

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2019

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

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

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2018	December 20, 2018	January 24, 2019
Cycle II: May 31, 2019	June 27, 2019	July 25, 2019

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Game Day Foods, LLC (dba Bernard's Gourmet Foods and 1 Square Mile) applying on behalf of the McKinney Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County

Federal Tax I.D.: 46-0594815

Incorporation Date: 2014

Mailing Address: 215 N. College St.

City McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a

Email: michele@bernardsgourmetfoods.com

Website: bernardsgourmetfoods.com (**COMMUNITY EVENT SITE: salsafestmckinney.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, Leadership McKinney Alumni Group (Class of 2015),
Founder/Chair McKinney Star-Spangled Salsa Fest Committee, McKinney Hunger Free Coalition,
McKinney Farmers Market at Chestnut Square Vendor Committee Member, Holy Family School
Board Member, GOTEXAN Merchant, H-E-B Quest For Texas Best (Class of 2018).**

REPRESENTATIVE COMPLETING APPLICATION:

Name: Michele Bernard

Title: Co-Owner/Community Relations Liaison

Mailing Address: 215 N. College St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a

Email: michele@bernardsgourmetfoods.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Michele Bernard

Title: Co-Owner/Community Relations Liaison

Mailing Address: 215 N. College St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax: n/a

Email: 214-726-2203

FUNDING

Total amount requested: \$6700.00

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

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

☒ Yes

☐ No

Please provide details and funding requested: Funding will also be requested from McKinney Convention and Visitors Bureau

PROMOTIONAL/COMMUNITY EVENT

Start Date: August 2018

Completion Date: July 2019

BOARD OF DIRECTORS *(may be included as an attachment)***Star-Spangled Salsa Fest Committee Members:**

Michele Bernard, Co-Chair; Molly Jones, Co-Chair, Angela Poen (Community Garden Kitchen rep), Jaymie Pedigo (Chestnut Square rep), Dana Riley, Becky Aly, David Bernard, Michele Burke, Michelle Bruu, Mike Jones, Rick Moreno, Michael Palmer, Julie Smith, Sara Thomas, Kathryn Waite, Kaye Woolery-Moreno

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

All persons listed above are volunteers. There are no paid staff members.

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.

The McKinney Star-Spangled Salsa Fest Committee is comprised of a volunteer team of community members who share a heart for service and a mind to nourish others. This group of servant leaders were brought together for the first time in August 2017 by David and Michele Bernard, multi-generation McKinney natives with deep roots as members of the "foodie" community and as community volunteers. In McKinney, David, Michele and family can be found each Saturday morning at McKinney's Farmers Market sharing the specialty food products David creates, including his award-winning line of gourmet roasted salsas. These products are also found in specialty shops in downtown McKinney. Beyond McKinney, these gourmet salsas have enjoyed much acclaim, taking prizes at the world famous Austin Chronicle Hot Sauce Festival. Most recently, this gourmet line was chosen to be a Texas Best Primo Pick by H-E-B, and will debut on H-E-B shelves throughout Texas in January 2019.

Through participation in specialty food events such as the Austin Chronicle Hot Sauce Festival benefitting the Central Texas Food Bank, David and Michele have been able to see first-hand both the immense popularity and even bigger positive community impact of such an event (Last year's event in Austin provided donations to cover over 65,000 meals to central Texas residents). Together, they determined to bring such an event to McKinney in order to address and eradicate food insecurity at home. In August 2017, David and Michele reached out to their friends, colleagues and partners in community service in order to produce this event to help the Community Garden Kitchen of Collin County raise funds to build the Community Garden Kitchen at Holy Family School. Once built, the Community Garden Kitchen will be a center of hope and compassion, ensuring that no one in our community suffers the fear and distress of food insecurity. The Community Garden Kitchen will serve nutritious meals to those in need in a safe, welcoming place. The Community Garden Kitchen will serve the pre-school children and staff of Holy Family School during the day, and serve the greater community each evening after-school hours end.

The McKinney Star-Spangled Salsa Fest Committee will help the Community Garden Kitchen of Collin County achieve their goals and meet their objectives by producing and hosting McKinney's 2nd Annual Star-Spangled Salsa Fest on July 4, 2019 at Historic Chestnut Square in downtown McKinney. This food festival will be held in conjunction with the City of McKinney's Red, White and BOOM Celebration. Proceeds collected from salsa contest entries and vendors, as well as merchandise sales and festival related donations from the public will benefit the Community Garden Kitchen of Collin County.

The McKinney Star-Spangled Salsa Fest beneficiary, the Community Garden Kitchen of Collin County (CGK) came to be in late 2014 when a group of concerned citizens, educators, and business people joined together to address food insecurity in Collin County, Texas. This group decided to raise funds to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger. After much research, an opportunity was discovered that not only provided a unique way to address this issue, but benefitted another group as well. CGK learned that a local preschool, Holy Family School of McKinney (HFS), in operation since 1951, was in critical need of a kitchen and dining facility to prepare and serve food to their pre-school children and staff. The Community Garden Kitchen board and the Holy Family School board created an agreement which would allow dual use of the proposed kitchen facility. Holy Family School would use the kitchen during the day, and in the evening after

school hours Community Garden Kitchen volunteers would use the kitchen. A fund raising campaign was launched by the Community Garden Kitchen board in order to gather the required building capital. To day, approximately \$440,000 has been raised. Community Garden Kitchen of Collin County, Inc. received the 501(c) 3 tax status in February of 2016.

Hunger and nutritional issues affect all age groups in McKinney, Texas. Data from the North Texas Food Bank indicate 2500 to 4400 food insecure people live in the 75069 zip code. The Community Garden Kitchen located at Holy Family School will be in the heart of this low-income zone. Preparing and serving evening meals to people in need without requiring paperwork, provides a unique service and addresses a need that is not offered anywhere in Collin County.

Project Description: The Community Garden Kitchen will be a 4780-square foot free standing kitchen and dining hall located on the two-acre campus of Holy Family School. The property is owned by the Episcopal Diocese of Dallas.

On Saturdays, this facility will be uniquely situated to provide space for community volunteers to teach basic nutrition classes, economical food preparation, as well as lessons on sustainable living through gardening.

Request/Timeline:

The CGK board is currently working to raise \$750,000 for the building's construction. At this writing, \$440,000 has been raised. Construction is slated to begin May 1, 2019.

Desired Impact/Outcome:

Using the midrange data from the North Texas Food Bank on food insecure people in the 75069-zip code and estimating 10% of that number will join CGK for a meal each day, CGK anticipates serving 350 people one meal per day.

A well-balanced diet contributes toward living a healthy, productive life. This cannot be overstated. Data shows that children who are non well-fed function poorly in school. The planned nutritional classes will provide community members access to valuable information for building healthy eating habits.

Implementation: After research and review of multiple kitchen operations across the country, The Community Garden Kitchen board has chosen to replicate a Kansas City, MO facility. This facility has been in operation for over 30 years and employs a restaurant model which decreases food waste and costs. Utilizing their operational strategies as the foundation, overhead will be streamlined.

At the conclusion of the capital campaign and when construction is complete, the Community Garden Kitchen will employ a professional kitchen manager who will be responsible for menu planning, food purchasing and preparation oversight. The plan for Year One is to serve evening meals 4 days per week and breakfast each Saturday morning.

The Community Garden Kitchen is structuring overhead expenses carefully. Arrangements have been made with the landlord, the Episcopal Diocese of Dallas, to pay \$10.00 per year on a 10-year lease with a 10-year option to renew at the same rate.

A database of CGK supporters has been established. These supporters will be targeted through direct mail at least twice a year and through personal contacts. CGK will continue to

reach out to local faith based, businesses and civic organizations for both volunteer and financial support.

The Community Garden Kitchen organization is creating a project/program sustainability plan for obtaining active, ongoing support from groups who will finance the cost of food, and volunteer to prepare and serve food. Currently, CGK has identified numerous groups and individuals who have verbally committed to serve at the Community Garden Kitchen when officially opened to the public. CGK has also compiled a list of food sources that can provide supplies at reduced costs.

Other funding initiatives include contacting multiple corporations, foundations, and government institutes for financial support and sponsoring an annual golf tournament and spring gala (The Gathering at Sanctuary). CGK donors are offered a variety of methods by which to donate through honorariums, memorials, real estate gifts, life insurance, and appreciated securities as described on the CGK website: www.communitygardenkitchen.org.

The McKinney Star-Spangled Salsa Fest, to be held every July 4th, will be the primary annual fundraising event for the Community Garden Kitchen of Collin County.

PARTNERS: Since the inception of the CGK building project in 2014, 81 businesses and 900 individual donors have supported it. CGK has an active 10-member board and over 60 volunteers, and growing. CGK is encouraged by the overwhelming positive community response and has found that people enjoy the opportunity to donate locally.

In 2017, Game Day Foods, LLC chose CGK as their beneficiary for McKinney's Star-Spangled Salsa Fest. CGK received \$9609 from the inaugural festival. In 2018, RBFCU awarded \$25,000 to CGK and will serve as the Star-Spangled Salsa Fest title sponsor for a five year term. The Seed Project Foundation chose CGK as their 2017 charity to support, and was featured at the Seed Project's April 2017 celebration. The Episcopal Foundation of Dallas has provided \$70,000 in grant funding. By partnering with Communities Foundation of Texas during North Texas Giving Day in 2017, CGK received \$4500 in donations, and in 2018, received \$3900. A partnership with McKinney Roots organization will garner locally grown produce once the Community Garden Kitchen is built and begins service to the community.

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 organizational changes slated at this time.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
 - i. **The Promotional/Community Event funds we are requesting will be used in support of promoting McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County. This family friendly holiday event will be held July 4, 2019 at Historic Chestnut Square. We respectfully request grant funds to assist in marketing and promoting this community wide event, specifically to create print and electronic format marketing materials and for advertising in local and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites and outlets.**

- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
 - i. **McKinney's 2nd Annual Star-Spangled Salsa Fest** benefitting the Community Garden Kitchen of Collin County will showcase McKinney and promote the City for the purpose of business development and tourism by providing a fun filled family friendly holiday event for residents and visitors to enjoy at Historic Chestnut Square. This event immediately follows the City of McKinney's Red, White and BOOM Downtown Parade. This event features live entertainment, music and dance, a children's play/arts-n-crafts area, a tasting zone featuring GOTEXAN salsa/spicy food vendors from throughout Texas, local restaurant and food vendors, culinary demonstrations and both a judged and people's choice Salsa Competition for restaurants, commercial bottlers, and individuals. This festival will conclude prior to the City of McKinney Red, White and BOOM spectacular fireworks display at Craig Ranch, creating a seamless day of fun-filled activities for both residents and visitors to enjoy.
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
 - i. **McKinney's 2nd Annual Star-Spangled Salsa Fest** benefitting the Community Garden Kitchen of Collin County, fulfills our strategic goals and objectives by producing a community-wide event that brings residents and visitors together to celebrate, while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many members of the McKinney community. This event through participation, also creates the opportunity for all involved to address and play a significant role in the reduction of food insecurity in our community. McKinney's 2nd Annual Star-Spangled Salsa Fest is aligned to MCDC's goal of meeting citizen needs for quality of life improvements.
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned. **(Please note: if admission/registration fees are charged, they must be limited to \$35 or less; event must be open to the public.)**
 - i. **Planned activities for McKinney's Star-Spangled Salsa Fest** benefitting the Community Garden Kitchen of Collin County include:
 1. **Judged Salsa Contest** for the following categories: Restaurant (red, green, special variety); Commercial Bottler (red, green, special variety), Individual (red, green, special variety); Judge's Choice (Overall Best Salsa).
 2. **People's Choice Contest:** Residents and visitors will have the opportunity to judge all Salsa/Spicy Food Vendors present in Tasting Zone to determine People's Choice Award
 3. **Live Music** provided by local musicians
 4. **Salsa Street Dance** and lessons lead by Salsa Dallas dancers
 5. **Children's play zone** featuring outdoor family fun games
 6. **Children's Arts-n-Crafts zone** featuring holiday projects lead by local artist(s)
 7. **Culinary demonstrations** provided by local chefs and culinary professionals
 8. **Tasting zone** featuring local restaurants, food vendors, and GOTEXAN Salsa/Spicy Food Vendors from throughout the state.
 - ii. **Admission: \$10 per adult/12 and under FREE (100% admission benefits**

Community Garden Kitchen of Collin County)

- iii. **Event will begin immediately following Red, White and BOOM Parade 11 a.m. and concludes at 3 p.m.**
- iv. **Based on year one data, 2019 Estimated number of attendees projected to be 3000 to 5000**
 - Include the venue/location for the proposed event.
 - i. **Historic Chestnut Square, McKinney, TX**
 - Provide a timeline for the production of the event.
 - i. **August 2018 – July 2019**
- Detail goals for growth/expansion in future years. Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue. Highlight and promote McKinney as a unique destination for residents and visitors alike.

McKinney's 1st Annual Star-Spangled Salsa Fest was a resounding success. Positive first year experiences were reported by festival attendees, committee members, involved city officials and departments, volunteers, sponsors, partners, vendors and beneficiary. First year attendance was approximated to be 3000 guests. Three new businesses were actually launched due to participation in this event, two locally, and one in the Bryan/College Station area. GOTEXAN salsa/spicy food vendors from across the state were in attendance, and look forward to returning in years to come due in large part to the welcoming reception they received in McKinney from residents and festival guests. Vendors' provided positive report, concerning ability to enjoy participation with their family and fans in McKinney's Red, White and BOOM festivities and report this as a reason to return to future salsa festivals.

Due to the success and positive reception of the inaugural festival, it is anticipated that attendance will continue to grow. The completion of the construction that surrounding Chestnut Square in year one, and the possible relocation of the post-parade car show to the new Playful parking area adjacent to Chestnut Square supports this assumption. As the festival gains popularity within the city and throughout the state, The McKinney Star-Spangled Salsa Fest Committee will continue to work closely with City of McKinney officials and departments (particularly, Main Street, Special Events, Health Department, Fire Marshall, Police Department, Public Works) to adjust for future growth and plan accordingly to ensure continued popularity and guest participation while contributing to the quality of life, business development and the growth of McKinney sales tax revenue.

- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

See attached budget

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

☒ Yes

☐ No

Date(s): November 2018 – submitted by festival beneficiary, Community Garden Kitchen of Collin County; Funding amount granted: \$5268

Financial

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

Please see attached budget

Overview of Promotional/Community Event financial goal?

Gross Revenue \$46,200

Projected Expenses \$23,300

Net Revenue \$22,900

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

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

27% (Game Day Foods, Bernard's Gourmet Foods, 1-Square Mile)

Are Matching Funds available? ☒ Yes ☐ No

Cash \$19,200

Source Sponsorship

% of Total 73%

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.

(Please see attached budget)

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

McKinney's 2nd Annual Star-Spangled Salsa Fest will be advertised and marketed via social media and traditional print media, as well as relationally through committee member/festival vendor shared networking efforts. Marketing materials will include print and electronic format advertising for use in local and regional food and tourism magazines, newsletters, blogs and other food/community event related social media sites, groups and outlets. The same will be shared electronically with out of town festival vendors to be shared in their areas and with their fan base. Festival posters and flyers will be distributed throughout Collin County and shared electronically with out of town festival vendors for distribution in their areas and with their fan base. Spot ads in local and regional news outlets and via local radio will be employed. Social media engagement via SalsaFestMcKinney.com and the Star-

Spangled Salsa Fest Facebook page posts and fan engagement opportunities will begin in January 2019 and ramp up accordingly, culminating with date of event.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

MARKETING		\$ 8,200
COMMUNITY IMPACT	PRINT MEDIA	\$ 1,850
STAR LOCAL MEDIA	PRINT MEDIA	\$ 400
KLAK	RADIO	\$ 1,450
MAGAZINE/NEWSLETTER	PRINT MEDIA	\$ 900
FACEBOOK	SOCIAL MEDIA	\$ 350
WE ARE COLLIN COUNTY/WE ARE DFW	SOCIAL MEDIA	\$ 350
YARD SIGNS		\$ 900
DAY OF FESTIVAL INVITE/MAP HAND FANS - PASS OUT BEFORE/AFTER PARADE		\$ 1,500
FLYERS/POSTERS		\$ 500

V. Metrics to Evaluate Success

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

- 1. Number in Attendance**
- 2. Customer Satisfaction Survey to be shared with guests, committee members, vendors, sponsors, partners, and beneficiary via email, website and/or social media**

Acknowledgements

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

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

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

David Bernard
Printed Name

November 29, 2018
Date

Representative Completing Application

Signature

Michele Bernard
Printed Name

November 29, 2018
Date

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

CHECKLIST:

Completed Application:

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

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

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

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

2019 SALSA FESTIVAL BUDGET

2019 SALSA FESTIVAL BUDGET									
		\$	(23,299)	\$	46,200	\$	22,901	TOTAL BENEFIT	
				\$	20,000	TICKET SALES			
				\$	1,000	VENDOR FEES			
		EXPENSES		SPONSORSHIP		SPONSOR TAG		SPONSOR	
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY	\$	(23,299)	\$	25,200		
VENUE RENTAL		\$ 1,500	1	\$	(1,500)	\$ 5,000	TITLE	RFBCU (2018)	
						\$ 8,200	MARKETING	MCDC & MCVB (2018)	
COOL ZONE		\$ 150	2	\$	(300)	\$ 3,000	VENUE	GAME DAY FOODS (2018)	
	CYCLONE 3000		1	\$	-	\$ 1,500	ENTERTAINMENT	BERNARDS GOURMET FOODS (2018)	
	FREE WATER STATION		1	\$	-	\$ 1,500	KID ZONE	BAYLOR SCOTT & WHITE (2018)	
				\$	-	\$ 1,500	TASTING ZONE	1-SQUARE MILE	
				\$	-	\$ 1,000	FIRST AIDE		
EVENT TENTS 10 x 10		\$ 195	24	\$	(4,680)	\$ 500	JUDGES CHOICE	FIRST UNITED BANK (2018)	
	SALSA VENDORS		15	\$	-	\$ 500	PEOPLES CHOICE	BAIRD FINANCIAL (2018)	
	FOOD VENDORS		4	\$	-	\$ 500	REGISTRATION	ROGERS-TATE FINANCIAL (2018)	
	REGISTRATION		1	\$	-	\$ 500	TECH		
	NON-FOOD VENDORS		4	\$	-	\$ 250	SECURITY		
				\$	-	\$ 250	TABLES		
				\$	-	\$ 250	JUDGES	DAVID KESEL (2018)	
TABLES, CHAIRS, OTHER FURNITURE RENTAL				\$	-	\$ 250	DECORATIONS	ST PETERS (2018)	
CHAIRS		\$ 2.00	136	\$	(272)	\$ 250	STAFF	BOBBY APPLE (2018)	
TABLES		\$ 8.00	34	\$	(272)	\$ 250	WRIST BANDS	ACADEMICS PLUS (2018)	
	TASTING/FOOD		24	\$	-				
	REGISTRATION		2	\$	-				
	VOLUNTEER TENT		2	\$	-				
	FIRST AIDE TENT		2	\$	-				
	FREE WATER		2	\$	-				
	ENTERTAINMENT		2	\$	-				
DECORATIONS		\$ 250	1	\$	(250)				
FOOD/DRINKS FOR STAFF/VOLUNTEERS		\$ 100	1	\$	(100)				
AUDIO/VISUAL LABOR		\$ 25	5	\$	(125)				
AUDIO/VISUAL EQUIPMENT		\$ 225	1	\$	(225)				
SECURITY		\$ 25	10	\$	(250)				
TECH (WIFI, IT SUPPORT)		\$ 25	5	\$	(125)				
LOGISTICS				\$	-				
EVENT INSURANCE		\$ 1,000	1	\$	(1,000)				
PERMITS		\$ 500	1	\$	(500)				

2019 SALSA FESTIVAL BUDGET

				\$	(23,299)	\$	46,200	\$	22,901	TOTAL BENEFIT
						\$	20,000	TICKET SALES		
						\$	1,000	VENDOR FEES		
								SPONSOR TAG	SPONSOR	
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY	EXPENSES	SPONSORSHIP					
MARKETING				(23,299)	25,200					
COMMUNITY IMPACT	PRINT MEDIA	\$ 8,200	1	\$ (8,200)						
STAR LOCAL MEDIA	PRINT MEDIA	\$ 1,850								
KLAK	RADIO	\$ 400								
ALLEN IMAGE	PRINT MEDIA	\$ 1,450								
FACEBOOK	SOCIAL MEDIA	\$ 900								
WE ARE COLLIN COUNTY	SOCIAL MEDIA	\$ 350								
YARD SIGNS		\$ 350								
HAND FANS - PASS OUT AT PARADE		\$ 900								
FLYERS/POSTERS		\$ 1,500								
		\$ 500								
COMMUNICATIONS										
PRINTING		\$ 600	1	\$ (600)						
MAPS FOR ATTENDEES		\$ 500								
		\$ 100								
REGISTRATION										
VOLUNTEER BADGES		\$ 500	1	\$ (500)						
WRIST BANDS		\$ 150								
SIGNAGE		\$ 100								
		\$ 250								
JUDGES/CHEFS/ENTERTAINMENT										
THANK-YOU GIFTS		\$ 250	1	\$ (250)						
NEEDED MATERIALS FOR JUDGING/DEMOS										
SPONSORS										
THANK-YOU GIFTS		\$ 650	1	\$ (650)						
ACTIVITIES/ENTERTAINMENT										
MUSIC/DJ		\$ 1,500	1	\$ (1,500)						
CHILDREN'S AREA RENTALS		\$ 500								
DUNK TANK	KID ZONE	\$ 200								
FACE PAINTER	KID ZONE	\$ 350								
Boom Blaster	KID ZONE	\$ 150								
HOOP FRENZY	KID ZONE	\$ 150								
TWISTER	KID ZONE	\$ 150								
MISC										
GENERATOR		\$ 2,000	1	\$ (2,000)						
PORT-A-LET		\$ 1,000								
800 # ICE		\$ 700								
		\$ 300								

Game Day Foods LLC

BALANCE SHEET SUMMARY

As of December 31, 2017

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	9,239.05
Other Current Assets	1,868.17
Total Current Assets	\$11,107.22
TOTAL ASSETS	\$11,107.22
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	3,782.92
Other Current Liabilities	40.00
Total Current Liabilities	\$3,822.92
Total Liabilities	\$3,822.92
Equity	7,284.30
TOTAL LIABILITIES AND EQUITY	\$11,107.22

Game Day Foods LLC

BALANCE SHEET SUMMARY

As of October 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	9,975.74
Other Current Assets	1,884.17
Total Current Assets	\$11,859.91
TOTAL ASSETS	\$11,859.91
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	3,419.03
Other Current Liabilities	40.00
Total Current Liabilities	\$3,459.03
Total Liabilities	\$3,459.03
Equity	8,400.88
TOTAL LIABILITIES AND EQUITY	\$11,859.91