UBS Perm Endow	6,000
30						4205 · Unrealized investment gains los	6,000
31							43,440
32							
33						Total Income	202,240
34							
35						<b>Cost of Goods Sold</b>	
36						4500 · Gift Shop Items	800
37						Total COGS	
38						Gross Profit	\$201,440
39						<b>Expense</b>	
40						02 · Auditorium Rental	N/A
41						2000 · Inter Account Transfer (Transfer to Operating Account)	N/A
42						5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	N/A
43						5020 · Aud. Electricity (Auditorium/Electricity)	N/A
44						5021 · Aud. Gas (Auditorium/Gas)	N/A
45						5022 · Auditorium Telephone (Telephone Lines)	N/A
46						5023 · Aud. Water-Sewer (Aud./Water & Sewer)	N/A
47						5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	N/A
48						5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	N/A
49						5057 · Aud. Club Expenses (Auditorium/Laundry)	N/A
50						5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	N/A
51						5100 · Community Relations	
52						5101 · Stakeholder Relations	270
53						5100 · Community Relations	260
54						5200 · Carriage House Expense	
55						5220 · CH Electricity (C. H./Electricity)	1,100
56						5221 · CH Gas (Carriage House/Gas)	580
57						5223 · CH Water-Sewer (C. H./Water & Sewer)	360
58						5240 · CH FFE (C.H./Maintenance/Bldg.)	200
59						5243 · CH Maintenance (C.H./Maint/Heat & Air)	200
60						5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	200
61						5262 · CH Misc.Expense (Carriage House/Miscellan.)	100
62						5280 · CH Security	440
63						5200 · Carriage House Expense - Other	260
64						Total 5200 · Carriage House Expense	3,970
65						5300 · Education	
66						5301 · Research	
67						5374 · Programs/Lectures	1,400
68						5300 · Education	
69						Total 5300	
70						5400 · House Expenses	
71						5420 · House Electricity (H. C. House/Electricity)	5,500
72						5421 · House Gas (H. C. House/Gas)	970
73						5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,300
74						5424 · House Trash	167

	A	B	C	D	E	F	G
4							
75						5430 · House Landscape/Maint. (House/Landscape Mainten.)	\$6,000
76						5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	770
77						5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,800
78						5442 · House FFE (House/Maint/Equip/Furnish)	5,000
79						5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	7,070
80						5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	200
81						5453 · House Cleaning (H. C. House/Cleaning)	3,600
82						5456 · House Decorations (H. C. House/Decoration)	150
83						5465 · House Supplies	250
84						5468 · House Pest Control (H. C. House/Pest Control)	1,600
85						5475 · House Preservation Account	\$400
86						5480 · House Security (H. C. House/Security)	2400
87						5400 · House Expenses - Other	0
88						Total 5400 · House Expenses	\$39,177
89						5500 · Garden Expenses	8,000
90						5510 · Property Decorations	60
91						5520 · Refunds	
92						5600 · Administrative Expenses	
93						Contract Labor (contract labor)	4518
94						5622 · Telephone (Gen./Telephone)	2750
95						5655 · Technology (computers, projectors, wifi and any technology)	2500
96						5665 · Office Supplies (Gen/Office Supply/Expense)	1,900
97						5600 · Administrative Expenses - Other	0
98						Total 5600 · Administrative Expenses	11,668
99						5630 · Grounds Improvements (Gardens/Yard)	300
100						5642 · General Maint. (Gen/Maint/Equip/Furnishs)	0
101						5662 · Gen.Misc. (GenOverhead/Miscellaneous)	0
102						5663 · Professional Training/Ed (professional development for staff)	1,600
103						5664 · Professional Dues	600
104						5676 · Tea & Conversation Supplies	4,000
105						5677 · Internet	300
106						5680 · Event Expense	
107						5680.01 · Music	100
108						5680 · Event Expense - Other	200
109						Total 5680 · Event Expense	300
110						5681 · Exhibit Expenses	800
111						5685 · Marketing	
112						5685.01 · Printing	900
113						5685 · Marketing - Other	5,200
114						Total 5685 · Marketing	6,100
115							
116						5688 · Recognition	900
117						5690 · Tax/Legal (General Overhead/Audit)	2900
118						5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21000
119						5698 · - Sales Tax	400
120						5800 · Investment Fees	250
121						5801 · Bank Charges	275
122						5802 · Paypal Fees	100
123						6550 · Salaries and Wages	
124						6555 · Management (Wage Account - Employee Gross Pay)	
125						6560 · Support Staff (Wage Account - Employee Gross Pay)	
126						6565 · Payroll Taxes (Tax Account - Employer Taxes)	
127						Total 6550 · Salaries and Wages	99,000
128						66900 · Reconciliation Discrepancies (Discrepancies between bank statements and comp	
129						6999 · 6999	
130						7800 · Collection Management	
131						Total Expense	\$199,730
132							
133						Net Ordinary Income	\$2,510
134						Net Income	
135							
136							
137							

3:45 PM

11/29/16

Accrual Basis

# Heard-Craig Center for the Arts **Profit & Loss Budget vs. Actual** January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
2091 · Trust Distribution (Intra Fund Transfer)	109,849.19	127,632.44	-17,783.25
3050 · Grants	2,046.00	0.00	2,046.00
3300 · Interest Earned	0.00	20.00	-20.00
4000 · Contributions (Contributions)	3,065.00		
4025 · Club donations	4,583.25	2,500.00	2,083.25
4000 · Contributions (Contributions) - Other			
Total 4000 · Contributions (Contributions)	7,648.25	2,500.00	5,148.25
Total 4012 · Tea & Conversation			
4012 · Tea & Conversation	180.00		
4012.1 · Tea & Conversation - Member	500.00		
4012.2 · Tea & Conversation - Nonmember	1,653.57	4,000.00	-2,346.43
4012 · Tea & Conversation - Other			
Total 4012 · Tea & Conversation	2,333.57	4,000.00	-1,666.43
4014 · Heard Craig Membership (Museum Memberships)	2,560.00	1,200.00	1,360.00
4015 · Garden	1,109.00	0.00	1,109.00
4060 · Tour Income (Tour of House)	376.00	2,500.00	-2,124.00
4061 · Canasta (rental fee for carriage house)	585.00		
4062 · Gift Shop	688.80	2,000.00	-1,311.20
4065 · Misc. Revenue (Miscellaneous)	980.74	3,000.00	-2,019.26
4067 · CH-Garden Rentals	4,242.00	5,500.00	-1,258.00
4068 · House Rentals	150.00	200.00	-50.00
4070 · Hall Rentals	7,640.00	5,000.00	2,640.00
4201 · Interest Income	2,389.69		
4202 · Div Inc - UBS Financial	4,910.33		
4203 · Div Inc - UBS Perm Endow	1,579.28		
4205 · Unrealized investment gains los	-13,090.67	1,000.00	-1,000.00
4210 · Art Restoration/Acquisition	0.00		
Total Income	135,997.18	154,552.44	-18,555.26
Cost of Goods Sold			
4500 · Gift Shop Items	742.59	1,000.00	-257.41
Total COGS	742.59	1,000.00	-257.41
Gross Profit	135,254.59	153,552.44	-18,297.85

3:45 PM

11/29/16

Accrual Basis

# Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
<b>Expense</b>			
02 · Auditorium Rental	1,022.00	1,022.00	0.00
03 · CH/Garden Deposit Refunds	0.00	600.00	-600.00
5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	3,170.50	750.00	2,420.50
5020 · Aud. Electricity (Auditorium/Electricity)	3,078.96	1,600.00	1,478.96
5021 · Aud. Gas (Auditorium/Gas)	1,335.58	250.00	1,085.58
5022 · Auditorium Telephone (Telephone Lines)	203.25	125.00	78.25
5023 · Aud. Water-Sewer (Aud./Water & Sewer)	410.93	250.00	160.93
5041 · Auditorium Elevator (Aud/Maint) (Aud/Maintenance/Elevator)	0.00	190.00	-190.00
5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	140.00		
5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	720.00	400.00	320.00
5057 · Aud. Club Expenses (Auditorium/Laundry)	42.08	0.00	42.08
5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	97.46	150.00	-52.54
5080 · Auditorium Security (Auditorium/Security)	0.00	130.00	-130.00
5100 · Community Relations (Expenses related to building community partners)	275.29		
5101 · Stakeholder Relations (Expenses related to building relations within the Heard-...	10.48		
5100 · Community Relations (Expenses related to building community partners) - Other			
<b>Total 5100 · Community Relations (Expenses related to building community partners)</b>	<b>285.77</b>		
<b>5200 · Carriage House Expense</b>			
5220 · CH Electricity (C. H./Electricity)	942.69	1,200.00	-257.31
5221 · CH Gas (Carriage House/Gas)	414.91	1,100.00	-685.09
5223 · CH Water-Sewer (C. H./Water & Sewer)	285.40	450.00	-164.60
5240 · CH FFE (C.H./Maintenance/Bldg.)	287.93	200.00	87.93
5243 · CH Maintenance (C.H./Maint/Heat & Air)	5,243.17		
5244 · CH Exterior (C.H./Maint/Parking/Walkways)	0.00	200.00	-200.00
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	145.00		
5253 · CH Cleaning (Carriage House/Cleaning)	0.00	350.00	-350.00
5262 · CH Misc.Expense (Carriage House/Miscellan.)	722.50	100.00	622.50
5288 · CH Pest Control (Carriage House/PestControl)	0.00	250.00	-250.00
5280 · CH Security	345.70	980.00	-634.30
5283 · CH Cleaning Supplies (Carriage House/Supplies)	0.00	50.00	-50.00
5200 · Carriage House Expense - Other	260.00		
<b>Total 5200 · Carriage House Expense</b>	<b>8,647.30</b>	<b>4,880.00</b>	<b>3,767.30</b>
<b>5300 · Education (expenses related to creating educational programming)</b>			
5301 · Research	176.14		
5374 · Programs/Lectures (General Overhead/Programs)	47.10		
5300 · Education (expenses related to creating educational programming) - Other	49.98		
<b>Total 5300 · Education (expenses related to creating educational programming)</b>	<b>273.22</b>		

3:45 PM

11/29/16

Accrual Basis

# Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	4,498.69	5,000.00	-501.31
5421 · House Gas (H. C. House/Gas)	708.29	2,500.00	-1,791.71
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,053.57	1,300.00	-246.43
5424 · House Trash	166.09	206.00	-39.91
5430 · House Landscape/Maint. (House/Landscape Mainten.)	7,343.40	10,000.00	-2,656.60
5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	415.38	750.00	-334.62
5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,072.95	5,000.00	-1,927.05
5442 · House FFE (House/Maint/Equip/Furnish)	13,664.00	13,000.00	664.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	2,273.83	1,500.00	773.83
5444 · House Parking/Walkway Maint. (House/Maint/Parking/Walks)	0.00	500.00	-500.00
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	0.00	500.00	-500.00
5453 · House Cleaning (H. C. House/Cleaning)	2,949.71	500.00	2,449.71
5465 · House Supplies	259.75		
5468 · House Pest Control (H. C. House/Pest Control)	1,400.00	750.00	650.00
5475 · House Preservation Account	0.00	300.00	-300.00
5480 · House Security (H. C. House/Security)	2,114.56	1,120.00	994.56
5483 · House Cleaning Supplies (H. C. House/Supplies)	0.00	50.00	-50.00
5400 · House Expenses - Other	2,247.83		
Total 5400 · House Expenses	42,168.05	42,976.00	-807.95
5500 · Garden Expenses			
5600 · Administrative Expenses	304.21		
Contract Labor (contract labor)			
5622 · Telephone (Gen./Telephone)	728.75		
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,293.19	2,500.00	-206.81
5665 · Office Supplies (Gen/Office Supply/Expense)	976.12		
5600 · Administrative Expenses - Other	1,359.25	1,800.00	-440.75
	174.76		
Total 5600 · Administrative Expenses	5,532.07	4,300.00	1,232.07
5630 · Grounds Improvements (Gardens/Yard)	68.30	250.00	-181.70
5642 · General Maint. (Gen/Maint/Equip/Furnishs)	624.36	150.00	474.36
5662 · Gen.Misc. (GenOverhead/Miscellaneous)	2,714.16	1,800.00	914.16
5663 · Professional Training/Ed (professional development for staff)	500.00	500.00	0.00
5664 · Professional Dues	70.00	300.00	-230.00
5676 · Tea & Conversation Supplies	2,481.23	2,500.00	-18.77
5677 · Internet	295.30	1,100.00	-804.70
5678 · Music in the Garden	0.00	150.00	-150.00
5685 · Marketing			
5685.01 · Printing	206.95		
5685 · Marketing - Other	4,696.10	1,500.00	3,196.10
Total 5685 · Marketing	4,903.05	1,500.00	3,403.05

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11/29/16

Accrual Basis

# Heard-Craig Center for the Arts **Profit & Loss Budget vs. Actual** January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
5688 · Recognition	500.00		
5690 · Tax/Legal (General Overhead/Audit)	1,511.40	2,000.00	-488.60
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	25,330.27	15,000.00	10,330.27
5698 · Sales Tax	706.20	350.00	356.20
5801 · Bank Charges	241.50		
5802 · Paypal Fees	66.08		
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	27,923.07	55,000.00	-27,076.93
6560 · Support Staff (Wage Account - Employee Gross Pay)	13,732.13	5,000.00	8,732.13
6565 · Payroll Taxes (Tax Account - Employer Taxes)	3,335.76	3,000.00	335.76
6550 · Salaries and Wages - Other	0.00	3,000.00	-3,000.00
Total 6550 · Salaries and Wages	44,990.96	66,000.00	-21,009.04
66900 · Reconciliation Discrepancies (Discrepancies between bank statements and com...	3.94		
7800 · Collection Management			
5601 · Art Expense	0.00	2,500.00	-2,500.00
7800 · Collection Management - Other	45.00		
Total 7800 · Collection Management	45.00	2,500.00	-2,455.00
Total Expense	152,483.13	151,723.00	760.13
Net Ordinary Income	-17,228.54	1,829.44	-19,057.98
Net Income	-17,228.54	1,829.44	-19,057.98

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11/29/16

Accrual Basis

# Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
2091 · Trust Distribution (Intra Fund Transfer)	81,320.82	108,000.00	-26,679.18
3050 · Grants	2,000.00	20,000.00	-18,000.00
4000 · Contributions (Contributions)			
4005 · Patron Campaign	70.00	4,800.00	-4,730.00
4025 · Club donations	2,000.00	2,000.00	0.00
4000 · Contributions (Contributions) - Other	2,831.46	3,000.00	-168.54
Total 4000 · Contributions (Contributions)	4,901.46	9,800.00	-4,898.54
4012 · Tea & Conversation			
4012.1 · Tea & Conversation - Member	1,460.00	6,300.00	-4,840.00
4012.2 · Tea & Conversation - Nonmember	4,125.00	14,700.00	-10,575.00
4012.3 · Granddaughter Tea	2,549.00	0.00	2,549.00
Total 4012 · Tea & Conversation	8,134.00	21,000.00	-12,866.00
4014 · Heard Craig Membership (Museum Memberships)	4,468.00	3,800.00	668.00
4015 · Garden	459.70	4,000.00	-3,540.30
4030 · Fundraising (Fundraiser)	16.24	0.00	16.24
4058 · Event Revenue	1,210.50	0.00	1,210.50
4059 · Exhibit Revenue (This is the money we will get when we charge customers to com...	1,658.00	2,000.00	-342.00
4060 · Tour Income (Tour of House)	860.00	160.00	700.00
4061 · Canasta (rental fee for carriage house)	1,301.00	840.00	461.00
4062 · Gift Shop	1,065.39	1,600.00	-534.61
4063 · Art of the Card Income	654.00	0.00	654.00
4065 · Misc. Revenue (Miscellaneous)	0.00	40.00	-40.00
4067 · CH-Garden Rentals	9,725.00	7,000.00	2,725.00
4068 · House Rentals	1,020.00	2,000.00	-980.00
4075 · Rentals (Rentals of tablecloths and other equipment)	283.00	0.00	283.00
4201 · Interest Income	5,801.14	7,000.00	-1,198.86
4202 · Div Inc - UBS Financial	1,728.17	3,000.00	-1,271.83
4203 · Div Inc - UBS Perm Endow	319.46	6,000.00	-5,680.54
4205 · Unrealized investment gains los	11,158.35	6,000.00	5,158.35
4206 · Dividend Income	7,987.37	0.00	7,987.37
4209 · Stock Sales	225.00	0.00	225.00
Total Income	146,296.60	202,240.00	-55,943.40
Cost of Goods Sold			
4500 · Gift Shop Items	858.57	800.00	58.57
Total COGS	858.57	800.00	58.57
Gross Profit	145,438.03	201,440.00	-56,001.97



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11/29/16

Accrual Basis

# Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
<b>Expense</b>			
5100 · Community Relations (Expenses related to building community partners)			
5101 · Stakeholder Relations (Expenses related to building relations within the Heard-...	0.00	270.00	-270.00
5100 · Community Relations (Expenses related to building community partners) - Other	45.68	260.00	-214.32
<b>Total 5100 · Community Relations (Expenses related to building community partners)</b>	<b>45.68</b>	<b>530.00</b>	<b>-484.32</b>
5200 · Carriage House Expense			
5220 · CH Electricity (C. H./Electricity)	638.03	1,100.00	-461.97
5221 · CH Gas (Carriage House/Gas)	617.19	580.00	37.19
5223 · CH Water-Sewer (C. H./Water & Sewer)	425.17	360.00	65.17
5240 · CH FFE (C.H./Maintenance/Bldg.)	0.00	200.00	-200.00
5243 · CH Maintenance (C.H./Maint/Heat & Air)	1,391.03	200.00	1,191.03
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	59.95	200.00	-140.05
5253 · CH Cleaning (Carriage House/Cleaning)	150.00	0.00	150.00
5256 · CH Decorations (Carriage House/Decoration)	73.28	0.00	73.28
5262 · CH Misc.Expense (Carriage House/Miscellan.)	0.00	100.00	-100.00
5268 · CH Pest Control (Carriage House/PestControl)	1,692.00	0.00	1,692.00
5280 · CH Security	1,010.75	440.00	570.75
5283 · CH Cleaning Supplies (Carriage House/Supplies)	35.26	0.00	35.26
5200 · Carriage House Expense - Other	0.00	260.00	-260.00
<b>Total 5200 · Carriage House Expense</b>	<b>6,092.66</b>	<b>3,440.00</b>	<b>2,652.66</b>
5300 · Education (expenses related to creating educational programming)			
5374 · Programs/Lectures (General Overhead/Programs)	25.00	1,400.00	-1,375.00
5300 · Education (expenses related to creating educational programming) - Other	47.14	0.00	47.14
<b>Total 5300 · Education (expenses related to creating educational programming)</b>	<b>72.14</b>	<b>1,400.00</b>	<b>-1,327.86</b>
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	5,864.44	5,500.00	364.44
5421 · House Gas (H. C. House/Gas)	1,209.01	970.00	239.01
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,906.24	1,300.00	606.24
5424 · House Trash	0.00	167.00	-167.00
5430 · House Landscape/Maint. (House/Landscape Mainten.)	8,116.00	6,000.00	2,116.00
5431 · House Sprinkler Maint. (House/Land.Sprinkler/Maint)	86.00	770.00	-684.00
5432 · House Watering (Hse/Land.Sprink.WaterCost)	2,156.13	3,800.00	-1,643.87
5442 · House FFE (House/Maint/Equip/Furnish)	0.00	5,000.00	-5,000.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	1,947.29	7,070.00	-5,122.71
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	827.70	200.00	627.70
5446 · House Maintenance	215.00	0.00	215.00
5453 · House Cleaning (H. C. House/Cleaning)	2,700.00	3,600.00	-900.00
5456 · House Decorations (H. C. House/Decoration)	38.89	150.00	-111.11
5465 · House Supplies	486.13	250.00	236.13
5468 · House Pest Control (H. C. House/Pest Control)	610.00	1,600.00	-990.00

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11/29/16

Accrual Basis

# Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
5475 · House Preservation Account	100.00	400.00	-300.00
5480 · House Security (H. C. House/Security)	1,445.75	2,400.00	-954.25
<b>Total 5400 · House Expenses</b>	<b>27,708.58</b>	<b>39,177.00</b>	<b>-11,468.42</b>
5500 · Garden Expenses	1,812.78	8,000.00	-6,187.22
5510 · Property Decorations	132.67	60.00	72.67
5520 · Refunds	40.00	0.00	40.00
5525 · Art of the Card Expenses	594.00	0.00	594.00
5600 · Administrative Expenses			
Contract Labor (contract labor)	586.50	4,518.00	-3,931.50
5622 · Telephone (Gen./Telephone)	2,819.35	2,750.00	69.35
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,156.01	2,500.00	-343.99
5665 · Office Supplies (Gen/Office Supply/Expense)	1,908.03	1,900.00	8.03
<b>Total 5600 · Administrative Expenses</b>	<b>7,469.89</b>	<b>11,668.00</b>	<b>-4,198.11</b>
5630 · Grounds Improvements (Gardens/Yard)	0.00	300.00	-300.00
5642 · General Maint. (Gen/Maint/Equip/Furnishs)	703.83	0.00	703.83
5663 · Professional Training/Ed (professional development for staff)	198.77	1,600.00	-1,401.23
5664 · Professional Dues	0.00	600.00	-600.00
5676 · Tea & Conversation Supplies	3,743.54	4,000.00	-256.46
5677 · Internet	360.00	300.00	60.00
5680 · Event Expense			
5680.01 · Music	0.00	100.00	-100.00
5680 · Event Expense - Other	1,072.81	200.00	872.81
<b>Total 5680 · Event Expense</b>	<b>1,072.81</b>	<b>300.00</b>	<b>772.81</b>
5681 · Exhibit Expenses	767.56	800.00	-32.44
5682 · Fundraising expenses	163.67	0.00	163.67
5685 · Marketing			
5685.01 · Printing	319.40	900.00	-580.60
5685 · Marketing - Other	3,951.30	5,200.00	-1,248.70
<b>Total 5685 · Marketing</b>	<b>4,270.70</b>	<b>6,100.00</b>	<b>-1,829.30</b>
5688 · Recognition	151.69	900.00	-748.31
5690 · Tax/Legal (General Overhead/Audit)	1,875.00	2,900.00	-1,025.00
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21,008.92	21,000.00	8.92
5698 · Sales Tax	213.10	400.00	-186.90
5699 · Other Taxes	128.00	0.00	128.00
5700 · League Membership Expenses	430.08	0.00	430.08
5800 · Investment Fees	3,799.74	250.00	3,549.74
5801 · Bank Charges	35.86	275.00	-239.14
5802 · Paypal Fees	291.77	100.00	191.77

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11/29/16

Accrual Basis

# Heard-Craig Center for the Arts **Profit & Loss Budget vs. Actual** January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	49,807.60	0.00	49,807.60
6560 · Support Staff (Wage Account - Employee Gross Pay)	21,102.31	0.00	21,102.31
6565 · Payroll Taxes (Tax Account - Employer Taxes)	5,560.05	0.00	5,560.05
6550 · Salaries and Wages - Other	0.00	99,000.00	-99,000.00
Total 6550 · Salaries and Wages	76,469.96	99,000.00	-22,530.04
Total Expense	159,653.40	203,100.00	-43,446.60
Net Ordinary Income	-14,215.37	-1,660.00	-12,555.37
Net Income	<b>-14,215.37</b>	<b>-1,660.00</b>	<b>-12,555.37</b>

Address any reply to: 1600 Paterson St., Dallas, Tex. 75201

## Department of the Treasury

District Director

### Internal Revenue Service

Date:

AUG 24 1971

In reply refer to:

A:EQ:RT:309

DAL-EO-71-341

- The Heard-Craig Women's Club Trust  
205 West Hunt  
McKinney, Texas 75069



Accounting Period: December 31

Gentlemen:

Based on information supplied, we have concluded that your organization is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. This determination assumes the organization's operations will be as stated in the exemption application.

We have further concluded that the organization is a private foundation as defined in section 509(a) of the Code. In this letter we are not determining whether the organization is a private operating foundation as defined in section 4942(j)(3).

Any changes in your character or purposes must be reported immediately to us for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are required to file an annual information return, Form 990, by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities is unrelated trade or business as defined in section 513 of the Code.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

You are not liable for Federal Unemployment Taxes. You are liable for social security taxes only if you have filed waiver of exemption certificates as provided in the Federal Insurance Contributions Act.

Sincerely yours,

Ellis Campbell, Jr. (TSE)

Ellis Campbell, Jr.  
District Director

cc: Robert L. Trimble  
2030 Republic Bank Tower  
Dallas, Texas 75201

John L. McCraw, Jr.  
211 North Tennessee Street  
McKinney, Texas 75069



17-109

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Heritage Guild of Collin County is requesting a grant in the amount of \$12,500 for advertising, marketing and promotion of the following Chestnut Square events: 2017 Farmer's Market, Tour de Coop, and Ice Cream Crank-off.
- The events will be held during the time period from March to November, 2017.

**BACKGROUND INFORMATION:**

- The mission of Heritage Guild of Collin County is to preserve and perpetuate the heritage of Collin County.
- HGCC was organized more than 40 years ago.
- HGCC supports Chestnut Square Historic Village - a McKinney museum and tourist destination offering diverse programs and activities throughout the year.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a promotional grant in the amount of \$6,500 to HGCC in 2016.

**SUPPORTING MATERIALS:**

[HGCC Grant Application](#)

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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.***

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

☐ **Project Grant**

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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

**ORGANIZATION INFORMATION**

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: director@chestnutsquare.org

Website: www.chestnutsquare.org

**Check One:**

☒ X 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: Go Texan (Tx Dept of Ag), Association of Living History, Center for Non-Profit Management, Texas Assoc of Museums, Collin County Historical Commission, McKinney Chamber of Commerce

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST:

TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

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

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

**FUNDING**

Total amount requested: \$12,500

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 3/2017

Completion Date: 9/2017

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

**Hamilton Doak, Chair**

**Stella Stevens, Vice Chair**

**Rick Scauzillo, Treasurer**

**Kathy Moore**

**Carol Ownby**

**Harvey Oaxaca**

**Rick Glew**

**Wayne Hill**

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

**Jaymie Pedigo, E.D.**

**Alice Yeager, Bookkeeping, Membership Manager**

**Leisha Phipps, Curation**

**LaDonna Doyle, Education Event Coordinator**

**Sherri Murphy, Education Volunteer Coordinator**

**Kim Ducote, Facilities Sales & Coordinator**

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.

The Heritage Guild was organized 43 years ago and is home to Chestnut Square Historic Village. Chestnut Square has grown from two houses in 1973 to six houses, a general store, an historic chapel, a replica school house, and a Visitors Center. The nine historic buildings span the time period from 1854-1930, and encompass 2.5 acres on two city blocks. The mission of HGCCV, revised in 2013, is to celebrate community, preserve history, and inspire the future.

Chestnut Square Historic Village is open to the public six days a week, with guided tours of the homes provided on Thursdays and Saturdays at 11:00. Group tours may be scheduled Tuesday through Saturday by reservation. Trolley tours of McKinney's Historic District area are available the 2<sup>nd</sup> Saturday of each month, beginning and ending at Chestnut Square, and showcasing the history of McKinney and the architecture in the Historic District. Additionally, a 24/7 audio tour is an option, donated by Munzee.

Events such as the Historic McKinney Farmers Market, the Killis Melton Ice Cream Crank-Off, The Legends of McKinney Ghost Walk and the Holiday Tour of Homes bring people to McKinney to shop, eat and stay at our local hotels and bed and breakfasts. The Historic McKinney Farmers Market at Chestnut Square was voted the #2 farmers market in Texas in 2016, #6 in the nation! The Heritage Guild of Collin County is the proud home of Doc & Clyde's Ice Cream Freezer Museum, part of McKinney's heritage, and recognized as the largest ice cream freezer exhibit in the world. Chestnut Square is a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "history to life" through tours onsite, and programs and events offsite. All structures are open to the public for tours and entertainment and educational programs are held around an historic theme. Our partnership with the Living History Group, allows us to provide demonstrations in historically accurate costumes throughout the village.

Educational programs include tours for students of all ages, Prairie Adventure Camp, (the camp has drawn children from Oklahoma, Louisiana, Houston and Austin) and "Pumpkin Patch" in October. In October of 2016, we hosted over 1000 children ages 4-12.

Every Saturday morning April through November, Chestnut Square hosts the Historic McKinney Farmers Market. More than 50 vendors participate each week offering locally grown and raised produce, meat and eggs. The market is well-attended, often hosting 1,500 people. Customer surveys show that 40% of visitors continue to be there for the first time and 33% are from outside Collin County. We also operate a satellite Farmers Market, April-October, at Adriatica on Thursdays from 3:00 – 6:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week.

Since 2008, when Clyde Geer donated his collection to create "Doc & Clyde's Ice Cream Freezer Museum", Chestnut Square has hosted the Killis Melton Ice Cream Crank-off. In addition to an ice cream competition, the free event offers a variety of family friendly attractions, entertainment and old fashioned fun! Held in conjunction with Farmers Market, it has become a family tradition. At the recent

"Crank-Off", Clyde presented the "Doc & Clyde's" exhibit with the sign from the first ice cream "cranking-off" event, which was held in downtown McKinney to bring business to the square.

Another program on our roster - The Legends of McKinney Ghost Walk, where costumed storytellers share the history of "haunted" sites around downtown McKinney and Chestnut Square. A partnership with Main Street Magic, and TexPart Paranormal add special flair to the event.

We continue the legacy of the Holiday Tour of Homes, the very first fundraising venture for HGCC, drawing visitors from throughout North Texas to tour holiday decorations and architectural wonders of Chestnut Square and another 4-6 historic structures in McKinney. The Home Tour is not only a key fundraiser, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney's downtown square, and McKinney's Historic District. The 42<sup>nd</sup> version of the tour, held December 2015, drew over 1500 attendees and produced the best financial results for this event since 2010.

The Chapel at Chestnut Square can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House can host over 150 for wedding receptions. In 2015, rental sales reached \$258,900, but in 2016, for the first time in 6 years, event and program revenues equaled wedding sales, diversifying our revenue streams. We look to see an increase in sales again with the all weather improvements to the Pavilion.

The programs of the Heritage Guild of Collin County and the attractions of Chestnut Square host over 50,000 visitors annually, where "we bring history to life!"

Currently, the staff consists of an Executive Director; Bookkeeper & Membership Manager; Wedding and Events Sales Manager, part-time curator, 2 part-time education staff, a contract Market Manager and Development Director. All programs are supported by volunteers, who contribute nearly 10,000 hours each year.

## **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.

We are asking for funds to support the Farmers Market, The Annual Killis Melton Ice Cream Crank Off, and the Tour de Coop, an educational and fun way to learn about chicken keeping.

- The Farmers Market funds would be used for advertising both locally and in Edible Dallas, a "foodie" magazine supporting local sourcing. One emphasis in the coming year is to make more of the population on the west side of McKinney aware of the market.
- Tour de Coop – last year was the first year that HGCC hosted the Tour de Coop. A record amount of sponsorship dollars plus funds from MDCDC made it very profitable. These funds went right back into supporting the Farmers Market. This year we'd like to broaden our audience with advertising in regional options.
- The Ice Cream Crank-Off is not a fundraiser, but a community event designed to keep part of McKinney's history alive. Our goal is to bring in enough participants to cover costs. We'd use funds to advertise in regional travel magazines and local publications/outlets. A small ad in Texas Highways or Texas monthly runs roughly \$2000.

- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**

These events help MCDC meet their goal of enhancing the historic quality of McKinney both by making the history of McKinney's Historic District accessible and by making Chestnut Square accessible to everyone in McKinney and visitors to McKinney. Chestnut Square has become a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families.

Weddings held at Chestnut Square often bring overnight guests, who stay and eat in McKinney businesses. The new Sheraton has already mentioned that they have hosted many wedding parties who are booked at our chapel. Additionally, these parties utilize local caterers, florists, beauty services, etc. for their events.

- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.

Our goal of bringing history to life is the theme of all of our events; educational programs, special events and fundraisers all fit our historic mission.

- 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.

Planning for these events is already in place, with the exception of the Ice Cream Crank Off, for which planning will begin in February. Most of our events are on a year-round planning cycle.

- 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 aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue

- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:**

Several of the MCDC goals are met by HGCC events – promoting McKinney as a unique tourist destination, contribute to the quality of life for McKinney residents, and promoting McKinney business by not only attracting tourists, but also referrals to wedding and event parties for their ancillary goods and service needs.

**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 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.

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

Farmers Market - \$15,000

Tour de Coop - \$8,000

Ice Cream Crank Off - \$8,000

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

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

**Farmers Market – 66%**

**Tour de Coop – 62%**

**Ice Cream Crank Off – 62%**

**Are Matching Funds available? SOME** ☒ Yes

☐ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

In-Kind services will be provided for much of the design & layout work for consumable marketing materials. Additionally, we will continue to leverage advertising funds with editorial content.

As of Sept 30, 2016, HGCC has spent \$21,500 in advertising, with projections of another \$6500 by year's end, totaling \$28,000. Of that, \$11,900 was MCDC funded, 42.5% of advertising budget. This is a reduction from 50% of 2015 advertising promotional budget being MCDC funded.

**Are other sources of funding available?** *If so, please list source and amount.*  
Sponsorships

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.*

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

Describe marketing plans and outreach strategies for your organization, 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.

Events at Chestnut Square, are promoted year-round through the City's Historic Preservation calendar, "rack cards" with all activities at the CVB, Chamber and throughout McKinney, Collin County and at travel centers throughout Texas. Posters for each event are distributed throughout Collin County. Advertising is focused on food and tour magazines with spot ads in local and regional papers, and on local radio.

We are continuing our efforts to 1) rebrand as a museum and tourist attraction, so further outreach throughout Texas is one goal – some of these funds would be used to advertise in state-wide publications. And 2) more collaborations with the other museums in downtown. The Collin County Historical Society Museum is a spot on the Holiday Tour of Homes, and the 3 directors have begun talks to roll out a multi-museum membership option in 2017.

#### **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.

All events are evaluated by using an exit survey to assess advertising effectiveness. We continue to be amazed at the number of people who visit from outside the area.

#### **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;
- 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**

**Representative Completing Application**

*Jaymie Pedigo*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Jaymie Pedigo  
Printed Name  
11/28/16

Same  
Printed Name

Date

Date

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

	Coop Tour	ICCO	Farmers Market
<b>Event Income</b>			
Tickets	6500	12000/\$1	12000
Food/Bev			
Entertainment			
FR Activity photos			
Other	1500		
Sponsors	5000		
<b>Total</b>	<b>13000</b>	<b>12000</b>	<b>55000</b>
<b>Event Expenses</b>			
Food/Bev		2000	1800
Facility/Rentals/Permits		2500	50
Entertainment		1000	750
Print/Marketing	2500	500	2400
Advertising	4500	3725	10000
Supplies	1000	800	
<b>Total</b>	<b>8000</b>	<b>10525</b>	<b>15000</b>
Net	5000	1475	40000
%Change	10%	0% <10%>*	
<b>Advertising Plan</b>			
Community Impact	575	575	2875
Regional/Travel	2000	2000	3800
Star Local	425		5100
Billboard	425	425	425
DayTripper Enews	375	375	1500
KLAK	350	350	
other	350		1300
	4500	3725	15000

\* Anticipate no gain, or loss, due to contruction/parking challenges  
 \*Anticipating some reduction due to parking challenges

Heritage Guild of Collin County, Texas  
**BUDGET TO ACTUAL SUMMARY**  
 Nine months ended 9/30/2016

	Actual	Budget	Over (Under)
<b>Revenues</b>			
Donations & public support	\$ 30,030	\$ 20,600	\$ 9,430
Programming	31,757	50,850	(19,093)
Event & fundraising	123,975	75,450	48,525
Facility rentals	131,105	133,000	(1,895)
Other	682	38	645
Investment income	18	28	(10)
	<b>317,567</b>	<b>279,966</b>	<b>37,602</b>
<b>Costs and expenses</b>			
Wedding expenses	10,370	12,500	(2,130)
Programming	4,070	9,875	(5,805)
Events and fundraising	37,932	18,600	19,332
Business expenses	25,226	24,040	1,186
Outside services	1,217	1,445	(228)
Facilities and equipment	38,675	55,750	(17,075)
Office operations	17,004	9,065	7,939
Other administrative expenses	22,434	3,974	18,461
Payroll	124,652	136,098	(11,446)
	<b>281,580</b>	<b>271,347</b>	<b>10,234</b>
Net income from operations	<b>35,987</b>	<b>8,619</b>	<b>27,368</b>
Net grant activity	<b>(2,707)</b>	<b>-</b>	<b>(2,707)</b>
Net income	<b>\$ 33,280</b>	<b>\$ 8,619</b>	<b>\$ 24,661</b>



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Accrual Basis

# The Heritage Guild of Collin County Balance Sheet

	Sep 30, 16	Sep 30, 15	\$ Change
<b>ASSETS</b>			
Current Assets			
Checking/Savings			
10000 · Petty Cash	350.00	250.00	100.00
10020 · Independent Bank - Operations	6,533.30	(3,379.44)	9,912.74
10030 · Independent Bank - Endowment	44,132.54	25,860.33	18,272.21
10060 · PayPal	(45.89)	(45.89)	0.00
10070 · Tom Thumb Gifted Cards	0.00	1,226.13	(1,226.13)
Total Checking/Savings	50,969.95	23,911.13	27,058.82
Accounts Receivable			
11000 · Accounts Receivable	17,672.00	1,688.74	15,983.26
Total Accounts Receivable	17,672.00	1,688.74	15,983.26
Other Current Assets			
12000 · Undeposited Funds	3,060.00	2,884.26	175.74
Total Other Current Assets	3,060.00	2,884.26	175.74
Total Current Assets	71,701.95	28,484.13	43,217.82
Fixed Assets			
15000 · Buildings, Furniture and Equip			
15001 · Buildings, general	1,162,090.05	1,162,090.05	0.00
15010 · Dulaney House	19,353.66	19,353.66	0.00
15012 · Johnson House	12,469.90	12,469.90	0.00
15013 · Chapel	12,692.55	12,692.55	0.00
15014 · Faires House	312.16	312.16	0.00
15015 · Dixie's Store	7,783.78	7,783.78	0.00
15016 · Taylor Inn	36,723.53	36,723.53	0.00
15017 · Wilmeth Schoolhouse	89,754.93	89,754.93	0.00
15018 · 405 Reception Hall	152,493.94	152,493.94	0.00
15019 · Blacksmith Shop	3,931.90	3,931.90	0.00
15021 · Landscape/Storage Buildings	15,433.39	15,433.39	0.00
15022 · Visitors Center	150,000.00	150,000.00	0.00
15030 · Antiques, Furnishings, Artifact	209,208.50	209,208.50	0.00
15040 · Assets for Rental Business	1,497.00	1,497.00	0.00
Total 15000 · Buildings, Furniture and Equip	1,873,745.29	1,873,745.29	0.00
Total Fixed Assets	1,873,745.29	1,873,745.29	0.00
<b>TOTAL ASSETS</b>	<b>1,945,447.24</b>	<b>1,902,229.42</b>	<b>43,217.82</b>
<b>LIABILITIES &amp; EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
20000 · Accounts Payable	5,706.27	3,956.69	1,749.58
Total Accounts Payable	5,706.27	3,956.69	1,749.58
Credit Cards			
21000 · Credit card payable	0.00	670.34	(670.34)
Total Credit Cards	0.00	670.34	(670.34)
Other Current Liabilities			
24400 · Deferred Revenue, Dulaney House	1,500.00	34,740.55	(33,240.55)
24450 · Wedding Damage Deposit	19,750.00	17,900.00	1,850.00
24500 · Deferred Income Billings			
24510 · Weddings	55,775.00	41,150.00	14,625.00
Total 24500 · Deferred Income Billings	55,775.00	41,150.00	14,625.00

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Accrual Basis

## The Heritage Guild of Collin County Balance Sheet

	Sep 30, 16	Sep 30, 15	\$ Change
26000 - Security Deposits, Other	200.00	200.00	0.00
27000 - Notes Payable, IB Credit Line	0.00	6,754.74	(6,754.74)
<b>Total Other Current Liabilities</b>	<b>77,225.00</b>	<b>100,745.29</b>	<b>(23,520.29)</b>
<b>Total Current Liabilities</b>	<b>82,931.27</b>	<b>105,372.32</b>	<b>(22,441.05)</b>
<b>Total Liabilities</b>	<b>82,931.27</b>	<b>105,372.32</b>	<b>(22,441.05)</b>
<b>Equity</b>			
30000 - Unrestricted Fund Balance	1,829,235.54	1,834,096.78	(4,863.24)
Net Income	33,280.43	(37,241.68)	70,522.11
<b>Total Equity</b>	<b>1,862,515.97</b>	<b>1,796,857.10</b>	<b>65,658.87</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,945,447.24</b>	<b>1,902,229.42</b>	<b>43,217.82</b>

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10/07/16

Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
41000 · Direct Public Support				
41010 · Membership Dues	1,226.00	431.20	794.80	0.4%
41020 · Donations, General Public	831.11	4,492.53	(3,661.42)	0.3%
41030 · Corporate Contributions	9,892.49	1,809.55	8,082.94	3.1%
41050 · Special Purpose Gifts	18,080.00	0.00	18,080.00	5.7%
<b>Total 41000 · Direct Public Support</b>	<b>30,029.60</b>	<b>6,733.28</b>	<b>23,296.32</b>	<b>9.5%</b>
42000 · Program Revenues				
42030 · Dixie Store	3,000.21	10,475.00	(7,474.79)	0.9%
42040 · Education Programs	7,660.75	18,578.51	(10,917.76)	2.4%
42050 · Ghostly Haunting	1,260.00	0.00	1,260.00	0.4%
42070 · Prairie Camps	12,010.00	0.00	12,010.00	3.8%
42080 · Public Village Tour	1,898.32	8,612.26	(6,713.94)	0.6%
42085 · Pumpkin Patch & Farm Days	2,328.00	464.00	1,864.00	0.7%
42090 · Tea & Tour	2,945.00	1,725.00	1,220.00	0.9%
42100 · Trolley Tour	446.75	0.00	446.75	0.1%
42199 · Other Program Revenues	207.50	0.00	207.50	0.1%
<b>Total 42000 · Program Revenues</b>	<b>31,756.53</b>	<b>39,854.77</b>	<b>(8,098.24)</b>	<b>10.0%</b>
42500 · Event & Fundraising Revenues				
42510 · Chester Book Sales	0.00	193.48	(193.48)	0.0%
42520 · Farm to Table Dinner	30,185.00	8,525.27	21,659.73	9.5%
42530 · Farmers' Market	56,108.52	44,405.91	11,702.61	17.7%
42535 · Fun Run	7,155.00	0.00	7,155.00	2.3%
42540 · Fashion Show	1,929.50	4,338.23	(2,408.73)	0.6%
42550 · Ghost Walk	64.00	160.88	(96.88)	0.0%
42560 · Holiday Home Tour	1,521.40	1,000.00	521.40	0.5%
42570 · Ice Cream Crank Off	8,598.75	6,182.64	2,416.11	2.7%
42580 · Murder Mystery	5,244.00	0.00	5,244.00	1.7%
42699 · Other Event/Fund Raising Income	13,169.01	0.00	13,169.01	4.1%
<b>Total 42500 · Event &amp; Fundraising Revenues</b>	<b>123,975.18</b>	<b>64,806.41</b>	<b>59,168.77</b>	<b>39.0%</b>
43000 · Facility Rentals				
43010 · Weddings	129,130.00	68,554.50	60,575.50	40.7%
43020 · Rentals	1,975.00	8,997.00	(7,022.00)	0.6%
<b>Total 43000 · Facility Rentals</b>	<b>131,105.00</b>	<b>77,551.50</b>	<b>53,553.50</b>	<b>41.3%</b>
44000 · Other Operating Income				
44020 · Background Check Fees	182.40	121.30	61.10	0.1%
44040 · Miscellaneous Revenue	500.00	472.36	27.64	0.2%
<b>Total 44000 · Other Operating Income</b>	<b>682.40</b>	<b>593.66</b>	<b>88.74</b>	<b>0.2%</b>
45000 · Investments				
45030 · Interest-Savings, Short-term CD	17.91	16.38	1.53	0.0%
<b>Total 45000 · Investments</b>	<b>17.91</b>	<b>16.38</b>	<b>1.53</b>	<b>0.0%</b>
<b>Total Income</b>	<b>317,566.62</b>	<b>189,556.00</b>	<b>128,010.62</b>	<b>100.0%</b>
<b>Expense</b>				
61100 · Wedding Expenses				
61110 · Wedding Costs	10,369.87	6,902.54	3,467.33	3.3%
<b>Total 61100 · Wedding Expenses</b>	<b>10,369.87</b>	<b>6,902.54</b>	<b>3,467.33</b>	<b>3.3%</b>
61200 · Programming Expenses				
61230 · Dixie Store Costs	1,070.53	1,334.27	(263.74)	0.3%
61240 · Educational Programs Costs	1,268.53	1,607.21	(338.68)	0.4%
61250 · Ghostly Haunting Costs	0.00	84.00	(84.00)	0.0%
61265 · Pumpkin Patch & Farm Days Costs	51.62	1,292.99	(1,241.37)	0.0%
61270 · Tour & Tea Costs	1,679.16	2,832.07	(1,152.91)	0.5%
61299 · Other Programming Costs	0.00	13.03	(13.03)	0.0%
<b>Total 61200 · Programming Expenses</b>	<b>4,069.84</b>	<b>7,163.57</b>	<b>(3,093.73)</b>	<b>1.3%</b>

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10/07/16

Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
<b>61400 · Events &amp; Fundraising Expenses</b>				
61420 · Farm to Table Dinner Costs	12,497.05	642.84	11,854.21	3.9%
61430 · Farmers' Market Costs	6,277.65	7,506.74	(1,229.09)	2.0%
61435 · Fun Run Expenses & Promo	5,002.42	0.00	5,002.42	1.6%
61440 · Fashion Show Costs	1,284.00	3,211.00	(1,927.00)	0.4%
61450 · Ghost Walk Costs	185.00	0.00	185.00	0.1%
61460 · Holiday Home Tour Costs	147.63	0.00	147.63	0.0%
61470 · Ice Cream Crank Off Costs	7,273.86	6,139.47	1,134.39	2.3%
61480 · Murder Mystery Costs	2,613.81	0.00	2,613.81	0.8%
61599 · Other Event Costs	2,651.00	0.00	2,651.00	0.8%
<b>Total 61400 · Events &amp; Fundraising Expenses</b>	<b>37,932.42</b>	<b>17,500.05</b>	<b>20,432.37</b>	<b>11.9%</b>
<b>61600 · Business Expenses</b>				
61610 · Advertising, PR & Marketing	16,203.18	14,811.79	1,391.39	5.1%
61630 · Board Meeting Expenses	56.90	0.00	56.90	0.0%
61640 · Business Registration Fees	0.00	115.00	(115.00)	0.0%
61650 · Contract Labor, Office	0.00	50.00	(50.00)	0.0%
61660 · Rentals (Administrative)	8,098.00	2,093.40	6,004.60	2.6%
61670 · Volunteer Relations	868.02	1,057.50	(189.48)	0.3%
61680 · Staff Relations	0.00	51.97	(51.97)	0.0%
61699 · Other Business Expenses	0.00	9.47	(9.47)	0.0%
<b>Total 61600 · Business Expenses</b>	<b>25,226.10</b>	<b>18,189.13</b>	<b>7,036.97</b>	<b>7.9%</b>
<b>61700 · Outside Services</b>				
61710 · Accounting Fees	745.00	695.00	50.00	0.2%
61720 · Legal Fees	0.00	1,750.00	(1,750.00)	0.0%
61730 · Fundraising Expenses	77.12	61.21	15.91	0.0%
61740 · Outside Contract Services	395.00	0.00	395.00	0.1%
<b>Total 61700 · Outside Services</b>	<b>1,217.12</b>	<b>2,506.21</b>	<b>(1,289.09)</b>	<b>0.4%</b>
<b>62000 · Facilities and Equipment</b>				
<b>62010 · Building and Equip Maintenance</b>				
62011 · Yard	5,764.47	2,158.94	3,605.53	1.8%
62012 · Structures & Equipment	16,054.83	4,556.71	11,498.12	5.1%
62013 · Cleaning & Maintenance Supplies	2,634.19	2,221.42	412.77	0.8%
<b>Total 62010 · Building and Equip Maintenance</b>	<b>24,453.49</b>	<b>8,937.07</b>	<b>15,516.42</b>	<b>7.7%</b>
62020 · Curation	198.80	196.46	2.34	0.1%
62060 · Utilities	14,022.41	14,614.15	(591.74)	4.4%
<b>Total 62000 · Facilities and Equipment</b>	<b>38,674.70</b>	<b>23,747.68</b>	<b>14,927.02</b>	<b>12.2%</b>
<b>63000 · Office Operations</b>				
63010 · Books, Subscriptions, Reference	110.90	7.99	102.91	0.0%
63020 · Postage, Mailing Service	450.59	368.19	82.40	0.1%
63025 · Printing and Copying	9,724.09	5,408.82	4,315.27	3.1%
63030 · Supplies	1,252.41	1,070.52	181.89	0.4%
63035 · Telephone, Telecommunications	1,760.72	1,383.34	377.38	0.6%
63040 · IT Expense	3,705.40	984.91	2,720.49	1.2%
<b>Total 63000 · Office Operations</b>	<b>17,004.11</b>	<b>9,223.77</b>	<b>7,780.34</b>	<b>5.4%</b>
<b>64000 · Other Administrative Expenses</b>				
64015 · Bank Service Charges	0.00	90.00	(90.00)	0.0%
64020 · Credit Card Fees	5,902.38	3,549.17	2,353.21	1.9%
64035 · Insurance, Liability, D & O	16,130.00	14,342.02	1,787.98	5.1%
64040 · Interest Expense, Loans	279.87	356.13	(76.26)	0.1%
64045 · Finance Charges & Late Fees	0.00	173.43	(173.43)	0.0%
64055 · Memberships & Dues	115.00	60.00	55.00	0.0%
64099 · Other Admin Expenses	6.16	100.00	(93.84)	0.0%
<b>Total 64000 · Other Administrative Expenses</b>	<b>22,433.41</b>	<b>18,670.75</b>	<b>3,762.66</b>	<b>7.1%</b>

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Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
<b>65000 · Payroll Expenses</b>				
65010 · Salaries, Staff	64,813.00	24,027.14	40,785.86	20.4%
65020 · Salaries, Contract Employees	16,212.50	43,000.00	(26,787.50)	5.1%
65030 · Salaries, Wedding Coordinator	34,055.00	36,782.79	(2,727.79)	10.7%
65040 · Payroll Taxes	7,544.65	5,859.66	1,684.99	2.4%
65050 · Payroll Processing Costs	2,027.01	1,331.81	695.20	0.6%
<b>Total 65000 · Payroll Expenses</b>	<b>124,652.16</b>	<b>111,001.40</b>	<b>13,650.76</b>	<b>39.3%</b>
<b>Total Expense</b>	<b>281,579.73</b>	<b>214,905.10</b>	<b>66,674.63</b>	<b>88.7%</b>
<b>Net Ordinary Income</b>	<b>35,986.89</b>	<b>(25,349.10)</b>	<b>61,335.99</b>	<b>11.3%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
<b>70000 · Grants (Restricted), Net</b>				
70010 · Restricted Grants Received	81,804.96	62,492.48	19,312.48	25.8%
70020 · Grant Expenses (Advert & Mktg)	(11,900.20)	(13,074.39)	1,174.19	(3.7)%
70030 · Grant Expenses (Structures)	(72,611.22)	(61,576.98)	(11,034.24)	(22.9)%
70040 · Grant Expenses (Delaney House)	0.00	(7,094.00)	7,094.00	0.0%
70050 · Other Grant Activity	0.00	2,383.00	(2,383.00)	0.0%
<b>Total 70000 · Grants (Restricted), Net</b>	<b>(2,706.46)</b>	<b>(16,869.89)</b>	<b>14,163.43</b>	<b>(0.9)%</b>
<b>71000 · Property Damage, Net</b>				
71010 · Insurance Proceeds	0.00	4,977.31	(4,977.31)	0.0%
<b>Total 71000 · Property Damage, Net</b>	<b>0.00</b>	<b>4,977.31</b>	<b>(4,977.31)</b>	<b>0.0%</b>
<b>Total Other Income</b>	<b>(2,706.46)</b>	<b>(11,892.58)</b>	<b>9,186.12</b>	<b>(0.9)%</b>
<b>Net Other Income</b>	<b>(2,706.46)</b>	<b>(11,892.58)</b>	<b>9,186.12</b>	<b>(0.9)%</b>
<b>Net Income</b>	<b>33,280.43</b>	<b>(37,241.68)</b>	<b>70,522.11</b>	<b>10.5%</b>

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10/07/16

Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

January through September 2016

Ordinary Income/Expense	1 Facilities	2 Weddings	3 Fundraising Eve...	4 Programming	5 Donations	6 Overhead	TOTAL
Income							
41000 - Direct Public Support							
41010 - Membership Dues	0.00	0.00	0.00	0.00	1,226.00	0.00	1,226.00
41020 - Donations, General Public	0.00	0.00	25.00	0.00	806.11	0.00	831.11
41030 - Corporate Contributions	0.00	0.00	2,500.00	0.00	7,392.49	0.00	9,892.49
41050 - Special Purpose Gifts	0.00	0.00	0.00	0.00	18,080.00	0.00	18,080.00
Total 41000 - Direct Public Support	0.00	0.00	2,525.00	0.00	27,504.60	0.00	30,029.60
42000 - Program Revenues							
42030 - Dixie Store	0.00	0.00	0.00	3,000.21	0.00	0.00	3,000.21
42040 - Education Programs	0.00	0.00	0.00	7,660.75	0.00	0.00	7,660.75
42050 - Ghostly Haunting	0.00	0.00	0.00	1,260.00	0.00	0.00	1,260.00
42070 - Prairie Camps	0.00	0.00	0.00	12,010.00	0.00	0.00	12,010.00
42080 - Public Village Tour	0.00	0.00	0.00	1,898.32	0.00	0.00	1,898.32
42085 - Pumpkin Patch & Farm Days	0.00	0.00	0.00	2,328.00	0.00	0.00	2,328.00
42090 - Tea & Tour	0.00	0.00	0.00	2,945.00	0.00	0.00	2,945.00
42100 - Trolley Tour	0.00	0.00	0.00	446.75	0.00	0.00	446.75
42199 - Other Program Revenues	0.00	0.00	0.00	207.50	0.00	0.00	207.50
Total 42000 - Program Revenues	0.00	0.00	0.00	31,756.53	0.00	0.00	31,756.53
42500 - Event & Fundraising Revenues							
42520 - Farm to Table Dinner	0.00	0.00	30,185.00	0.00	0.00	0.00	30,185.00
42530 - Farmers' Market	0.00	0.00	56,108.52	0.00	0.00	0.00	56,108.52
42535 - Fun Run	0.00	0.00	7,155.00	0.00	0.00	0.00	7,155.00
42540 - Fashion Show	0.00	0.00	1,929.50	0.00	0.00	0.00	1,929.50
42550 - Ghost Walk	0.00	0.00	64.00	0.00	0.00	0.00	64.00
42560 - Holiday Home Tour	0.00	0.00	1,521.40	0.00	0.00	0.00	1,521.40
42570 - Ice Cream Crank Off	0.00	0.00	8,598.75	0.00	0.00	0.00	8,598.75
42580 - Murder Mystery	0.00	0.00	5,244.00	0.00	0.00	0.00	5,244.00
42699 - Other Event/Fund Raising Income	0.00	0.00	13,169.01	0.00	0.00	0.00	13,169.01
Total 42500 - Event & Fundraising Revenues	0.00	0.00	123,975.18	0.00	0.00	0.00	123,975.18
43000 - Facility Rentals							
43010 - Weddings	0.00	129,130.00	0.00	0.00	0.00	0.00	129,130.00
43020 - Rentals	1,625.00	350.00	0.00	0.00	0.00	0.00	1,975.00
Total 43000 - Facility Rentals	1,625.00	129,480.00	0.00	0.00	0.00	0.00	131,105.00
44000 - Other Operating Income							
44020 - Background Check Fees	0.00	0.00	0.00	0.00	0.00	182.40	182.40
44040 - Miscellaneous Revenue	500.00	0.00	0.00	0.00	0.00	0.00	500.00
Total 44000 - Other Operating Income	500.00	0.00	0.00	0.00	0.00	182.40	682.40
45000 - Investments							
45030 - Interest-Savings, Short-term CD	0.00	0.00	0.00	0.00	0.00	17.91	17.91
Total 45000 - Investments	0.00	0.00	0.00	0.00	0.00	17.91	17.91
Total Income	2,125.00	129,480.00	126,500.18	31,756.53	27,504.60	200.31	317,566.62
Expense							
61100 - Wedding Expenses	0.00	10,369.87	0.00	0.00	0.00	0.00	10,369.87
61110 - Wedding Costs	0.00	10,369.87	0.00	0.00	0.00	0.00	10,369.87
Total 61100 - Wedding Expenses	0.00	10,369.87	0.00	0.00	0.00	0.00	10,369.87

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Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

January through September 2016

	1 Facilities	2 Weddings	3 Fundraising Eve...	4 Programming	5 Donations	6 Overhead	TOTAL
61200 • Programming Expenses							
61230 • Dixie Store Costs	0.00	0.00	0.00	946.99	0.00	123.54	1,070.53
61240 • Educational Programs Costs	0.00	0.00	0.00	1,268.53	0.00	0.00	1,268.53
61265 • Pumpkin Patch & Farm Days Costs	0.00	0.00	0.00	51.62	0.00	0.00	51.62
61270 • Tour & Tea Costs	0.00	0.00	0.00	1,679.16	0.00	0.00	1,679.16
Total 61200 • Programming Expenses	0.00	0.00	0.00	3,946.30	0.00	123.54	4,069.84
61400 • Events & Fundraising Expenses							
61420 • Farm to Table Dinner Costs	0.00	0.00	12,498.17	0.00	0.00	(1.12)	12,497.05
61430 • Farmers' Market Costs	0.00	0.00	6,277.65	0.00	0.00	0.00	6,277.65
61435 • Fun Run Expenses & Promo	0.00	0.00	5,002.42	0.00	0.00	0.00	5,002.42
61440 • Fashion Show Costs	0.00	0.00	1,284.00	0.00	0.00	0.00	1,284.00
61450 • Ghost Walk Costs	0.00	0.00	185.00	0.00	0.00	0.00	185.00
61460 • Holiday Home Tour Costs	0.00	0.00	147.63	0.00	0.00	0.00	147.63
61470 • Ice Cream Crank Off Costs	0.00	0.00	7,273.86	0.00	0.00	0.00	7,273.86
61480 • Murder Mystery Costs	0.00	0.00	2,613.81	0.00	0.00	0.00	2,613.81
61599 • Other Event Costs	0.00	0.00	2,651.00	0.00	0.00	0.00	2,651.00
Total 61400 • Events & Fundraising Expenses	0.00	0.00	37,933.54	0.00	0.00	(1.12)	37,932.42
61600 • Business Expenses							
61610 • Advertising, PR & Marketing	0.00	2,345.75	1,496.00	741.00	0.00	11,620.43	16,203.18
61630 • Board Meeting Expenses	0.00	0.00	0.00	0.00	0.00	56.90	56.90
61660 • Rentals (Administrative)	0.00	0.00	0.00	0.00	0.00	8,098.00	8,098.00
61670 • Volunteer Relations	0.00	0.00	0.00	0.00	0.00	888.02	888.02
Total 61600 • Business Expenses	0.00	2,345.75	1,496.00	741.00	0.00	20,643.35	25,226.10
61700 • Outside Services							
61710 • Accounting Fees	0.00	0.00	0.00	0.00	0.00	745.00	745.00
61730 • Fundraising Expenses	0.00	0.00	0.00	0.00	77.12	0.00	77.12
61740 • Outside Contract Services	395.00	0.00	0.00	0.00	0.00	0.00	395.00
Total 61700 • Outside Services	395.00	0.00	0.00	0.00	77.12	745.00	1,217.12
62000 • Facilities and Equipment							
62010 • Building and Equip Maintenance							
62011 • Yard	2,024.18	0.00	0.00	0.00	0.00	3,740.29	5,764.47
62012 • Structures & Equipment	15,850.94	0.00	0.00	0.00	0.00	203.89	16,054.83
62013 • Cleaning & Maintenance Supplies	2,508.89	69.00	0.00	0.00	0.00	56.30	2,634.19
Total 62010 • Building and Equip Maintenance	20,384.01	69.00	0.00	0.00	0.00	4,000.48	24,453.49
62020 • Curation	198.80	0.00	0.00	0.00	0.00	0.00	198.80
62060 • Utilities	0.00	0.00	0.00	0.00	0.00	14,022.41	14,022.41
Total 62000 • Facilities and Equipment	20,582.81	69.00	0.00	0.00	0.00	18,022.89	38,674.70
63000 • Office Operations							
63010 • Books, Subscriptions, Reference	0.00	0.00	0.00	0.00	0.00	110.90	110.90
63020 • Postage, Mailing Service	0.00	0.00	0.00	0.00	0.00	450.59	450.59
63025 • Printing and Copying	0.00	0.00	0.00	0.00	0.00	9,724.09	9,724.09
63030 • Supplies	0.00	0.00	0.00	0.00	0.00	1,252.41	1,252.41
63035 • Telephone, Telecommunications	0.00	472.07	0.00	0.00	0.00	1,288.65	1,760.72
63040 • IT Expense	0.00	0.00	0.00	0.00	0.00	3,705.40	3,705.40
Total 63000 • Office Operations	0.00	472.07	0.00	0.00	0.00	16,532.04	17,004.11

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Accrual Basis

## The Heritage Guild of Collin County

## Profit &amp; Loss

January through September 2016

	1 Facilities	2 Weddings	3 Fundraising Eve...	4 Programming	5 Donations	6 Overhead	TOTAL
64000 - Other Administrative Expenses							
64020 - Credit Card Fees	0.00	0.00	0.00	0.00	0.00	5,902.38	5,902.38
64035 - Insurance, Liability, D & O	0.00	0.00	0.00	0.00	0.00	16,130.00	16,130.00
64040 - Interest Expense, Loans	0.00	0.00	0.00	0.00	0.00	279.87	279.87
64055 - Memberships & Dues	0.00	0.00	0.00	0.00	0.00	115.00	115.00
64099 - Other Admin Expenses	6.16	0.00	0.00	0.00	0.00	0.00	6.16
Total 64000 - Other Administrative Expenses	6.16	0.00	0.00	0.00	0.00	22,427.25	22,433.41
65000 - Payroll Expenses							
65010 - Salaries, Staff	0.00	0.00	1,100.00	3,372.00	0.00	60,341.00	64,813.00
65020 - Salaries, Contract Employees	0.00	2,737.50	10,200.00	1,415.00	0.00	1,860.00	16,212.50
65030 - Salaries, Wedding Coordinator	0.00	34,055.00	0.00	0.00	0.00	0.00	34,055.00
65040 - Payroll Taxes	0.00	0.00	0.00	0.00	0.00	7,544.65	7,544.65
65050 - Payroll Processing Costs	0.00	0.00	0.00	0.00	0.00	2,027.01	2,027.01
Total 65000 - Payroll Expenses	0.00	36,792.50	11,300.00	4,787.00	0.00	71,772.66	124,652.16
Total Expense	20,983.97	50,049.19	50,729.54	9,474.30	77.12	150,265.61	281,579.73
Net Ordinary Income	(18,858.97)	79,430.81	75,770.84	22,282.23	27,427.48	(150,065.30)	35,986.89
Other Income/Expense							
Other Income							
70000 - Grants (Restricted), Net	64,315.24	0.00	17,489.72	0.00	0.00	0.00	81,804.96
70010 - Restricted Grants Received	0.00	0.00	(9,135.20)	0.00	0.00	(2,765.00)	(11,900.20)
70020 - Grant Expenses (Advert & Mktg)	(72,611.22)	0.00	0.00	0.00	0.00	0.00	(72,611.22)
70030 - Grant Expenses (Structures)	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Total 70000 - Grants (Restricted), Net	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Total Other Income	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Net Other Income	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Net Income	(27,154.95)	79,430.81	84,125.16	22,282.23	27,427.48	(152,830.30)	33,280.43



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Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
41000 · Direct Public Support				
41010 · Membership Dues	801.00	370.00	55.00	1,226.00
41020 · Donations, General Public	412.11	150.00	269.00	831.11
41030 · Corporate Contributions	1,612.96	3,279.53	5,000.00	9,892.49
41050 · Special Purpose Gifts	3,000.00	3,730.00	11,350.00	18,080.00
<b>Total 41000 · Direct Public Support</b>	<b>5,826.07</b>	<b>7,529.53</b>	<b>16,674.00</b>	<b>30,029.60</b>
42000 · Program Revenues				
42030 · Dixie Store	517.62	1,472.94	1,009.65	3,000.21
42040 · Education Programs	1,842.00	1,502.50	4,316.25	7,660.75
42050 · Ghostly Haunting	440.00	360.00	460.00	1,260.00
42070 · Prairie Camps	0.00	8,740.00	3,270.00	12,010.00
42080 · Public Village Tour	264.00	690.54	943.78	1,898.32
42085 · Pumpkin Patch & Farm Days	0.00	0.00	2,328.00	2,328.00
42090 · Tea & Tour	1,375.00	1,070.00	500.00	2,945.00
42100 · Trolley Tour	153.00	92.00	201.75	446.75
42199 · Other Program Revenues	35.00	37.50	135.00	207.50
<b>Total 42000 · Program Revenues</b>	<b>4,626.62</b>	<b>13,965.48</b>	<b>13,164.43</b>	<b>31,756.53</b>
42500 · Event & Fundraising Revenues				
42520 · Farm to Table Dinner	0.00	30,185.00	0.00	30,185.00
42530 · Farmers' Market	14,414.61	21,564.01	20,129.90	56,108.52
42535 · Fun Run	0.00	3,270.00	3,885.00	7,155.00
42540 · Fashion Show	1,859.00	70.50	0.00	1,929.50
42550 · Ghost Walk	0.00	0.00	64.00	64.00
42560 · Holiday Home Tour	233.54	247.86	1,040.00	1,521.40
42570 · Ice Cream Crank Off	0.00	8,598.75	0.00	8,598.75
42580 · Murder Mystery	2,544.00	0.00	2,700.00	5,244.00
42699 · Other Event/Fund Raising Income	3,946.00	9,123.01	100.00	13,169.01
<b>Total 42500 · Event &amp; Fundraising Revenues</b>	<b>22,997.15</b>	<b>73,059.13</b>	<b>27,918.90</b>	<b>123,975.18</b>
43000 · Facility Rentals				
43010 · Weddings	23,305.00	66,400.00	39,425.00	129,130.00
43020 · Rentals	600.00	475.00	900.00	1,975.00
<b>Total 43000 · Facility Rentals</b>	<b>23,905.00</b>	<b>66,875.00</b>	<b>40,325.00</b>	<b>131,105.00</b>
44000 · Other Operating Income				
44020 · Background Check Fees	26.20	66.20	90.00	182.40
44040 · Miscellaneous Revenue	0.00	0.00	500.00	500.00
<b>Total 44000 · Other Operating Income</b>	<b>26.20</b>	<b>66.20</b>	<b>590.00</b>	<b>682.40</b>
45000 · Investments				
45030 · Interest-Savings, Short-term CD	6.93	8.06	2.92	17.91
<b>Total 45000 · Investments</b>	<b>6.93</b>	<b>8.06</b>	<b>2.92</b>	<b>17.91</b>
<b>Total Income</b>	<b>57,387.97</b>	<b>161,503.40</b>	<b>98,675.25</b>	<b>317,566.62</b>
<b>Expense</b>				
61100 · Wedding Expenses				
61110 · Wedding Costs	2,616.51	4,129.71	3,623.65	10,369.87
<b>Total 61100 · Wedding Expenses</b>	<b>2,616.51</b>	<b>4,129.71</b>	<b>3,623.65</b>	<b>10,369.87</b>
61200 · Programming Expenses				
61230 · Dixie Store Costs	220.48	213.78	636.27	1,070.53
61240 · Educational Programs Costs	274.85	674.24	319.44	1,268.53
61265 · Pumpkin Patch & Farm Days Costs	0.00	0.00	51.62	51.62
61270 · Tour & Tea Costs	835.28	415.50	428.38	1,679.16
<b>Total 61200 · Programming Expenses</b>	<b>1,330.61</b>	<b>1,303.52</b>	<b>1,435.71</b>	<b>4,069.84</b>

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Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
<b>61400 · Events &amp; Fundraising Expenses</b>				
61420 · Farm to Table Dinner Costs	0.00	12,497.05	0.00	12,497.05
61430 · Farmers' Market Costs	1,326.23	2,226.73	2,724.69	6,277.65
61435 · Fun Run Expenses & Promo	0.00	5,002.42	0.00	5,002.42
61440 · Fashion Show Costs	0.00	1,284.00	0.00	1,284.00
61450 · Ghost Walk Costs	0.00	0.00	185.00	185.00
61460 · Holiday Home Tour Costs	0.00	57.63	90.00	147.63
61470 · Ice Cream Crank Off Costs	206.49	7,017.39	49.98	7,273.86
61480 · Murder Mystery Costs	1,156.05	0.00	1,457.76	2,613.81
61599 · Other Event Costs	130.54	2,199.19	321.27	2,651.00
<b>Total 61400 · Events &amp; Fundraising Expenses</b>	<b>2,819.31</b>	<b>30,284.41</b>	<b>4,828.70</b>	<b>37,932.42</b>
<b>61600 · Business Expenses</b>				
61610 · Advertising, PR & Marketing	3,513.80	4,644.80	8,044.58	16,203.18
61630 · Board Meeting Expenses	29.90	27.00	0.00	56.90
61660 · Rentals (Administrative)	2,565.00	2,565.00	2,968.00	8,098.00
61670 · Volunteer Relations	563.94	116.98	187.10	868.02
<b>Total 61600 · Business Expenses</b>	<b>6,672.64</b>	<b>7,353.78</b>	<b>11,199.68</b>	<b>25,226.10</b>
<b>61700 · Outside Services</b>				
61710 · Accounting Fees	0.00	0.00	745.00	745.00
61730 · Fundraising Expenses	0.00	77.12	0.00	77.12
61740 · Outside Contract Services	0.00	0.00	395.00	395.00
<b>Total 61700 · Outside Services</b>	<b>0.00</b>	<b>77.12</b>	<b>1,140.00</b>	<b>1,217.12</b>
<b>62000 · Facilities and Equipment</b>				
62010 · Building and Equip Maintenance				
62011 · Yard	1,121.67	1,148.69	3,494.11	5,764.47
62012 · Structures & Equipment	3,219.35	2,136.91	10,698.57	16,054.83
62013 · Cleaning & Maintenance Supplies	911.92	874.44	847.83	2,634.19
<b>Total 62010 · Building and Equip Maintenance</b>	<b>5,252.94</b>	<b>4,160.04</b>	<b>15,040.51</b>	<b>24,453.49</b>
62020 · Curation	37.95	0.00	160.85	198.80
62060 · Utilities	3,853.94	3,940.21	6,228.26	14,022.41
<b>Total 62000 · Facilities and Equipment</b>	<b>9,144.83</b>	<b>8,100.25</b>	<b>21,429.62</b>	<b>38,674.70</b>
<b>63000 · Office Operations</b>				
63010 · Books, Subscriptions, Reference	100.00	0.00	10.90	110.90
63020 · Postage, Mailing Service	241.45	146.97	62.17	450.59
63025 · Printing and Copying	3,122.45	3,761.92	2,839.72	9,724.09
63030 · Supplies	586.28	316.68	349.45	1,252.41
63035 · Telephone, Telecommunications	585.76	587.29	587.67	1,760.72
63040 · IT Expense	2,815.84	511.42	378.14	3,705.40
<b>Total 63000 · Office Operations</b>	<b>7,451.78</b>	<b>5,324.28</b>	<b>4,228.05</b>	<b>17,004.11</b>
<b>64000 · Other Administrative Expenses</b>				
64020 · Credit Card Fees	1,607.50	2,678.94	1,615.94	5,902.38
64036 · Insurance, Liability, D & O	13,219.00	1,437.00	1,474.00	16,130.00
64040 · Interest Expense, Loans	102.97	176.90	0.00	279.87
64055 · Memberships & Dues	115.00	0.00	0.00	115.00
64099 · Other Admin Expenses	0.00	0.00	6.16	6.16
<b>Total 64000 · Other Administrative Expenses</b>	<b>15,044.47</b>	<b>4,292.84</b>	<b>3,096.10</b>	<b>22,433.41</b>
<b>65000 · Payroll Expenses</b>				
65010 · Salaries, Staff	18,746.50	23,343.50	22,723.00	64,813.00
65020 · Salaries, Contract Employees	3,627.50	7,295.00	5,290.00	16,212.50
65030 · Salaries, Wedding Coordinator	13,461.00	10,594.00	10,000.00	34,055.00
65040 · Payroll Taxes	2,463.95	2,585.36	2,495.34	7,544.65
65050 · Payroll Processing Costs	957.90	528.35	540.76	2,027.01
<b>Total 65000 · Payroll Expenses</b>	<b>39,256.85</b>	<b>44,346.21</b>	<b>41,049.10</b>	<b>124,652.16</b>
<b>Total Expense</b>	<b>84,337.00</b>	<b>105,212.12</b>	<b>92,030.61</b>	<b>281,579.73</b>
<b>Net Ordinary Income</b>	<b>(26,949.03)</b>	<b>56,291.28</b>	<b>6,644.64</b>	<b>35,986.89</b>

8:09 PM

10/07/16

Accrual Basis

# The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
Other Income/Expense				
Other Income				
70000 · Grants (Restricted), Net				
70010 · Restricted Grants Received	5,589.72	5,400.00	70,815.24	81,804.96
70020 · Grant Expenses (Advert & Mktg)	(5,515.40)	(6,384.80)	0.00	(11,900.20)
70030 · Grant Expenses (Structures)	0.00	(25,115.16)	(47,496.06)	(72,611.22)
Total 70000 · Grants (Restricted), Net	74.32	(26,099.96)	23,319.18	(2,706.46)
Total Other Income	74.32	(26,099.96)	23,319.18	(2,706.46)
Net Other Income	74.32	(26,099.96)	23,319.18	(2,706.46)
Net Income	(26,874.71)	30,191.32	29,963.82	33,280.43

Internal Revenue Service

Department of the Treasury

District  
Director

Heritage Guild of Collin County Texas  
909 West Howell  
McKinney, TX 75069

Person to Contact  
ECMF Tax Examiner  
Telephone Number

214-767-1766  
Refer Reply to

RM:CSB:1290 DAL  
Date NOV 20 1985

EN: 75-1602150

Gentlemen:

Our records show that Heritage Guild of Collin County Texas is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code. This exemption was granted September, 1979, and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by Section 170 of the Code.

We have classified your organization as one that is not a private foundation within the meaning of Section 509(a) of the Internal Revenue Code because you are an organization as described in Section 170(b)(1)(A)(vi).

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Tax Examiner



17-110

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Kiwanis Club of McKinney is requesting a grant in the amount of \$5,000 for advertising, marketing and promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon.
- The events will be held April 23, 2017.

**BACKGROUND INFORMATION:**

- Kiwanis Club of McKinney is a nonprofit organization dedicated to changing the world one child and one community at a time.
- Target participation number is 400 for the triathlon and 150 for the youth event.
- Past events have drawn as many as 35% of participants from outside of McKinney.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC granted Kiwanis Club of McKinney a grant in the amount of \$3,000 for promotion of the 2016 Historic McKinney Triathlon and Kids Triathlon.

**SUPPORTING MATERIALS:**

[Kiwanis Grant Application](#)

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
Fiscal Year 2017

**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.***

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

- |   |   |
|---|---|
| <p><input type="checkbox"/> <b>Project Grant</b><br/>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.</p> | <p><input checked="" type="checkbox"/> <b>Promotional or Community Event Grant (<u>maximum \$15,000</u>)</b><br/>Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.</p> |
|---|---|

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Kiwanis Club of McKinney

Federal Tax I.D.: 27-3890253

Incorporation Date: November 4, 2010

Mailing Address: P.O. Box 1565

City McKinney

ST: Texas

Zip: 75070

Phone: 972-568-7219

Fax:

Email: dscustomwood@gmail.com

Website: www.mkinneykiwanis.org

#### Check One:

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

Professional affiliations and organizations to which your organization belongs:

Kiwanis International

McKinney Chamber of Commerce

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Dennis Williams

Title: Chairman, Kiwanis Triathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone: 214-682-1374

Fax:

Email: dscustomwood@gmail.com

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

Name: Dennis Williams

Title: Chairman, Kiwanis Triathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone 214-680-1374

Fax:

Email: dscustomwood@gmail.com

**FUNDING**

Total amount requested: \$5,000

Matching Funds Available (Y/N and amount): No

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested:

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: April 23, 2017

Completion Date: April 23, 2017

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

**Michelle Beatty**

**Margaret Harsch**

**Bill Rosnett**

**Jim Cairo**

**Julie Lichter**

**Tressie Johnsen**

**Jim Smith**

**Dave Hinman**

**Sandra Williams**

**Mary Minnis**

**Rob Nelson**

**Terry Sanner**



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

**Dennis Williams**

**Mark Carswell**

**Payton Brooks**

**Robert Nelson**

**Mike Livezey**

**Brian Hazelwood**

**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. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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 checked="" type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

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

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

---

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

☒ Yes

☐ No

**Date(s): 2010-2015**

**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 organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**\$28,000**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 0**

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 marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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 Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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**

Mark Carswell

Signature

Mark Carswell  
Printed Name

11-30-16  
Date

**Representative Completing Application**

Dennis Williams

Signature

Dennis Williams  
Printed Name

11-30-16  
Date

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

# Kiwanis

Texas/Oklahoma District

Kiwanis Club of McKinney P. O. Box 1565 McKinney, Texas 75070

## **I. Applying organization**

The Kiwanis Club of McKinney is a non-profit service organization. We are a member of Kiwanis International which is a global organization dedicated to changing the world, one child and one community at a time. We meet every Thursday at noon for lunch and a program. We have a board meeting once a month and planning meetings as needed during the month. Our officers change each year on October 1<sup>st</sup>. This project will not see a change of our board or committee members.

We are incorporated as a 501c 3 under the Federal Tax guidelines and dedicated to serving the needs of McKinney and Collin County. There is no paid staff in our organization. All money that is raised from our fund raising events goes back to the community. Last year we were able to make significant donations to CASA, the Children and Adult Health Clinic, Community Lifeline, The Food Pantry, and our Scholarship fund through MEF. Other donations went to building wheel chair ramps for the needy (free of charge to the recipients), ManeGait, our Terrific Kids programs in the Elementary schools and the Key Clubs in the High Schools.

## **II. Special Event Project, Campaign or Initiative**

Triathlons are the modern-day test of endurance. Applicants will swim 300 yards in the McKinney High School pool. They will then bike approximately 13 miles and run 3 miles. The event will begin at the McKinney High School pool and end at the school. We are hoping for 450 applicants with an entrance fee of \$50.00 each. We anticipate an average of two people coming with each applicant. The event is on the internet on Triathlon web sites and magazines. We are giving the information out to health clubs, hospitals, sporting stores and centers. We are giving the applicants names of the hotels and restaurant available in McKinney. The success of this event will be measured in attendance, safety, and profit.

For the sixth year, we are incorporating the Kids Triathlon to encourage young children to stay physically fit. The Kids Triathlon will follow immediately after the adult Triathlon. They will have a 50-yard swim, 2-mile bike course and a 1 mile run. All of this will occur around McKinney High School. We start in January contacting the Physical Education departments in the schools to encourage them to get children interested in physical fitness and possibly entering the event. Last year we had 80 kids participate.

We plan on having approximately 400 in the triathlon and 150 in the children's triathlon, would mean over 1,000 participants and spectators.

We feel that we are making a significant impact on the quality of life in McKinney by promoting the physical aspect of wellness and have chosen our triathlon route to incorporate the historic nature of McKinney and bring in new visitors to our town. We hope a significant number will use the hotels and restaurants as we grow this event into a weekend of fitness.

### **III. Marketing and Outreach**

This event is already posted on the internet on Triathlon web sites and goes out to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines and we will be posting information about the event in running stores and health clubs, hospitals, sporting stores and centers. The participants will be provided with information on the restaurants and hotels in McKinney.

### **IV. Metrics to Evaluate Success**

The success will be measured in attendance, safety and profit.

### **V. Financial Information**

Attached



HISTORIC McKINNEY KIWANIS TRIATHLON			
	2017 Budget		11/28/2016
EXPENSES: (Based on 300/300 competitors)			
ITEM	EXPLANATION	PROJECTED	ACTUAL
Advertising		\$2,750.00	
Signs and Banners	\$1,000		
Competitor Triathlon Magazine	\$500		
Flyers & Printing	\$1,000		
Newspaper Ads	\$250		
T-Shirts- Athletes	600 @ 9	\$5,400.00	
T-Shirts - Volunteers	200 @ 9	\$1,800.00	
Awards		\$1,500.00	
McKinney High Pool		\$1,100.00	
Food pre & post event		\$1,000.00	
Ice		\$100.00	
Officials		\$1,000.00	
Permits		\$50.00	
Police		\$3,100.00	
Cones/ Barricades rental		\$150.00	
Race event		\$500.00	
Timing		\$2,800.00	
Toilets 2		\$400.00	
Motor Escorts		\$150.00	
Race Director/Set up/Racks		\$5,000.00	
Ambulance Svc		\$450.00	
USAT Sanction		\$150.00	
Misc		\$500.00	
<b>TOTAL</b>		<b>\$27,900.00</b>	<b>\$ -</b>
<b>INCOME</b>			
Entrants		\$24,000.00	
Sponsors		\$25,000.00	
<b>TOTAL</b>		<b>\$49,000.00</b>	<b>\$ -</b>
<b>NET INCOME</b>		<b>\$21,100.00</b>	<b>\$ -</b>

## Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

Print or type  
See Specific instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>McKINNEY KIWANIS FOUNDATION, INC</b>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) <b>P.O. BOX 667</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>McKINNEY, TEXAS 75070</b>	
7 List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
2	7		-	3	8	9	0	2 5 3

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ <i>Sandra J. Wellman</i>	Date ▶ 11-30-2016
-----------	---	-------------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.





17-111

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Main Street is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the 2017 Arts in Bloom event.
- The event will be held April 7-9, 2017.

**BACKGROUND INFORMATION:**

- McKinney Main Street was established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors.
- Main Street activities contribute to improved retail mix; diversified tax base; and a strong McKinney economy.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a promotional grant in the amount of \$15,000 to McKinney Main Street in 2016 for the promotion of Oktoberfest.

**SUPPORTING MATERIALS:**

[Main Street Grant Application](#)

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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.***

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



#### **Project Grant**

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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### **Promotional and Community Event Grants:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### **Project Grants:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

### **APPLICATION**

## INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 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:

☒ X 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: 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: 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: \$15,000

Matching Funds Available (Y/N and amount): Yes

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: Promotional support requested for an expanded Arts in Bloom 2017 will help increase festival attendance (attracting visitors surrounding communities), increase exposure of businesses in Historic Downtown McKinney, and provide residents with cultural and artistic experiences.

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: April 7, 2017

Completion Date: April 9, 2017

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

**II. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

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

X Yes

☐ No

**Date(s):**      **Arts in Bloom – 2014 – \$7,000**  
                     **Arts in Bloom – 2016 - \$15,000**

**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 organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**Income: \$133,000**

**Expense: \$118,200**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 89%**

**Are Matching Funds available?**    ☒ Yes                      ☐ No

Cash \$35,000	Source Vendor/Artist Fees	% of Total 26%
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.***

Nissan of McKinney	5000	Dec 2016/Jan 2017 Ask
Johnson Development Corporation	5000	Dec 2016 Ask
Valliance Bank	2500	Dec 2016/Jan 2017 Ask
Methodist McKinney Hospital	1500	Dec 2016/Jan 2017 Ask
The Dallas Morning News	Matching	Feb 2017 Ask

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/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/Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

**Acknowledgements**

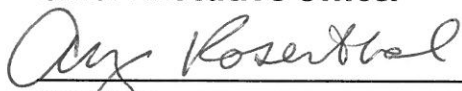
***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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

Amy Rosenthal  
Printed Name

Date November 30, 2016

**Representative Completing Application**

  
Signature

Amy Rosenthal  
Printed Name

Date November 30, 2016

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



## **CHECKLIST:**

### **Completed Application:**

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ☒ Project/Promotional/Community Event timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

### **Attachments:**

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO 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.***



**McKinney Main Street  
Board of Directors  
2016-2017**

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
<b>Amy Rosenthal</b> Program Director	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>Jan Elwell</b> Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: <a href="mailto:jan@jecore.com">jan@jecore.com</a>
<b>Alex Lanio</b> Vice Chair Term End 9/30/17	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>Amber Gutschlag</b> Secretary/Treasurer Term End 9/30/17	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>Edna Brown</b> Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: <a href="mailto:andenana48@gmail.com">andenana48@gmail.com</a>
<b>Robert 'Matt' Hamilton</b> Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: <a href="mailto:matt@localyocal.com">matt@localyocal.com</a>
<b>Kaci Lyford</b> Term End 9/30/17	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>Ric Anderson</b> Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 <a href="mailto:rla@andersonbrand.com">rla@andersonbrand.com</a>
<b>Jolie Williams</b> Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX 75071	Cell # 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>Courtney Ward</b> Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: <a href="mailto:courtneylaurenward@gmail.com">courtneylaurenward@gmail.com</a>
<b>CoCo Good</b> City Liaison	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</b> City Liaison	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>

**GEOFF FAIRCHILD, CFEE**  
**423 Daniel Street, Richardson, TX 75080**  
**214.738.5794      geoff4fair@yahoo.com**

## **Relevant Professional Experience**

**CITY OF MCKINNEY, McKinney, Texas; *January 2016 to present***  
**Special Events Coordinator, McKinney Main Street Program**

**CITY OF RICHARDSON, Richardson, Texas; *January 2002 to January 2016***  
**Special Events Manager, Parks and Recreation Department**

**SPRINGFEST MUSIC FESTIVAL (501c3), Pensacola, Florida; *December 1996 to July 2001***  
**Marketing and Public Relations Director**

*The following summarizes experiences gained from the above three positions:*

### **Marketing**

- Developed and implemented the festival's first ever marketing campaign and prepared the annual marketing timeline- resulted in SpringFest's attendance tripling and revenue doubling in just three years.
- Oversee the concept and design of all marketing and advertising including promotional collateral material, print ads, radio & TV spots, outdoor billboards, festival website, street banners, credentials and event handouts.
- Direct ad agency media buys and placements as well as the festival's digital campaign.
- Created and implemented *regional* CVB promotional contests/campaigns that resulted in increased hotel stays.
- Prepared the event's marketing budget and initiated co-op advertising programs with sponsors.
- Winner of industry awards: Best TV Ad, Best Radio Ad, Best Web Site, Best Press Kit, Best Collateral Material.
- Managed the festival's marketing coordinator, intern, street team and volunteer marketing committee.

### **Communications/Media Relations/Social Media**

- Official City of Richardson festival spokesperson- Arranged and led press conferences and currently conduct all media interviews, guest speaker opportunities and City Council presentations.
- Co-produced and hosted local cable TV show promoting the festival.
- Wrote copy for the following: event press releases, print and broadcast advertisements, collateral marketing material, event web site, festival handouts, e-newsletters, calendar/web listings and the festival's Facebook page.
- Managed the Wildflower Festival's contracted Social Media Coordinator and its Publicist.
- Developed the advance press kit and the event Media Guide garnering coverage in *USA Today*, *New York Newsday*, *New Orleans Times-Picayune*, *Atlanta Journal-Constitution*, and *Southern Living* magazine.
- Devised media guidelines for the event (request for interviews, credentials, photo policies, and on-site logistics).

### **Event Entertainment/Production/Operations**

- Directed the planning, production and implementation of Richardson's Wildflower Arts and Music Festival.
- Oversee the entertainment programming strategy including headliner/regional/local band selection and strolling entertainers, contract administration, band technical, publicity advancement and all on-site production.
- Direct all aspects of the event operations including the coordination of logistics, procurement of rentals and temporary services, site layout, concessions, property agreements, volunteers, vendors, fireworks display, public/private utilities, site décor, festival/band merchandise sales, insurance requirements, and risk management. This coordination involves working with City departments as well as community groups and private businesses.
- Oversaw all ticketing operations including pricing strategy, advance outlet and Internet sales, group ticket sales, Richardson Resident Discount Program and day-of-show box office operations.
- Prepare and administer festival/event operating budgets.
- Renegotiated vendor contracts and streamlined operations- resulted in increased revenue and lower expenses.

- Manage and coordinate annual events/festivals produced by the McKinney Main Street Program- Krewe of Barkus Parade, Arts In Bloom, Bike The Bricks, Red White & Boom Patriotic Parade, McKinney Oktoberfest, Scare on The Square, and Home For The Holidays.

### **Public Relations**

- Developed the festival's public relations plan and implemented strategies that improved the event's perception by residents and political, corporate, civic, and educational leaders. This included our fundraising efforts, support of the arts and scholarships, use of volunteer groups, award recognition and the positive impact on the economy.
- Established cooperative relationships throughout the Southeast with entertainment/travel editors, convention and visitor bureaus, Radio/TV program directors, on-air media personalities and state/local tourism personnel- resulted in increased coverage and positive perception of the event.
- Authored an emergency crisis Public Relations Media Plan for dealing with both on-site and year round incidents.
- Designed and coordinated event surveys that resulted in improved public and corporate perception of event.

### **Sponsorship**

- Designed solicitation packets for corporate/media outlets; identified and implemented new areas of sponsorship and determined pricing and benefit structure for those areas - resulted in the securing of 60 new sponsors.
- Negotiated and secured cash and in-kind media as well as event services sponsorships totaling over \$400,000.
- Developed post-event sponsor booklets recapping sponsor return-on-investment: media coverage, proof of performance affidavits, on-site photos, copies of ads, samples of marketing materials and event synopsis.
- Coordinated on-site logistics (signage, credentials, booth set-up, promotional giveaways, meet-n-greets, stage backdrops, vehicle placement) for sponsors, media outlets and product promotional vehicles.

### **Miscellaneous Event Industry Projects and Accomplishments**

- Conference speaker (marketing, entertainment, sponsorship) – Texas Festivals and Events Association; International Festivals and Events Association; Texas Event Leadership Program administered by Texas A&M.
- Graduate of The International Festival and Events Association's **Certified Festival and Event Executive Program** (CFEE) – This is the highest and most recognized certification within the special events industry.
- Authored article- "Alternatives to Marketing Your Event" published in *IE Magazine* (IFEA quarterly periodical).
- Successfully partnered with **FLAUSA** and **Texas Department of Transportation**, respectively, on regional promotional contests, interstate welcome center displays, brochure placement and web presence.
- Prepare and administer third-party Special Event and Film Permits for the City of McKinney.
- Event Management consultant for the City of: Milton, FL; Pensacola, FL; Mesquite, TX; Murphy, TX; Allen, TX
- Directed advance publicity, promotional contests and on-site logistics for: **VH1's "Rock Across America" Tour, Chevrolet Monte Carlo Tour, Peavey, Gibson Guitar, and The Rock n' Roll Hall of Fame Museum.**
- Worked with the Pensacola Convention and Visitors Bureau and designed a festival presentation that resulted in SpringFest Music Festival being named the **"2000 Festival of the Year"** by **The Southeast Tourism Society.**
- Secured funding from the Pensacola CVB further leveraging SpringFest's advertising and promotional budget.

### **Other Professional Experience**

**EMPIRE DISTRIBUTORS**, Atlanta, GA; *February 1992 to January 1995*; Alcoholic beverage wholesales  
**QUALITY BEVERAGE**, Houston, TX; *August 1990 to January 1995*; Alcoholic beverage wholesales

### **Education**

December 1997

**Bachelor of Science in Business Administration; Accounting**  
**UNIVERSITY OF WEST FLORIDA- Pensacola, Florida**

May 1990

**Bachelor of Science in Business Administration; Marketing**  
**UNIVERSITY OF SOUTHERN MISSISSIPPI- Hattiesburg, Mississippi**

### **Professional Affiliations/Community Involvement**

Past **Board of Director/President** of the Texas Festivals and Events Association (TFEA); **Member-** International Festivals and Events Association (IFEA); **Alumni-** Leadership Pensacola, Class of 2000



**AMY SHOULTS ROSENTHAL**  
**8001 Tonkawa Trail, McKinney, TX 75070**  
**817-269-1326 amyrosenthal@sbcglobal.net**

**PROFILE:** Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategic thinker with knowledge, motivation and skill set to achieve the dream.

**MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER**

Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget – combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with *The Dallas Morning News* and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission , McKinney Chamber of Commerce and McKinney Community Development Corporation

**DALLAS CHILDREN'S THEATER (1995 – 2006)**

Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually – nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

#### **EDUCATION/PROFESSIONAL DEVELOPMENT:**

Corporate and Private Sponsorship, IEG (Chicago, IL)

Business of Presenting II, Association of Presenting Arts Professionals (New York, NY)

Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

**WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST**

**MCKINNEY MAIN STREET  
MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION  
NOVEMBER 30, 2016 – ARTS IN BLOOM 2017 SUPPORT**

**I. APPLYING ORGANIZATION**

McKinney Main Street organization information is attached.

**II. PROMOTION / COMMUNITY EVENT**

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2017. Event overview sheet is attached.

ARTS IN BLOOM 2017 Goals:

- Develop Arts in Bloom operations to lessen the burden of McKinney Oktoberfest as only revenue generating event
- Highlight Historic Downtown McKinney as destination for arts, culture and shopping
- Feature/showcase downtown businesses – such as LAST Gallery, Orisons Gallery, Landon Winery, Lone Star Wine Cellars
- Support McKinney-based artists

**III. FINANCIAL**

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. ARTS IN BLOOM is Historic Downtown McKinney's annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, that ARTS IN BLOOM would have the potential to generate revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney. ARTS IN BLOOM is also intended to showcase the talents and offerings of McKinney-based artists.

Budget overview for ARTS IN BLOOM is attached, as well as budget information for McKinney Main Street. (McKinney Downtown Business Re-Development, Inc.)

**IV. MARKETING AND OUTREACH**

Support from MCDC will allow Main Street to advertise and promote ARTS IN BLOOM 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:

- Potential Television Advertising
- Promoted and paid Social Media opportunities

- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Radio spots
- Direct Mail piece targeted specific Zips meeting economic criteria

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- 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 2017, 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. Redeemed incentives on direct marketing piece will also be measured. 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.





### EXPANDED TO THREE DAYS!

**Stroll through the colorful sidewalks and streets of Historic Downtown McKinney from Friday, April 7 through Sunday, April 9, 2017 during McKinney's annual spring arts and wine festival, Arts in Bloom.** Experience art in all forms as it blossoms throughout the historic district with art, music, food, shopping and fun for the entire family. This expansion help increase exposure to Historic Downtown McKinney as well as helps increase potential for festival income.

Over 20,000 guests will visit more than 150 local and regional painters, sculptors, jewelry-makers, photographers and musicians showcasing their artistic talents throughout the streets of Downtown McKinney.

In addition to great food and live entertainment, visitors may enjoy wine tastings from 15 Texas wineries, including Downtown's Landon Winery and Lone Star Cellars. Wine tastings helps separate Arts in Bloom from other art festivals in North Texas.

McKinney Main Street will work with McKinney artists to provide a special opportunity to showcase their work.

- DECEMBER / JANUARY: Call for Artists through Zapplication (a national art show listing).
- JANUARY / FEBRUARY: Secure sponsorships and funding. Solicit participating artists. Reserve advance media buys.
- FEBRUARY: Coordinate/confirm vendor and entertainment contracts. Reserve infrastructure elements.
- MARCH: Festival layout and design of promotions. File special event permit.
- END MARCH / EARLY APRIL: Recruit volunteer support and staffing arrangements.
- END MARCH / EARLY APRIL: High concentration of promotions.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.





## ARTS IN BLOOM 2016 - BUDGET

### REVENUE:

Alcohol Sales (Total Collected)	16,863.00
Concession Sales	3,276.00
Wine Glasses	3,710.00
Sponsorship Income	16,971.75
Vendor Income	7,092.00
<b>TOTAL</b>	<b>\$47,912.75</b>

### EXPENSES:

Alcohol Expenses (payment to wineries)	13,747.44
Liquor Liability Insurance	600.00
Wine Glasses	2,552.10
Entertainers & Sound Production	2,734.00
Electricity	1,900.00
Fencing	477.60
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	6,121.83
Signage & Banners	1,865.75
Direct Mail & Postage	4,884.28
GuideLive Digital & Social Media	1,666.67
DMN Print	3,037.50
WRR Radio	2,000.00
Cashier Staffing	648.00
Labor Ready	417.44
Food	70.19
<b>TOTAL</b>	<b>\$42,722.80</b>

**NET PROFIT**

**\$5,189.98**



## ARTS IN BLOOM 2017 – PROJECTED BUDGET

### REVENUE:

Alcohol Sales (total collected)	50,000.00
Concession Commissions	15,000.00
Wine Glasses	8,000.00
Sponsorship Income	25,000.00
Vendor/Artist Booths	35,000.00
<b>TOTAL</b>	<b>\$133,000.00</b>

### EXPENSES:

Alcohol Expenses (payment to wineries)	38,000.00
Liquor Liability Insurance	1,200.00
Wine Glasses	5,000.00
Entertainers & Sound Production	15,000.00
Electricity	12,000.00
Fencing	3,000.00
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	14,000.00
Signage & Banners	3,000.00
Zapplication	1,500.00
Direct Mail & Postage	8,000.00
Digital & Social Media	2,000.00
Print Advertising	5,000.00
Radio	4,500.00
Cashier Staffing	4,000.00
Porters	1,500.00
Food	500.00
<b>TOTAL</b>	<b>\$118,200.00</b>

**NET PROFIT**

**\$14,800.00**

# McKinney Main Street

## PROFIT AND LOSS

January - September, 2016

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income											6,600.00	\$6,600.00
Events Income												\$0.00
Alcohol Sales	16,863.00											\$16,863.00
Concession Sales Food and Beverage	3,276.03											\$3,527.01
Ticket Sales							250.98					\$645,197.99
<b>Total Events Income</b>	<b>20,139.03</b>						<b>645,197.99</b>					<b>\$665,598.00</b>
Miscellaneous Income							273.75					\$273.75
Non Profit Income						15,151.19					2.01	\$2.01
<b>Total Non Profit Income</b>						<b>15,151.19</b>					<b>2.01</b>	<b>\$15,153.20</b>
Programs Income												\$0.00
Shoppers Guide												\$0.00
<b>Total Programs Income</b>											<b>2,000.00</b>	<b>\$2,000.00</b>
Sales of Product Income	3,710.00											\$2,000.00
Sponsorship Income	16,971.75											\$3,935.00
Vendor Income	7,092.00											\$70,446.75
<b>Total Income</b>	<b>\$47,912.78</b>											<b>\$33,904.00</b>
GROSS PROFIT	<b>\$47,912.78</b>										<b>\$8,602.01</b>	<b>\$797,900.70</b>
EXPENSES											<b>\$8,602.01</b>	<b>\$797,900.70</b>
Administrative Expenses												
Associations/Dues/Subscriptions												6,305.46
Board Expense												7,474.90
Bookkeeping/Audit												\$7,524.90
Office Expenses												98.00
Other Fees												\$98.00
Bank Service Charges												2,385.00
Credit Card Fees												\$2,385.00
Interest												674.62
<b>Total Other Fees</b>												<b>\$709.62</b>
Postage	2,359.82											\$0.00
Supplies												240.84
Food												\$240.84
<b>Total Supplies</b>	<b>70.19</b>											<b>\$2,919.14</b>
Travel/Training												2,919.14
<b>Total Administrative Expenses</b>	<b>2,430.01</b>											<b>\$164.54</b>
Event Expenses												164.54
Activities Expense												<b>3,324.52</b>
Alcohol Expense	13,747.44											49.00
Liability Insurance	600.00											\$2,697.22
Servers												\$1,006.88
TABC Permit												499.45
<b>Total Alcohol Expense</b>	<b>14,347.44</b>											<b>\$1,230.19</b>
Decorations Expense												<b>727.44</b>
Downtown Christmas Tree Expense												<b>\$2,237.07</b>
Entertainer Expense	2,734.00											1,868.80
Event Permit												\$2,363.80
Infrastructure												<b>\$28,750.59</b>
Electricity	1,900.00											\$543.59
Fencing	477.60											\$4,437.59
Ice												\$65,305.21
Portables												\$3,460.20
Rentals												\$15,221.25
<b>Total Administrative Expenses</b>	<b>14,347.44</b>											<b>\$924.00</b>
Decorations Expense												<b>\$84,910.66</b>
Downtown Christmas Tree Expense												<b>\$26,167.75</b>
Entertainer Expense	2,734.00											117.60
Event Permit												\$117.60
Infrastructure												\$48,100.62
Electricity	1,900.00											\$1,270.00
Fencing	477.60											\$0.00
Ice												\$32,215.47
Portables												\$3,851.99
Rentals												\$3,150.00
<b>Total Administrative Expenses</b>	<b>14,347.44</b>											<b>\$2,604.72</b>
Decorations Expense												<b>\$53,215.67</b>
Downtown Christmas Tree Expense												
Entertainer Expense	2,734.00											
Event Permit												
Infrastructure												
Electricity	1,900.00											
Fencing	477.60											
Ice												
Portables												
Rentals												

	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OCTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
<b>Total Infrastructure</b>	<b>8,499.43</b>			<b>29,827.63</b>	<b>525.00</b>		<b>56,385.79</b>					<b>\$95,037.85</b>
Marketing Expense							3,500.00					\$3,500.00
Billboards				3,800.00								\$3,800.00
Event T-Shirts		3,429.20			596.25		3,545.50					\$7,570.95
Misc Marketing	2,524.46	2,270.34					1,932.68					\$12,328.50
Newspaper	3,037.50		607.62	3,727.50			2,500.00		400.00	72.40	4,521.00	\$9,265.00
Radio	2,000.00	1,750.00		5,160.00			7,650.00					\$16,560.00
Signage	1,865.75	4,367.57			339.82		5,011.24		534.08			\$12,118.46
Social Media	1,666.67	559.73		112.03			7,067.73		27.80	39.65	193.72	\$9,667.33
Television				8,826.00								\$8,826.00
<b>Total Marketing Expense</b>	<b>11,094.38</b>	<b>12,376.84</b>	<b>607.62</b>	<b>21,825.53</b>	<b>936.07</b>		<b>31,207.15</b>	<b>961.88</b>		<b>112.05</b>	<b>4,714.72</b>	<b>\$83,636.24</b>
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/General Administrative Expenses												
Prize Winnings												
Staffing Expense		715.00										
Cashiers	648.00											
Misc Staff							7,830.00					\$8,478.00
Porters/Cleanup	417.44						4,550.00					\$4,967.44
<b>Total Staffing Expense</b>	<b>1,065.44</b>						<b>14,637.16</b>					<b>\$15,702.60</b>
Supplies & Materials							2,652.35					\$2,652.35
Ticket Redemption							319,796.78				14.62	\$319,796.78
Weather Insurance							10,600.00					\$10,600.00
<b>Total Event Expenses</b>	<b>40,292.79</b>	<b>18,255.43</b>	<b>795.12</b>	<b>60,005.64</b>	<b>2,686.07</b>		<b>560,554.55</b>	<b>1,827.76</b>	<b>100.00</b>	<b>412.05</b>	<b>30,005.92</b>	<b>\$714,935.33</b>
Mileage							58.96					\$58.96
Program Expenses												
Seat Cushion Replacement							9,085.00					\$9,085.00
<b>Total Program Expenses</b>							<b>9,085.00</b>					<b>\$9,085.00</b>
<b>Total Expenses</b>	<b>\$42,722.80</b>	<b>\$18,593.83</b>	<b>\$795.12</b>	<b>\$60,325.57</b>	<b>\$2,686.07</b>		<b>\$9,085.00</b>	<b>\$1,862.76</b>	<b>\$100.00</b>	<b>\$412.05</b>	<b>\$52,893.68</b>	<b>\$752,829.88</b>
NET OPERATING INCOME	<b>\$5,189.98</b>	<b>\$-12,868.83</b>	<b>\$-795.12</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$6,066.19</b>	<b>\$-362.76</b>	<b>\$65.00</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>	<b>\$45,070.82</b>
NET INCOME	<b>\$5,189.98</b>	<b>\$-12,868.83</b>	<b>\$-795.12</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$6,066.19</b>	<b>\$-362.76</b>	<b>\$65.00</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>	<b>\$45,070.82</b>



17-112

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant  
Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350  
for Advertising and Promotion of McKinney Square Book Festival Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- DEAR Texas (Drop Everything and Read Texas) is requesting a grant in the amount of \$6,350 for advertising, marketing and promotion of a 2017 McKinney Square Book Festival event.
- The event will be held June 2-3, 2017.

**BACKGROUND INFORMATION:**

- DEAR Texas was created to help promote reading in the state of Texas for all ages.
- Through a partnership with Texas Authors, it will bring the newest and brightest authors Texas has to offer to the McKinney Square Book Festival.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from DEAR Texas for a Promotional and Community Event grant from MCDC.

**SUPPORTING MATERIALS:**

[Texas Authors Grant Application](#)



# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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.**

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

- ☐ **Project Grant**  
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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: DEAR Texas, Inc.

Federal Tax I.D.: 47-1149389

Incorporation Date: 06/05/2014

Mailing Address: 1712 E Riverside Dr 56

City Austin

ST: TX

Zip: 78741

Phone: 512-210-0568

Fax:

Email: info@deartexas.info

Website: DearTexas.info

#### 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 Authors, Inc., Texas Authors Institute of History, Texas Library Association, American Library Association

### REPRESENTATIVE COMPLETING APPLICATION:

Name: B Alan Bourgeois

Title: Director/Founder

Mailing Address: 1712 E Riverside Dr 124

City: Austin

ST: Tx

Zip: 78741

Phone: 512-554-9560

Fax:

Email: info@deartexas.info

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

Name: B Alan Bourgeois

Title: Director/Founder

Mailing Address: 1712 E Riverside Dr 56

City: Austin

ST: TX

Zip: 78741

Phone 512-210-0568

Fax:

Email: info@deartexas.info

**FUNDING**

Total amount requested: 15,000

Matching Funds Available (Y/N and amount): No

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: See Attached

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: June w, 2017

Completion Date: June 3, 2017

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

**B Alan Bourgeois, Director**

**Jef Smith, Board Member**

**Virginia Hunter, Board Member**

**Madonna Kimball, Board Member**

**Roxanne Burkey, Board Member**

**Charles Breakfield, Board Member**

**Joseph Willis, Board Member**

**Tweed Scott, Board Member**

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

**B. Alan Bourgeois, Director/Founder**

**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. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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?            | X 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. None is necessary.*

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

---

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

☐ Yes

☒ No

**Date(s):**

**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 organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**\$15,000.00**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

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

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 marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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 Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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 *BALAN BOURGEOIS*

Date *11-27-16*

**Representative Completing Application**

  
Signature

Printed Name *B. ALAN BOURGEOIS*

Date *11-27-16*

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



## **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
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/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)





# **DEAR Texas**

## **Drop Everything And Read Texas**

1712 E Riverside Dr., Ste. 56, Austin, TX 78741 – 512 299 4810

November 27, 2016

Cindy Schneible  
President  
McKinney Community Development Corporation  
5900 Lake Forest Drive, Suite 110  
McKinney, TX 75070

RE: McKinney Square Book Festival Application

Dear Mrs. Schneible;

DEAR Texas, Inc., was created to help promote reading in the state of Texas for ALL ages. While schools may provide the basics for reading, there is a clear and distinct need for reading at home with an emphasis on exploring the creative and imaginary side of books. From an educational aspect where minds may explore foreign lands to the creative aspect of learning about new and wonderful things.

Through our partnership with Texas Authors, Inc., we can bring in some of the newest and brightest authors Texas has to offer for educational instruction, reading programs and experiences. This has proven very valuable to local communities through library programs and to schools when we can present authors to various classes and age groups.

In addition to the outreach and encouragement of reading, DEAR Texas has been able to donate over \$25,000 value in books by Texas authors to schools and libraries over the past two years. Each year, we try to double our efforts to continue to reach out to as many children as possible.

By creating book festivals in smaller communities, we can spotlight local authors, as well as authors from around the state. There is currently estimated 8,400 plus published Texas authors, second only to California in number. Of that estimate, we know well over 1,000 have become NY Times, USA Today best sellers, and twice as many have won awards from various writing competitions. The range of writing expands all genres and have even created new genres ones along the way. This is a

natural talent pool that can have a tremendous impact on a community when they share their stories through books.

The creation of the McKinney Square Book Festival (MSBF) came from a request of local authors asking for help in creating an event where they can promote and share their love of storytelling. DEAR Texas is a natural fit for this group, as we are for every community that wishes to continue to grow and spotlight their cultural diversity and sophistication of the modern world.

We are seeking assistance from the MCDC to help ensure the success of the event, and to welcome citizens from North Texas to the local area so they can see for themselves why McKinney has been ranked in the top ten for communities in which to live in. The MSBF event is a perfect edition to the cultural arts program that McKinney's community is proud to support.

**Marketing Goal:** To advertise and promote primarily to all community members of McKinney and the surrounding area up to 50 Miles outside the city limit. A secondary outreach is worldwide through our radio show Dear Texas Radio and through our partnership with Book Festival Network.

The requested funds will be used primarily for the following items:

Performing Arts Center	\$3,812.60
Hotel	\$1,413.63
Food	\$750.00
Advertising	\$2,500.00
Speaker Fees	\$4,500.00
Support Staff	\$1,500.00
Book Festival Network Fees	\$4,500.00
<b>Current Estimated cost:</b>	<b>\$18,976.23</b>

It has been the policy for DEAR Texas, Inc., to not charge table fees or entry fees for the first year, and possibly the second year to encourage as much participation as possible at the event. This has proven successful at our Wimberley Book Festival held on June 11, 2016. A secondary event has also been planned for June 10, 2017, which sold out of author booth space within weeks of the event being announced.

To help offset the cost of the event, we look towards having businesses from within the city to help sponsor the event. There is never a guarantee that we will have enough sponsors, thus why we seek assistance from the city to help fund the event. As any event grows in quality over time, it can become self-dependent financially, while presenting additional income to the city sales tax, hotel tax and general economic impact to the community. This was proven in Wimberley in the first year, where we raised funds to offset the cost of the event, with adding an additional \$15,000 in hotel rental, food and general spending to the community by the authors and those that attended the event.

Our first year at MSBF is designed to promote reading and Texas authors books. The second year we anticipate the participation of local arts groups, and schools as we

introduce a writing contest for students. This contest would produce a book of short stories and awards for winning students, which will be used for raising funds for the annual book festival, and awarding books to the schools and the local library. Donating books to the local community is another aspect of the book festival program that we have done with great care and joy. For the Wimberley 2016 event, we donated two \$250 gift certificates, one for the local library and one for the school district.

A new feature we will be adding to the McKinney Square Book Festival is a live feed through our association with Book Festival Network (<http://BookFestival.Network>) This live feed over the internet will give people additional opportunities to meet the authors, and watch the sessions during the day of the event. In addition, the video will be edited to provide individual snippets for people to view for a one year period after the event. Sponsors will gain additional advertising exposure during the year as the MSBF will be promoted as an example of what the future of book festivals will be like across the nation.

The amount of advertising exposure will reach thousands of people through a variety of media, including our internet radio show that airs three times a week, but also through a variety of national and local media print. Add in the Book Festival Network promotion, the world will begin to see McKinney in the cultural glory it rightfully deserves.

Shortly after agreeing to create the event, we began our social media outreach to our 20,000 plus followers across 25 platforms. You can see the video we created on the promotional page for the event at <http://McKinney.DearTexas.info> More videos will be created as we move closer to the event, along with tweets and postings.

Working with the Performing Arts Center located in the heart of the McKinney square, we are confident that the event will be well attended and given the opportunity to shine statewide, nationally and internationally, thus creating more opportunities for business and economic growth, while increasing the educational and creative aspect of its local children through education.

Support of this event is a win-win on many levels: Increase tax revenue increased advertisement and promotion of McKinney, increased the educational growth of its students and community members. All of which increase the strength of a community to continue to grow and prosper in a healthy, vibrant way.

We thank you for your consideration and time to review our attached application.

Sincerely yours,



B. Alan Bourgeois  
Director/Founder

Sponsor/Member Organizations:



## Cindy Schneible

---

**Subject:** FW: McKinney Sq Book Festival

**From:** Texas Authors [mailto:txauthors@live.com]  
**Sent:** Wednesday, November 30, 2016 7:38 AM  
**To:** Cindy Schneible <cschneible@mckinneycdc.org>  
**Subject:** Re: McKinney Sq Book Festival

Than you Cindy for the email and additional feedback. With the information you provided, I do believe the following will be of greater use to you:

### Marketing and Outreach

Plans for a robust marketing campaign include:

- Radio advertising – Started Dec 1
- Local TV promotion when available
- “Goodie” bags will be distributed from March through June to 1,000 people statewide promoting the event.

### Standard marketing initiatives:

- Posters in downtown and throughout the community
- Press releases
- Ads in The Dallas Morning News and Star Local Media, Strawberry Lit Magazine (National)
- Email blasts
- Downtown Marquees
- Internet Advertising via several websites: DearTexas.Info, BookFestival.Network, Who’s Fish Event Calendar, Texas Travel Magazine website
- Social Media Started in October through 25 social media accounts to over 20,000 followers, both national and international, with followers increasing by no less than 100 people weekly.

### Metrics to Evaluate Success

- Overall attendance meets goal (a head count of attendees to the overall event will be made throughout the day.
- Store specific sales increases. Sales figures will be received by two groups. First, the attending Authors, second the local shops on the square providing they share their information.
- Vendor/sponsor and community feedback
- Gathering and sharing demographic information to document where visitors have come from and how they heard about the event - a drawing will be held for free books where this information will be gathered.

I look forward to meeting with you and the board on the 22nd of Dec.

If you need anything additional, please let me know. I will be sending any PDF, etc., that we may need to display for the meeting by the 20th.

Cheers,

B. Alan Bourgeois  
Director/Founder/Author  
Texas Authors, Inc. - <http://books.txauthors.com>  
Dear Texas - <http://deartexas.info/>  
Lone Star Book Festival - <http://LoneStarBookFest.com>  
Author Marketing Event - <http://Authors.Marketing/>  
Super Readers Club - <http://SuperReaders.club>  
Texas Authors Institute - <http://texasauthors.institute>  
Short Stories by Texas Authors - <http://TxShorts.com>

8:52 AM  
11/27/16  
Accrual Basis

**DEAR Texas**  
**Profit & Loss**  
January 1 through November 27, 2016

	Jan 1 - Nov 27, 16
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Book Festival	
Member	-100.00
Non Profit	857.62
<b>Total Book Festival</b>	757.62
Direct Public Support	
Individ, Business Contributions	2,249.70
Direct Public Support - Other	3,585.00
<b>Total Direct Public Support</b>	5,834.70
Program Income	
Booth Sales	550.00
<b>Total Program Income</b>	550.00
<b>Total Income</b>	7,142.32
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	-179.81
<b>Total COGS</b>	-179.81
<b>Gross Profit</b>	7,322.13
<b>Expense</b>	
Business Expenses	169.75
Contract Services	592.61
Facilities and Equipment	
Rent, Parking, Utilities	157.00
<b>Total Facilities and Equipment</b>	157.00
<b>Operations</b>	
Advertising	
Dear Texas Radio	39.00
Advertising - Other	358.28
<b>Total Advertising</b>	397.28
Banking	71.08
Lone Star Book Festival	
Tent Rental	1,000.00
<b>Total Lone Star Book Festival</b>	1,000.00
Postage, Mailing Service	144.13
Printing and Copying	96.00
Supplies	480.18
Telephone, Telecommunications	623.99
Operations - Other	275.00
<b>Total Operations</b>	3,087.66
<b>Payroll Expenses</b>	152.02
<b>Travel and Meetings</b>	
Conference, Convention, Meeting	
Laredo Book Fest	
Food	20.15
Laredo Book Fest - Other	370.16
<b>Total Laredo Book Fest</b>	390.31
Wimberley Book Fest	57.61
Conference, Convention, Meeting - Other	149.89
<b>Total Conference, Convention, Meeting</b>	597.81

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

DEPARTMENT OF THE TREASURY

Date:

OCT 28 2015

DEAR TEXAS INC  
1712 E RIVERSIDE DR STE 56  
AUSTIN, TX 78741

Employer Identification Number:  
47-1149389  
DLN:  
17053236318005  
Contact Person:  
BRYAN C WOESTE ID# 31660  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
June 5, 2014  
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.





17-113

**TITLE:** Conduct a Public Hearing and Consider/Discuss/Act on Project #17-01, Submitted by the City of McKinney in the Amount of Three Million, Five Hundred Thousand Dollars (\$3,500,000) for Partial Funding for an Expansion to the McKinney StarCenter; Estimated Project Construction Cost is \$8,500,000; the Amount Requested Represents 42% of the Total Estimated Construction Cost

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney  
Direction for Strategic and Economic Growth

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- The City of McKinney is requesting MCDRC funding participation in the construction costs associated with an expansion of the McKinney StarCenter.
- The proposed project would add 46,000 square feet of space and would include one sheet of ice and 1,500-2,000 seats to facilitate hosting of youth level hockey games, tournaments and other events.
- The addition to the facility will also include an expanded back of house/ locker room area.
- There is potential to also include private space to be used by a minor league hockey franchise.
- The amount requested represents approximately 42% of the total estimated construction cost (\$8,500,000 total).

**BACKGROUND INFORMATION:**

- The McKinney StarCenter is a facility owned by the City of McKinney and leased to the Dallas Stars.
- Current lease became effective October 1, 2009; the term is 20 years with two 5-year renewals.
- Current facility is approximately 85,000 square feet and includes two full-size ice

rinks used for programs ranging from entry level “learn to skate” classes to training athletes to perform on the national stage.

- Programming offered includes hockey and figure skating academies.
- Team training and league games are held at the facility on a 7 day/week schedule.
- The strong recreational hockey program offered at the McKinney StarCenter, along with the McKinney North Stars travel organization, has resulted in the McKinney StarCenter hosting more kids playing hockey than any other rink in Texas.
- The McKinney StarCenter is home to the MISD high school hockey program, winner of the Texas High School State Championship in 2013-14 and 2015-16.
- Additionally, public skating is offered periodically throughout the year.
- A promotional event, featuring a Dallas Stars player or coach, or team practice is scheduled annually.
- Dallas Stars promote the City of McKinney through game programs and advertising/announcements.

#### **FINANCIAL SUMMARY:**

- Cost for original construction of the McKinney StarCenter, completed in 2009, was \$12,300,000.
- The City of McKinney funded \$6,800,000 for construction.
- MCDL funded \$5,500,000 for construction.
- Monthly lease payments at the beginning of the lease term were \$44,000/month, with scheduled escalation at the beginning of every five year time period through year 30.
- The tenant is responsible for the cost of operations, maintenance and capital repairs.

#### **SUPPORTING MATERIALS:**

[Grant Application](#)

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2017

### 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.***

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



#### **Project Grant**

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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

### **Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

## **APPLICATION**

## INFORMATION ABOUT YOUR ORGANIZATION

Name: City of McKinney

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

Website: www.mckinneytexas.org

### Check One:

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

Professional affiliations and organizations to which your organization belongs:

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

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

Name: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

**FUNDING**

Total amount requested: \$3,500,000

Matching Funds Available (Y/N and amount): Yes, for remaining amount of project

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☒ Yes

☐ No

Please provide details and funding requested: The funding request is for the expansion of the McKinney Stars Center in Craig Ranch. The facility is owned by the City of McKinney and is leased to the Dallas Stars. The Stars have indicated a desire to expand the facility to include a third sheet of ice, with 1,500 to 2,000 seats to hold youth level hockey games and tournaments as well as other events. The addition to the facility will also include additional locker rooms and potentially private space to be used by a minor league hockey franchise.

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: October 2017

Completion Date: June 2018

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

**Mayor Brian Loughmiller**

**Mayor Pro-tem Randy Pogue**

**Chuck Branch**

**Don Day**

**Rainey Rogers**

**Travis Ussery**

**Tracy Rath**

<b>LEADERSHIP STAFF</b> <i>(may be included as an attachment)</i>
---

<b>Paul Grimes</b> <b>Jose Madrigal</b> <b>Barry Shelton</b>	<b>City Manager</b> <b>Deputy City Manager</b> <b>Assistant City Manager</b>
--	--

**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. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The requested grant will be used as partial funding of an \$8.5 million expansion to the McKinney Star Center, which is an indoor ice skating/hockey facility that is owned by the City of McKinney and leased to the Dallas Stars. The facility currently is approximately 85,000 square feet under roof and has two full size ice rinks that are used for programs ranging from entry level learn to skate classes to training athletes that perform on the national stage. The Stars offer skating and hockey academies for those learning to play as well as a facility for team training and league games. The McKinney Star Center is home to the McKinney ISD high school hockey program, winner of the Texas High School State Championship in 2013-14 and 2015-16.

The McKinney Star Center has more kids playing hockey than any other rink in the state of Texas thanks to a strong recreational hockey program and the McKinney North Stars travel organization. The figure skating program at the center has trained national champions and other participants who have placed on the US National Team.

The proposed expansion will include approximately 46,000 square feet featuring a third ice rink that is being planned with over 1,700 seats. The expansion will allow for increased participants in all of the established programs. The inclusion of bleacher seating for over 1,700 people will allow for increased tournament play and potentially for an NAHL hockey team moving to McKinney. Tournament play would include recreational, travel, high school and adult leagues and would lead to possible overnight stays within the community. The NAHL is a USA Hockey sanctioned tier II Junior league for players ages 16-20 with aspirations of playing collegiate and/or professional hockey. The league has 24 teams in 12 states and would bring around 25 home games to McKinney each season.

- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.

The proposed expansion project would help to fulfill the goals for the City Council including "Direction for Strategic and Economic Growth" and "Enhancing the Quality of Life in McKinney".

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?

The proposed expansion project will add on to the south side of the existing Star Center building located on the southeast corner of Alma Drive and Collin McKinney Parkway.

- Provide a timeline for the Project/Promotional/Community Event.

Upon securing funding for the expansion project, the city will proceed with design and construction of the third ice sheet. The tentative time frame for completion and opening of the new rink is based on being up and running in late summer or early fall of 2018.

- Detail goals for growth/expansion in future years.

At this time, there are no further expansion plans.

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

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

N/A

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life

improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney

---

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

☒ Yes

☐ No

**Date(s): The first phase of the existing Star Center was partially funded by an MCDC grant in 2008.**

**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 organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**\$8,500,000**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 58.8%**



**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 marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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 Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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.**

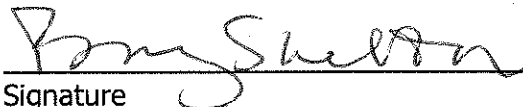
**Chief Executive Officer**

  
\_\_\_\_\_  
Signature

PAUL G. GRIMES  
City Manager  
Printed Name

1/4/17  
Date

**Representative Completing Application**

  
\_\_\_\_\_  
Signature

BARRY SHELTON  
Assistant City Manager  
Printed Name

1/4/17  
Date

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

## **CHECKLIST:**

### **Completed Application:**

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ☒ Project/Promotional/Community Event timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

### **Attachments:**

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO 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.***



## **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
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/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)



17-114

**TITLE:** Conduct a Public Hearing and Consider/Discuss/Act on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars (\$25,000) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents 46% of Total Project Cost

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney  
Direction for Strategic and Economic Growth

**MEETING DATE:** January 26, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Main Street is requesting a grant, in an amount not to exceed \$25,000 for the purchase of a Polaris 6-passenger GEM vehicle to shuttle visitors from remote parking areas to the core commercial district in downtown McKinney.
- With construction of the nine-acre site south of the Downtown Square on the horizon, downtown will lose a significant portion of its free, unlimited remote parking spaces.
- With the elimination of the option for parking at the nine-acre site, other remote parking areas, primarily north of the square, will be publicized and utilized by downtown visitors - which will lead to the need for creation of transportation from parking sites to downtown destinations, while the City continues to negotiate/ create additional parking options to increase parking inventory.
- The shuttle service is planned as a “no cost” option to riders.

**BACKGROUND INFORMATION:**

- The Polaris GEM is a uniquely styled, electric, minimal maintenance, six-seat vehicle that has been successfully deployed as a shuttle option in areas like the Dallas Arts District, downtown San Diego, Aspen, CO, Tampa, FL and Newport Beach, CA.

- Following the practices of other established GEM shuttle operations, the McKinney GEM would not operate on a fixed route - but would circulate through high pedestrian areas and remote parking lots to actively promote services to potential riders.
- McKinney GEM would be “on call” and accessed through a phone number advertised on the vehicle.
- Additional promotion would be initiated through McKinney Main Street, the City of McKinney and Downtown Merchants.
- McKinney Main Street will identify and recruit sponsors to fund operation and maintenance costs.
- A wide variety of sponsor opportunities/branding visibility will be created.
- The schedule of operations would include 20 hours per week:
  - Friday - 2:00 p.m. to 10:00 p.m.
  - Saturday - 2:00 p.m. to 10:00 p.m.
  - Sunday - Noon to 4:00 p.m.
- Passenger load is estimated at 20-30 passengers per hour x 20 hours per week = goal of 2,000 riders per month.

#### **FINANCIAL SUMMARY:**

- Total project cost is estimated at \$55,000 - \$25,000 for vehicle purchase; \$30,000 for operations, maintenance and marketing costs.
- Sponsorship sales are planned to fund operations, marketing and maintenance costs.
- Project success will be evaluated based on:
  - Total number of hours operated
  - Number of riders
  - Number of calls placed to McKinney GEM phone number
  - Number of promotional materials distributed
  - Tracking of social media posts to calculate number and reach regarding McKinney GEM

#### **SUPPORTING MATERIALS:**

[Grant Application](#)

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
Fiscal Year 2017

**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.***

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

**X**

**Project Grant**

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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

**APPLICATION**



## INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 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: 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: 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: \$25,000 (not to exceed \$25,000 cost of Polaris GEM e6 – dealer estimate \$23,751)

Matching Funds Available (Y/N and amount): Yes

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: Promotional support requested for an expanded Arts in Bloom 2017 will help increase festival attendance (attracting visitors surrounding communities), increase exposure of businesses in Historic Downtown McKinney, and provide residents with cultural and artistic experiences.

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: Service start March 17, 2017

Completion Date:

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

**II. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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?            | X Yes                        | <input type="checkbox"/> No |

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



**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:**

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

---

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

Yes

X No

**Date(s):**

**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 organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**Income: \$50,000**

**Expense: \$50,000**

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 50%**

**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.***

ASKS IN PROCESS – WILL UPDATE AT PRESENTATION ON JANUARY 26, 2017

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/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/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 Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.



- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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**

Amy Rosenthal  
Signature

Amy Rosenthal  
Printed Name

January 5, 2017  
Date

**Representative Completing Application**

Amy Rosenthal  
Signature

Amy Rosenthal  
Printed Name

January 5, 2017  
Date

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

## **CHECKLIST:**

### **Completed Application:**

- ☒ Use the form/format provided
- ☒ Organization Description
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- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

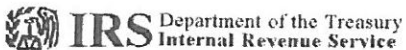
### **Attachments:**

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
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- ☒ IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO 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.***



ATLANTA GA 39901-0001

In reply refer to: 0752857837  
Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029561  
BODC: TE

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319



020666

Employer ID Number: 04-3615798  
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in October 2002, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752857837  
Apr. 20, 2016 LTR 4168C 0  
04-3615798 000000 00  
00029562

MCKINNEY DOWNTOWN BUSINESS  
REDEVELOPMENT BOARD INC  
% AMY BEAR  
111 N TENNESSEE ST  
MCKINNEY TX 75069-4319

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson  
Operations Manager, AM Ops. 3





**McKinney Main Street  
Board of Directors  
2016-2017**

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
<b>Amy Rosenthal</b> Program Director	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>Jan Elwell</b> Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: <a href="mailto:jan@jecore.com">jan@jecore.com</a>
<b>Alex Lanio</b> Vice Chair Term End 9/30/17	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>Amber Gutschlag</b> Secretary/Treasurer Term End 9/30/17	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>Edna Brown</b> Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: <a href="mailto:andenana48@gmail.com">andenana48@gmail.com</a>
<b>Robert 'Matt' Hamilton</b> Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: <a href="mailto:matt@localyocal.com">matt@localyocal.com</a>
<b>Kaci Lyford</b> Term End 9/30/17	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>Ric Anderson</b> Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 <a href="mailto:rila@andersonbrand.com">rila@andersonbrand.com</a>
<b>Jolie Williams</b> Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX 75071	Cell # 214-502-6495 Email: <a href="mailto:Jolie@Diva-Homes.com">Jolie@Diva-Homes.com</a>
<b>Courtney Ward</b> Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: <a href="mailto:courtneylaurenward@gmail.com">courtneylaurenward@gmail.com</a>
<b>CoCo Good</b> City Liaison	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</b> City Liaison	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>

**AMY SHOULTS ROSENTHAL**  
**8001 Tonkawa Trail, McKinney, TX 75070**  
**817-269-1326 amyrosenthal@sbcglobal.net**

**PROFILE:** Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategic thinker with knowledge, motivation and skill set to achieve the dream.

**MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER**

Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget – combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with *The Dallas Morning News* and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission, McKinney Chamber of Commerce and McKinney Community Development Corporation

**DALLAS CHILDREN'S THEATER (1995 – 2006)**

Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually – nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

#### **EDUCATION/PROFESSIONAL DEVELOPMENT:**

Corporate and Private Sponsorship, IEG (Chicago, IL)  
Business of Presenting II, Association of Presenting Arts Professionals (New York, NY)  
Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

**WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST**



## **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.



## MCDC PROJECT GRANT APPLICATION – JANUARY 2017 MCKINNEY GEM – 6 SEAT ELECTRIC SHUTTLE

Historic Downtown McKinney is recognized at the state and national level for its authentic and vibrant setting. It is a destination for McKinney residents and visitors. It is the gathering place for our community - and home to over 100 independently owned businesses. Historic Downtown McKinney is considered one of McKinney's greatest assets.

As Collin County and North Texas continues to experience intense growth, Historic Downtown McKinney is also undergoing a transformation. New development and construction is occurring at several points throughout the Historic Downtown area, but most significantly at nine acres located slightly south of the downtown square.

The nine acres will begin construction mid to late January 2017, and **Downtown McKinney will also lose a significant portion of its free, unlimited remote parking.** Consumers will need to be re-educated for alternate parking options – with most of the parking inventory north of the downtown square.

The City of McKinney will continue to negotiate additional public/private parking opportunities to help increase parking inventory.

**In the meantime, Historic Downtown McKinney is desperate for additional parking accessibility and ways to increase consumer convenience.**

The Polaris GEM e6 is an affordable, uniquely-styled, electric, minimal maintenance, six-seat vehicle that has been utilized as a shuttle option on university campuses, hotel and entertainment facilities, areas like the Dallas Arts District, downtown San Diego - to tourist destinations such as Aspen, CO; Tampa, FL; Newport Beach, CA.

In McKinney, this vehicle would be offered to transport shoppers, diners, visitors and residents between remote parking areas and the commercial core. This vehicle would be offered to help assist patrons with purchase packages back to their vehicles. This vehicle will help transport patrons from Chestnut Square, Heard-Craig House, and Collin County History Museum to the downtown square.

**This service would be provided at NO COST to riders.**

Following the practices of other GEM shuttle service operators, the McKinney GEM would not operate on a fixed route – but would circulate high pedestrian areas and remote parking lots to actively promote services to potential riders. The McKinney GEM would be 'on call' and accessed by a phone number advertised on the vehicle in addition with promotion through McKinney Main Street, the City of McKinney and Downtown Merchants.

McKinney Main Street would identify and recruit sponsors to help cover the salary of a PT driver in addition to supplemental costs associated with the project. **The Polaris GEM offers a wide variety of sponsor visibility branding options including coupons and promotional handouts provided to passengers.**



## MCKINNEY GEM OPERATIONS

Intended operations would begin at a minimum of 20 hours per week with a schedule to maximize usage:

- Friday – 2pm to 10pm (8 hours)
- Saturday – 2pm to 10pm (8 hours)
- Sunday – Noon to 4pm (4 hours)

20 / 30 passengers per hour x 20 hours per week = Goal 2,000 riders per month

## TIMELINE

- January 2017 – Vehicle and operations research. Recruitment of partners.
- February 2017 – Experimental test drives. Production of promotional materials. Vehicle order. Driver interviews.
- March 2017 – Branding/wrapping of vehicle.
- March 17, 2017 – Begin service of McKinney GEM.
- July 2017 – First status report to investors.

## GROWTH/EXPANSION

Growth and expansion opportunities involve increased hours of operations and the potential of additional vehicles.

## MCKINNEY GEM BUDGET

### INCOME

Vehicle Sponsorship	\$25,000
Driver/Maintenance Sponsorships	\$30,000

<b>TOTAL</b>	<b>\$50,000</b>
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### EXPENSES

Vehicle	\$25,000
PT Driver(s)	\$20,000
Insurance	\$ 4,000
Cell Phone	\$ 1,000
Vehicle Maintenance	\$ 2,000
Marketing	\$ 3,000

<b>TOTAL</b>	<b>\$50,000</b>
--------------	-----------------

## **MARKETING / OUTREACH**

Marketing the McKinney GEM will include promotional materials distributed to merchants, visibility on the McKinney Main Street website, the City of McKinney website and social media outlets. Vehicle launch will include media releases in addition to a launch event. The unique appearance of the vehicle will also help promote its services during peak traffic times.

## **METRICS TO EVALUATE SUCCESS**

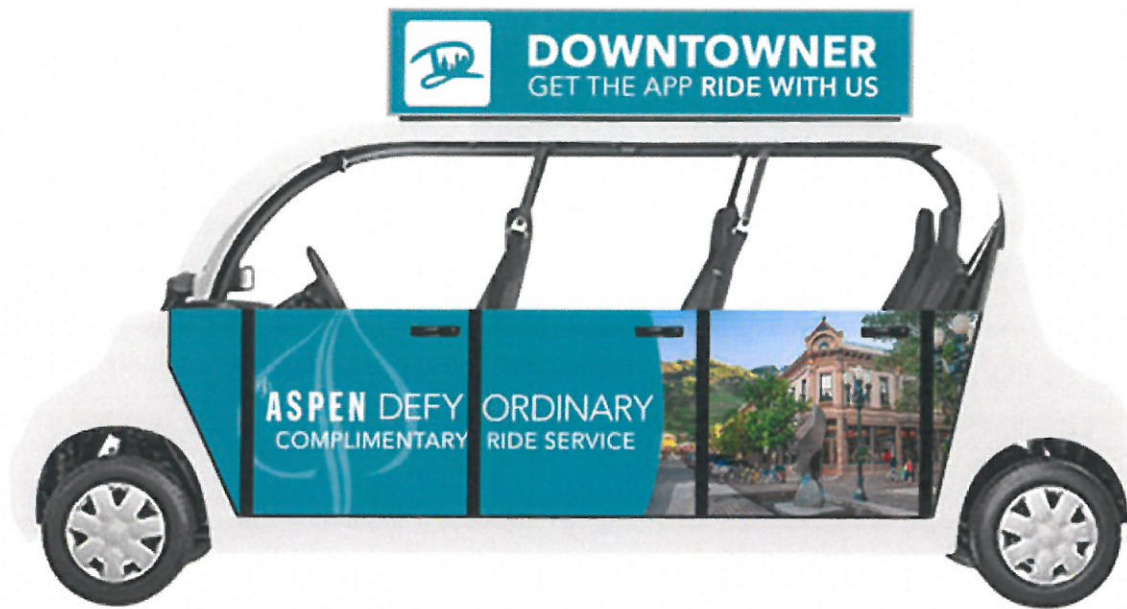
McKinney Main Street will track data and stats in relation to the operation of the McKinney GEM. Metrics include:

- Number of operational hours
- Number of riders – tracking peak times
- Number of calls to McKinney GEM phone number
- Number of printed promotional materials distributed
- Zip codes of riders
- Number of social media posts about McKinney GEM
- Reach of social media posts about McKinney GEM



**DALLAS ARTS DISTRICT – ONE ARTS CART**





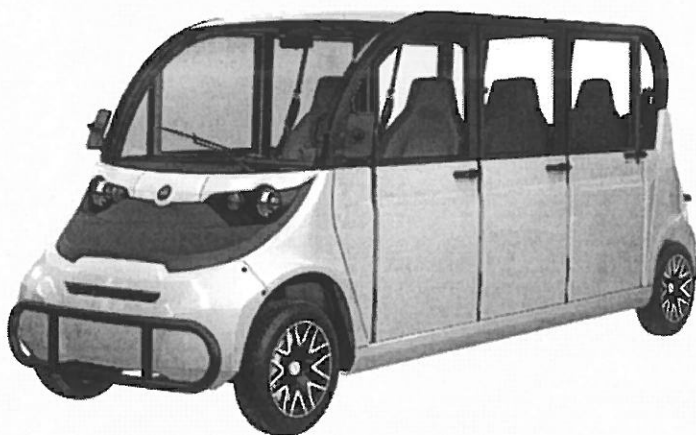
ASPEN, COLORADO - DOWNTOWNER



CAPE MAY, NEW JERSEY – FREE RIDE

## Categories

Select Color



GEM® e6®

Starting At

**\$14,999**

US MSRP

As Configured

**\$23,751**

US MSRP

Plus Freight &amp; Setup

Save &amp; Share

## Custom Quote Add-Ons

Item	Price
GEM® e6®	<b>\$14,999.00</b>
White <a href="#">More Info</a> ▼	<b>\$0.00</b>
Full Doors - White (Includes Rear Window) <a href="#">More Info</a> ▼	<b>\$4,524.00</b>
S-Bed <a href="#">More Info</a> ▼	<b>\$700.00</b>
Rugged Front and Rear Bumper w/ Receiver <a href="#">More Info</a> ▼	<b>\$700.00</b>
14" Aluminum Wheels and Rims <a href="#">More Info</a> ▼	<b>\$626.00</b>
Left Hand Tilt Steering with EPS <a href="#">More Info</a> ▼	<b>\$999.00</b>
Left Hand with Lightning Audio Stereo and Heater <a href="#">More Info</a> ▼	<b>\$1,073.00</b>
Rubber Floor Mats <a href="#">More Info</a> ▼	<b>\$130.00</b>
Subtotal	<b>\$23,751</b>

# McKinney Main Street

## PROFIT AND LOSS

January - September, 2016

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income											6,600.00	\$6,600.00
Events Income												\$0.00
Alcohol Sales	16,863.00											\$16,863.00
Concession Sales Food and Beverage	3,276.03											\$3,527.01
Ticket Sales							250.98					\$645,197.99
<b>Total Events Income</b>	<b>20,139.03</b>						<b>645,197.99</b>					<b>\$665,588.00</b>
Miscellaneous Income							273.75					\$273.75
Non Profit Income						15,151.19					2.01	\$2.01
MPAC Seat Cushion Fundraiser						15,151.19						\$15,151.19
<b>Total Non Profit Income</b>						<b>15,151.19</b>					<b>2.01</b>	<b>\$15,153.20</b>
Programs Income												\$0.00
Shoppers Guide												\$0.00
<b>Total Programs Income</b>												\$0.00
Sales of Product Income	3,710.00	225.00										\$2,000.00
Sponsorship Income	16,971.75	5,500.00										\$2,000.00
Vendor Income	7,092.00	0.00										\$3,935.00
<b>Total Income</b>	<b>\$47,912.78</b>	<b>\$5,725.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>	<b>\$4,010.00</b>	<b>\$15,151.19</b>	<b>\$713,334.72</b>	<b>\$165.00</b>	<b>\$165.00</b>	<b>\$0.00</b>	<b>\$8,602.01</b>	<b>\$797,900.70</b>
GROSS PROFIT	<b>\$47,912.78</b>	<b>\$5,725.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>	<b>\$4,010.00</b>	<b>\$15,151.19</b>	<b>\$713,334.72</b>	<b>\$165.00</b>	<b>\$165.00</b>	<b>\$0.00</b>	<b>\$8,602.01</b>	<b>\$797,900.70</b>
EXPENSES												
Administrative Expenses												
Associations/Dues/Subscriptions		50.00										\$7,430.46
Board Expense												\$7,524.90
Bookkeeping/Audit												\$98.00
Office Expenses												\$2,365.00
Other Fees												\$709.62
Bank Service Charges												\$0.00
Credit Card Fees												\$240.84
Interest												\$2,919.14
<b>Total Other Fees</b>												\$164.54
Postage	2,359.82	288.40										\$3,324.52
Supplies				319.93								\$2,697.22
Food	70.19											\$1,006.88
<b>Total Supplies</b>	<b>70.19</b>			<b>319.93</b>								\$499.45
Travel/Training												\$727.44
<b>Total Administrative Expenses</b>	<b>2,430.01</b>	<b>338.40</b>		<b>319.93</b>								\$2,363.80
Event Expenses		543.59										\$28,750.59
Activities Expense												\$543.59
Alcohol Expense	13,747.44											\$4,437.59
Liability Insurance	600.00											\$65,305.21
Servers												\$3,460.20
TABC Permit												\$15,221.25
<b>Total Alcohol Expense</b>	<b>14,347.44</b>											\$924.00
Decorations Expense												\$84,910.66
Downtown Christmas Tree Expense												\$26,167.75
Entertainer Expense	2,734.00	3,350.00	187.50	8,613.12	1,225.00							\$48,100.62
Event Permit		1,270.00										\$1,270.00
Infrastructure												\$0.00
Electricity	1,900.00			16,000.00								\$32,215.47
Fencing	477.60											\$3,851.99
Ice												\$3,150.00
Portables												\$2,604.72
Rentals	6,121.83			13,627.63	525.00							\$53,215.67

	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
<b>Total Infrastructure</b>	<b>8,499.43</b>			<b>29,627.63</b>	<b>525.00</b>		<b>56,385.79</b>					<b>\$95,037.85</b>
Marketing Expense												\$3,500.00
Billboards				3,800.00			3,500.00					\$3,800.00
Event T-Shirts		3,429.20					3,545.50					\$7,570.95
Misc Marketing	2,524.46	2,270.34	607.62		596.25		1,932.68		400.00	72.40	4,521.00	\$12,328.50
Newspaper	3,037.50			3,727.50			2,500.00					\$9,265.00
Radio	2,000.00	1,750.00		5,160.00			7,650.00					\$16,560.00
Signage	1,865.75	4,367.57			339.82		5,011.24		534.08			\$12,118.46
Social Media	1,666.67	559.73					7,067.73		27.80	39.65	193.72	\$9,667.33
Television				112.03								\$8,826.00
<b>Total Marketing Expense</b>	<b>11,094.38</b>	<b>12,376.84</b>	<b>607.62</b>	<b>21,625.53</b>	<b>936.07</b>		<b>31,207.15</b>	<b>961.88</b>	<b>112.05</b>	<b>4,714.72</b>		<b>\$83,636.24</b>
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/General Administrative Expenses												
Prize Winnings		715.00									829.98	\$829.98
Staffing Expense												
Cashiers												
Misc Staff	648.00						7,830.00					\$8,478.00
Porters/Cleanup	417.44						4,550.00					\$4,550.00
<b>Total Staffing Expense</b>	<b>1,065.44</b>						<b>2,257.16</b>					<b>\$2,674.60</b>
Supplies & Materials							<b>14,637.16</b>					<b>\$15,702.80</b>
Ticket Redemption							2,652.35				14.62	\$2,666.97
Weather Insurance							319,796.78					\$319,796.78
<b>Total Event Expenses</b>	<b>40,292.79</b>	<b>18,255.43</b>	<b>795.12</b>	<b>60,005.64</b>	<b>2,686.07</b>		<b>560,554.55</b>	<b>1,827.76</b>	<b>412.05</b>	<b>30,005.92</b>		<b>\$714,935.33</b>
Mileage							10,600.00					\$10,600.00
Program Expenses							56.96					\$56.96
Seat Cushion Replacement												\$0.00
<b>Total Program Expenses</b>							<b>9,085.00</b>					<b>\$9,085.00</b>
<b>Total Expenses</b>	<b>\$42,722.80</b>	<b>\$18,593.83</b>	<b>\$795.12</b>	<b>\$60,325.57</b>	<b>\$2,686.07</b>		<b>\$563,353.02</b>	<b>\$1,862.76</b>	<b>\$412.05</b>	<b>\$52,893.66</b>		<b>\$752,829.88</b>
NET OPERATING INCOME	<b>\$5,189.98</b>	<b>\$-12,868.83</b>	<b>\$-795.12</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$149,981.70</b>	<b>\$-382.76</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>		<b>\$45,070.82</b>
NET INCOME	<b>\$5,189.98</b>	<b>\$-12,868.83</b>	<b>\$-795.12</b>	<b>\$-58,825.57</b>	<b>\$1,323.93</b>		<b>\$149,981.70</b>	<b>\$-382.76</b>	<b>\$-412.05</b>	<b>\$-44,291.65</b>		<b>\$45,070.82</b>

17-115



**TITLE:** Consider/Discuss/Act on 2017 Quality of Life Award

**SUPPORTING MATERIALS:**

[Nominee Packet](#)

**McKinney Community Development Corporation**  
**2017 Quality of Life Award Nominees**

**Heather Astuto, Founder**  
**Especially Needed**

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 4:47 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Heather Moss Astuto- Especially Needed
Mailing Address	10121 Waterstone Way
City	McKinney
State	TX
Zip Code	75070
Phone Number	2144993439
Fax Number	Field not completed.
Email Address	heatherastuto@yahoo.com
Website	www.especiallyneeded.org
How long has the nominee been involved in the McKinney community?	6 years
Please describe how the nominee has positively impacted Quality of Life in McKinney?	Heather is an exceptional human being who is a single mom, caring for a five year old and a twelve year old .She does so all the while giving back to the community at large, through her love and commitment to her family, her community and all who live daily with special needs and the challenges that go along with this. Heather is the mom of a beautiful daughter who was born with Down Syndrome. Early on, she realized that there were not many events or resources available for these wonderful "differently challenged" human beings and decided



that she wanted to create an organization that was committed to providing events and opportunities where those with special needs in the McKinney area could attend, enjoy at their own pace and not be judged, hurried or looked upon as different. Heather founded the non-profit, "Especially Needed" in June of 2010. Through this organization she has established numerous events and venues for this to happen! She has successfully established key programs to benefit and serve those who otherwise might not have the opportunity to enjoy what we at times so easily take for granted. She has even made sure that adults with special needs are allowed the opportunity to attend and not be overlooked. Some of her accomplishments are as follows: 1. Annual Fall Carnival: At this event each year over 300 families, with special needs children are able to attend and enjoy an evening of carnival games, petting zoo, foods, rides, trick or treating and fireworks! But Heather doesn't stop there. She also invites the local Adult Special Care facility, realizing that many adults who are in actuality children themselves, need to have a safe, fun, non-judgmental venue in which to have fun and be themselves. 2. Annual Easter Egg Hunt: More than 200 families each year attend and enjoy egg hunting, visits with the Easter Bunny, face painting, games and events all geared towards children and adults with special needs. She even went to Home Depot and asked them to help her to create a special wand with magnets so that those in wheel chairs could also enjoy the activities by picking up eggs with magnets attached. She doesn't believe in leaving anyone out! She was highlighted on Good Morning Texas, interviewing her about this unique event. 3. A Special Time With Santa: At this event more than 140 families bring their children with special needs and enjoy an evening with Santa. (But not just any Santa.) A Santa who understands the need to be compassionate, understanding and the ability to cater to the individual differences and needs of these amazing members of our community. Heather made sure of this. As stated before, Heather manages all of this while being a single mom and supporting her two children. She does not take no for an answer and will leave no stone unturned in her quest to allow these individuals the same opportunities as others and enhance their quality of life day by day, event by event. She applied for grants through the City Of McKinney Community Development Corporation and was successful in garnering some funds for these events, but still spends much of her own money, to cover the expenses. She worked closely with the Kiwanis Club of McKinney to initiate the startup of the Angel League Halos T-ball team for young children with special needs in 2010 and it is still going strong. She organized and led a cheer camp for children with special needs at the McKinney Community Center in 2012. Heather firmly believes ALL should

be afforded equal opportunities to enjoy an equal quality of life. Thus her belief in providing these opportunities and helping to ensure that the City of McKinney does indeed stand behind all their citizens and share her beliefs. She is proud of her family, her community and her organization, as we all should be. Heather was nominated for and chosen as one of 6 honorees of the Wall of Fame at Morgan's Wonderland of San Antonio Texas. The world's largest theme park for special needs individuals. Her name is forever engraved on their Wall of Fame . <http://www.morganswonderland.com/get-involved/free-to-soar-gala/wall-of-fame-honorees> She was recently highlighted in the DfwChild and Thrive magazines. We have learned that there are some outcomes that are even too large or meaningful to be measured, such as a child's smile who is in a wheel chair and could not bend and pick up an egg, but now can actually hunt along with others or even a child who must walk at her own pace and would normally be overrun by other children and not even have a chance to enjoy the experience of "hunting for eggs" or a child who for the first time got to REALLY TALK to Santa and believe that he understood, or a 32 year old adult who is attending an Easter Egg Hunt for the very first time and is so excited over his treasures. These are things that truly CHANGE quality of life. All of these activities help to showcase that the City of McKinney truly does embrace all. I cannot count the individuals that have expressed how grateful they are to have these events available to them in the area. McKinney is an inclusive community, further evidenced by organizations like Heather's.

Name of person submitting nomination:	Karen Smithhart
Mailing Address	1401 Lakepark Dr
City	Lakehills
State	TX
Zip Code	78063
Phone Number	2105632798
Fax Number	<i>Field not completed.</i>
Email Address	karen.smithhart@yahoo.com

Email not displaying correctly? [View it in your browser.](#)

Craig Brundage  
Square Burger

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 1:40 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Craig Brundage
Mailing Address	115 N. Kentucky St.
City	McKinney
State	Texas
Zip Code	75069
Phone Number	972 542 0185
Fax Number	<i>Field not completed.</i>
Email Address	<i>Field not completed.</i>
Website	<i>Field not completed.</i>
How long has the nominee been involved in the McKinney community?	6 years
Please describe how the nominee has positively impacted Quality of Life in McKinney?	Craig has created a location that draws hundreds of people to McKinney and has also given opportunity to many burgeoning cooks.
Name of person submitting nomination:	Paul Shanahan

Mailing Address	<i>Field not completed.</i>
City	<i>Field not completed.</i>
State	<i>Field not completed.</i>
Zip Code	<i>Field not completed.</i>
Phone Number	<i>Field not completed.</i>
Fax Number	<i>Field not completed.</i>
Email Address	<i>Field not completed.</i>

Email not displaying correctly? [View it in your browser.](#)

Dorothy “Dot” Bradley

Food Pantry



**2017 Quality of Life Award  
Nomination Form**

*Must be submitted to MCDC no later than January 5, 2017*

Nominee (Individual/Organization): Dorothy "Dot" Bradley

Mailing Address: 902 Healy St.

City: McKinney ST: TX Zip: 75069

Phone: 469-952-0166 Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please describe how the nominee has positively impacted Quality of Life in McKinney? (Attach additional pages if needed)

Dot is always the first one at the food pantry, organizing and organizing the days activities. She also welcomes & organizes the many people who come thru the doors needing food. Regardless of health issues she helps unload the truck, bag food & keeps it all going with a smile on her face and a selfless attitude.

How long has the nominee been involved in the McKinney community? with this project 5 years.

Name of person submitting nomination: Mary Brander

Mailing Address: 317 Preston Creek Dr.

City: McKinney ST: TX Zip: 75070-7168

Phone: 214-296-8468 Fax: \_\_\_\_\_ Email: msb2-cmpite@tx.rr.com

Please submit form to:

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Ste. 110  
McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mcKinneycdc.org](mailto:cschneible@mcKinneycdc.org))

Please note: Additional information may be requested by MCDC.

**Gustavo Carbarcas**  
**Hope for the Warrior**



## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 2:04 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Gustavo Cabarcas
Mailing Address	7816 Rockledge Dr. (Pls do not publish)
City	McKinney
State	TX
Zip Code	75071
Phone Number	516-578-8174
Fax Number	Field not completed.
Email Address	gcabarcas1030@gmail.com
Website	Field not completed.
How long has the nominee been involved in the McKinney community?	5 years
Please describe how the nominee has positively impacted Quality of Life in McKinney?	Gustavo Cabarcas works for the non-profit organization of Hope for the Warrior which helps wounded veterans. Gustavo was one of the 9/11 speakers for the memorial this year in 2016 at Boyd High School. He is an active member and participant of the Chamber of Commerce and well known to the businesses in McKinney. He has personally facilitated with the Grand Openings of several new business locations throughout the McKinney area including but not limited to Racetrac, Whataburger on Eldorado as well as many others. On

12/31/2016, Gus was traveling down Custer when the unfortunate and tragic event of the plane crash happened. Gustavo Cabarcas stopped and put his training and knowledge into use for the Police Department and for the citizens of the community. Once he determined there were no survivors he could help, he began roping areas off where there were plane parts and body parts so as to preserve the integrity of the crash scene. He continued to remain on scene after other police officers arrived and helped them. Before this incident, Gus Cabarcas had been indirectly involved with the location of the missing female in the Target parking lot and her children. Gus Cabarcas has participated in many community events such as the Crape Myrtle Runs and others benefiting the community. Gus has continued to promote the growth in McKinney by personally showing his fellow retired New York Police Department employees that the City of McKinney is a great retirement home for their family. He has personally convinced several of those individuals to move here. There are so many more words that I could use to describe Gus Cabarcas but he is genuine and believes in what McKinney stands for in being the best place to live, work and visit. I am sure that I did not list a fraction of the things he has personally been involved in, but it is truly an honor for anyone that meets this Retired New York Police Officer that not only made a difference in that town but now makes a difference in McKinney. He truly is deserving to have the Quality of Life Award.

(Section Break)

Name of person submitting nomination:	Tina Malenfant
Mailing Address	2200 Taylor Burk
City	McKinney
State	Texas
Zip Code	75071
Phone Number	972-369-3894
Fax Number	<i>Field not completed.</i>
Email Address	tmalenfa@mckinneytexas.org

Email not displaying correctly? [View it in your browser.](#)

**Luke Calhoun**  
**Prosecutor, Collin County DA's Office**

**2017 Quality of Life Award  
Nomination Form**

***Must be submitted to MCDC no later than January 5, 2017***

**Nominee (Individual/Organization):** Mitchell Luke Calhoun

**Mailing Address:** 4816 Lasso Lane

**City:** McKinney

**ST:** TX

**Zip:** 75070

**Phone:** (936) 635-4276

**Fax:** N/A

**Email:** Mitchell.luke.calhoun@gmail.com

**Website:** collincountyda.com/court-1-trial-team/

**Please describe how the nominee has positively impacted Quality of Life in McKinney?  
(Attach additional pages if needed)**

See attached.

**How long has the nominee been involved in the McKinney community?** Over 1 year

**Name of person submitting nomination:** Katherine Calhoun

**Mailing Address:** 4816 Lasso Lane

**City:** McKinney

**ST:** TX

**Zip:** 75070

**Phone:** (972) 795-1075

**Fax:** N/A

**Email:** katherineha21@gmail.com

December 6, 2016

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Suite 110  
McKinney, TX 75070  
Attn: Cindy Schneible

To Whom It May Concern:

Martin Luther King Jr. once said, "Justice denied anywhere diminishes justice everywhere." I never really understood what that meant until I watched my husband, Luke Calhoun, become a prosecutor for the Collin County District Attorney's Office and fight, every single day, to protect the community in which we live.

To give you a little background on Luke, Luke attended law school at Texas Tech University School of Law, where he became one of the most decorated oral advocates in the history of the law school. During his first year in law school, he won three of the four intra-school advocacy competitions, in addition to numerous "Best Advocate" Awards. He then surpassed his early success by winning two National Advocacy Championships and claiming the "National Best Advocate" title in numerous competitions. Luke's success was—and still is—unmatched. To put in perspective just how successful he was in law school, Texas Tech University School of Law's advocacy program is currently ranked first in the nation by the University of Houston's Blakely Advocacy Institute. Just last month, preLaw magazine ranked Texas Tech's program the fourth best of any law school this decade. I share this information with you to showcase just how incredible Luke's accomplishments were. Not only was Luke one of the best oral advocates in the history of Texas Tech law, he was one of the best law school advocates in the country.

As to no one's surprise, Luke graduated from law school and landed a high-paying associate position with a Plaintiffs' firm in downtown Dallas. While there, he championed for the rights of less-fortunate individuals who, oftentimes, were left crippled or severely disfigured after catastrophic automobile accidents. Luke excelled in his first year and was quickly noticed by other attorneys as "the attorney to watch out for." Even still, something was missing. Luke loved his clients, and his work, but knew that his passion for service was leading him elsewhere. In the fall of 2015, Luke decided to leave his position in the Dallas skyline and move to McKinney, Texas, to work for the Collin County District Attorney's Office and devote his career to serving the people of our community.

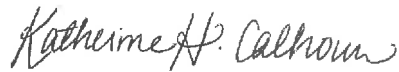
As a prosecutor, Luke has once again excelled and caught the attention of many local attorneys and judges. Luke's primary responsibility is to prosecute individuals who have committed the following crimes in our community: theft, driving while intoxicated/under the influence, possession of illegal substances, and assault. Luke has already successfully put away numerous defendants who posed significant risks to our community, and he has no intention of letting up. Every day, Luke comes home and tells me how proud he is to serve our city and ensure that justice is served. I could not be more proud of the man he is and the leader he has become.

I know that you must receive numerous nominations for this award, and I have no doubt there are many qualified applicants. But, I truly believe Luke is the most deserving individual for this award. Although he is young, he is revered by so many, and his work demonstrates his significant

contribution to the community in which we live. He cares about and protects the child playing in the street from a drunk driver. He cares about and protects the young woman who is scared to face her abuser. He cares about and protects the small business owner who was stolen from and has nowhere else to turn. It takes a lot for a young man with Luke's background to turn down the allure of high-powered firms and tall buildings to devote his life's work to serving neighbors and families he may never meet. I am proud of him and would strongly urge the panel to consider him for the 2017 Quality of Life Award.

Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Katherine H. Calhoun". The signature is written in dark ink and is positioned above a horizontal line.

---

Katherine H. Calhoun

**Mary Nelle Cummins, Founder**  
**Community Health Clinic**



**2017 Quality of Life Award  
Nomination Form**

**Must be submitted to MCDC no later than January 5, 2017**

Nominee (Individual/Organization): Mary Nelle Cummins

Mailing Address: 905 TUCKER ST.

City: McKinney ST: TX Zip: 75069

Phone: 214-578-6961 Fax: 469-972-562-1707 Email: \_\_\_\_\_

Website: www.chc-mckinney.com

Please describe how the nominee has positively impacted Quality of Life in McKinney? (Attach additional pages if needed)

Mary Nelle Cummins began the Community Health Clinic - a free health clinic for low-income, uninsured Collin Co. residents. No insurance is accepted - gov't or private - and no money exchanges hands. It is located at 120 S. Central Expy, Ste 102. The center logs about 3600 patients a year. The clinic is totally supported by donors and volunteers.

How long has the nominee been involved in the McKinney community? Since 2002

Name of person submitting nomination: Susan Gastrock

Mailing Address: 512 WENTWORTH DR

City: McKinney ST: TX Zip: 75070

Phone: 214-725-8047 Fax: \_\_\_\_\_ Email: Susan.S.gastrock@gmail.com

**Please submit form to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Ste. 110  
McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org))

*Please note: Additional information may be requested by MCDC.*



972.547.0606 (tel:972-547-0606)

120 S. Central Expy, Ste. 102

McKinney, TX 75070



# COMMUNITY HEALTH CLINIC

*Caring for Families in Need*

<http://www.chc-mckinney.com>



<https://twitter.com/search?q=chcmckinney&src=typd>



<https://www.facebook.com/pages/Children-and-Community-Health-Center-of-McKinney/249789716454>



<https://plus.google.com/109398811383964577570/posts?hl=en>



# COMMUNITY HEALTH CLINIC

*Caring for Families in Need*

<http://www.chc-mckinney.com>



<https://www.facebook.com/pages/Children-and-Community-Health-Center-of-McKinney/249789716454>

<https://www.facebook.com/pages/Children-and-Community-Health-Center-of-McKinney/249789716454>

<https://www.facebook.com/pages/Children-and-Community-Health-Center-of-McKinney/249789716454>



<https://plus.google.com/109398811383964577570/posts?hl=en>



By: [Rick Atkinson](#) August 15, 2014



Who knows from whence dreams come or why they move us so? Mary Nelle Cummins lay down one night some 12 years ago and awoke with a clear vision for helping McKinney's less fortunate, one that perhaps she wasn't sure she could accomplish.

J. David Thompson, M.D., a fellow member with Cummins at [First United Methodist Church of McKinney](#), recalls the dream thus: "She was sitting in rocking chair in a children's clinic, rocking a child, waiting for that child to be seen. And she couldn't get it out of her mind. She decided the Good Lord was speaking to her, telling her she needed to do something."

That "something" was a free health clinic for low-income, uninsured Collin County residents – and with Cummins' determination and the generous support of local citizens, businesses and churches, her dream came true. Ten years ago this month the doors to the [Children and Community Health Center](#) opened – and many thousands of patients since are thankful they did.



Dr. J. David Thompson

No insurance is accepted at the Center – government or private – and no money changes hands. The Center is staffed almost entirely by volunteers. Located at 120 S. Central Expy., Ste. 102, in McKinney, at the corner of Virginia Pkwy. and U.S. Highway 75, the Center has been a blessing for many with no place to turn.

Now retired, Thompson has served the Center for close to four years. He's one of six volunteer physicians currently staffing the operation. "Throughout my career," he says, "I

always volunteered at a charity clinic and always enjoyed it. I felt like it was what I should do."

Thompson estimates the Center will log about 3,600 patient visits this year. "I don't know how you could not be inspired by that," he says, "that one woman's dream ... has grown into a clinic which is clearly meeting a need and filling a purpose in our community."

Thompson notes that Cummins remained actively involved with the Center until about two years ago, when she cut back to spend more time with family.

The Center is open by appointment from 8 a.m. to 2:30 p.m. weekdays, except Wednesdays. A walk-in children's clinic operates on Tuesday evenings, and a Wednesday evening adult clinic is also available.

Sarah Mitchell is president of the Center's Board of Directors and Manager of Community Outreach for [Texas Health Presbyterian Hospital Allen](#). "I think people know we're out there and we are booked pretty steadily," she says of the Center, "but we definitely know that people are being missed."



"We'd love to be able to grow and have a little bit more space and also be open more hours. It really takes people to make this happen," she adds. "Fundraising is so important for us, to be able to just stay going. We need volunteers on one end of it to keep us going and then fundraising to help us get more supplies and more space."

We serve most of Collin County. We originally opened to focus on children but we realized that healthy parents make healthy children."

Mitchell notes that back-to-school is an important time for children to catch up on vaccinations and other health issues.

To be seen at the Center, a patient must present proof of residence in north Collin County and have an income of less than 200 percent of the federal poverty level. (No income would qualify one for Medicaid.) Patients not meeting these criteria are assisted by Center personnel in finding other service avenues.

Even with changes occurring in health care, it's clear that the need for this Center remains. They have experienced a more than 20 percent increase in requests for appointments each year for the last two years.

Executive Director [Dee Silva joined the clinic this summer](#) and brings a wealth of non-profit experience to the organization.

"There are a lot of people in need," she notes. "And our clients come from beyond McKinney. We have patients as far away as Farmersville, Celina and Gunter." The Center's overall organization is strong. "They have gathered the right people. It's all about a team. The staff, community and volunteers have combined to provide an invaluable service to the area."

Currently, besides physicians, eight nurse practitioners and a multitude of nurses staff the medical end of the operation. Only nurse practitioners receive pay. "Not a lordly sum," Thompson says, "but they do get paid." Then there's the slew of administrative volunteers. "They keep everything flowing smoothly," Silva says. "I can't brag on the front-office staff enough."

Interpreters are also on-hand to assist the large Spanish-speaking population served by the Center, though they can always use more.



Photo by TomK Photography

"I will tell you," Thompson says, "this is the most successful charity clinic that I've had the privilege of being associated with."

Partnering local hospitals include [Baylor Medical Center at McKinney](#), [Medical Center of McKinney](#), Texas Health Presbyterian Allen and [Methodist McKinney Hospital](#).

"We are totally supported by our generous donors," Thompson says. "We're providing free, basic medical care to people that would fall between the cracks, the working poor." The Center, he says, has grown by word-of-mouth and has never really advertised. Thompson notes that monies to run the clinic must be raised year-to-year. "You can't take it for granted."

The 2014 [McKinney Chamber of Commerce Leadership Class](#) helped renovate the Center's spaces in March. Also that month, the [Master Gardeners of Collin County](#) donated \$2,755 from its Garden Show. The Center's major annual fundraiser is the [Red Hot Road Rally](#), a 50-plus-mile motorcycle road trip and after-party, held Aug. 23 this year. (Visit [cchc-vim.org](http://cchc-vim.org) for details.)



Children and Community Health Center - Volunteer nurses Dorothy Whitfield and Barbara

Volunteer nurses Dorothy Whitfield and Barbara Watkins.

Another top fundraiser is the Center's Gala event, held Aug. 2 this year at Plano's Marriott at Legacy Town Center. Titled A Dream Come True, this affair's dinner, program and dancing highlighted the Center's 10th year of service.

"At the present time there's clearly a need for a clinic like this in our community," Thompson says. "McKinney is a well-to-do, growing community. But when you've got a growing community, you've got a lot of construction, a lot of low-wage jobs that are needed for this community to grow. Where do those people get their health care?"

Thanks to dreams, one fine answer is McKinney's Children and Community Health Center. For more information or an appointment, call 972-547-0606.

*About the author: Rick Atkinson is a McKinney-based freelance writer and cartoonist. Like many, Atkinson believes when you've got your health, you've got it all.*

Rick Atkinson

<https://twitter.com/search?q=chcmckinney&src=lypd>

972.547.0606

120 B. Central Expressway, Suite 102

McKinney, TX 75070

[MENU](#)

[MENU](#)



Serving the Community with Open Hearts

## Who We Are

The Community Health Clinic opened its doors in August 2004. A dream that began with Mary Nelle Cummins has become a medical home for thousands of patients throughout the years. Access to care is difficult for 1 in 5 Texans who are without medical insurance. Due to the exorbitant cost, many people have no choice but to delay acute care and for the most part forego preventative care. We believe that healthcare is a basic human need and our dedicated staff and volunteers are now continuing that dream to move forward to a larger goal of expanding to meet that basic need of the underserved in the community.



Mary Nellie  
Cummins

Support the Community Health Center by shopping at AmazonSmiles

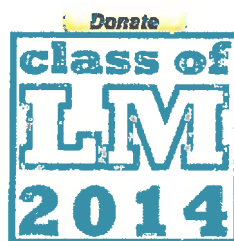
**Support  
Children and Community  
Health Center.**

When you shop at [smile.amazon.com](https://smile.amazon.com),  
Amazon donates.

<https://smile.amazon.com/ch/20-0637782> (<https://smile.amazon.com/ch/20-0637782>)



(<http://www.mckinneychamber.com>)



(<http://www.mckinneychamber.com/news/newsarticledisplay.aspx?ArticleID=494>)

#### Leadership McKinney

Over 30 people from the Leadership Class pulled up carpet, laid tile, replaced closet shelving and arranged for new cabinets and counters in the nurse's lab and break room. It was hard work, on their knees most of the time but the floor was completed in one weekend. The cabinets give us much needed storage space and the class donated a child-sized table and chairs for the waiting room. We can't thank them enough for replacing the old carpet with new tile and making our clinic a cleaner, brighter and more pleasant place for staff and patients alike.



**Dr. Shannon DeShazo**  
**Physician**

## Cindy Schneible

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 12:14 AM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than January 12th.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee  
(Individual/Organization) Shannon DeShazo, MD

Mailing Address 5236 W University Drive, Suite 3200

City McKinney

State TX

Zip Code 75071

Phone Number 972-548-1717

Fax Number *Field not completed.*

Email Address sldeshazo@gmail.com

Website <http://deshazomd.com>

How long has the  
nominee been involved in  
the McKinney  
community? 7 years

Please describe how the  
nominee has positively  
impacted Quality of Life  
in McKinney?

Dr. DeShazo established a solo family medicine practice in McKinney because it is considered a Medically underserved community. After 7 years in practice, when most doctors have practices that are 80-100% private insurance, her practice is about 70% Medicare, Medicaid, and ACA patients. She is the only family physician in McKinney willing to take new patients on two of the three Medicaid managed care organizations. She is the only family physician willing to see patients on the Molina ACA plan, a plan with such a limited network that she has over

a year waiting list trying to work them in with her other patients. She is an active provider with Project Access-Collin County, which works with a network of providers to give free care to the uninsured. She decided not to join the most prominent Accountable Care Organizations serving Collin County because they will not cover Medicaid. Dr. DeShazo considers her practice a self-funding, vocational ministry. She sees some of the poorest, medically complicated, chronically ill patients in McKinney. In exchange, she sees low reimbursement rates, massive paperwork, absurd bureaucratic rules, irrelevant clinical quality measures, and an extraordinarily limited specialist network. And complaints from patients who do not understand how their insurance plans work, or who do not understand that she is tired, or late because she has to counsel with heart-breaking, life-shattering issues every day. Because she sees the hard cases. I am her husband. I feel conflicted submitting this because she's not doing this for praise. But she directly improves the quality of life of thousands of our most vulnerable citizens, and I hope that if more physicians hear how little access to care so many "insured" patients really have, a few more will sign up to help serve.

(Section Break)

Name of person submitting nomination:	Jon DeShazo
Mailing Address	2204 State Blvd.
City	McKinney
State	Texas
Zip Code	75071
Phone Number	972-369-6395
Fax Number	<i>Field not completed.</i>
Email Address	jdeshazo@gmail.com

Email not displaying correctly? [View it in your browser.](#)

**Rebecca Drekman**  
**Community Volunteer**

## Cindy Schneible

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 3:47 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

#### Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Rebecca Drekmann
Mailing Address	400 West Virginia, Suite 100
City	McKinney
State	TX
Zip Code	75069
Phone Number	469-268-4178
Fax Number	Field not completed.
Email Address	rebecca.drekmann@n2pub.com
Website	www.n2pub.com
How long has the nominee been involved in the McKinney community?	I have known Rebecca the past two years. I am uncertain beyond that
Please describe how the nominee has positively impacted Quality of Life in McKinney?	I have worked with Rebecca and a committee of other former Leadership McKinney members in planning the past two City of McKinney 9/11 Memorial ceremonies. She puts forth magnum effort in serving on this committee. Rebecca is also Publisher of a fine periodical called Our Neighborhood Magazine. Her service on the committee and the articles in her magazine are wonderful evidence that she leaves a very positive impression of McKinney on everyone she interacts with.

(Section Break)

Name of person submitting nomination:	David Herron
Mailing Address	1126 Redbud Street
City	Celina
State	TX
Zip Code	75009
Phone Number	972-658-2321
Fax Number	972-547-2858
Email Address	dherron@mckinneytexas.org

Email not displaying correctly? [View it in your browser.](#)

First Church Pinnacle of Praise

Dr. Dwaine Guyton, Pastor



## MCDC Grant Request – Letter of Inquiry

### ORGANIZATION INFORMATION

Name: First Church POP EIN: 47-4676218  
Mailing Address: 614 Annie St  
City: McKinney ST: Texas Zip: 75069  
Phone: 972-542-4835 Fax: \_\_\_\_\_ Email: firstchurchpop@yahoo.com  
Website: firstchurchpinnacleofpraiseofmckinney  
Primary Contact: Dwaine Guyton Title: Pastor  
Phone: 817-791-1152 Email: pastordkg@yahoo.com

(Check one)

☒ Project Grant Request

☐ Promotional Activity or Community Event Grant Request

Project Title: \_\_\_\_\_ Total Amount Requested: 15,000

### PROJECT DESCRIPTION (please limit to this space)

Remodelling a 104 year old Church to serve the community with after school tutoring and computer training for job searching



**Helen Hutton, Founder**  
**Baby Booties Diaper Bank**

## Cindy Schneible

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 5:15 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Helen Hutton
Mailing Address	610 N Church Street
City	McKinney
State	TX
Zip Code	75070
Phone Number	469-939-9316
Fax Number	Field not completed.
Email Address	hhkhut33@gmail.com
Website	<a href="http://www.babybootiesdiaperbank.org">www.babybootiesdiaperbank.org</a>

How long has the nominee been involved in the McKinney community?

4 years

Please describe how the nominee has positively impacted Quality of Life in McKinney?

Helen, is a person that always thinks of others first. And most of those "others" are in dire need or are children. When Helen became a mother of twins she realized the expense of diapers and how that expense impacts a families daily budget. What she and her co-founder decided to do was make a difference in the lives of families in their own backyard. Diaper need is real and she has worked tirelessly to help not only providing diapers, wipes and potty training kits but also by going to the top to advocate for change. She and other diaper bank

founders from all over the US went to DC last year to push lawmakers to make a change in cost, taxes and affordability for a basic need - diapers! Looking forward to 2017 - she is expecting to deliver 300,000 diapers to over 4,000 children in need. And for the past 3 years she has done this mostly on her own with her family. She has done this on her own time all while running a full time day care in her home. She has recently formed a Board of Directors that have jumped in with both feet to help take this amazing organization and make it even better. There truly are not enough words to tell this committee how wonderful Helen really is. I hope that I have given you enough information to discover your winner for this year's award in Helen Hutton.

(Section Break)

Name of person submitting nomination:	Kristen Barnes
Mailing Address	3007 St. Tropez Ct.
City	McKinney
State	Texas
Zip Code	75070
Phone Number	9725693939
Fax Number	<i>Field not completed.</i>
Email Address	kristen@johnbarnesfamily.com

Email not displaying correctly? [View it in your browser.](#)

## **McKinney Seniors Helping Seniors**



**2017 Quality of Life Award  
Nomination Form**

***Must be submitted to MCDC no later than January 5, 2017***

Nominee (Individual/Organization): McKinney Seniors Helping Seniors

Mailing Address: P.O. Box 3361

City: McKinney ST: Texas Zip: 75070

Phone: 469-396-7042 Fax: \_\_\_\_\_ Email: mckinneyshs@gmail.com

Website: www.mckinneyshs.org

Please describe how the nominee has positively impacted Quality of Life in McKinney? (*Attach additional pages if needed*)

see attached

How long has the nominee been involved in the McKinney community? 6 years

Name of person submitting nomination: John Miller

Mailing Address: 4901 Morning Glory Way

City: McKinney ST: Texas Zip: 75070

Phone: 972-529-5471 Fax: \_\_\_\_\_ Email: jchsmiller@gmail.com

**Please submit form to:**

McKinney Community Development Corporation

5900 S. Lake Forest Drive, Ste. 110

McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org))

*Please note: Additional information may be requested by MCDC.*

McKinney Seniors Helping Seniors is a 501© 3 Christian based organization established 6 years ago by several Senior Citizens that were interested in helping other seniors in the community. They obtained sponsorship from 10 local area churches and the Kiwanis Club.

Currently there are 25 SHS volunteers whose mission is to help seniors from the sponsoring organizations and others in the community with minor home maintenance and repairs. The primary focus is to improve safety and security in the home environment.

The donations from sponsors made it possible for the volunteers to complete about 600 requests for services during 2016. The SHS volunteers donated over 2000 hours during the year. The most common items that the volunteers installed were grab bars, smoke detectors and batteries. The group has also helped with electrical projects, caulking, A/C filter replacement, light bulb replacement, fence repairs and plumbing projects.

## What We Do

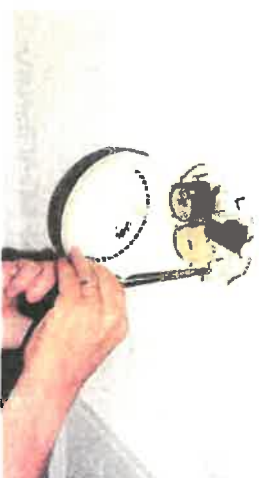
### **Minor Home Maintenance and Repairs**

McKinney SHS volunteers provide minor home maintenance and repair service with a key focus on safety issues in the home. Typical repairs are those that can be completed in 3 hours over several work sessions.

We help seniors and others with specials needs within the McKinney community and those associated with our sponsoring organization.

### How Can You Help?

- Volunteer
- Donations
- Client Referral



## Types of Services

### **Installation of:**

- Exterior handrails
- Bathroom grab bars
- Wheelchair ramps
- Threshold ramps
- Smoke detectors

### **Basic home repairs:**

- Minor plumbing
- Minor electrical
- A/C filter replacement

### **Basic home maintenance:**

- Caulking
- Door locks
- Light bulb replacement
- Fence repair

**And much more...**

## Who We Are

McKinney SHS is an all volunteer organization sponsored by local area churches and senior volunteers whose mission is to help seniors and others in need within the community with minor home maintenance and repair.

There is no charge for the help that we provide. However, donations are welcomed. Your contributions help offset the cost of materials and help others who are less fortunate.

You may give your donation to a volunteer or mail it to:

**McKinney SHS**  
**P.O. Box 3361**

**McKinney, TX 75070**



## Area Church Sponsors

**Christ Fellowship**  
2801 Orchid Dr. McKinney, TX

**First Baptist McKinney**  
1615 W. Louisiana St. McKinney, TX

**First Christian Church**  
1800 W. Hunt St. McKinney, TX

**First United Methodist**  
315 N. Church St. McKinney, TX

**Kiwanis Of McKinney**  
608 W. Lamar St. McKinney, TX

**Our Savior Lutheran**  
2708 W. Virginia Pkwy. McKinney, TX

**St. Andrews Episcopal**  
6400 McKinney Ranch Pkwy.  
McKinney, TX

**St. Gabriel Catholic**  
110 St. Gabriel Way McKinney, TX

**St. Michael Catholic**  
411 Paula Rd. McKinney, TX

**Stonebridge United Methodist**  
1800 S. Stonebridge Dr. McKinney, TX

**Trinity Presbyterian**  
5871 W. Virginia Pkwy McKinney, TX



# McKinney



**Handyman Program**

**Minor Home  
Maintenance & Repair**

**469 • 396 • 7042**

**[www.McKinneySHS.org](http://www.McKinneySHS.org)**

A 501(c)3 volunteer organization  
sponsored by area churches



**North Collin County Habitat for Humanity**

**Celeste Cox, CEO**



**2017 Quality of Life Award  
Nomination Form**

**Must be submitted to MCDC no later than January 5, 2017**

Nominee (Individual/Organization): NORTH COLLIN COUNTY HABITAT  
FOR HUMANITY (NCC-HFH) / CELESTE COX, EXEC. DIRECTOR

Mailing Address: PO Box 153

City: McKINNEY ST: TX Zip: 75069

Phone: 972-542-5300 Fax: 972-542-5159 Email: celeste@ncc-habitat.com

Website: ncc-habitat.org

Please describe how the nominee has positively impacted Quality of Life in McKinney? (Attach additional pages if needed)

NCC-HFH HAS BUILT OVER 100 NEW HOMES (82% IN MCKINNEY) AND  
HAS COMPLETED MORE THAN 90 OLDER HOME REHABS (90% IN MCKINNEY).  
THE IMPACT ON HUNDREDS OF FAMILY MEMBERS AND THE IMPACT ON  
THOUSANDS OF VOLUNTEERS IN OUR COMMUNITY IS OBVIOUS AND PROFOUND.  
CELESTE COX AND NCC-HFH HAVE ARRANGED, COORDINATED, ORGANIZED, AND  
SUPPORTED HUNDREDS OF FAMILY MEMBERS, HUNDREDS OF BUSINESSES, AND  
THOUSANDS OF PEOPLE (THINK "HERDING CATS") INTO A MODEL OF COMMUNITY,  
CORPORATE, CHARITY, AND GOVERNMENT COOPERATION.

How long has the nominee been involved in the McKinney community? NORTH COLLIN COUNTY  
OFFICE 24 YEARS

Name of person submitting nomination: J. DAVID THOMPSON

Mailing Address: 1953 BELLEMEADE LANE

City: McKINNEY ST: TX Zip: 75071

Phone: 972-569-7432 Fax: \_\_\_\_\_ Email: jddavidthompson@netscape.net

**Please submit form to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Ste. 110  
McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org))

Please note: Additional information may be requested by MCDC.

Leigh Price  
SPCA of Texas

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Friday, January 6, 2017 2:03 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Leigh Price
Mailing Address	8411 Stacy Road
City	McKinney
State	TX
Zip Code	75070
Phone Number	214-461-1909
Fax Number	<i>Field not completed.</i>
Email Address	lprice@spca.org
Website	www.sPCA.org
How long has the nominee been involved in the McKinney community?	8 years

**Please describe how the nominee has positively impacted Quality of Life in McKinney?**

To whom it may concern: I would like to nominate Leigh Price for the Quality of Life Award. Leigh is a person that goes above and beyond to make every experience for everyone around her positive and impacting. She works at the SPCA of Texas and this is the leading animal welfare agency in North Texas. We are an animal shelter that takes in owner surrenders, transfers from other area shelters and our Animal Cruelty Investigations. Leigh is our Lead Volunteer Trainer for the SPCA of Texas. She has made a measurable impact over the past 8 years as a

passionate advocate for all the animals and volunteers. She spends her days training staff and volunteers how to successfully help our animals. She works around the clock making sure our staff and volunteers are trained and have the tools they need to help us bring in more animals. Also making sure these animals are adopted out and cared for during their stay at our shelter. She has shown ongoing initiative, leadership and dedication devoted to sustained and selfless service. She has earned the respect from her peers and became a role model in our organization for her sustainability. Her impact has enriched the lives of animals and people within the community. Thank you for taking this nomination in consideration, Terri Hooks

(Section Break)

Name of person submitting nomination:	Terri Hooks
Mailing Address	2400 Lone Star Drive
City	Dallas
State	TX
Zip Code	75212
Phone Number	214-461-1811
Fax Number	<i>Field not completed.</i>
Email Address	thooks@spca.org

Email not displaying correctly? [View it in your browser.](#)

**Kristin Priscak**  
**Girl Scout Leader**

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 10:50 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

#### Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Kristin Priscak - Girl Scout Leader and Volunteer for over 15 years
Mailing Address	2809 Whitetail Ct.
City	McKinney
State	TX
Zip Code	75070
Phone Number	2145443877
Fax Number	Field not completed.
Email Address	kdpriscak@gmail.com
Website	Field not completed.
How long has the nominee been involved in the McKinney community?	over 12 years
Please describe how the nominee has positively impacted Quality of Life in McKinney?	Kristin Priscak has been a Girl Scout volunteer for McKinney for over 12 years. She has held several key leadership roles for this organization and helped build the success of this organization for the McKinney area during these rapid growth periods. She has also been the acting Director of the annual McKinney Girl Scout Twilight Camp for over 10 years and has been the driving force behind it's success. Through her leadership roles in this organization, she has given countless

hours of devotion towards enriching the lives of the young girls and women in this community. Not only has she broadened the minds and experiences these girls are exposed to, but she has also touched the lives of countless volunteer adults as well. She has been the Camp Director, Service Unit Manager, Leader Trainer, Leader of 2 Troops, and held several other positions as needed for this organization. She is an inspiration to many. I know girls that she has lead from Kindergarten all the way through HS Graduation. She has been supportive of them all the way and always makes time for them. She has helped them achieve the highest award a Girl Scout can earn, as well as, coaching and mentoring for other needs, such as writing recommendation letters for college scholarships, etc. She will always take a call any time to help new leaders and ensure things get done as efficiently as possible. She is truly one of a kind and McKinney would not be the same without her. I can write much more if needed, as well as, find several others who would be willing to support this nomination. Please let me know if you need more. I would love to see her be recognized for this.

(Section Break)

Name of person submitting nomination:	Roxanne Doelling
Mailing Address	4811 Ivyleaf Lane
City	McKinney
State	TX
Zip Code	75070
Phone Number	214-548-4068
Fax Number	<i>Field not completed.</i>
Email Address	trdoelling@aol.com

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PSA McKinney

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, January 5, 2017 1:56 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	PSA McKinney
Mailing Address	6500 Preston Meadow
City	Plano
State	TX
Zip Code	75024
Phone Number	9722083850
Fax Number	9722083824
Email Address	mkusters@gmail.com
Website	www.psaplano.org

How long has the nominee been involved in the McKinney community?

Dec 2014

Please describe how the nominee has positively impacted Quality of Life in McKinney?

PSA feels there is no greater investment in the community's youth than the development of character, fellowship and sportsmanship through sports. PSA provides quality year-round recreational and competitive sports leagues to over 30,000 McKinney residents alone. Also, over 1500 kids attended summer camps at PSA McKinney in 2016 and we were a large sponsor of Oktoberfest. And as a result of overwhelming success since opening in 2014, we were able to pay back the

\$2.7 million loan from MCDC two years early, freeing up funds for more McKinney projects.

(Section Break)

Name of person submitting nomination:	Marilyn Kusters
Mailing Address	6500 Preston Meadow
City	Plano
State	TX
Zip Code	75024
Phone Number	9722083850
Fax Number	9722083824
Email Address	mkusters@gmail.com

Email not displaying correctly? [View it in your browser.](#)

**J. Randy Routon, Ph.D., CEO**  
**Lifepath Systems**

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Monday, December 19, 2016 11:47 AM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than January 12th.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	J. Randy Routon, Ph. D. - CEO LifePath Systems
Mailing Address	1515 Heritage Drive, Suite 105
City	McKinney
State	TX
Zip Code	75069
Phone Number	972-562-0190
Fax Number	Field not completed.
Email Address	rrouton@lifepathsystems.org
Website	www.lifepathsystems.org
How long has the nominee been involved in the McKinney community?	30+ years
Please describe how the nominee has positively impacted Quality of Life in McKinney?	Randy is a tireless advocate for the populations we serve and has worked extensively with lawmakers at the local and state levels to represent the interests of the people we serve. He is an innovative thinker who has kept the Center moving ahead through periods of great change and guided our responses to the rapid growth in the area. He has been dedicated to McKinney through his involvement in the Rotary club and in making sure that our services had a physical presence in this community. His leadership over the past 30+ years has helped

the Center flourish and grow and be able to serve ever increasing numbers of local residents, improving the quality of life for all. His focus has always been on what can the Center do to improve services and touch more lives in our area. He truly cares for the people we serve plus the staff. He has always been a great supporter of all of the staff and wanting to always make the work environment a better one for them. Randy Routon has provided significant strategic leadership to the Behavioral Health Services Division of LifePath Systems during his tenure as Chief Executive Officer of this Agency. Just over the past 5 years, because of his insightful leadership, this division has grown from a budget of under \$2 million a year to \$16 million a year. This increase in funding has brought additional services and supports to individuals struggling with mental health and substance abuse issues in Collin County. Randy has a keen eye for the upcoming trends in healthcare and healthcare financing. Because of this, LifePath Systems was able to participate early and significantly in the Medicaid Transformation Waiver funding which is a significant portion of our increased funding and services. Randy always seems to be aware of new opportunities in establishing additional contracts, negotiating with managed care companies, and identifying partnerships that can benefit our agency and the community. Over the past few years, we have developed relationships with 1) UT Southwestern for primary health care services, 2) Prosumers for consumer support groups and advocacy, 3) Collin County Teen Court for mental health and substance abuse services for identified teens, 4) Collin County Mental Health Managed Counsel Program for case management and administrative assistant services, and many other collaborations. Randy is also supportive of staff participation in training where we can learn of the latest advances in our field. It's important to him that LifePath Systems' not only keep up with the latest advances in research and evidenced based practices, but stay on the cutting edge for the benefit of our clients and our community. Randy's vision for the future of LifePath Systems has enabled us to move towards improving our infrastructure by obtaining new office space, renovating that space, and moving into that space. In addition, LifePath Systems will be opening an 24hr Crisis Center in McKinney in 2017. His leadership strength and tireless dedication to those in need of assistance have been Randy's primary focus. He continuously plans for the future growth of McKinney and the increasing need for services. It is with great honor that I nominate him for 2017 Quality of Life Award.

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(resolution breaks)

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Name of person submitting nomination:	Shama Shams
Mailing Address	1515 Heritage Drive, Suite 105
City	McKinney
State	TX
Zip Code	75069
Phone Number	214-448-4433
Fax Number	<i>Field not completed.</i>
Email Address	sshams@lifepathsystems.org

Email not displaying correctly? [View it in your browser.](#)

Juli Smith

All Abilities Playground

(2 nominations)



## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Friday, January 6, 2017 9:54 AM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than close of business January 5.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee   
(Individual/Organization) ~~Jill~~ Smith

Mailing Address 3206 Saint Pierre

City McKinney

State TX

Zip Code 75070

Phone Number 2147277713

Fax Number *Field not completed.*

Email Address julismith@tx.rr.com

Website *Field not completed.*

How long has the  
nominee been involved in  
the McKinney  
community? Many Years

Please describe how the  
nominee has positively  
impacted Quality of Life  
in McKinney?

Juli has been working very very hard to get every to build a Handicap Play Grounds at Bonnie When park on Vigrigina, in McKinney. This park would be wounder full for handicap children. Would make them feel like regular children. The handicap children would be able to have so much fun and children that are not handicap can have fun also. Juli has been on many committees in McKinney. She use to work for Meals on Wheels. Juli & her husband (Floyd) help a elderly person so

she can stay in her home. They have done this for some time now. Juli loves her community.

(Section Break)

Name of person submitting nomination:	Etta M. Muller
Mailing Address	2411 Lakeview Circle
City	McKinney
State	TX
Zip Code	75070
Phone Number	214-727-7713
Fax Number	<i>Field not completed.</i>
Email Address	farnhamville@yahoo.com

Email not displaying correctly? [View it in your browser.](#)



**2017 Quality of Life Award  
Nomination Form**

***Must be submitted to MCDC no later than January 5, 2017***

Nominee (Individual/Organization): Julianne (Juli) E. Smith

Mailing Address: 3206 St. Pierre

City: McKinney ST: Texas Zip: 75070

Phone: 972-658-9973 Fax: \_\_\_\_\_ Email: julismith@tx.rr.com

Website: \_\_\_\_\_

Please describe how the nominee has positively impacted Quality of Life in McKinney? (Attach additional pages if needed)

Please see attached page.

How long has the nominee been involved in the McKinney community? 20 years

Name of person submitting nomination: Barbara J. Williamson

Mailing Address: 612 Harvest Drive

City: McKinney ST: Texas Zip: 75070

Phone: 214-548 4692 Fax: \_\_\_\_\_ Email: willibj1@att.net

**Please submit form to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Ste. 110  
McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org))

*Please note: Additional information may be requested by MCDC.*

## Nomination for 2017 Quality of Life Award - Juli E. Smith



**Juli Smith** has contributed to the quality of life in our community with dedicated service for so many of her 20 years as a resident. I am nominating her for the **2017 Quality of Life Award** specifically for her amazing leadership, vision and hard work for **McKinney's All Abilities Playground**. The vision and intent: a playground where children of all ages and abilities can play together, one with equipment accessible to those with developmental delays, special sensory requirements and other physical challenges.

Juli is the current President of the McKinney Sunrise Rotary that is collaborating with the McKinney Parks and Recreation to cause this huge dream to be realized. A 12 -year veteran Rotarian, Juli's current initiative began long before 2016. Juli brokered a partnership with the City of McKinney to build the Playground in Phase II of Bonnie Wenk Park located near the corner of Virginia Parkway and Hardin Blvd. To facilitate the fundraising effort, Juli established the McKinney Sunrise Rotary Foundation, a 501(c) (3) entity, and serves as the Foundation's Board President.

With Juli as Project Lead, the three McKinney Rotary Clubs have committed to raise **\$560,000** from community and business sponsorships to pay for the additional costs of an All-Abilities playground's specialized equipment and foundation. Due to Juli's tireless work creating the Sunrise Rotary Foundation, writing grant applications, raising public visibility for the project, sponsoring fundraising events, the funding commitments currently stand at **\$420,000 as of December 2016**.

Juli even engaged McKinney ISD's gifted and talented, or Alpha, students to work with professionals in recent months to help design the facility. Juli says, "Children, after all, are the most obvious stakeholders in the venture."

While this nomination focuses on Juli's current project, this dedicated woman has steadily served McKinney and the Collin County area for countless years. Her past contributions include: Director of Senior Services for Meals on Wheels for Collin County; Commissioner/Vice Chairman of the McKinney Housing Authority; and, Interim Executive Director of Collin County Committee on Aging. Juli has served the McKinney Sunrise Rotary as Secretary, President Elect and President. Not just an effective leader, Juli can be found in the trenches, for example, installing flags on holidays all around McKinney for the Rotary's Flag Lease Program. This flag effort benefits the health, humanitarian, and youth service programs throughout the community, nation and world. Juli serves as a Deacon at Trinity Presbyterian Church McKinney, managing programs for seniors.

Juli Smith is a visionary, effective, dedicated community activist who cares deeply and is committed to improving the quality of life for **ALL** McKinney citizens, young and old.

Respectfully submitted on 12/7/2016,

*Barbara J. Williamson*

Barbara Williamson  
612 Harvest Drive, McKinney, Texas 75070  
(h) 214-548-4692  
email: willibj1@att.net

**Ruth Thompson, Founder**

**Hugs Café**

**(2 nominations received)**

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Wednesday, January 4, 2017 8:08 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Quality of Life Nomination Form

### Quality of Life Nomination Form

Quality of Life Award Nomination Form

*All entries for the current year must be submitted no later than January 12th.*

*Please note that additional information may be requested by the McKinney Community Development Corporation.*

Nominee (Individual/Organization)	Ruth Thompson
Mailing Address	224 E. Virginia St.
City	McKinney
State	TX
Zip Code	75069
Phone Number	(469) 301-6900
Fax Number	<i>Field not completed.</i>
Email Address	ruth@hugscafe.org
Website	www.hugscafe.org
How long has the nominee been involved in the McKinney community?	10+ years

Please describe how the nominee has positively impacted Quality of Life in McKinney?

We've known Ruth many years beginning with her time teaching cooking classes to our kids at Market Street. During that time, Ruth also taught special needs McKinney ISD students cooking skills too. I remember her sharing with us her dream to open a café where special needs people could come together, feel they had a purpose, learn skills, and serve their community. Hugs Café opened almost 1 1/2 years ago and people come from all over the world to enjoy their wonderful, warm service and food!

(Section Break)

Name of person submitting nomination:	Wendy Shelley
Mailing Address	1306 Lakewood Dr.
City	McKinney
State	TX
Zip Code	75070
Phone Number	<i>Field not completed.</i>
Fax Number	<i>Field not completed.</i>
Email Address	wendshel@aol.com

Email not displaying correctly? [View it in your browser.](#)





**2017 Quality of Life Award  
Nomination Form**

**Must be submitted to MCDC no later than January 5, 2017**

Nominee (Individual/Organization): Ruth Thompson  
Hugs Cafe

Mailing Address: 224 E. Virginia St.

City: McKinney ST: TX Zip: 75069

Phone: (469) 301-6900 Fax: \_\_\_\_\_ Email: wendi.osborn@gmail.com

Website: www.hugscafe.org

Please describe how the nominee has positively impacted Quality of Life in McKinney? (Attach additional pages if needed)

Ruth has dedicated the years since she retired to making her dream of opening a non-profit cafe that employs mostly adults with disabilities come true. She not only gives our population of adults with disabilities a place to belong and contribute to their community; she has also opened up the hearts and minds of our typical community members as well. Please have lunch at Hugs and see  
How long has the nominee been involved in the McKinney community? 5 years For yourself

Name of person submitting nomination: Wendi Osborn

Mailing Address: 2320 Itasca Dr

City: McKinney ST: TX Zip: 75070

Phone: 903-816-4192 Fax: \_\_\_\_\_ Email: wendi.osborn@gmail.com

**Please submit form to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Drive, Ste. 110  
McKinney, TX 75070

Attn: Cindy Schneible (if submitting via email: [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org))

*Please note: Additional information may be requested by MCDC.*