

A woman with white body paint and a golden paper mask. The woman has white paint markings on her face, including a vertical line down the center of her forehead and two horizontal lines on each cheek. She is wearing a golden, textured paper mask that covers her eyes and nose. Her hands are also decorated with white paint, including curved lines on her fingers and dots on her palms. The background is a collage of various textures, including wood, paper, and fabric.

# The Girl Cave

**BESIDE & BEHIND  
EVERY SUCCESSFUL WOMAN**



# Visit McKinney Grant Application

Fiscal Year 2022 - 2023

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

### The Girl Cave Overview:

We are a movement FOR women with a potent social mission to incubate selfhood, sisterhood, and livelihood.

The Girl Cave offers access to knowledge, connectivity, and inventiveness from the world's most inspired women doers and thinkers. Our powerful talks, conferences, events, books, special interest groups, and projects are characterized as "Ted Talk -Esque"... only more experiential and women-anchored. Our community of change agents seek, embrace, and share their purpose and unique impact on those around them.

We believe in the power of collaboration and that leveraging collective genius from female leaders around the world is the best way to elevate all women both personally and professionally. Our mission is powered by business leaders and entrepreneurs who have the heart to actualize the success of other women.

We passionately believe in the power of inspired living to activate their unique power and think bigger about their impact on the world. With unique purposes, each member has leverageable influence through diverse points of view, experiences, and life paths.

We value uncompromising - humanity, grit, and joy.

The Girl Cave is funded by a combination of various revenue streams, including conference attendance fees, corporate sponsorships, licensing fees, and product sales. It is committed to building meaningful and mutually beneficial relationships. As one of our greatest strengths, we attract powerful strategic alliances, coalitions, and affiliations that support our organizational mission. As a result, each TGC follower remains at the heart of fiercely loyal and authentic champions of their success.

We are supported by an Advisory Board and third-party contractors.

**Contact: Krista Medlock | [kristamedlock@thegirlcave.online](mailto:kristamedlock@thegirlcave.online) | 214.516.1709**

# Visit McKinney Grant Application

Fiscal Year 2022 - 2023

2023 - 2024 The Girl Cave Roster of Programs and Events

## Program Goals & Objectives

To become known for our experiential and lifestyle-focused crawls. To execute with dynamic brand exposure, strategic thought/idea partnering, and effective brand collaborations. To continue to draw loyal support. The Girl Cave events are peerless and unforgettable. Each event is founded with *creative intelligence*, market savvy, and proprietary *panache*.

## The Victory Paint Project

Victory Paint is an annual celebration and photographic exhibition honoring female strength and beauty meant to honor the transformational and impactful journeys of women. We will celebrate each women's impact on others, personal power, accomplishments, and uniqueness. The result of the project is a photo exhibition and photo book of the honorees featuring each women's powerful story through thematic, artistic photographic montage.

## The Girl Cave Event

The Girl Cave Event is met with incredible enthusiasm that really underscores how meaningful connection and heart-centered collaboration are for DFW women. We have proof of concept from past events. We have engaged thousands of women across the DFW metroplex and raised the eyebrows of many social influencers. The Girl Cave is definitely adding dimension to women's events socially and is noted for successful brand activation!

## The Girl Cave StayCave - New Event!!

The quintessential weekend of experiences curated and powered by women-owned businesses. A weekend to get away from it all... with girlfriends!

## Learn & Love Chats - New Program!

There's power in women coming together. We bring women together to learn from each other and achieve their goals, because women can be a powerful force in all things. In these small groups, women get and give peer support, sharpen their focus on their individual success, and have a place to be unapologetically individual. Chats are a safe space to share struggles, give and get advice, and celebrate each other's wins.

**Coming Soon...Irons in the Fire Women's Business Conference**

**Coming Soon...The Victory Paint Project Community - where the community lives and breathes.**

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# Visit McKinney Grant Application

Fiscal Year 2022 - 2023

## 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, and target audience.***

**The Girl Cave StayCave** is the quintessential weekend of experiences curated and powered by women-owned businesses. Reinforcing our social code of selfhood, sisterhood, and livelihood, the event aims to provide a well-rounded dream itinerary of shopping, activities, and social happenings. The exclusive event features women-owned, McKinney-based businesses.

The McKinney market is poised to become a key destination for innovation and clever commerce across the local businesses. The Girl Cave is setting the groundwork for engaging events and collaboration that are attended by audiences across the DFW metroplex.

### **Current TGC Reach:**

#### ***Female audience by age***

25 – 34: 9.2%  
35 – 44: 31.1%  
45 – 54: 31.8%  
55 – 64: 15.3%  
65+ : 6.1%

#### ***Top cities***

Dallas: 25.7%  
Plano: 6.1%  
Frisco: 4.9%  
McKinney: 3.7%  
Fort Worth: 3.3%



# Visit McKinney Grant Application

Fiscal Year 2022 - 2023

## II. Tourism-Related Event or Project Continued...

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

'The Girl Cave StayCave' event is strategically founded to support the city in which the event resides as well as the businesses that depend upon the community to thrive. Not only have we created a one-of-a-kind event that is coveted but our followers expect to engage with unique women-owned businesses and indulge in unique experiences. The shop, connect, and fully engage at every event!

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

One of the many unique facets of The Girl Cave events is that they are always hosted in unique venues aligned with unique experiences. We are known for our "crawl" where we set up a map of curated experiences which serves as a "scavenger hunt-Esque" event plan.

Downtown McKinney is the perfect backdrop to deliver on that promise.

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

**Marketing Promotions/Advertising Period:** Dec 1st - Feb 26th

### **Event Itinerary**

#### **Friday, Feb 24th**

Hotel Check-In | 3 pm

Opening Happy Hour & Registration | 4 pm - 6 pm

Immersive Game and Dinner | 6:30 pm - 9 pm

#### **Saturday, Feb 25th**

Prescheduled Spa Packages throughout the day

Morning Coffee Social

Fashion Concert & Brunch

Shopping Crawl & Scavenger Hunt

Wine Tasting

Immersive Dinner

Fireside Chat

#### **Sunday, Feb 26th**

Hotel Checkout

Sunday Brunch

Talk Show

**Contact: Krista Medlock | [kristamedlock@thegirlcave.online](mailto:kristamedlock@thegirlcave.online) | 214.516.1709**

# Visit McKinney Grant Application

Fiscal Year 2022 - 2023

## II. Tourism-Related Event or Project Continued...

### **Estimated Event Attendance and Fees:**

Overnight Tickets: 200 | \$350 / Includes 2 - Night Stay, Events Package and Shopping Crawl  
Day Passes: 300 – 500 per day | TBD

### **• Provide the venue/location for the Event or Project.**

Multiple locations on Main Street and Downtown McKinney will be required for the fulfillment of the event.

### **• Provide a timeline for the Event or Project.**

Please see above

### **• Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.**

Beyond growth in attendance each year, we would like the vendor partners to grow in sales as a result of the event. We would like to increase followership/data for incremental marketing opportunities within McKinney beyond StayCave. Lastly, larger corporations (outside of McKinney) want to bring incremental dollars and value to future events.

### **• Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.**

-Positioning as “McKinney Edition” as a headliner modifier - emphasis on the charm and uniqueness

-Storytelling via Email Marketing – Current database of followers and past attendees

-Social Ads with key targets / parameters to attract residents and visitors – FB and IG

-Partner Collaboration Marketing {Vendor partners in Downtown McKinney) – Collateral including but not limited to: POS cards, posters, email, and social marketing, instore promotions

-Word of Mouth via The Girl Cave Ambassadors – Advisory Board, past vendors, and attendees

-Media Relations – Press distribution

-SMS Marketing

-Community Social App available pre-event (acquaint attendees about the vendors)

-Rich videos highlighting key facets of McKinney for social and event landing page

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## III. The Budget (draft - will finalize after additional meetings with Visit McKinney team)

**Total Budget for The Girl Cave StayCave = \$15,000 (keeping it lean for Year 1):**

Catering/Meal (20%) - \$3,000

Promotional Materials / Admin / Production (25%) - \$3,750

Marketing (35%) - \$5,250

Venue & Equipment (20%) - \$3,000

### **Sources of Expense Offset:**

Vendor Partner Fees

Sponsorships

In-Kind Donations (Swag, promo items, etc..)

## Sabine Smith

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**From:** Krista Medlock <kristamedlock@thegirlcave.online>  
**Sent:** Wednesday, October 19, 2022 3:28 PM  
**To:** Sabine Smith  
**Cc:** Aaron Werner  
**Subject:** Re: The Girl Cave StayCave Event Grant Application  
**Attachments:** The Girl Cave W9.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Hello Sabine,

I apologize for the delay! It has been a rigorous week thus far! I have attached a W9 as requested.

Thank you!

Krista

On Mon, Oct 17, 2022 at 6:01 PM Sabine Smith <[ssmith2@visitmckinney.com](mailto:ssmith2@visitmckinney.com)> wrote:

Happy Monday Evening!

Please review the email below and if there is anything further you would like to submit or acknowledge in regards to your grant application, please send it to me by noon on Wednesday October the 19<sup>th</sup>.

Have a great evening!

**Thanks, and have a great day!**

**Sabine Smith**

**Executive Assistant**





(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

214-544-1407 (office)

972-547-2063 (direct desk line)

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## About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in America, McKinney has a current population of nearly 200,000 and serves as the county seat for Collin County. McKinney offers award-winning schools, a vibrant historic downtown, and cultural district, diverse housing options, a trendy culinary scene, and a uniquely beautiful natural setting with rolling hills and lush trees. The city is home to the top-rated McKinney National Airport and serves as the headquarters to many Fortune 500 companies and a burgeoning set of cutting-edge technology companies. McKinney offers the perfect mix for successful business development: a highly educated workforce, availability of land for expansion, convenient location to the DFW area and a nationally-acclaimed quality of life. To learn more about the City of McKinney, visit [www.mckinneytexas.org](http://www.mckinneytexas.org).

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**From:** Sabine Smith

**Sent:** Friday, October 14, 2022 3:16 PM

**To:** kristamedlock@thegirlcave.online

**Cc:** Aaron Werner <[awerner@visitmckinney.com](mailto:awerner@visitmckinney.com)>

**Subject:** RE: The Girl Cave StayCave Event Grant Application

Hi Krista,

I wanted to let you know that I reviewed the grant application and it looks like the financial information for your organization is missing.

The Grant Application on Page 8 states:

III.FINANCIALS: Please provide the following items as attachments:

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

*(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable for proof of financial stability.)*

We understand that sometimes organizations are new, at a minimum we would need a W9 submitted.

Whatever additional documents you send me I will add to the existing documents and you can address missing information in the presentation to the board.

Details about meeting date/time and presentation rules will be sent out later today.

**Thanks, and have a great day!**

**Sabine Smith**

**Executive Assistant**





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**From:** Aaron Werner <[awerner@visitmckinney.com](mailto:awerner@visitmckinney.com)>

**Sent:** Monday, October 10, 2022 9:04 AM

**To:** Sabine Smith <[ssmith2@visitmckinney.com](mailto:ssmith2@visitmckinney.com)>

**Subject:** FW: The Girl Cave StayCave Event Grant Application

See attached.

**Aaron Werner, MPA**

**Executive Director**



(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

972-547-2059 (direct desk line)

903-818-8857 (cell)

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**From:** Krista Medlock <[kristamedlock@thegirlcave.online](mailto:kristamedlock@thegirlcave.online)>  
**Sent:** Friday, October 7, 2022 11:05 PM  
**To:** MCVB Executive Director <[executivedirector@visitmckinney.com](mailto:executivedirector@visitmckinney.com)>  
**Subject:** The Girl Cave StayCave Event Grant Application

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Hello Aaron!

I hope you are well!



I would like to preface that I am currently working with the Visit McKinney team to fulfill this event. We are still working on many of the details but I was encouraged to submit for possible grant funds. Just a quick disclaimer, I understand that if I progress with employment, I will have to forego this funding opportunity. I just want to cover all the bases and prepare for either opportunity.

I have attached a pdf of the application and narrative addendum for review. Please let the team know if I have left anything off, I would be happy to make corrections where needed.

I appreciate you all! Thank you again for the opportunity!

Krista Medlock

214.516.1709

## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

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

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**Krista Medlock**

2 Business name/disregarded entity name, if different from above

**The Girl Cave**

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☒ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

**8900 Independence Parkway Suite 32201**

6 City, state, and ZIP code

**Plano, Texas 75025**

7 List account number(s) here (optional)

Requester's name and address (optional)

### Part I Taxpayer Identification Number (TIN)

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

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

\_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

or

Employer identification number

9 2 - 0 6 0 9 3 3 9

### Part II Certification

Under penalties of perjury, I certify that:

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

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

Sign  
Here

Signature of  
U.S. person ►

*Krista Medlock*

Date ►

## General Instructions

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

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

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

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

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

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