

MCKINNEY CONVENTION & VISITORS BUREAU
Grant Application
Fiscal Year 2018-19

IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at www.visitmckinney.com, by calling 972-547-2059 or by emailing dguerra@visitmckinney.com
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau
200 W. Virginia
McKinney, TX 75069

If emailing or using Dropbox please send document to, or share Dropbox link with: dguerra@visitmckinney.com

- If you are interested in a preliminary review by the MCVB Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or emailing dguerra@visitmckinney.com.

Applications must be completed in full, using this form, and must be received by MCVB, via email, Dropbox 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:

MCVB Promotional Grants for Event or Project

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "*Texas Hotel Tax Expenditure Requirements*," for qualifying uses for hotel tax.)

Advertising/Promotional Grants for Events/Projects:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
October 1, 2018	October 22, 2018	November 27, 2018
February 1, 2019	February 26, 2019	March 26, 2019

GRANT 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: Texas

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, Founding member/Board member 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 Game Day
Foods, LLC/Bernard's
Gourmet Foods, LLC

Mailing Address: 215 N College St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-726-2203

Fax (optional):

Email: michele@bernardsgourmetfoods.com

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: Michele Bernard

Title: Co-Owner/Community Relations Liaison Game Day Foods,LLC/Bernards Gourmet Foods, LLC

Mailing Address: 215 N College St.

City: McKinney

ST: TX

Zip: 75069

Phone 214-726-2203

Fax:

Email: michele@bernardsgourmetfoods.com

FUNDING

Total amount requested: \$1500.00

Matching Funds Available (Y/N and if yes, please indicate amount):

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

☒ Yes

☐ No

Please provide details and funding requested: Funding requested and received from McKinney Community Development Corporation in the amount of \$6700.00

TOURISM-RELATED EVENT OR PROJECT

Start Date: August 2018

Completion Date: July 2019

APPLICANT'S BOARD OF DIRECTORS *(list may be included as an attachment)*

McKinney 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, Sara Thomas, Kathryn Waite, Kaye Woolery-Moreno

APPLICANT'S LEADERSHIP STAFF (*may be included as an attachment*)

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

Use the outline below to prepare a written narrative no more 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative. **Please see attached narrative I. Applying Organization**

Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested. **There are no organization changes slated at this time**

II. Tourism-Related Event or Project **Please see attached narrative II. Tourism-Related Event or Project**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- 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 Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.*

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

Goals as listed above will be supported by the 2nd Annual McKinney Star-Spangled Salsa Fest benefitting Community Garden Kitchen

Has a request for funding for this Event or Project been submitted to MCVB in the past?



Yes



No

Date(s): February 2018-submitted by festival beneficiary, Community Garden Kitchen of Collin County

Financial Please see attached Budget

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's 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 Event or Project?

\$ 23,300.00 Projected Expenses

(Please provide a budget for the proposed Event or Project.)

What percentage of the Event or Project 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 \$	19,200.00	Source	Sponsorship	% of Total	73%
In-Kind \$		Source		% of Total	

Please provide details regarding other potential sources for funding. Include the 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 Please see narrative IV. Marketing and Outreach

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

V. Metrics to Evaluate Success Please see narrative V. Metrics to Evaluate Success

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

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

- The Event or Project 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 purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by VisitMcKinney" or "Funded in part by VisitMcKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. 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 upon interest rate, not later than the 120th day after the date the MCVB requests repayment.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer


Signature

Printed Name **DAVID BERNARD**

Date **1-31-2019**

Representative Completing Application



Signature

Printed Name **Michele Bernard**

Date **January 31, 2019**

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

CHECKLIST:

Completed Application:

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

Attachments:

- ☒ A one-page summary of the goals/activities involved in the Event or Project for which you are seeking MCVB grant funding.
- ☒ Financials: organization's budget for current fiscal year
- ☒ Event or Project 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 MCVB WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE EVENT OR PROJECT.

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

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY CONVENTION & VISITORS BUREAU

Final Report

Organization:

Funding Amount:

Event or Project:

Start Date:

Completion Date:

Location of Event or Project:

Please include the following in your report:

- Narrative report on the Event or Project
- 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 completion of the Event or Project to:

McKinney Convention & Visitors Bureau
200 W. Virginia
McKinney, TX 75069

Attn: Dee-dee Guerra

2nd Annual McKinney Star-Spangled Salsa Fest
July 4, 2019
Chestnut Square Historic Village

Overview

The McKinney Star-Spangled Salsa Fest Committee is a volunteer team of community members who share a heart for service and a mind to nourish others. They have gathered together to produce The 2nd Annual McKinney Star-Spangled Salsa Fest, benefitting the Community Garden Kitchen of Collin County. McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen on Collin County will showcase McKinney and promote the City for the purpose of tourism by providing a fun-filled family friendly holiday event in downtown McKinney at historic Chestnut Square for both residents and visitors to McKinney to enjoy. 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 judges 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 that will be sure to put McKinney, Texas on the map as THE place for both residents and tourists to be on 4th of July.

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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 roasted salsas have enjoyed much acclaim, taking prizes at the world famous Austin Chronicle Hot Sauce festival. Most recently, the Bernards’ gourmet line of salsas was chosen to be a Texas best Primo Pick by H-E-B, debuting in January 2019 on H-E-B shelves in 196 stores across the state of Texas. The Bernard’s are thrilled with the opportunity to share a taste of McKinney, Texas with the rest of the Lone Star State!

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, the Bernards 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 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. Today, approximately \$440,000 has been raised. Community Garden Kitchen of Collin County, Inc. received the 501©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 Saturday, 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, an estimated 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 not 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 2019, 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 the Community 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.

II. Tourism-Related Event or Project

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

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/tourism/community event related social media sites and outlets.

Describe how this initiative will promote the City of McKinney for the purpose of tourism.

McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen on Collin County will showcase McKinney and promote the City for the purpose of tourism by providing a fun filled family friendly holiday event in downtown McKinney at historic Chestnut Square for both residents and visitors to McKinney to enjoy. 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 judges 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 that will be sure to put McKinney, Texas on the map as THE place for both residents and tourists to be on 4th of July.

Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.

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 Independence Day, while creating an opportunity to share awareness of hunger and nutritional issues directly impacting 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.

Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.

Planned activities for McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County include:

- **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).**
- **People's Choice Contest: Residents and visitors will have the opportunity to judge all Salsa/Spicy Food Vendors present in Tasting Zone to determine the People's Choice Award**
- **Live Music provided by local musicians**
- **Salsa Street Dance and lessons lead by Salsa Dallas dancers**
- **Children's play zone featuring outdoor family fun games**
- **Children's Arts-n-Crafts zone featuring holiday projects lead by local artist(s)**
- **Culinary demonstrations provided by local chefs and culinary professionals**
- **Tasting zone featuring local restaurants, food vendors, and GOTEXAN Salsa/Spicy Food Vendors from throughout the State of Texas**
- **Admission \$10 per adult/12 and under FREE (100% admission benefits Community Garden Kitchen of Collin County)**

- **Event will begin immediately following Red, White and BOOM Parade at 11 a.m. and will conclude with award ceremony at 3 p.m.**
- **Based on year one data, 2019 estimated number of attendees projected to be 3000 to 5000 guests**

Provide the venue/location for the Event or Project

McKinney's 2nd Annual Star-Spangled Salsa Fest will once again be held at the Historic Chestnut Square Village in downtown McKinney.

Provide timeline for the Event of Project

August 2018 – July 2019

Detail goals for growth/expansion in future years

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 was 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 and surrounding region, The McKinney Star-Spangled Salsa Fest Committee will continue to work closely with City of McKinney officials and departments to adjust for future growth and plan accordingly to ensure continued popularity and guest participation while contributing to the quality of life, tourism, business development and the growth of McKinney sales tax revenue.

III. Financial – Please see Attached Financial Information

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Event or Project for which you are requesting funding, 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 bases. 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.

MARKETING		\$8200
COMMUNITY IMPACT	PRINT MEDIA	\$1850
STAR LOCAL MEDIA	PRINT MEDIA	\$ 400
KLAK	RADIO	\$1450
MAGAZINE	PRINT MEDIA	\$ 900
FACEBOOK	SOCIAL MEDIA	\$ 350
WE ARE COLLIN CO/DFW	SOCIAL MEDIA	\$350
YARD SIGNS		\$900
DAY OF FESTIVAL INVITES/MAP HAND FANS TO BE PASSED OUT BEFORE/AFTER		\$1500

PARADE		
FLYERS/POSTERS		\$500

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project. 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**

2019 SALSA FESTIVAL BUDGET

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

2019 SALSA FESTIVAL BUDGET

				\$	(23,299)	\$	46,200	\$	22,901	TOTAL BENEFIT
				EXPENSES		SPONSORSHIP		TICKET SALES		
						\$ 1,000		VENDOR FEES		
						\$ 25,200		SPONSOR TAG		SPONSOR
OPERATIONS/FACILITY:	FUNCTION	AMOUNT (EA)	QTY	\$	(23,299)	\$	25,200	TITLE		RFBGU (2018)
VENUE RENTAL		\$ 1,500	1	\$	(1,500)	\$	5,000	MARKETING		MCD & MCVB (2018)
								VENUE		GAME DAY FOODS (2018)
COOL ZONE		\$ 150	2	\$	(300)	\$	3,000	ENTERTAINMENT		BERNARDS GOURMET FOODS (2018)
	CYCLONE 3000		1	\$	-	\$	1,500	KID ZONE		BAYLOR SCOTT & WHITE (2018)
	FREE WATER STATION		1	\$	-	\$	1,500	TASTING ZONE		1-SQUARE MILE
				\$	-	\$	1,000	FIRST AIDE		
				\$	-	\$	500	JUDGES CHOICE		FIRST UNITED BANK (2018)
EVENT TENTS 10 x 10		\$ 195	24	\$	(4,680)	\$	500	PEOPLES CHOICE		BAIRD FINANCIAL (2018)
	SALSA VENDORS		15	\$	-	\$	500	REGISTRATION		ROGERS-TATE FINANCIAL (2018)
	FOOD VENDORS		4	\$	-	\$	500	TECH		
	REGISTRATION		1	\$	-	\$	250	TABLES		
	NON-FOOD VENDORS		4	\$	-	\$	250	JUDGES		DAVID KESEL (2018)
				\$	-	\$	250	DECORATIONS		ST PETERS (2018)
TABLES, CHAIRS, OTHER FURNITURE RENTAL				\$	-	\$	250	STAFF		BOBBY APPLE (2018)
CHAIRS		\$ 2,00	136	\$	(272)	\$	250	WRIST BANDS		ACADEMICS PLUS (2018)
TABLES		\$ 8,00	34	\$	(272)	\$	250			
	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)					

Game Day Foods LLC

BALANCE SHEET SUMMARY

As of December 31, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	9,607.71
Other Current Assets	2,145.97
Total Current Assets	\$11,753.68
TOTAL ASSETS	\$11,753.68
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	4,698.87
Total Current Liabilities	\$4,698.87
Total Liabilities	\$4,698.87
Equity	7,054.81
TOTAL LIABILITIES AND EQUITY	\$11,753.68

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