

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

<b>Company Name</b>	McKinney Public Library Foundation
<b>Federal Tax I.D.</b>	93-2163661
<b>Mailing Address</b>	6861 Eldorado Parkway McKinney, TX, 75070
<b>Phone Number</b>	(972) 540-7626
<b>Email</b>	mplfboard@gmail.com
<b>Website</b>	<a href="https://www.mckinneyplf.org/">https://www.mckinneyplf.org/</a>
<b>Social Media</b>	<a href="https://www.facebook.com/people/McKinney-Public-Library-Foundation/61564081454962/">https://www.facebook.com/people/McKinney-Public-Library-Foundation/61564081454962/</a> , <a href="https://www.instagram.com/mckinneyplf/">https://www.instagram.com/mckinneyplf/</a>

## **Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.**

The foundation's mission is to generate continued enthusiasm for our library system and to secure funding for enhancements that will enrich the variety and depth of library programs, services, and collections. We are committed to the diverse needs of our community, ensuring that everyone benefits from the wealth of resources our libraries offer and that we continue to grow these assets for all McKinney residents.

The foundation exists to support the McKinney Public Library. For nearly 100 years, the library has served the McKinney community through access to knowledge through books, periodicals, and other materials. As our community has evolved, so has the library mission. Our current mission is to serve the community by providing access to materials and experiences that educate, inform, and entertain.

To do this, the library hosts a variety of events throughout the year. Note, these events are free and open to the public. All events connect attendees with an opportunity to learn and experience new things. At a time when entertainment is becoming more and more costly, the library is one of the few remaining places in society that remains free.

The library has nearly 60 full- and part-time staff. A portion of those staff are dedicated to the event and programming goals, with other staff focused on improving the customer experience, improving our catalogue, and improving our technology solutions among other goals.

In 2024, the McKinney Public Library saw substantial growth with over 12,000 new memberships.

Additionally, we welcomed over 42,000 guests to our programs in 2024.

We have been successful in creating new experiences for our community and providing high quality educational entertainment opportunities for the McKinney community and beyond and intend to replicate that success over the next year.

**Select One**

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

**IRS Determination Letter for 501(c)3**



IRS Determination Letter.pdf

**Representative Completing Application**

Kate Wilson Communications Specialist

**Mailing Address**

216 N. Tennessee St  
McKinney, TX, 75069

**Phone Number**

(972) 547-2158

**Email**

kwilson@mckinneytexas.org

**Contact for Communications Between MCDC and Organization**

Kate Wilson Communications Specialist

**Address**

216 N Tennessee St.  
McKinney, TX, 75069

**Phone Number**

(972) 547-2158

**Email**

kwilson@mckinneytexas.org

**Funding - Total Amount Requested**

7,000

**Are matching funds available?**

No

**Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

Yes

**Provide name of City of McKinney entity funding source and amount.**

amount.

**Have you received or will funding be requested from other organizations / foundations?**

**Provide name of organization / foundation funding source and**

We may approach Visit McKinney or the Arts Commission to be a sponsor for the McKinney Literary Fest, but have not made the ask yet. Sponsorship levels may be between \$500 and \$5,000.

Yes

We will be seeking sponsors for the McKinney Literary Fest,

but have not made the ask yet. Sponsorship levels can range between \$500 and \$5,000.

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

Yes

**Please list.**

Yes, \$4,500 in Cycle 2 of 2024.

**Board of Directors**

Lauren Smith-Carter, President  
Joe Closs, Treasurer  
Roben Closs, Secretary  
Lawre Alexander  
Tonya Dangerfield  
Barbara Franklin  
John Lozano  
Paddy Rao (added 11.27.24)  
Peter Samsury  
Matt Thomas  
Pamela Thompson

**Leadership Staff**

Lauren Smith-Carter, President  
Joe Closs, Treasurer  
Roben Closs, Secretary

Information provided for promotional / community event for which you are seeking funding.

**Date(s) of Event**

7 Family/All Ages Special Events 1. Mardi Gras (Saturday, February 22; 10 a.m. - 1 p.m.) is a new event. 2. Passport Party (Saturday, March 22; 10 a.m. - 1 p.m.) is a new event. 3. Spring Into Fun (Saturday, April 26; 10 a.m. - 1 p.m.) is a new event. 4. Summer Kickoff (Saturday, November 9; 10 a.m. - 1 p.m.) this event has been held in the past. 5. Summer Event 1 (Date TBD) 6. Summer Event 2 (Date TBD) 7. Summer Event 3 (Date TBD) 1 Adult/All Ages Literary Festival 1. McKinney Literary Fest (Date TBD) this event was previously held in 2024.

**Location(s)**

John & Judy Gay Library, Roy & Helen Hall Memorial Library, and the new McKinney City Hall

**Event(s) open to the public?**

Yes

**Ticket Prices**

\$0

**Describe the target audience for the event(s).**

The audience for the seven Family/All Ages Special Events is largely young families seeking free, safe, educational fun.

The audience for the McKinney Literary Fest is local authors and local book lovers and reading enthusiasts of all ages.

**Is this the first for this event?**

No

**If not, what is the history for the event (annual / biannual since what year)?**

The average attendance for the family/all ages special events is between 300 and 500 attendees. The library hosts a family/all ages special event every 4-6 weeks.

The inaugural McKinney Literary Fest in 2024 saw approximately 40 registered authors and approximately 250 guests per day.

**How does event showcase McKinney for tourism and/or business development?**

Specifically for the McKinney Literary Fest, we are being intentional about hosting the event in downtown McKinney to bring new audiences to the downtown corridor, increasing awareness of the proximity of the downtown amenities including shopping and dining.

For the family events, we hope to bring families from surrounding communities (Frisco, Allen, Prosper, etc.) to enjoy the event and learn more about the new developments occurring in the north and west sides of McKinney.

**Expected attendance.** 500+

**Expected number or percentage of attendees coming from outside of McKinney.** 150-250

**Does the event support a non-profit (other than applicant)?**

**What percentage of revenue will be donated (indicate gross or net)?** 0

**Financial Goals of Promotional / Community Event**

**Gross Revenue** 0

**Projected Expenses** Up to 5,000

**Net Revenue** 0

**Other Funding Sources**

For the family friendly events, the funding comes from the library's budget.

For the McKinney Literary Fest, we will seek sponsorships to cover the cost of the event. We have not begun soliciting partners for this year. Last year, we partnered with Visit McKinney, HEB, Calloway's Nursery for financial support. In-kind donations were made by The Comedy Arena, Handel's Homemade Ice Cream, Market Street, and Camp Bow-Wow.

**Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.**

For the library's traditional, family/all ages events: The mission of these events is to provide a rich and educational experience that is not easily duplicated to new audiences, thus exposing the audience to the benefits and services of the McKinney Public Library.

Events activities are generally planned a minimum of three months in advance and incorporate a vendor or performer that relates to the theme of the event. Events are typically advertised one month in advance. Our goal is to exceed attendance for like events from previous years while still offering quality programming and experiences.

For the McKinney Literary Fest: The mission is to celebrate the local author community. The literary fest includes opportunities for local authors to display and read from their work, meet members of the community, and network with other authors. The event is free and open to the public. We encourage any supporters of the written word to join us for readings, workshops, and author meet-and-greets.

Timeline for this event:

Nov-Dec: Finalize event logistics (date, location, scope, scale)

Dec-Feb: Call for Authors - application period open for authors

March-April: Selecting authors

May-July: Finalizing details, beginning to advertise the event, seeking sponsorships

August: Host event

Goals for growth and expansion:

We hope to see an increase in quantity and quality of the authors participating.

We intend to offer additional networking sessions and socializing opportunities for the authors.

We intend to increase our attendees by 50-100%.

### **Provide a detailed marketing plan and budget for the event(s).**

Total Budget Request: \$8,290

Family/All Ages Events: \$1,050

Social Media Budget: \$525

\$75 per event to boost posts to specific audiences or geographic areas of interest. Paid media would allow promotion to reach audiences that are not already following the library's page.

Printed Bookmarks: \$525

-\$600 (\$75 per bookmark per event, inclusive of shipping). 1,000 bookmarks to be printed per event.

Bookmarks will be distributed through outreach events and within the library to promote upcoming events.

McKinney Literary Fest: \$7,165

Social Media Budget: \$2,000

Funds to advertise across Facebook and Instagram. We hope to advertise in two phases; advertising to encourage author participation and advertising to encourage general attendance.

Printed Bookmarks: \$165

Funds for 5,000 bookmarks inclusive of shipping. Bookmarks will be distributed to partners throughout McKinney in advance of the event to increase awareness and registrations.

Print/Digital/PR Media: \$5,000

In support of the McKinney Literary Fest, a partnership with Community Impact is suggested, which would include print, PR and digital products in the McKinney, Frisco, Prosper-Celina, and Plano editions.

Newsletters: \$0

-Library newsletter would include event information at minimum twice. Newsletters are sent out every two weeks.

-Special events are also included in the City of McKinney newsletter at least one time leading up to the event.

Digital Signage: \$0

-Digital signage is used for events to increase awareness of free events in the downtown area and cross promote downtown as a family friendly place to visit.

-A digital billboard on I 21 is available for period of time.

**Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

Promotional Channel	Budget
Social Media (Facebook, Instagram)	\$2,525
Promotional Bookmarks	\$690
Community Impact (McKinney, Frisco, Plano, and Prosper-Celina editions)	\$5,000

**Total Promotional Budget** \$8,215

**What percentage of the total marketing budget does the grant represent?** 90%

**Attendance from previous event(s), if applicable** 1)

**Marketing lessons learned from past (what worked and what did not).**

Last year, we did not have a marketing budget for any of these spring/summer events.

We have found that a small social media budget works extremely well to get the word out outside of our own channels. With previous family friendly events in the fall, we have used a small social media budget to advertise in specific geographic areas and have seen registration increase due to these efforts. Those funds were previously provided by MCDC.

Using additional funds from MCDC, we created bookmarks that were used to advertise the special events. The bookmarks were distributed at different outreach events and included a QR code for registration tracking. We are able to track registration back to these bookmarks.

For the Literary Fest, there was no marketing budget. Our primary marketing was on social media, word of mouth, and through existing connections. We also leaned on public relations to get the word out. Through those efforts, we were featured in several local publications and also on the NPR radio station.

**How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)**

We measure success in a variety of ways. The primary measure of success is registration and attendance. Our hope is to exceed registration and attendance numbers of these events from previous years.

We also use trackable short links and QR codes for all marketing activities. We can review each ad, link, or marketing effort and track clicks to determine how useful each effort was.

**Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

Please see the attached PDF for examples of past marketing efforts for these events.

**Additional details related to marketing efforts.**

This request is to support 8 events for the library, but the bulk of the funds will be dedicated to the McKinney Literary Fest. If you'd like to review a recap of the inaugural event, you can view the virtual tour here: <https://mpl-litfest-virtualltour.shorthandstories.com/litfest-virtualltour/>

**Budget**

 Grant Application - Library M... .pdf

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

50%

**Are matching funds available?**

No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

**Sponsorship Revenue** 50

**Registration Fees** 0

**Donations** 0

**Other (raffle, auction, etc.)** 0

**Net Revenue** 0

**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.**

The primary measure of success is registration and attendance. We have our own ticketing and registration system that we watch closely to determine how much additional marketing efforts are needed.

We also use trackable short links and QR codes for all marketing activities. We can review each ad, link, or marketing effort and track clicks to determine how useful each effort was.

All paper products (signs, flyers, bookmarks) have a QR code that is unique for registration that allow us to measure success of each effort.

- 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

**Budget**

 MCDC Financials.docx

**Financial Statements**

 MCDC Financials\_8702.docx

**IRS Determination Letter (if applicable)**

 Letter 1076 (Rev. 2-2020).pdf





Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

**Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

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

- 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 MCDC 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's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- 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 the 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.**

**Applicant Electronic Signature**

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

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**

**Date**

Wednesday, November 27, 2024

**Representative Completing Application**

A handwritten signature in black ink, appearing to read 'K. W. M.', is positioned to the right of the 'Representative Completing Application' label.

**Date**

Wednesday, November 27, 2024

**Notes**

- ◆ Incomplete applications or those received after the deadline will not be considered.
- ◆ A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- ◆ Final payment of funding awarded will be made upon receipt of final report.
- ◆ Please use the Final Report to report your results. A PDF version is also available.

# McKinney Public Library

Budget & Marketing Examples

# Total Budget Request: \$8,215

- Budget requested to support seven family/all ages events: \$1,050
- Budget requested to support McKinney Literary Fest: \$7,165

# Seven (7) Family/All Ages Event Budget: \$1,050

## **Social Media: \$525 (\$75 per event)**

- Money will be used to boost posts to specific audiences or geographic areas of interest. Paid media would allow promotion to reach audiences that are not already following the library's page.

## **Bookmarks: \$525 (\$75 per bookmark design, inclusive of shipping)**

- Bookmarks will be distributed through outreach events and within the library to promote upcoming events.

# McKinney Literary Fest Budget: \$7,165

## **Social Media: \$2,000**

- Funds will be used to advertise in two phases across Facebook and Instagram.
- First phase is to recruit authors and the second phase is to invite general attendee registration.

## **Media Partnership with Community Impact Frisco, McKinney, Prosper-Celina, and Plano editions: \$5,000**

- Community Impact partnership across multiple platforms outside of McKinney. This partnership would extend outside of print ads and would likely include digital ads, paid stories, newsletter features, and more.

## **Bookmarks: \$165**

- Bookmarks will be distributed to partners throughout McKinney in advance of the event to increase awareness and registrations.

# Additional Marketing (no cost)

## **Newsletters: \$0**

- Library newsletter would include event information at minimum twice. Newsletters are sent out every two weeks. The current email list contains over 11k emails.
- Special events are also included in the City of McKinney newsletter at least one time leading up to the event. This email list currently has approx. 120k emails.

## **Digital Signage: \$0**

- Digital signage is used for events that are held downtown to increase awareness of free events in the downtown area and cross promote downtown as a family friendly place to visit.

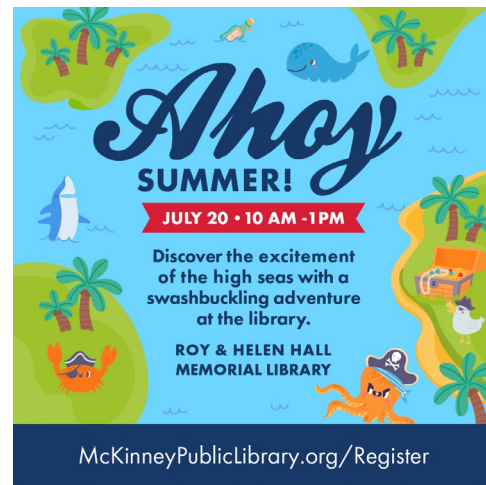
# Marketing Examples: Family/All Ages Events

- Graphics have been included from a family/all ages events as an example.
- Each event has its own graphic treatment dependent upon the theme of the event.



# Social Media Graphics

Examples of previous event marketing graphics used in social media and newsletters.



# Digital Signage

Used inside Apex Centre, downtown McKinney kiosks, or in Parks & Recs facilities if space is available.



**KICK OFF  
KABOOM!**  
JUNE 1  
10 A.M.-1 P.M.

**SCIENCE,  
ACTIVITES  
& GAMES!**

Roy & Helen Hall  
Memorial Library

SPECIAL  
EVENT

Register in advance at  
[McKinneyPublicLibrary.org/Register](http://McKinneyPublicLibrary.org/Register)



**KICK OFF  
KABOOM!**

SPECIAL  
EVENT

**START YOUR  
SUMMER WITH  
A BANG!**

Explore the explosive  
science behind rockets,  
bubbles, fireworks, &  
more with games and  
activities for all ages.

**Saturday, June 1 • 10 A.M.-1 P.M.**  
**Roy & Helen Hall Memorial Library**



View our programs or register at  
[McKinneyPublicLibrary.org/Register](http://McKinneyPublicLibrary.org/Register)

# Flyers

Distributed in the library and emailed to vendors and partners for distribution.



**KICK OFF KABOOM!**

**SPECIAL EVENT**

**START YOUR SUMMER WITH A BANG!**  
Explore the explosive science behind rockets, bubbles, fireworks, and more with games and activities for all ages.

**SATURDAY, JUNE 1  
10 A.M.-1 P.M.  
Roy & Helen Hall  
Memorial Library**

View our programs or register at [McKinneyPublicLibrary.org/Register](https://McKinneyPublicLibrary.org/Register)



**Ahoy  
SUMMER!**

**JULY 20 • 10 AM - 1 PM**

From ships to sharks, discover the excitement of the high seas with a swashbuckling adventure at the library.

**ROY & HELEN HALL  
MEMORIAL LIBRARY**

View our programs or register at [McKinneyPublicLibrary.org/Register](https://McKinneyPublicLibrary.org/Register)

# Marketing Examples: McKinney Literary Fest

- Graphics have been included from the marketing and promotions of the inaugural McKinney Literary Fest.


# Social Media Graphics

Used in social media and newsletters.

McKinney Public Library System  
August 9 · 🌐

The inaugural McKinney Literary Fest is two full days of literary action! Reserve your spot at [bit.ly/3WcEPOu](http://bit.ly/3WcEPOu) 📌

📅 Saturday, Aug. 17  
🕒 10am- 4pm - Meet 50+ local authors at the library! Readings held throughout the day  
🕒 10:30 am - Don't miss Dallas Morning News columnist Dave Lieber's keynote address on 'Five Simple Tactics of Storytelling that can Change the World'... See more



6 shares

McKinney Public Library System  
August 11 · 🌐



McKinney Public Library System ▶ McKinney Literary Fest  
August 9 · 🌐

On Saturday, Aug. 17 we will welcome over 50 local authors to share their work at the inaugural McKinney Literary Fest! We're so excited to introduce the authors... See more

10 2 shares



Join us at the inaugural McKinney Literary Fest to connect with local authors!  
Join us on Saturday, Aug. 17 for readings from local authors!

## Saturday, August 17 Schedule

- 10:00-10:30 a.m. : Doors Open! Meet & Greet with Local Authors
- 10:30 a.m. : Opening Keynote Speaker: Dave Lieber
- 11:30 a.m. : Author Readings (Fiction & Storytelling)
  - Travis Davis
  - Heath Dollar
  - Roxanne Gail Hodge
  - Mary Karlik
  - Lyndsey Lewellen
  - Kevin Magavern
  - David Nos
  - William Dean Patterson
  - E.O. Shiflett
  - Jolene Whitten
- 12:30-2:00 p.m. : Lunch Break in Downtown McKinney
- 2-3 p.m. : Author Readings (Poetry & Creative Writing)
  - Isaac Philo
  - Sylvia Medel
  - Jalyn Fiske
  - Catherine L'Herisson
  - Beth Ayers
  - Susan Mardele
  - Dr. Immanuel Joseph
  - John Alexander
- 3-4 p.m. : Author Readings (Fiction, Non-Fiction & Memoirs)

# Digital Signage

Used in downtown McKinney kiosks.



The poster features a vibrant orange top section with the event title in a stylized, yellow, hand-drawn font. Below the title, a pink silhouette of Texas with a white star is positioned. The middle section is a dark green banner with white text providing dates, times, and location. The bottom section is white with a pink gift box icon containing a QR code, an arrow pointing to the website URL, and the text 'Scan for details'.

**MCKINNEY**  
**LITERARY**  
**FEST**

JOIN US FOR A TWO-DAY CELEBRATION OF LOCAL WRITERS  
WITH READINGS, MEET AND GREETINGS, AND MORE!

**AUG. 17 & 18**  
**10 A.M. - 5 P.M.**  
ROY & HELEN HALL  
MEMORIAL LIBRARY  
101 E. HUNT ST., MCKINNEY

 **Scan for details**

[MCKINNEYPUBLICLIBRARY.ORG/  
LITERARYFEST](http://MCKINNEYPUBLICLIBRARY.ORG/LITERARYFEST)

# Flyers

Distributed in the library and emailed to vendors and partners for distribution.



**MCKINNEY LITERARY FEST**

JOIN US FOR A CELEBRATION OF LOCAL WRITERS WITH READINGS, WORKSHOPS, AND MORE!

**SATURDAY, AUG. 17,  
10 A.M. – 5 P.M.**

ROY & HELEN HALL MEMORIAL LIBRARY  
101 E. HUNT ST., MCKINNEY

**MORNING SESSIONS:**  
10 a.m. - Meet & greet with local authors  
10:30 a.m. - Keynote speaker: Dave Lieber  
11:30 a.m. - Fiction & storytelling author readings

**AFTERNOON SESSIONS:**  
2 p.m. - Poetry & creative writing author readings  
3 p.m. - Non-fiction & memoir author readings  
4 p.m. - Author Mixer & Meetup (at The Comedy Arena)

 Scan for details

[MCKINNEYPUBLICLIBRARY.ORG/  
LITERARYFEST](http://MCKINNEYPUBLICLIBRARY.ORG/LITERARYFEST)



**MCKINNEY LITERARY FEST**

JOIN US FOR A TWO-DAY CELEBRATION OF LOCAL WRITERS WITH READINGS, WORKSHOPS, AND MORE!

**DAY 1**

Discover & Meet Local Authors  
Saturday, Aug. 17  
10 a.m. - 5 p.m.

**MORNING SESSIONS:**  
★ 10 a.m. - Meet & greet with local authors  
★ 10:30 a.m. - Keynote speaker: Dave Lieber  
★ 11:30 a.m. - Fiction & storytelling author readings

**AFTERNOON SESSIONS:**  
★ 2 p.m. - Poetry & creative writing author readings  
★ 3 p.m. - Non-fiction & memoir author readings  
★ 4 p.m. - Author Mixer & Meetup (at the Comedy Arena)

**DAY 2** Writers & Author Workshops  
Sunday, Aug. 18, 10 a.m. - 5 p.m.

**MORNING SESSIONS:**  
★ 10 a.m. - Panel discussion: Publishing & the Book Industry  
★ 11 a.m. - Writer workshop: The Art & Business of Freelance Writing

**AFTERNOON SESSIONS:**  
★ 2 p.m. - Panel discussion: Creative Writing  
★ 3 p.m. - Writer workshop: Mastering Fiction & Memoir Writing through Character Development & Plotting  
★ 4 p.m. - Closing Session: The Future of Storytelling in Texas

 Scan for details

ROY & HELEN HALL MEMORIAL LIBRARY  
101 E. HUNT ST., MCKINNEY, TX  
[MCKINNEYPUBLICLIBRARY.ORG/LITERARYFEST](http://MCKINNEYPUBLICLIBRARY.ORG/LITERARYFEST)

One of the primary goals of the [McKinney Public Library Foundation](#) (MPLF) is to promote the McKinney Literary Fest and sustain it into the future.

As our organization is new, we have just started fundraising to support this and other goals. The donations received for the 2024 Literature Fest represented 100% of our donations to in 2024 and are hugely impactful to our mission and organization.

Dated 11.27.24

The Board of Directors approved an expense budget for the current fiscal year that totals \$7,300. Any revenue beyond that amount can be used for three purposes:

- a. scholarships (in the attached Annual Report you can see \$1,100 was raised last fiscal year)
- b. support for the McKinney Public Library System (last year that was \$4,085.95 of the \$7,834.37 expended)
- c. an Anytime Library



# McKinney Public Library Foundation (MPLF) Fiscal Year 24 Annual Report

## Article 13.2.a of the MPLF Bylaws

Assets as of September 30, 2024:

Cash on hand at Chase Bank: \$21,527.60

Liabilities as of September 30, 2024:

Accounts payable: \$0.00

Note: MPLF has neither trust funds nor endowments.

## Article 13.2.b of the MPLF Bylaws

Principal change in assets during FY 24: \$21,527.60

Principal change in liabilities during FY 24: \$0.00

Note: MPLF has neither trust funds nor endowments.

## Article 13.2.c of the MPLF Bylaws

Revenues:

Unrestricted: \$28,261.97

Restricted: \$1,100.00

Total: \$29,361.97

## Article 13.2.d of the MPLF Bylaws

Expenses:

Restricted: \$0.00

Unrestricted: \$7,834.37

Total: \$7,834.37

The amounts above are certified by the MPLF Treasurer.

This report was prepared without audit from the MPLF books and records.



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

MCKINNEY PUBLIC LIBRARY FOUNDATION  
6861 WEST ELDORADO PKWY  
MCKINNEY, TX 75070

Date:  
10/11/2024  
Employer ID number:  
93-2163661  
Form 990/990EZ/990-N required:  
Yes  
Person to contact:  
Name: Chris Brown  
ID number: 0202973  
Telephone: 877-829-5500

Dear Applicant:

In your letter dated September 6, 2024, you requested a reclassification of foundation status as a public charity.

Our records indicate you are classified as a private foundation. You claim you're erroneously classified as a private foundation and are requesting correction of the error.

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Sections 509(a)(2) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

This letter could help resolve questions on your foundation status. Keep it for your records.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

# 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.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> See <i>Specific Instructions</i> on page 3.	<b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	<b>MCKINNEY PUBLIC LIBRARY FOUNDATION</b>	
	<b>2</b> Business name/disregarded entity name, if different from above.	
	<b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.	
	<input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ <b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) _____ <b>FOUNDATION</b>	
	<b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/>	
	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ <i>(Applies to accounts maintained outside the United States.)</i>	
<b>5</b> Address (number, street, and apt. or suite no.). See instructions.		
<b>6861 WEST ELDORADO PKWY</b>		
<b>6</b> City, state, and ZIP code		
<b>MCKINNEY TX 75070</b>		
<b>7</b> 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.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
9	3	-	2	1	6	3	6	6	1

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

## 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.

<b>Sign Here</b>	Signature of U.S. person	Date
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## 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).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they