

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 or by emailing Info@McKinneyCDC.org.
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDCC board.
- **Applications must be completed in full, using this form electronically, and received by MCDCC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this 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](#).

Organization Information

Name	McKinney Chamber Foundation
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Federal Tax ID Number	20-8285256
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Incorporation Date	1/23/2007
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Mailing Address	7300SH 121 Suite A
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City	McKinney
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State	Texas
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Zip Code	75070
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Phone Number	9725420163
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Email Address	gfeltus@gmail.com
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Website	www.mckinneybhm.com
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Facebook	McKinney Black History Month
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Instagram	<i>Field not completed.</i>
Twitter	<i>Field not completed.</i>
LinkedIn	<i>Field not completed.</i>
Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.	McKinney Black History Month is a celebration of the contributions of Black Americans both locally and globally. During this month-long program of events we aim to educate, celebrate and engage the community in meaningful dialog as we explore the history of Black art, music, literature, dance and culture.
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<i>Field not completed.</i>
Noteworthy recognitions or awards in the last two years.	<i>Field not completed.</i>

Representative & Contact Information

Representative Completing Application:

Name	Chantelle Kadala
Title	Chief Marketing Officer
Mailing Address	1204 Scenic Hills Drive
City	McKinney
State	TX
Zip Code	75071
Phone Number	9167126285
Email Address	contactkadala@gmail.com

(Section Break)

Contact for Communications Between MCDC and Organization:

Name	Gere Feltus
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Title	Founder
Mailing Address	317 Bachman Creek Drive,
City	McKinney
State	TX
Zip Code	75072
Phone Number	2147284859
Email Address	gfeltus@gmail.com
Project Information	
Funding - Total Amount Requested	10000
Are matching funds available?	Yes
Matching Funds Available:	10000
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations / foundations for this event(s)?	Yes
Provide name of organization / foundation funding source and amount.	Corporate Sponsorship
Has a request for funding for this Promotional / Community Event been	Yes

submitted to MCDC in the past five years?

Please list.	2023- request granted but no reimbursement requested
Board of Directors	<i>Field not completed.</i>
Leadership Staff	<i>Field not completed.</i>
Board of Directors Attachment	Chamber board of directors.pdf
Leadership Staff Attachment	Chamber Leadership tam.pdf

Promotional / Community Event Information

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

Date(s) of Event	February 2025
Ticket Prices	\$0-50
Describe the target attendee for the event(s)?	All ages, DFW metroplex residents
Is this the first time for this event?	No
If not, what is the history for the event (beginning in what year and how often is event held)?	Feb 2022, Feb 2023, Feb 2024. A series of events are held throughout the month.
How will the event showcase McKinney for tourism and / or business development?	McKinney Black History Month has gained visibility throughout the DFW metroplex over the past 3 years. We hope to increase our attendance. Our efforts to promote McKinney are apparent in the name of the programming. We have had multiple news segment features in the past and hope to add more.
Expected attendance	250-1500
Expected number or percentage of attendees	50-60%

coming from outside
McKinney

Location(s) of event(s)	All McKinney venues as of now. Potentially will have one event in Plano
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Does the event support a non-profit (other than applicant)?	Yes
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If yes, what organization(s) are supported?	St Mark's Church, Briidge the Gap, Legacy Keepers of Old East McKinney
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What percentage of revenue will be donated(indicate net or gross)?	100% of net revenue is donated
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Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	McKinney BHM 2025 will return with a more robust schedule of programming with the College Megafest, Lecture Series and themed party. We will also provide marketing and financial support for other programs that aim to celebrate black culture.
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Specific Marketing Plans and Budget

Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).	see attached
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Attach marketing plan	McKinney Black History Month Marketing Budget.xlsx - Marketing Budget Plan.pdf
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Total Promotional Budget	19550
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What percentage of the total marketing budget does the grant represent?	51%
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Marketing lessons learned from past (what worked and what did not).	Facebook ads and boosted posts are more effective than organic social media posts. We would like to extend our reach with printed and digital press through Community Impact and the Dallas Morning News. Promotional materials at various events throughout the year help to increase our exposure.
How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	Attendance, website hits, social media impressions, press exposure
Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)	Please see attachment
Additional details related to marketing efforts.	<i>Field not completed.</i>
Budget	2025 McKinney Black History Month Budget - Sheet1.pdf
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	86%
Are matching funds available?	Yes
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	65000
Registration Fees	8000
Donations	1500
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.

Registration will be required through eventbrite. Attendance at the time of events will be taken. A post event survey will be provided to participants.

Financial Goals of Promotional / Community Event

Gross Revenue	74400
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Projected Expenses	74400
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Net Revenue	0
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Other Funding Sources	Corporate sponsorship is the primary funding source
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Financial Status of Applying Organization

- Provide an overview of the organization's financial status including the projected impact of the event(s) 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 and attach a copy of the 990 filed with the IRS.

Budget	Chamber Foundation Budget.docx
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Financial Statements	990 McKinney Chamber 2021.pdf
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W9	2024 Chamber W-9.pdf
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IRS Determination Letter (if applicable)	<i>Field not completed.</i>
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990 Filed with IRS (if applicable)	990 McKinney Chamber 2023.pdf
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Presentation to MCDC Board of Directors

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.

Acknowledgements

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

- An application is considered complete when it is submitted on time and when it contains all information in this application.
 - 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.
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- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).
- 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.
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Chief Executive Officer	Lisa Hermes
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Date	5/31/2024
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Representative Completing Application	Chantelle Kadala
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Date	5/31/2024
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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.*
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MCKINNEY BLACK HISTORY MONTH 2025 - MARKETING BUDGET PLAN

PROJECTED SUBTOTAL TO DATE	\$ 19,550.00
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5/30/2024

MEDIA	\$	11,300.00
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MARKETING	\$	8,250.00
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Campaign Type	Qty	Projected Cost per Unit	Projected Subtotal	Comments
Marketing Collateral			\$ 4,750.00	
Guest Posts	10	\$125.00	\$ 1,250.00	Nov-Feb
Digital/Print Design	1	\$2,000.00	\$ 2,000.00	Flyers, SM Post, Presentations, etc.
Branding	1	\$1,500.00	\$ 1,500.00	Branding & Media Packages
Social Media			\$ 2,500.00	
Social Media Mgr	4	\$500.00	\$ 2,000.00	Nov-Feb
Social Media Plan	1	\$500.00	\$ 500.00	
Twitter				
Facebook				
Snapchat				
Instagram				
TikTok				
LinkedIn				
Online			\$ 1,000.00	
Free Community Calendars	4	\$0.00	\$ -	
Online - Eventbrite	1	\$0.00	\$ -	3.5% + \$1.59/ticket +2.5% processing
Mobile App	1	\$1,000.00	\$ 1,000.00	
Mobile Alerts			\$ -	
Email Newsletter			\$ -	
Advertising			\$ 8,800.00	
Print & online	3	\$2,500.00	\$ 7,500.00	Community Impact - McKinney, Frisco, Plano
Radio	3	\$100.00	\$ 300.00	McKinney, Frisco, Plano
Television		\$0.00	\$ -	
Mailers	1000	\$1.00	\$ 1,000.00	
Web			\$ 1,500.00	
Website	1	\$1,500.00	\$ 1,500.00	McKinneyBHM.com Redesign and Maintenance
Pay-Per-Click Marketing			\$ -	
SEO			\$ -	
Campaigns			\$ -	
Campaign A			\$ -	
Campaign B			\$ -	
Campaign C			\$ -	
Campaign D			\$ -	
Campaign E			\$ -	
Other			\$ 2,000.00	
Business Cards			\$ -	
Signage	5	\$400.00	\$ 2,000.00	Digital Billboard, Banners,

[illegible]



McKinney Black History Month

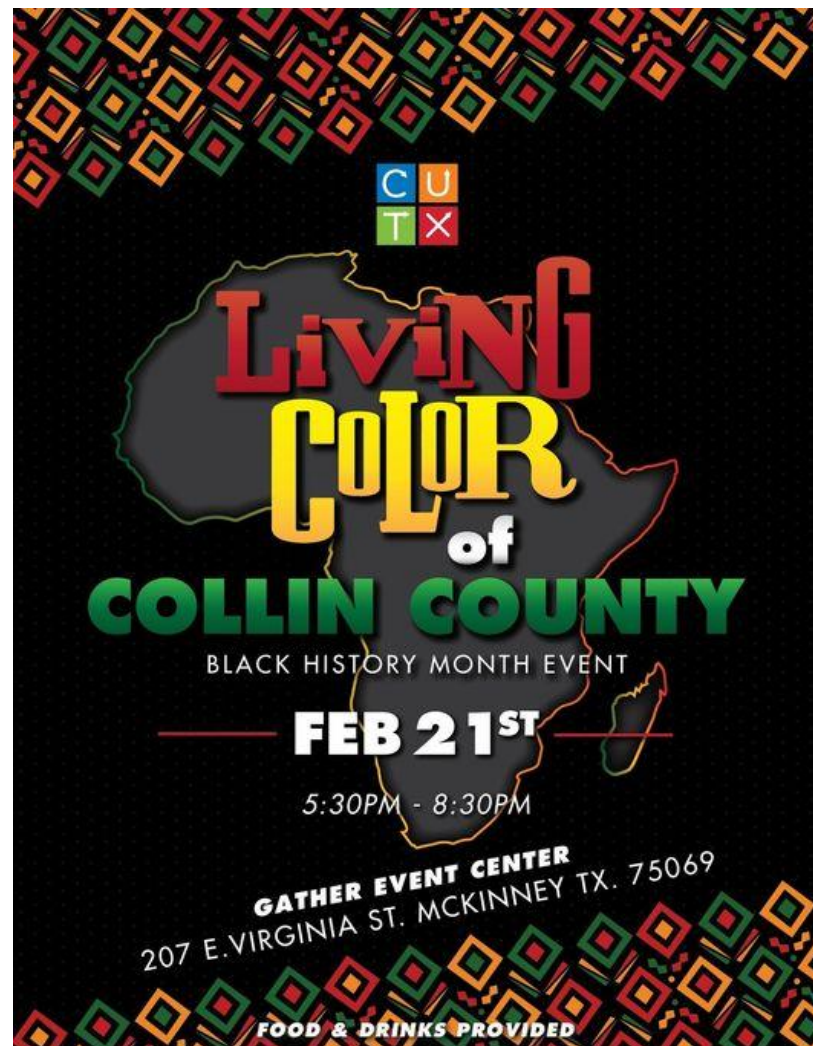
February 29 · 🌐

Grab your last minute tickets now and come ready to turn up with us! 🌟 🎉 🎵

<https://www.eventbrite.com/.../90s-hip-hop-house-party...>

#mckinneybhm #djspinderella #saltnepea #dallas #texas #mckinney





MCKINNEY BLACK HISTORY MONTH EVENTS

2024 COLLEGE MEGAFEST | FEB. 17

Engage with ambassadors from local colleges and historically black colleges and universities.

GOSPEL BRUNCH | FEB. 18

Join us for an afternoon of down home Southern Gospel and southern inspired food!

IN LIVING COLOR COMMUNITY AWARDS | FEB. 21

Partnership with CUTX; Food and drinks provided!

LECTURE SERIES: CYNT MARSHALL, DALLAS MAVERICKS CEO FEB. 22

Marshall will share her insight and wisdom as someone who has been a successful CEO and leader in multiple organizations.



With this event, we will educate youth about steps they will need to take to achieve their academic goals and provide insight into possible career opportunities.

COLLEGE MEGAFEST



DONATE
HERE

**COLLIN COLLEGE
EVENT CENTER**

**MCKINNEYBHM.COM
@MCKINNEYTXBHM**

McKinney Chamber Foundation Inc			
2023 Board of Directors			
James	Craig	Craig International	Chair
Nate	Pike	Utter Pike Wealth Management	Immediate Past Chair
Donna	Wood	Coserv	Chair-Elect
Harold	McLeod	First United Bank	Treasurer
James	Craig	Craig International	2020-2022
Judson	Duncan	Emerson	2022-2024
Peggy	Ellis	Health Markets Insurance Agency	2021-2023
Lisa	Hammett	Success Coach - Personal, Professional, Philanthropic	2022-2024
Mari	McGowan	Abernathy, Roeder, Boyd, & Hullett	2021-2023
Marvin	Mchellon	Truist	2023-2025
Harold	McLeod	First United Bank	2021-2023
Don	McKneely	Business News Group	2021-2023
Nate	Pike	Utter Wealth Management	2020-2022
Joe	Riccardi	Kimley-Horn & Assoc., Inc.	2022-2024
Melissa	Simmons	Andre+Associates CPAS PC	2022-2024
Jocelyn	Williams	Raytheon	2023-2025
Donna	Wood	CoServ	2022-2024
Scott	Woodruff	WIRE Properties	2023-2025

Address	Phone#	Email
6850 TPC Dr, Ste 104, McKinney, TX 75070	(972) 529-1371	jcraig@craigintl.com
2027 Texoma Pkwy, Sherman, TX 75030	(903) 893-6227	nate.pike@wellsfargoadvisors.com
7701 S. Stemmons Frwy, Corinth, TX 76210	(940)270-6816	dwood@coserv.com
6401 S Custer, Ste 100, McKinney, TX 75070	(972) 569-2333	harold.mcleod@firstunitedbank.com
3201 Emerson Way, McKinney, TX 75070	(972) 542-5513	judson.Duncan@Emerson.com
6401 W Eldorado Pkwy, McKinney, TX 75070	(972) 800-9223	pellis@healthmarkets.com
McKinney, TX 75069	(214) 725-7650	info@lisahammett.com
1700 N Redbud Blvd, McKinney, TX 75069	(214) 544-4000	mmcgowan@abernathy-law.com
150 Preston Rd, Dallas, TX 75248	(972) 581-2804	marvin.mchellon@truist.com
2150 S Central Expy, McKinney, TX 75070	(214) 369-3200	don@mbnusa.biz
260 E Davis St, Ste 100, McKinney, TX 75069	(469) 301-2585	joe.riccardi@kimley-horn.com
4695 W University Dr, Ste 100, McKinney, TX	(972) 548-1040	melissa.simmons@andrecpa.com
2501 W University Dr, McKinney, TX 75071	(972) 952-6613	jocelyn.williams@rtx.com
McKinney, TX 75072	(214) 477-9663	swoodruff@wireproperties.com

McKinney Chamber of Commerce 2024 Board of Directors			
First	Last	Company	Officers
Donna	Wood	Coserv	Chair
James	Craig	Craig International	Immediate Past Chair
Harold	McLeod	First United Bank at Craig Ranch	Chair-Elect
Whitney	Nash	Above & Below 1031	Treasurer
			Board Members
Judson	Duncan	Emerson	2022-2024
Lisa	Hammett	Success Coach - Personal, Professional, Philanthropic	2022-2024
Marvin	McHellon	Truist	2023-2025
Joe	Riccardi	Kimley-Horn & Assoc., Inc.	2022-2024
Melissa	Simmons	Andre+Associates CPAS PC	2022-2024
Jocelyn	Williams	Raytheon	2023-2025
Scott	Woodruff	WIRE Properties	2023-2025
Missy	Bender	Raise Your hand Texas	2024-2026
Gonzalo	Serrano	Rosenthal, Kalabus, and Therrian	2024-2026
Tim	Bowen	Baylor Scott & White Medical Center McKinney	2024-2026
Darrell	Barnes	Gather In Downtown McKinney	2024-2026
Brandon	Herbison	PlainsCapital	2024-2026

2024 McKinney Chamber Leadership Team	
Lisa Hermes	President
Linda Imai-Dixon	Finance & Administration Director
Barb Delk	Membership Director

McKinney Chamber of Commerce and Affiliates

**Combined Financial Statements
December 31, 2022 and 2021**

McKinney Chamber of Commerce and Affiliates

Contents

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Independent Auditors' Report

To the Board of Directors of
McKinney Chamber of Commerce and Affiliates

Opinion

We have audited the accompanying combined financial statements of McKinney Chamber of Commerce and Affiliates (Chamber) (a nonprofit organization), which comprise the combined statements of financial position as of December 31, 2022 and 2021, and the related combined statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the combined financial statements.

In our opinion, the combined financial statements referred to above present fairly, in all material respects, the financial position of the Chamber as of December 31, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America (GAAP).

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Combined Financial Statements section of our report. We are required to be independent of the Chamber and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Change in Accounting Principle

As discussed in Note 2 to the combined financial statements, the Chamber changed its method of accounting for its leases effective January 1, 2022 as required by the provisions of Financial Accounting Standards Board Accounting Standards Update 2016-02, *Leases*. Our opinion is not modified with respect to that matter.

Responsibilities of Management for the Combined Financial Statements

Management is responsible for the preparation and fair presentation of the combined financial statements in accordance with GAAP, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of combined financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the combined financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber's ability to continue as a going concern within one year after the date that the combined financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Combined Financial Statements

Our objectives are to obtain reasonable assurance about whether the combined financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the combined financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the combined financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the combined financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Chamber's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the combined financial statements.

- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Chamber's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

A handwritten signature in cursive script that reads "Sutton Frost Cary".

A Limited Liability Partnership

Arlington, Texas
May 17, 2023

McKinney Chamber of Commerce and Affiliates
Combined Statements of Financial Position
Years Ended December 31, 2022 and 2021

	2022	2021
Assets		
Current assets:		
Cash	\$ 334,972	\$ 575,994
Cash held for others	20,174	11,117
Certificate of deposit	164,031	163,621
Accounts receivable	15,622	72,581
Other receivable	164,219	-
Prepaid expenses	55,100	40,324
Total current assets	754,118	863,637
Noncurrent assets:		
Certificates of deposit	337,873	337,131
Security deposit	10,000	5,857
Right-of-use asset - operating lease, net	746,048	-
Property and equipment, net	93,630	20,273
Total noncurrent assets	1,187,551	363,261
Total assets	<u>\$ 1,941,669</u>	<u>\$ 1,226,898</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable	\$ 12,141	\$ 17,000
Accrued expenses	68,750	123,366
Deferred revenue	5,800	65,655
Right-of-use liability - operating lease, current	42,985	-
Due to others	20,174	11,117
Total current liabilities	149,850	217,138
Right-of-use liability - operating lease, net	763,122	-
Total liabilities	912,972	217,138
Net assets without donor restrictions:		
Undesignated	738,382	719,445
Board designated	290,315	290,315
Total net assets without donor restrictions	1,028,697	1,009,760
Total liabilities and net assets	<u>\$ 1,941,669</u>	<u>\$ 1,226,898</u>

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Activities
Years Ended December 31, 2022 and 2021

	2022	2021
Net assets without donor restrictions		
Revenue and support:		
Membership dues	\$ 741,392	\$ 721,884
Membership services	258,669	187,210
Publications	86,573	77,091
Advocacy	51,695	217,856
Community development	158,852	81,180
Contributions	41,587	31,144
Administrative and other	6,285	31,102
Total revenue and support	1,345,053	1,347,467
Expenses:		
Program services	1,339,544	1,306,764
Management and general	146,735	85,906
Total expenses	1,486,279	1,392,670
Change in net assets from operations	(141,226)	(45,203)
Non-operating activity:		
Gain on forgiveness of Paycheck		
Protection Program Loan	-	246,919
Loss on disposal of property and equipment	(4,056)	
Other income	164,219	-
Change in net assets	18,937	201,716
Net assets without donor restrictions, beginning of year	1,009,760	808,044
Net assets without donor restrictions, end of year	\$ 1,028,697	\$ 1,009,760

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2022

	Program Services	Management and General	Total
Member activities	\$ 266,168	\$ 29,574	\$ 295,742
Bank charges	687	76	763
Community development	83,011	9,223	92,234
Computer software and technical support	11,580	1,287	12,867
Credit card processing fees	18,933	-	18,933
Depreciation	11,354	1,261	12,615
Development	31,874	3,542	35,416
Dues and subscriptions	8,223	914	9,137
Equipment rental and lease	7,172	797	7,969
Insurance	3,131	348	3,479
Office rent	135,079	15,009	150,088
Other	41,698	4,633	46,331
Payroll taxes	40,211	4,468	44,679
Personnel	88,332	9,815	98,147
Professional	16,200	1,800	18,000
Promotional	2,138	238	2,376
Publishing	59,944	6,660	66,604
Salaries and bonuses	506,757	56,306	563,063
Telephone service	7,052	784	7,836
Total expenses	<u>\$ 1,339,544</u>	<u>\$ 146,735</u>	<u>\$ 1,486,279</u>

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statement of Functional Expenses
Year Ended December 31, 2021

	Program Services	Management and General	Total
Member activities	\$ 475,192	\$ -	\$ 475,192
Bank charges	683	76	759
Community development	49,535	5,504	55,039
Computer software and technical support	12,137	1,349	13,486
Credit card processing fees	13,148	1,461	14,609
Depreciation	6,301	700	7,001
Development	9,212	1,024	10,236
Dues and subscriptions	7,393	821	8,214
Equipment rental and lease	6,879	764	7,643
Insurance	3,508	390	3,898
Office rent	69,385	7,709	77,094
Other	21,161	2,350	23,511
Payroll taxes	40,284	4,476	44,760
Personnel	89,036	9,893	98,929
Professional	9,000	1,000	10,000
Promotional	2,242	249	2,491
Publishing	58,416	-	58,416
Repairs and maintenance	675	75	750
Salaries and bonuses	425,525	47,281	472,806
Telephone service	7,052	784	7,836
Total expenses	<u><u>\$ 1,306,764</u></u>	<u><u>\$ 85,906</u></u>	<u><u>\$ 1,392,670</u></u>

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates
Combined Statements of Cash Flows
Years Ended December 31, 2022 and 2021

	2022	2021
Cash flows from operating activities:		
Change in net assets	\$ 18,937	\$ 201,716
Adjustments to reconcile change in net assets to net cash used by operating activities:		
Gain on forgiveness of Paycheck Protection Program loan	-	(246,919)
Depreciation	12,615	7,001
Loss on disposal of property and equipment	4,056	-
Amortization of right-of-use asset - operating lease	46,556	-
Changes in assets and liabilities:		
Cash held for others	(9,057)	(2,981)
Accounts receivable	56,959	(41,634)
Other receivable	(164,219)	-
Prepaid expenses	(14,776)	(443)
Security deposit	(4,143)	-
Accounts payable	(4,859)	17,000
Accrued expenses	(54,616)	88,115
Deferred revenue	(59,855)	(25,840)
Right-of-use liability - operating lease	13,503	-
Due to others	9,057	2,981
Net cash used by operating activities	(149,842)	(1,004)
Cash flows from investing activities:		
Purchases of certificates of deposit	(1,152)	(3,107)
Purchases of property and equipment	(90,028)	(7,674)
Net cash used by investing activities	(91,180)	(10,781)
Cash flows from financing activities:		
Proceeds from Paycheck Protection Program loan	-	246,919
Net change in cash	(241,022)	235,134
Cash at beginning of year	575,994	340,860
Cash at end of year	\$ 334,972	\$ 575,994
Supplemental disclosure of cash flow information:		
Forgiveness of Paycheck Protection Program loan	\$ -	\$ 246,919
Right-of-use asset obtained in exchange for new lease liability	\$ 792,604	\$ -

See notes to combined financial statements.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

1. Organization

The McKinney Chamber of Commerce (Chamber of Commerce) is a not-for-profit organization incorporated under the laws of the State of Texas. The purpose of the Chamber of Commerce is to provide a broad range of services that promotes business and economic development and provides information to its members, the citizens and visitors of McKinney, Texas.

The activities of the Chamber of Commerce include the activities of the McKinney Chamber of Commerce Political Action Committee dba Committee to Inform Voters on Business Issues and Concerns (CIVBIC). The Chamber of Commerce has one affiliate entity: the McKinney Chamber Foundation, Inc. (Foundation).

The combined financial statements include the activities of the Chamber of Commerce, the CIVBIC and the Foundation (collectively, the Chamber). The Chamber is primarily supported by membership dues, fees for activities and public contributions from individuals and organizations.

2. Summary of Significant Accounting Policies

Combined Financial Statements

In accordance with the provisions of FASB ASC 958-810 *Not-for-Profit Entities/Consolidations*, the financial statements of the Chamber have been combined, and all material inter-organization transactions and accounts have been eliminated.

Basis of Accounting

The accompanying combined financial statements are presented on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (GAAP).

Combined Financial Statement Presentation

Net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes therein are classified as follows:

Net assets without donor restrictions - Net assets not subject to donor-imposed stipulations. Net assets without donor restrictions may be designated for specific purposes by action of the board of directors.

Net assets with donor restrictions - Net assets subject to donor stipulations that will be met by actions of the Chamber and/or the passage of time.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

Some net assets with donor restrictions include a stipulation that assets provided be maintained permanently (perpetual in nature) while permitting the Chamber to expend the income generated by the assets in accordance with the provisions of additional donor-imposed stipulations or a board of directors approved spending policy. As of December 31, 2022 and 2021, no such net asset restrictions existed.

Revenues are reported as increases in net assets without donor restrictions unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in net assets without donor restrictions. Gains and losses are reported as increases or decreases in net assets without donor restrictions unless their use is restricted by explicit donor stipulation or by law. Contributions whose restrictions are met in the same year the contributions are received are reported as net assets without donor restrictions. Expirations of donor restrictions on net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as reclassifications between the applicable classes of net assets.

Financial Instruments and Credit Risk Concentrations

Financial instruments which are potentially subject to concentrations of credit risk consist principally of cash, certificates of deposit and accounts receivable. Cash and certificates of deposit are placed with high credit quality financial institutions to minimize risk. Accounts at these institutions are insured by the Federal Deposit Insurance Corporation up to \$250,000. At December 31, 2022, the Chamber's uninsured balances totaled \$87,873. Accounts receivable are unsecured and due from members. The Chamber continually evaluates accounts receivable for collectability, and allowances for potential losses are maintained, if considered necessary. No allowance was deemed necessary at December 31, 2022 or 2021.

Certificates of Deposit

Certificates of deposit with original maturities greater than three months and remaining maturities less than one year are classified as current assets. Certificates of deposit with remaining maturities of more than one year are classified as noncurrent assets. At December 31, 2022, the Chamber had three certificates of deposit with an interest rate of 0.25% maturing on December 6, 2023, June 6, 2024 and August 4, 2024. At December 31, 2021, the Chamber had three certificates of deposit with interest rates of 0.20%, 0.25% and 0.20% maturing on June 6, 2022, December 6, 2023 and August 4, 2024, respectively. The certificates of deposit are carried at cost, which approximates fair value.

Accounts Receivable

The Chamber has receivables from corporations, individuals and members. Accounts receivable are stated at estimated net realizable value. The Chamber recognizes bad debt expense using the allowance method.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

Property and Equipment

Property and equipment purchased by the Chamber are recorded at cost. Depreciation is calculated using the straight-line method based upon the estimated useful lives of 3 to 10 years.

Deferred Revenue

Deferred revenue consists of event and program revenue that has been paid in advance. Revenues are recognized when the event or program occurs.

Due to Others

Due to others represents amounts held by the Chamber related to a scholarship program and other programs it administers on behalf of committees of the Chamber.

Revenue Recognition

Membership dues are recognized as revenue over the applicable membership period as members simultaneously receive and consume the benefits of membership. Registrations and sponsorships are recognized as revenue in the year in which the event occurs. Membership dues, registration and sponsorship revenue received before year-end and relating to the next fiscal year are classified as deferred revenue in the statements of financial position.

The Chamber recognizes contributions when cash, securities or other assets or an unconditional promise to give is received. Unconditional promises to give that are expected to be collected in future years are recorded at the present value of the amounts expected to be collected. All contributions are considered available for unrestricted use unless specifically restricted by the donor.

Federal Income Taxes

The Chamber of Commerce is exempt from federal income tax under the provision of Section 501(c)(6) of the Internal Revenue Code (IRC), except to the extent it has unrelated business income. The CIVBIC is a nonprofit, publicly supported organization, as defined in Section 501(c)(4) of the IRC, that is exempt from federal income taxes on related income under Section 501(a) of the IRC. The Foundation is exempt from federal income taxes under Section 501(a) of the IRC as foundations described in IRC Section 501(c)(3), except to the extent it has unrelated business income. The Chamber did not have any taxable unrelated business income during the years ended December 31, 2022 and 2021.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

GAAP requires the evaluation of tax positions taken in the course of preparing the Chambers' tax returns and recognition of a tax liability (or asset) if the Chamber has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service.

Management has analyzed the tax positions taken by the Chamber, and has concluded that as of December 31, 2022 and 2021, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the combined financial statements.

Allocation of Functional Expenses

The costs of providing program and supporting services have been summarized on a functional basis in the combined statements of activities. Accordingly, certain costs have been allocated among programs and supporting services benefited.

Advertising Costs

Advertising costs are expensed when paid and totaled \$1,075 for the year ended December 31, 2021. No advertising costs were incurred for the year ended December 31, 2022.

Estimates and Assumptions

The preparation of combined financial statements in conformity with GAAP requires the Chamber's management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the combined financial statements and the reported revenues and expenses during the reporting periods. Actual results could differ from those estimates.

Accounting Pronouncement Adopted

The Chamber adopted ASU 2016-02, *Leases*, (Topic 842). The guidance in the ASU supersedes the current leasing guidance. Under the new guidance, lessees are required to recognize lease assets and lease liabilities on the statement of financial position for all leases with terms longer than 12 months. Leases are classified as either finance or operating, with classification affecting the pattern of expense recognition in the statement of activities. The ASU also required expanded disclosures related to the amount, timing and uncertainty of cash flows arising from leases. The Chamber adopted the provisions from ASU 2016-02 and recorded the impact of the adoption as of January 1, 2022, using the modified retrospective method resulting in recording a right-of-use asset and right-of-use liability totaling \$844,311. No changes were required to net assets as of January 1, 2022.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

3. Cash Held for Others

The Chamber holds funds on behalf of committees of the Chamber for various programs. The Chamber collects the money on behalf of these committees and disburses funds periodically. The amount collected but not yet disbursed totaled \$20,174 and \$11,117 at December 31, 2022 and 2021, respectively, and is presented as cash held for others with a corresponding liability reported as due to others.

4. Property and Equipment

Property and equipment consist of the following at December 31:

	2022	2021
Equipment	\$ 10,740	\$ 10,740
Furniture and fixtures	76,833	12,034
Information technology	40,823	35,785
Leasehold improvements	1,017	1,017
	129,413	59,576
Less accumulated depreciation	(35,783)	(39,303)
	<u>\$ 93,630</u>	<u>\$ 20,273</u>

Depreciation expense totaled \$12,615 and \$7,001 for the years ended December 31, 2022 and 2021, respectively.

5. Paycheck Protection Program Loan

During February and June 2021, the Chamber received loan proceeds in the amounts of \$128,458 and \$118,461, respectively from financial institutions under the Paycheck Protection Program (PPP), established as part of the Coronavirus Aid, Relief and Economic Security Act (CARES Act). The CARES Act loan includes a feature that allows for forgiveness of the loan if the funds are used for eligible purposes, including payroll and benefits, and if the Chamber maintains its payroll levels. During the year ended December 31, 2022, the Chamber received notification from the Small Business Administration that their PPP loans were forgiven in full. Accordingly, the Chamber has recognized \$246,919 as non-operating income in the combined statement of activities for the year ended December 31, 2021.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

Employee Retention Credit

During the year ended December 31, 2022, the Chamber was eligible to receive the Employee Retention Credit pursuant to the CARES Act. Accordingly, an other receivable and other income totaling \$164,219 has been included in the accompanying combined financial statements.

6. Net Assets Without Donor Restrictions

Net assets without donor restrictions include a board-designated reserve fund totaling \$290,315 at December 31, 2022 and 2021. The reserve is designated to help ensure long-term financial stability and position the Chamber to respond to varying economic conditions and changes affecting the combined financial position and the ability to continuously carry out the Chamber's mission as well as to have funds available for new venture investments.

7. Employee Benefit Plan

The Chamber provides a Simple IRA retirement plan for all eligible employees. The Chamber contributed \$11,630 and \$11,476 to the plan during the years ended December 31, 2022 and 2021, respectively.

8. Lease

In evaluating its contracts, the Chamber separately identifies lease and nonlease components, such as common area and other maintenance costs, in calculating the right-of-use (ROU) assets and lease liabilities for its retail spaces. The Chamber has elected the practical expedient to not separate lease and nonlease components and classifies the contract as a lease if consideration in the contract allocated to the lease component is greater than the consideration allocated to the nonlease component.

Leases result in the recognition of ROU assets and lease liabilities on the combined statements of financial position. ROU assets represent the right to use an underlying asset for the lease term, and lease liabilities represent the obligation to make lease payments arising from the lease, measured on a discounted basis. The Chamber determines lease classification as operating or finance at the lease commencement date.

At lease inception, the lease liability is measured at the present value of the lease payments over the lease term. The ROU asset equals the lease liability adjusted for any initial direct costs, prepaid or deferred rent, and lease incentives. The Chamber uses the implicit rate when readily determinable. As most of the leases do not provide an implicit rate, the Chamber uses the risk-free rate based on the information available at the commencement date to determine the present value of lease payments. Risk-free rates used to determine the present value of lease payments were derived by reference to the interest paid on short-term government debt.

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

The lease term may include options to extend or to terminate the lease that the Chamber is reasonably certain to exercise. The Chamber has elected not to record leases with an initial term of 12 months or less on the combined statements of financial position. Lease expense on such leases is recognized on a straight-line basis over the lease term.

Nature of Lease

In April 2022, the Chamber entered into an operating lease arrangement for use of a building for general office space. The lease expires September 15, 2032. The lease notes one five-year renewal option that will be utilized and requires the Chamber to pay all executory costs (maintenance and insurance). Termination of the lease is generally prohibited unless there is a violation under the lease agreement.

Future minimum lease payments and reconciliations to the combined statement of financial position at December 31, 2022 are as follows for the years ending December 31:

2023	\$ 65,424
2024	91,659
2025	94,104
2026	95,985
2027	97,905
Thereafter	<u>483,298</u>
Total future undiscounted lease payments	928,375
Less present value discount	<u>(122,268)</u>
Lease liability	<u><u>\$ 806,107</u></u>

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

The following lease cost and required information for the year ended December 31, 2022:

Total operating lease cost	<u>\$ 63,602</u>
Other information:	
Cash paid for amounts included in the measurement of lease liability:	
Operating cash flows from operating leases	<u>\$ (13,503)</u>
Right-of-use assets obtained in exchange for new operating lease liability	<u>\$ 792,604</u>
Weighted-average remaining lease term:	
Operating leases	<u>9.71 years</u>
Weighted-average discount rate:	
Operating leases	<u>2.84%</u>

9. Liquidity and Availability of Resources

The Chamber's financial assets available within one year of the combined statements of financial position date for general expenditure are as follows at December 31:

	<u>2022</u>	<u>2021</u>
Cash	\$ 334,972	\$ 575,994
Cash held for others	20,174	11,117
Certificate of deposit	164,031	163,621
Accounts receivable	15,622	72,581
Other receivable	<u>164,219</u>	<u>-</u>
Total current financial assets	699,018	823,313
Less amounts unavailable for general expenditures within one year:		
Due to others	20,174	11,117
Board designated reserves	<u>290,315</u>	<u>290,315</u>
Financial assets not available for general expenditures	<u>310,489</u>	<u>301,432</u>
Total current financial assets available to meet cash needs for general expenditures within one year	<u>\$ 388,529</u>	<u>\$ 521,881</u>

McKinney Chamber of Commerce and Affiliates

Notes to Combined Financial Statements

The Chamber's cash is not subject to donor or other contractual restrictions that make it unavailable for general expenditures within one year of the combined statements of financial position date.

The Chamber keeps financial assets available for general expenditures and other obligations as they come due. During the years ended December 31, 2022 and 2021, the level of liquidity was managed within the Chamber's expectations.

10. Subsequent Events

The Chamber evaluated subsequent events through the date the combined financial statements were available to be issued, and concluded that no additional disclosures are required.

The McKinney Chamber of Commerce Budget is \$1.4M, but there is no budget for the Chamber Foundation.

Form **990-N****Electronic Notice (e-Postcard) for
Tax-Exempt Organization Not Required to File
Form 990 or 990-EZ****2021**

Electronic Filing Only – Do Not Mail

For the 2021 calendar year, or tax year beginning 1/01, 2021, ending 12/31, 2021

Check if applicable

☐ Termination**Organization name and address**MCKINNEY CHAMBER FOUNDATION INC.
1700 N REDBUD BLVD. #180
MCKINNEY, TX 75069

Employer identification number

20-8285256

Telephone Number

972-542-0163

Other names the
organization usesWebsite:> MCKINNEYCHAMBER.COMCheck > ☒ if the organization's gross receipts are normally not more than \$50,000 (\$5,000 for a 509(a)(3) supporting organization)Principal Officer
Information

Name

LISA M HERMES

Address

1700 N REDBUD BLVD. #180
MCKINNEY, TX 75069

Form 990-N, also known as the e-Postcard, must be filed
electronically with the Internal Revenue Service. There will be no
paper form accepted by the Internal Revenue Service.

Do Not mail this form to the Internal Revenue Service.

**Request for Taxpayer
Identification Number and Certification**

Go to 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.

Print or type. See Specific Instructions on page 3.	1 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.) McKinney Chamber Foundation Inc.	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: 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. ☒ Other (see instructions) 501 (c) (3)	4 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) _____ (Applies to accounts maintained outside the United States.)
	3b 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 ☐	
	5 Address (number, street, and apt. or suite no.). See instructions. 7300 State Highway 121, Ste 200A 6 City, state, and ZIP code McKinney, TX 75070 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. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-					
or								
Employer identification number								
2	0	-	8	2	8	5	2	5 6

Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 <i>Linda Imai-Dixon</i>	Date <i>6/6/24</i>
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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.

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