

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; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

XProject 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 Armed Services Memorial Board

Federal Tax I.D.: 35-2325793

Incorporation Date:

Mailing Address: PROS Office 1611 North Stonebridge Dr

City McKinney

ST: TX

Zip: 75071

Phone: 972-547-7330

Fax:

Email: mlee@mckinneytexas.org

Website:

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: NA

REPRESENTATIVE COMPLETING APPLICATION:

Name: Colin E. Kimball

Title: Vice Chairman Armed Services Memorial Board

Mailing Address: 5009 Diamond Peak Ct

City: McKinney

ST: Tx

Zip: 75071

Phone: 281-770-0220

Fax:

Email: colinkimball@live.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Barry Brown

Title: Chairman McKinney Armed Services Memorial Board

Mailing Address: 6013 Heron Bay Lane

City: McKinney

ST: TX

Zip: 75070

Phone: 972-890-3541

Fax:

Email: bbrown3105@gmail.com

FUNDING

Total amount requested: \$20,000

Matching Funds Available (Y/N and amount): \$9,000

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: The requested amount represents the difference between MCDC's original approval plus the amount raised by MASB and the final low bid from contractors.

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: June 1, 2017

Completion Date: September 30, 2017

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

Mr. Barry Brown, Chairman

Mr. James Creedon

Mr. Colin Kimball, Vice Chairman

Mr. Matthew Parker

Mrs Marleen Bockler

Mr. Andrew Hudson

Mr. George Lodge, Past Chairman

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

Mr. Barry Brown

Mr. Colin Kimball

Mr. George Lodge

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 checked="" 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:

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

☒ Yes

☐ No

Date(s): April, 2016, MCDC approved a \$145,000 grant subject to MASB's fund raising best efforts. The subject request is to increase that "backstop" in view of the increased cost of the project evidenced by the contractor's bids coming through the City's bid process.

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?

Total cost based on contractor's bid is \$163,135. MASMB fund raising, which is ongoing has raised \$23,000 in funds and pledges. Subject request is simply to provide a "backstop" to allow authorization to let the contract and begin construction as we collect on pledges.

(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? Funds raised to date by MASMB represent 13% of the total project cost. Fund raising by MASMB will continue until project completion.

Are Matching Funds available? ☒ Yes

☐ No

Cash \$9,000

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.

Numerous private individuals have been approached and have pledged specific dollar amounts. In addition to private individuals, we currently have a grant application in process with the Greater Dallas Military Foundation for \$5,000 and with the McKinney Alliance Foundation for \$4,000. We expect responses from those two organizations within the next 30 days. In addition, we have received approval from the Herschel "Woody" Williams Medal of Honor Foundation (HWMOHF) for a \$5,000 grant which is in process of being funded any day. This HWMOHF grant amount was included in the \$23,000 figure cited above as funds/pledges received by MASMB.

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.

We are continuing with our memorial paver sales project at McKinney area public events and fund raisers and through social media. This effort has raised \$1,150 to date.

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 120th 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

Barry L. Brown
Printed Name

March 27, 2017
Date

Representative Completing Application



Signature

Barry L. Brown
Printed Name

March 27, 2017
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.

**Written Narrative to Accompany McKinney Community Development Corporation Grant Request by
the City of McKinney Armed Services Memorial Board**

I. Applying Organization

The McKinney Armed Services Memorial Board (MASMB) is a board of seven citizen volunteers appointed by City Council with the expressed purpose of maintaining the Veterans Memorial Park and hosting annual ceremonies to honor our fallen warriors and veterans during annual ceremonies held on Memorial Day and Veterans Day weekends. We meet regularly once a month and are supported by staff of the McKinney Parks and Recreation Department. We have no paid staff members other than the two members of the Parks and Recreation Department that assist us.

II. Details of the Proposed Project

As part of our duties to maintain the City owned Veterans Memorial Park located in Craig Ranch, we are proposing to enhance the existing memorial park by adding a monument to honor the sacrifices made by Gold Star Families. Gold Star families are the surviving family members of our fallen warriors whom we have honored on our Veterans Memorial "Wall of Honor." In addition, we propose to erect a series of flags of both our nation, state and each branch of the armed services to call attention to the Veterans Memorial Park.

The Gold Star Memorial we intend on installing is furnished by the Herschel "Woody" Williams Medal of Honor Foundation (HWMOHF). Herschel, or Woody as he is known, is the last surviving Medal of Honor Recipient from the Battle of Iwo Jima in World War II. As a surviving warrior, he would like to call attention to and honor the surviving family members of our fallen warriors by erecting the memorial his foundation has designed in each of the 50 states. Currently, there are two other cities in Texas, Cedar Park and Gainesville, who have similar initiatives; however, in consultation with the HWMOHF, McKinney is currently in the lead to be the first city in the State of Texas to have a Gold Star Memorial built. The Gold Star Memorial will complement our existing Veterans Memorial in that it is composed of the same black granite material. Further, it will reinforce within the minds of the public who visit the park that the sacrifices born by the names of the men and woman who are on our Wall of Honor, are also carried by the parents, siblings, spouses, and children of our fallen warriors. Although the community has typically responded honorably to honor the loss of a fallen warrior at the time of death, as time passes the sacrifices of the family at home can soon be forgotten. At a place where we honor our fallen, we would like to strategically locate the Gold Star Memorial such that it reminds the public that family members on the home front also sacrificed much. There will be a time in the future when our nation is at peace and the drum beat of war has subsided, this memorial will serve to remind those future generations, who are hopefully devoid of knowing first-hand the sacrifices of war, that the family members of our fallen warriors are to be respected and honored for their sacrifices as well

In addition to erecting the monument, we also propose to erect eight flag poles on the far northern most end of the park to honor our nation, state and each branch of the armed services. Since there are five branches of the armed services, a sixth flag to honor our Prisoners of War and Missing in Action (POW/MIA) personnel will also be flown. The POW/MIA flag is recognized by the U. S. Congress and several of our fallen warriors that we honor on our Wall of Honor are listed as MIA. The flags will further reinforce the special status of the Veterans Memorial park as a place of honor for all who served which is in keeping with our mission to honor and remember our fallen warriors and veterans.

In regards to the time frame, MASMB initiated a fund raising campaign in May 2016 to raise money to erect the Gold Star Memorial and Flags. As of this writing, the total of funds raised plus pledges amounts to \$23,000, or approximately 13% of required construction funds. The timing of the construction contract, assuming we receive approval for this final portion of required funding will allow a formal dedication of the monument coinciding with Veterans Day in November 2017 allowing us to further enhance public awareness of our memorial park and honor the Gold Star Families and Veteran dignitaries and who may attend that event.

The proposed project aligns one of the two primary missions of the MASMB, which is to maintain and improve the City of McKinney's Veteran's Memorial Park. As for fulfilling the guidelines of the McKinney Community Development Corporation (MCDC) the project will serve as an improvement to the city's open spaces as an over arching quality of life improvement goal of the MCDC. The addition of a permanent monument honoring the sacrifice of Gold Star Families of McKinney and Collin County provides a lasting recognition of these families and the heroes they love and supported who gave their lives protecting the freedoms that the citizens of McKinney enjoy every day. The MASMB is charged with raising funds to accomplish continued improvement for the memorial park and MCDC has an opportunity to come alongside in a special effort to bring the first such Gold Star monument to the state of Texas. In keeping with our city's "Unique by Nature" theme, McKinney is currently in the lead to become the first city within our state to erect such a memorial giving us a unique opportunity to show our respect for the patriots and families who have served our nation. The proposed Gold Star Monument will be a beautiful addition to the park and is in keeping with the solemnity of the grounds and the original purpose of the park itself.

In so far as long term financial planning, ongoing expenses associated maintaining the existing memorial are primarily constrained with supplying electricity to the lighting and water pumps on our memorial, which is funded by the city. The MASMB is charged with supporting the costs of engraving new names once each year on our Wall of Honor as they become known and verified by the MASMB. Further, the MASMB incurs operating expenses on Veterans Day weekend to supply printed programs to the public, pay postage to market our Veterans Day Ceremony to the public, and pay for the aircraft fuel costs for the missing man flyover that we sponsor. We currently maintain a modest budget of \$5,000 that historically has been supplemented by fund raising activities by a local Veteran Service Organization that more than covers our annual costs. Moving forward with the proposed additions, additional financial obligations would be funding

the electricity of any additional installed lighting, which will be accomplished by energy efficient LED lights, and periodic replacement of the flags as they become weathered.

III. Financial

As mentioned above, MASMB operates on an annual budget of \$5,000 which is typically spent in conducting the two ceremonies around Veteran's Day. Below is an outline of the MASMB budget which indicates the primary expenses incurred in producing the ceremonies.

MASMB Budget		
20XX Budget (City of McKinney)	\$ 5,000.00	
Veteran's Day Saturday	\$ 3,705.85	Printing, aviation (fly-over), materials
Veteran's Day Tuesday night	\$ 970.00	Monument engraving
Fundraising Vet's Org.	\$ 4,675.85	VFW 2150
Balance	-0-	

Funding for the proposed Gold Star Memorial and the flag plaza will be accomplished through fund raising, of which the subject request/proposal is a critical part. Depending upon the outcome of our request of MCDC, future fund raising efforts will be outlined below in the Marketing and Outreach section.

April, 2016, MCDC approved a \$145,000 grant subject to MASMB's fund raising best efforts. The subject request is to increase that "backstop" in view of the increased cost of the project evidenced by the contractor's bids coming through the City's bid process. Total cost based on contractor's bid is \$163,135. MASMB fund raising, which is ongoing has raised \$23,000 in funds and pledges. Subject request is simply to provide a "backstop" to allow authorization to let the contract and begin construction as we collect on pledges and continue further fund raising activities.

IV. Marketing and Outreach

Marketing the new memorial will take two tracks depending upon the outcome of the subject request, fund raising and ceremonial.

Fund Raising: Promotion of the Gold Star Family monument will utilize several avenues:

1. MASMB has a vehicle in place to sell engraved bricks that pave the common areas around the existing monument and our plans would be to re-emphasize that program
2. Active solicitation of the following:
 - a. local corporations
 - b. Veteran's organizations
 - c. private donations
 - d. Veteran/Military friendly foundations

Numerous private individuals have been approached and have pledged specific dollar amounts. In addition to private individuals, we currently have a grant application in process with the Greater Dallas Military Foundation for \$5,000 and with the McKinney Alliance Foundation for \$4,000. We expect responses from those two organizations within the next 30 days. In addition, we have received approval from the Herschel "Woody" Williams Medal of Honor Foundation (HWMOHF) for a \$5,000 grant which is in process of being funded any day. This HWMOHF grant amount was included in the \$23,000 figure cited above as funds/pledges received by MASMB. We are continuing with our memorial paver sales project at McKinney area public events and fund raisers and through social media. This effort has raised \$1,150 to date.

Ceremonial: Promotion upon approval for erection/unveiling of the new monument

1. MASMB coordinated and conducted a ground breaking ceremony on October 19, 2016. This ceremony involved 10 Gold Star families, public officials and received positive media coverage. Herschel Woody Williams was kind enough to attend and make key note remarks. MASMB was able to publicly acknowledge the support of MCDC for the project at this ceremony.
2. MASMB will coordinate and conduct a dedication ceremony upon completion of construction, inviting the same group of dignitaries and all Collin County veterans' organizations. This will be a dignified ceremony with presentation of colors, patriotic music, and a celebratory unveiling by a special guest speaker.

V. Metrics to Evaluate Success

The success of a permanent memorial is determined by the feedback gathered from those who walk its hallowed ground and experience the emotion inherent in the memories and recollections the experience creates. Feedback will be solicited through social media, via the MASMB Facebook page as well as anecdotally through personal inquiries at each of our solemn annual ceremonies.