



MCVB Grant Request – Letter of Inquiry

APPLICANT INFORMATION

Organization Name: Ovation Academy EIN: 82-5263677
Mailing Address: 301 W. Louisiana St.
City: McKinney State: TX Zip: 75069
Phone: 214-856-4573 Fax: — Email: aburns@ovationapa.org
Website: www.ovationapa.org
Primary Contact: Angi Burns Title: Executive Director
Phone: 972-948-5859 Email: aburns@ovationapa.org

Project Title: Regional Premiere Total Amount Requested: \$15,000
Chaplin Musical

PROJECT DESCRIPTION (Please attach an additional page if needed)

Ovation Academy will produce the Regional Premiere of Chaplin the Musical Jan. 16-19. This is a unique opportunity for not only McKinney but all of Collin County and the state of Texas. This production is appropriate for most audiences and will draw theatre-goers from all over the area as well as those who are fans of Charlie Chaplin and cinema.

For Additional Information

McKinney Convention & Visitors Bureau

200 W. Virginia • McKinney, TX • 75069 • 972-547-2059 • dguerra@visitmckinney.com

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Ovation Academy

Federal Tax I.D.: 82-5263677

Incorporation Date: 4/9/18

Mailing Address: 301 W. Louisiana St.

City McKinney ST: TX

Zip: 75069

Phone: 214-856-4573 Fax: —

Email: info@ovation
aca.org

Website: www.ovationaca.org

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:

Texas Educators of Theatre Association
Dallas Dance Council
(~~Tex~~) International Thespian Society
McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Angi Burns

Title: Executive Director

Mailing Address: 301 W. Louisiana

City: McKinney ST: TX

Zip: 75069

Phone: 972-948-5859 Fax (optional): —

Email: aburns@ovation
aca.org

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:Name: Angi BurnsTitle: Executive DirectorMailing Address: 301 W. Louisiana St.City: McKinneyST: TXZip: 75069Phone 972-948-5859

Fax:

Email: aburns@avathompson.org**FUNDING**Total amount requested: \$15,000

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

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: meeting to discuss options with the MCDC. Seeking sponsors.

TOURISM-RELATED EVENT OR PROJECTStart Date: Jan 16Completion Date: Jan 19**APPLICANT'S BOARD OF DIRECTORS** (list may be included as an attachment)

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

Use the outline below to prepare a written narrative no more than seven 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.

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

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. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- 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.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
- Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.

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:

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

☐ Yes

☒ No

Date(s):

Financial

- 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?

\$ 50,000

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

What percentage of the Event or Project funding will be provided by the Applicant? 75%

Are Matching Funds available? ☐ Yes

☒ No

Seeking
Sponsors

Cash \$

Source

% of Total

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.

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

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.

Acknowledgements

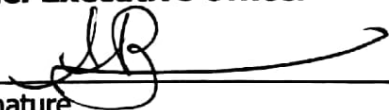
If funding is approved by the MCVB board of directors, Applicant will assure:

- 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 event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project.) The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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.

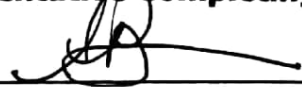
Chief Executive Officer


Signature

Printed Name Angi Burns

Date 9/7/19

Representative Completing Application


Signature

Printed Name Angi Burns

Date 9/7/19

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