

Promotional and Community Event Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 972-547-7653 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
7300 SH 121, SB, Suite 200
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 972-547-7653 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

Organization Information

Name	Texas Cellos
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Federal Tax ID Number	85-3871056
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Incorporation Date	3/1/2021
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Mailing Address	13101 PRESTON RD. STE 110 #327
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City	Dallas
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State	TX
Zip Code	75240
Phone Number	2146095155
Fax Number	2146095155
Email Address	info@texascelloschool.org
Website	https://texascelloschool.org/
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	Texas Cellos IRS Determination Letter - May 17 2021 - 8-28 PM copy.pdf
Professional Affiliations and Organizations to Which Your Organization Belongs	<i>Field not completed.</i>

Representative & Contact Information

Representative Completing Application:

Name	Joseph Kuipers
Title	Mr.
Mailing Address	6720 Hillhaven Drive
City	Plano
State	TX
Zip Code	75024
Phone Number	2146095155
Fax Number	<i>Field not completed.</i>
Email Address	josephkuipers@icloud.com

(Section Break)

Contact for Communications Between MCDC and Organization:

Name	Joseph Kuipers
Title	Mr.
Mailing Address	6720 Hillhaven Drive
City	Plano
State	TX
Zip Code	75024
Phone Number	2146095155
Fax Number	<i>Field not completed.</i>
Email Address	josephkuipers@icloud.com
Project Information	
Funding - Total Amount Requested	15,000
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?	Yes
Describe funding requested from other City of McKinney entities.	Two years ago we were awarded a grant from the McKinney Arts Commission. We plan to apply again this year.
Promotional / Community Event Start and Completion Dates	7/16/2023 - 12/31/2023
Board of Directors	<i>Field not completed.</i>
Leadership Staff	Joseph Kuipers- Creative Director Mary Anna Salo- Executive Director

Board of Directors
Attachment

[Texas Cellos Board List 2023.pdf](#)

Leadership Staff
Attachment

Field not completed.

Narrative

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

1: Applying Organization

- Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.
- Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Promotion / Community Event for which funds are requested.

2: Promotion / Community Event

- Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.
- Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.**
- Include the venue / location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth / explanation in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

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

No

3: Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization 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	Texas Cellos 2023-24 Organizational Budget.pdf
Financial Statements	Statement 8097405538 (1).pdf
Overview of Promotional / Community Event Financial Goal	
Gross Revenue	594907
Projected Expenses	80060.46
Net Revenue	-18431.31
Budget	Texas Cellos 2023-24 Organizational Budget_1.pdf
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	50%
Are matching funds available?	No
Other Funding Sources	<p>We expect to receive a grant from the Fichtenbaum Charitable Trust. They gave us \$7,500 in 2021, and \$10,000 in 2022. The McKinney Arts Commission gave us \$5,000, and Frisco Arts Foundation gave us \$1,000.</p> <p>We will be raising funds from private sponsors, as well and tuition and ticket sales from Texas Cello School an Int'l Institute, and Music@Mill Festival.</p>

4: Marketing and Outreach

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

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

5: 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.*

Attach Narrative

[MCDC .pdf](#)

Acknowledgements

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

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*
- *All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.*
- *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by 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.*
- *A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.*
- *Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.***

(Section Break)

Applicant Electronic
Signature

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer	Joseph Kuipers
Date	5/31/2023
Representative Completing Application	Joseph Kuipers
Date	5/31/2023
Notes	
<ul style="list-style-type: none">• <i>Incomplete applications or those received after the deadline will not be considered.</i>• <i>A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.</i>• <i>Final payment of funding awarded will be made upon receipt of final report.</i>• <i>Please use the Final Report to report your results. A PDF version is also available.</i>	

Mission Statement:

Texas Cellos is a cello choir whose mission is to learn great music in the inspiring environment of a cello orchestra alongside professionals, gain performance and rehearsal experience, while sharing the beauty of.... the CELLO!

"Cellists are a unique bunch, with a shared love for sound, expression, and friendship in music making"

It is the mission of the TEXAS CELLOS™ to advance cello playing throughout the world. Texas Cellos, Texas Cello School | an Int'l Institute, and Texas Cello Grand Prix International Competition, embody an enduring commitment to artistic excellence and the discovery and cultivation of young talent.

TEXAS CELLOS™ is a 501(c)(3) nonprofit organization and gives back to the community by inspiring and cultivating excellence in youth through music education, ensemble building, and through performance opportunities.

Request:

We request a grant to triple the reach of the Texas Cello School Summer Institutes, and advertise tickets for Music@Mill Festival. Scholarships will be offered on need/ merit base, and no deserving student will be turned away. The grant would enable us to advertise to and to serve young musicians of all ages, backgrounds, levels.

Summer 2023 the Texas Cello School Summer Intensives will expand to include Chamber Music (all string instruments/ piano). Our vision is that it will continue to be a multifaceted educational institute/ music festival creating a sustainable place for artistic inspiration and music making for young musicians.

Program:

Three (Two new) Summer Institutes:

Texas Cello School Cello Intensive | July 16-22, 2023

To have a program with the following attendance.

45 cello students age 10-20, 6 guest faculty members, 400+ audience members at concerts.

Texas Cello School | Open Chamber Music | July 30-August 5, 2023

To have a program with the following attendance.

45 violin, viola, cello and piano students age 10-20, 7 guest faculty members, 800+ audience members at concerts.

Texas Cello School | All State Intensive | September 28-October 1, 2023

To have a program with the following attendance.

45 violin, viola, cello and students age 12-18, 4 guest faculty members, 300+ audience members at concerts.

New Program: Texas Cello Grand Prix International Competition and Festival 2024

-a high-level event open to cellists of all nationalities aged 14–30, (born 1994-2010)
50+ competitors from around the globe competing in four live rounds (preliminary, duo recital, chamber music, and a concerto with orchestra)
A world class jury of the greatest performing cellists.
Each round will be ticketed, and live broadcast around the world.
This competition will draw international attention to the Texas Cellos, and to Dallas, TX. We aspire to become 'The Cliburn' of the cello!

Texas Cellos presented 13 concerts in the last year, with multiple standing room only concerts that were free and open to the public. (Moody Performance Hall, Dallas, Van Cliburn Hall Ft. Worth, Modern Museum of Art, Ft Worth)

We presented two festivals, reached 7500+ audience members, and had 120+ cellists students and professionals involved in our programming. We choose to spend 18431.31 more than we brought in by presenting a four concert festival in February of 2022.

Timeline:

What is the timeline for project start-up, completion, and expenditure of funds?
Immediate. The Summer intensive will happening this summer on July 16, 2023 -August 5. We have retained faculty/ artists, recruited students, rented the performance and educational campus space, etc. Our plan is to combine the summer intensive program with the 10 day long Grand Prix in the fall of 2024 and we are in need of funding to spread the word.

Texas Cellos was created out of a genuine hunger for in person music making. Since our founding we have presented 23 concerts with 7500+ attendees, two Music@Mill Festivals, and two Texas Cello School summer institutes with 70 elementary-postgrad cello students enrolled. (70+% receive scholarships)

Music is an integral part of humanity, and is a language that speaks across cultures. The ability to understand music and the opportunity to learn an instrument are truly some of the best gifts that you can give.

Texas Cello School is an extension of this philosophy. We feel that it is important to gather musicians of all ages and levels who share a common interest, where the young are inspired by the mature, and a world class faculty provides further inspiration for the more experienced young musicians. The institute will continue to create an ecosystem for older generations of musicians to share their knowledge, and musical wisdom with younger students.

In creating the Texas Cello Grand Prix we hope to draw highly talented competitors from around the world to Dallas, and thereby advancing cello playing throughout the world. As a notable international prize for young cellists it will put the Texas Cellos on the map in the global music scene. As the Texas Cellos ecosystem expands it will continue to embody an enduring commitment to artistic excellence and the discovery and cultivation of young talent.

Texas Cellos – Application Addendum

All concerts will be held at McKinney Flour Mill or McKinney Cotton Mill.

7 Concerts in McKinney for 2023 intensives(2 per date below):

- First day of first summer intensive (July)
- Last day of each summer intensive (July 22, August 5, October 1)

Ticket prices:

- Individual ticket prices vary between \$25 and \$35

Advertising:

- Social media (Facebook & Instagram)
- Radio
- Print ads

Texas Cellos Board List.

Joseph Kuipers, Creative Director/ Director
6720 Hillhaven Dr. Plano, TX 75024
Board Member since 2020

Norma Gomez, Treasurer/ Director
1939 Stadium Oaks Ct. Ste 105. Arlington TX 76011
Board Member since 2020

Petronel Milan, Secretary/ Director
2417 Briar Forest Dr. Denton TX 76210
Board Member since 2020

Item	amount
Rent	10000
Insurance	2500
Website	4000
Financial book keeping	1500
Domain x 4	100
Musio Transcriptions	5000
Student Activities?	1500
Piano Tuning, \$65/piano	500
Piano moving, ?	2200
Lunch for students	1200
Lunch for artists and staff	1200
Artist 1	4000
Artist 2	2500
Artist 3	2500
Artist 4	2500
Artist 5?	2500
Advertisement	5200
On site Executive Director: 8hrs 18 days, employment tax=	\$7,000
Surveillance Cameras?	500
Other equipment?	500
Printing Costs?	800
Misc	1500
Google workspace	\$40x 12 months
Performance Hall	15000
	74,200 without Texas Cello Grand Prix 2024
Texas Cello Grand Prix 2024	
Jury \$10,000 x 6 + travel	75,000
Prizes, \$20,000, \$10,000; \$5,000	35,000
Hall Rentals	25,000
Advertising	10000
Chamber Orchestra, Pianists, String Quartet	30000
	250200



A division of BOKF, NA
P.O. Box 29775
Dallas, TX 75229-0775
Member FDIC

PRIMARY ACCOUNT
8097405538

Statement Period:
06-01-22 to 06-30-22

0004885 T0925207012206584600 00000 02 100000000 00188834 002 TEXRG2

TEXAS CELLOS
13101 PRESTON RD. STE 110 #327
Dallas TX 75240

Direct Inquiries To:
24-Hour ExpressBank
800-346-5312

www.bankoftexas.com

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FREE SMALL BUSINESS CHCKG

ACCOUNT: 8097405538



Statement Period from 06-01-22 through 06-30-22

\$ Starting Balance	26,313.76
+ 1 Deposits	75.00
- 7 Checks & Withdrawals	3,219.41
- Service Fees	.00
= Ending Balance	23,169.35



DEPOSITS

Date		Amount
06-30 STRIPE	TRANSFER ST-I3A1T3E4N3F4	75.00



WITHDRAWALS

Date		Amount
06-01 COGNITO-PRO	CHK CARD PUR HTTPSWWW.COGNSC 022661	15.00
06-06 GRACEPOINT MEDIA	SALE	2,295.00
06-16 PY *Sammons Art Ce	CHK CARD PUR 214-5207788 TX 050549	286.91
06-27 PY *Sammons Art Ce	CHK CARD PUR 214-5207788 TX 034338	10.00
06-27 PY *Sammons Art Ce	CHK CARD PUR 214-5207788 TX 039035	162.50
06-28 NTXGIVING* NTX GIV	CHK CARD PUR WWW.CFTEXAS.OTX 022943	50.00



FOR ACCOUNT BALANCING PROCEDURES, IMPORTANT INFORMATION AND ADDRESS CHANGES SEE REVERSE SIDE



A division of BOKF, NA
P.O. Box 29775
Dallas, TX 75229-0775
Member FDIC

Change of Address - It is the responsibility of the account holder to notify us promptly of any change in mailing address to avoid delays in delivery. Please call the number listed on the front of your statement or visit a banking center to change your address.

Page 2

Balancing Your Account:

Before you start, please be sure to enter in your account register any interest earned, automatic transactions or bank charges including those in this statement.

A. Enter deposits not shown on this statement.

B. Enter all checks, withdrawals and bank charges not shown on this or any prior statement.

C. Follow instructions below to compare transactions recorded on your statement with those in your account register.

Date of Deposit	Amount	Outstanding Item	Amount	
				New Balance
				Shown on other side
				Plus (+)
				Total A
				Equals (=)
				Minus (-)
				Total B
Total A		Total B		Equals (=)
				Your current register balance

Electronic Transfer Rights Summary

*In Case of Errors or Questions About Your Electronic Transfers
Please Follow These Instructions*

If you need more information on a transfer on your statement or receipt, or if you think your statement or receipt is incorrect, you need to contact us no later than 60 days after we sent you the FIRST statement on which the problem or error appeared. Telephone us at the number listed on the front of your statement after the words "Direct Inquiries To" or write us at:

Bank of Texas N A
Attn: Customer Service
P.O. Box 29775
Dallas, TX 75229-0775

- Tell us your name and account number.
- Describe the error or the transfer you are unsure about, explain as clearly as you can why you believe there is an error or why you need more information.
- Tell us the dollar amount of the suspected error.

We will determine whether an error occurred within 10 business days after we hear from you and will correct any error promptly. If we need more time, however, we may take up to 45 days (90 days for point-of-sale or foreign-initiated transactions) to investigate your complaint or question. If we decide to do this, we will credit your account within 10 business days for the amount you think is in error, so you will have the money during the time it takes us to complete our investigation.



BANK OF TEXAS

A division of BOKF, NA
P.O. Box 29775
Dallas, TX 75229-0775
Member FDIC

PRIMARY ACCOUNT
8097405538

Statement Period:
06-01-22 to 06-30-22

TEXAS CELLOS
13101 PRESTON RD. STE 110 #327
Dallas TX 75240

Direct Inquiries To:
24-Hour ExpressBank
800-346-5312

www.bankoftexas.com

1 Image Provided Page 3 of 4



CHECKS

(* Indicates a break in check number sequence)
(RTND Indicates a RETURNED CHECK)

Date	Number	Amount
06-14	1064	400.00



DAILY ACCOUNT BALANCE

Date	Balance	Date	Balance	Date	Balance
05-31	26,313.76	06-14	23,603.76	06-28	23,094.35
06-01	26,298.76	06-16	23,316.85	06-30	23,169.35
06-06	24,003.76	06-27	23,144.35		

SERVICE FEE BALANCE INFORMATION

AVG LEDGER BALANCE	23,990.63	AVG COLLECTED BAL	23,986.03
MINIMUM LEDGER BAL	23,094.35		





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TEXAS CELLOS
13101 PRESTON RD. STE 110 #327

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FREE SMALL BUSINESS CHCKG - 8097405538

TEXAS CELLOS		32-1430/1110	1064
13101 PRESTON RD. STE 110 # 3271			
DALLAS, TX 75240		DATE <u>May 12, 2022</u>	
PAY TO <u>Michael Vazquez</u>		\$ <u>400.00</u>	
THE ORDER OF <u>Four hundred dollars and 0/100 cents</u>		DOLLARS <input checked="" type="checkbox"/>	
BANK OF TEXAS			
www.bankoftexas.com			
MEMO <u>Research</u>			
1064			
1064			

1064 \$400.00



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

TEXAS CELLOS
3910 HARLINGTON LN
RICHARDSON, TX 75082

Date:
03/01/2021
Employer ID number:
85-3871056
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
June 30
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
November 10, 2020
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053742002740

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to 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.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements