

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

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

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

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

**Promotional and Community Event Grant Calendar:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 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: SBG Hospitality

Federal Tax I.D.: 81-5195550

Incorporation Date: February 2017

Mailing Address: 2509 Tremont Blvd.

City McKinney

ST: TX

Zip: 75071

Phone: 318-521-9221

Fax:

Email:

Website: SBGHospitality.com

hello@sbghospitality.com

**Check One:**

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

Professional affiliations and organizations to which your organization belongs:

*McKinney Chamber of Commerce.*

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: *Lauren Stephan*

Title: *President*

Mailing Address: *2509 Tremont Blvd.*

City: *McKinney*

ST: *TX*

Zip: *75071*

Phone: *318 527 9221*

Fax:

Email: *hello@SB6hospitality.com*

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

Name: *Lauren Stephan*

Title: *President*

Mailing Address: *2509 Tremont Blvd.*

City: *McKinney*

ST: *TX*

Zip: *75071*

Phone: *318 527 9221*

Fax:

Email: *hello@SB6hospitality.com*

**FUNDING**

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount):

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

☐ Yes

☒ No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: December 1, 2018

Completion Date: March 16, 2019

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

NA

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

Lauren Stephan  
Andrew Stephan

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

## I. Applying Organization

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

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

## II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- 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.)**
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- 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.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

☐ Yes

☒ No

**Date(s):**

## 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.

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

Gross Revenue	\$ 50,000
Projected Expenses	\$ 35,000
Net Revenue	\$ 15,000

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

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?** 100% (minus the grant if awarded)

**Are Matching Funds available?** ☐ Yes

☐ No

Cash \$

(I don't understand the question!)

Source

% of Total

In-Kind \$

Source

% of Total

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

## IV. Marketing and Outreach

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

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

## V. Metrics to Evaluate Success

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

## Acknowledgements

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

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

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

**Chief Executive Officer**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

**Representative Completing Application**

  
Signature

Lauren Stephan  
Printed Name

11/30/2018  
Date

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



MCKINNEY  
**ST. PATRICK'S DAY**  
FESTIVAL



*& Shamrock Run*





SBC Hospitality is an event production and marketing company from McKinney, Texas. Our McKinney

Festivals include:

**McKinney St. Patrick's Day Festival & Shamrock Run**

**McKinney Beer & Bites** (new in 2019)

**Run for the Rose 5k & Festival** (new in 2019)

**McKinney Wine & Music Festival**

**McKinney Fall Festival & Monster Dash 5k**

We plan family friendly community events that

- 1). Drive traffic to the city, increasing sales for local restaurants, artisans, boutiques & businesses
- 2). Impact McKinney residents quality of life.

We partner with McKinney restaurants, artists, boutiques and local businesses to increase their brand awareness and sales. McKinney event partners LOVE our festivals and only have WONDERFUL things

to say about the events and our partnerships!



# WHAT, WHERE, WHEN

The 2nd Annual McKinney St. Patrick's Day Festival & Shamrock Run will be held on Saturday, March 16th from 9am-3pm at Tupps Brewery!

The festival is FREE to attend, family friendly and open to the public. The event attracts people of all ages! The Shamrock Run 5k kicks off at 9am and takes place around Tupps Brewery and the historic McKinney Cotton Mill! The 5k costs \$25 per person and a portion of the proceeds benefits our event partner, McKinney veteran non-profit, The Warriors Keep.

[www.TheWarriorsKeep.org](http://www.TheWarriorsKeep.org)

The event features a play zone for kids, 2 Irish Bands, Irish dance performances from local children's dance studios, delicious food, 60 local shops, boutiques and business partners, costume contests, green beer and more! Its a FUN day in McKinney, Texas!



# GOALS, NUMBERS, OBJECTIVES

In 2018 our inaugural McKinney St. Patrick's Day Festival & Shamrock Run had 5,500 people in attendance! It was a huge success, a lot of fun and hosted a lot of out of town visitors!

In 2019 we hope to see 6,500 in attendance. Our objective with this event is to create a community event that will add value and increase the quality of life for McKinney residents, to attract visitors to the City of McKinney and to create a staple community event that residents, local business owners and McKinney visitors look forward to every year!

Our facebook page reached 400,000 views in 2018 and in 2019 we are looking to grow that number to 500,000. We reached 30,000 views last year via eventbrite and this year we hope to receive 40,000 views.

This event gives McKinney small business owners, restaurants, artists and others, an opportunity to showcase their businesses with McKinney residents and visitors.





# GOALS, NUMBERS, OBJECTIVES

The event showcases McKinney as a unique, fun and cool destination! We had thousands of out of town visitors last year and our goal is to grow that number year after year while also increasing our attendance with McKinney locals.

The festival will cost \$35,000. We are hoping to receive the advertising and promotional grant for \$15,000 to support our efforts in advertising this awesome event around DFW so people know about this cool event in McKinney, Texas!

Marketing/Advertising efforts will include:

Social Media, video promotion, creating an event website (*with all the event details and things to do while in McKinney and where to stay*), magazines, mass email blasts, Community Impact, local bloggers, press releases, local radio.

Follow the event on Facebook by clicking **HERE**.



# MEASURING SUCCESS

The events success will be measured by:

1. Event attendance
2. Social Media following
3. Feedback from attendees, participating business partners, sponsors, vendors and restaurants. We will send surveys for attendees and partners to complete and we speak to people at the event.
4. We can collect data on where attendees came from using eventbrite, surveys and color coded wristbands at the event.





# THANK YOU!

Thank you for considering our community event for the McKinney Community Development Corporation Grant!

We'd love to grow the event in McKinney to support tourism, to promote our city as being a fun destination and to showcase McKinney small businesses.

The grant funding would be a tremendous help in promoting the event.

THANK YOU!

Lauren Stephan

McKinney St. Pat's Festival

SBG Hospitality





## 2nd Annual McKinney St. Patrick's Day Festival & Shamrock Run



Site	Estimated	Actual
Labor	\$1,000.00	
Signage	\$2,000.00	
Parking Coordinators	\$1,000.00	
<b>Total</b>	<b>\$4,000.00</b>	<b>\$0.00</b>

Misc	Estimated	Actual
Beer Cups	\$500.00	
DJ	\$1,000.00	
Medals	\$2,000.00	
T-shirts	\$2,500.00	
McKinney Event App	\$50.00	
Police	\$600.00	
Tents	\$1,000.00	
<b>Total</b>	<b>\$7,650.00</b>	<b>\$0.00</b>

Misc	Estimated	Actual
Wristbands	\$400.00	
Insurance	\$300.00	
Valet	\$2,000.00	
Trash	\$300.00	
<b>Total</b>	<b>\$3,000.00</b>	<b>\$0.00</b>

Advertising	Estimated	Actual
Flyers	\$100.00	
Social Media Promotion	\$4,000.00	
Community Impact	\$4,000.00	
Website	\$200.00	
Local Magazines	\$3,500.00	
Local radio	\$2,500.00	
McKinney Bloggers	\$1,000.00	
Press Releases	\$300.00	
Promotional Video	\$1,000.00	
Mass Emails	\$2,000.00	
<b>Total</b>	<b>\$18,600.00</b>	<b>\$0.00</b>

Entertainment	Estimated	Actual
Bands	\$2,500.00	
Stage Manager + equip	\$600.00	
Play Zone for Kids	\$1,500.00	
mc	\$300.00	
<b>Total</b>	<b>\$4,900.00</b>	<b>\$0.00</b>

	Estimated	Actual
swag bags	\$1,000.00	
<b>Total</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

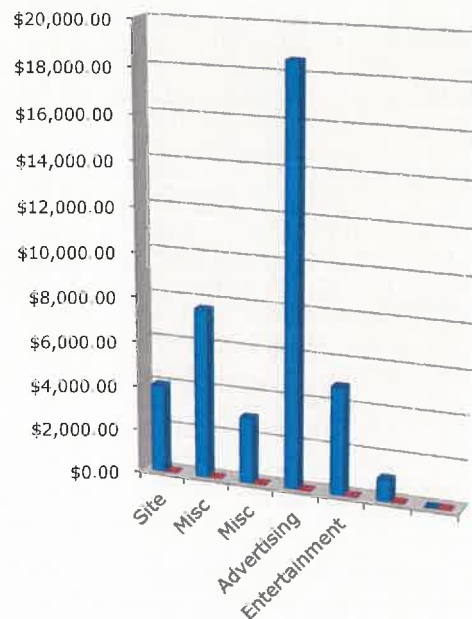
	Estimated	Actual
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Total Expenses	Estimated	Actual
	<b>\$39,150.00</b>	<b>\$0.00</b>

Actual Cost Breakdown	0%	0%
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- Site
- Misc
- Entertainment
- Advertising

Estimated vs. Actual



- Estimated
- Actual