

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
Fiscal Year 2023

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Repertory Theatre

Federal Tax I.D.: 33-1042926

Incorporation Date: 2003

Mailing Address: 111 N. Tennessee Street

City: McKinney

ST: TX

Zip: 75069

Phone: 469-389-1369

Email: mckinneyrepertorytheatre@gmail.com

Website: <https://mckinneyrep.org/>

Check One:

X 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:

We are McKinney's Official Community Theatre, a Chamber of Commerce member, and an in-house theatre company with McKinney Performing Arts Center. We are also the winner of the 2022 Best of McKinney Award in the category of Theater.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Davina Gazo Stampfel

Title: Executive Director

Mailing Address: 109 S College St

City: McKinney ST: TX Zip: 75069

Phone: 646-236-4496 Email: executivedirector@mckinneyrep.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Davina Gazo Stampfel

Title: Executive Director

Mailing Address: 109 S College St

City: McKinney ST: TX Zip: 75069

Phone: 646-236-4496 Email: executivedirector@mckinneyrep.org

FUNDING

Total amount requested: \$14,990.98

Matching Funds Available (Y/N and amount):

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☒ Yes

☐ No

Please provide details and funding requested: We will be requesting \$20,000 from the McKinney Arts Commission, the maximum amount of funding based on our annual budget for next season of \$100k+.

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 2023

Completion Date:

August 2024

BOARD OF DIRECTORS *(may be included as an attachment)*

Dale G. Gutt	President
Marilyn Latham	Vice President
Michele Crabtree	Treasurer
Lindsey Humphries	Secretary
Teresa Miller	Marketing Director
Ann Harris	Member at Large
Nadine Donnelly-Johnson	Member at Large
Kent Phillips	Member at Large

LEADERSHIP STAFF *(may be included as an attachment)*

Davina Gazo Stampfel - Executive Director (part-time role of 4-5 hours per week)
We are a 98% volunteer operated 501(C)(3) organization.

Using the outline below, provide a written narrative no longer than 7 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.

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

The main mission and purpose of McKinney Repertory Theatre is to present live theater productions for the cultural education, entertainment, and inspiration of our community. Our secondary mission is to advance the general level of culture in the field of dramatic arts by establishing and maintaining a theater company for the productions of plays, musicals, dramas, comedies, shows, exhibitions, and dramatic arts.

We do this by producing a five (5) show season on the main stage of McKinney Performing Arts Center each year. Our season consists of five (5) shows each year that are voted on by our membership. The 2023-24 season will be our 20th Anniversary season and MRT is very excited about the shows that we have chosen in order to celebrate this milestone. The 20th Anniversary season, pending rights, will begin with the popular murder mystery comedy, "Clue" in the fall, followed by the holiday classic (and our annual production) "A Christmas Carol"; our third show will be the literary classic, "The Diary of Anne Frank"; the spring show will be the hit comedic drama, "Steel Magnolias" and we will conclude our season with the summer with a musical dinner theatre, "Forever Plaid". MRT also partners with Chestnut Square Heritage Village on two (2) Murder Mystery dinner theatre fundraiser nights. To support our secondary mission, MRT donates two performances of "A Christmas Carol" to the McKinney Juvenile Detention Center and will be volunteering for two events with the McKinney Public Library. As part of our 20th Anniversary celebrations, we are working to find a partner to help us create a free student ticket program for our literary classic theatrical production, "The Diary of Anne Frank".

We are a 98% volunteer community theatre with a part time executive director that works 4 hours a week on marketing, grants, outreach, and organizational needs. MRT is largely run by the board of directors taking into consideration the needs and preferences of the theatre's membership and needs of our community. We have between 350 – 400 volunteers who volunteer their time in a variety of capacities including: directing, acting, stage management and crew, props, costuming, lighting and sound design, marketing / advertising, ushering, and running concessions. We pay very small stipends (\$100 - \$450) to our Producers, Directors, and Set Designers to help with some of the costs they incur when volunteering for us in these demanding roles.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.*

	Page 4	

- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

McKinney Repertory Theatre (MRT) is requesting marketing and promotional funds for our 2023 - 2024 season (our 20th Anniversary season). MRT's 20th Anniversary season consists of five (5) shows and kicks off in October. The 2023-2024 season will be the following shows (pending rights):

- "CLUE" on October 6-7 and 13-14, 2023
- "A Christmas Carol" on November 24-25 and December 8-9, 2023
- "The Diary of Anne Frank" on March 1-2 and 8-9, 2024
- "Steel Magnolias" on May 3-4 and 10-11, 2024
- "Forever Plaid" on July 26-27, August 2-3 and 9-10, 2024

All our shows will run for two consecutive weekends except "A Christmas Carol" and "Forever Plaid". Our annual production of "A Christmas Carol" runs the same weekend as the McKinney Home for the Holidays festival on the weekend following Thanksgiving and are special one-hour performances designed to fit before the tree lighting and other popular holiday events. It will also have performances held on December 8-9th. Our final show of the season will run for three (3) weekends through the last weekend of July and first two weekends of August 2024. All our shows are presented on the mainstage of the McKinney Performing Arts Center and are open to the public to purchase tickets and chosen to be family friendly. The cost of general tickets for all of our shows except for "A Christmas Carol" are \$24.50 for adults, \$21 for seniors age 55+ and \$19 for children/students (age 4-18). Tickets for "A Christmas Carol" are \$14.50 for adults with discounted tickets available for seniors and children. As this upcoming season is our 20th Anniversary, we will be producing the musical, "Forever Plaid" as a dinner theatre to end our season. We are still working out our pricing for these tickets as we consult with caterers and McKinney Performing Arts Center on estimates. We are very excited to end our 20th Anniversary with a musical dinner theatre as we have never done that before and will be the first to do a dinner theatre in McKinney Performing Arts Center.

Our shows attract attendees to historic downtown McKinney and bring business to its shops and restaurants as many theatergoers come to the historic downtown early to shop, enjoy a glass of wine, and have dinner before the show. Community theater is a proven catalyst for economic development, community engagement, and social enrichment. The US Bureau of Economic Analysis showed that 3.2 percent of US GDP (around \$504 billion USD) is attributable to arts and culture (compared with the entire travel and tourism industry which accounts for 2.8 percent of GDP). According to a NEA study done by the University of Texas at Arlington, there is a strong association between communities with strong artistic and performing arts presences and rising local wages, median incomes, and a positive effect on property values, employment and income. We believe that MRT is a good investment for the McKinney Community Development Corporation as when community theatres are supported, creativity flourishes, academics improve, tourism flourishes, the local economy is boosted and new residents are attracted.

Receiving the MCDC promotional grant for marketing and advertising last year was a game changer for McKinney Repertory Theatre. It has allowed us to reach new audiences and remind old audiences that we exist. Our season before receiving the grant (2021-2022), we averaged 54 ticket sales/attendees per show (not including "A Christmas Carol" which had an average of 161 tickets/attendees per show). This season (with the help of the grant) we are averaging 125 ticket sales/attendees per show (not including "A Christmas Carol" which had an average of 214 attendees/tickets per show). This is a 131% increase in audience due in very large part to the grant we received.

Before the grant, we had a very small marketing budget, and were not able to access a larger audience and gain awareness with the many new residents moving into the McKinney area. Previously, we only had a \$60 marketing budget per show and were only able to advertise via our website, free and paid social media, posters that are hung in some of our program advertisers' places of business, and participate in the McKinney Chamber of Commerce New Resident bags, as well as post our shows to the free event websites.

With the MCDC funds that we were awarded last year, we were able to continue our previous advertising and expand that, but also advertise in Community Impact (digital), Allen City Lifestyle, upgrade and expand our social media advertising, begin a monthly newsletter, and advertise with the McKinney Map and Senior Resource Guide as well as test a Byron Nelson promotion with Visit McKinney, test putting postcards in the Krewe of Barkus participant bags, and test email advertising using Evvnt from Star Local Media.

For our 20th Anniversary, our goal is to continue building off of the momentum that has begun and up our audience by 10% this season and continue to attract theatergoers from Allen, Frisco, Sherman, and Plano to come to McKinney for a night out. For our performance of "The Farndale Ave. Housing Estate Townswomen's Guild Dramatic Society Murder Mystery" we had a couple drive from Oklahoma to see our show and stay for the weekend in historic downtown McKinney.

Our target audience are adults and families who like the arts and enjoy quality live family entertainment. We are continuing to focus on growing our name recognition with current and new McKinney residents who may not know that we exist (especially on the other side of Hwy 75) and are going to other communities such as Allen, Sherman, Frisco, Richardson or Dallas to see theatrical entertainment. We will also aim to grow our audience in the above communities and hope to attract more visitors from the surrounding DFW area.

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

☒ Yes

☐ No

Date(s): May 23, 2022

	Page 7	

Financial

- *Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.*

MRT's main goal is to produce shows for the McKinney community. Producing our 23-24 season is how we fulfill our mission and main goals. Since receiving the grant last year, we have had our best season ever and have been able to see gains instead of losses. The past two seasons previous to receiving the grant (and coming out of Covid), we saw losses since we had not been able to get back our pre-Covid audience yet. Thankfully this past season has allowed us to replenish a portion of the money we had used from our savings account, which we drew from during Covid to remain in existence, allowed us to hire a part time executive director to help expand our reach, find more funding opportunities, and identify additional ways we can serve the community.

- *Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

Please find our financials for the past and current season below and attached. The financials provided are through April as we have not received the data on our May show, "Rumors", from McKinney Performing Arts Center yet. We also still have one (1) more show in the current season that will run in July and August, so we do not have current season actuals completed yet. If requested, our Treasurer can provide YTB actuals (however we will not have complete actuals until our last show closes in August). We have never needed or done audited financials before.

	PRIOR YEAR		CURRENT YEAR	
	Budgeted FY	Actual FY	Budgeted FY	Actual YTD.Apr
	Sep 1, 2021 - Aug 31, 2022		Sep 1, 2022 - Aug 31, 2023	
INCOME				
Grants	20,000.00	17,225.00	31,855.00	21,950.00
Amazon Smiles	125.00	85.00	125.00	78.00
Member Dues	1,250.00	1,050.00	1,200.00	1,022.00
Performance Ticket Sales	36,000.00	29,964.00	43,500.00	42,918.00
Concession Sales	850.00	1,865.00	1,350.00	1,498.00
Donations	3,000.00	3,282.00	3,000.00	6,347.00
Program Ads	1,250.00	3,628.00	2,500.00	5,746.00
Auction/Murder Mystery Dinner	100.00	1,260.00	2,500.00	2,585.00
Misc	-	300.00	-	622.00
	62,575.00	58,659.00	86,030.00	82,766.00

EXPENSE				
MPAC Monthly Rent	(3,000.00)	(3,000.00)	(3,000.00)	(2,000.00)
MPAC Show Rent	(18,371.00)	(16,805.00)	(22,600.00)	(12,488.00)
Royalties	(3,345.00)	(1,739.00)	(2,760.00)	(2,745.00)
Artist Fees	(7,000.00)	(6,250.00)	(10,950.00)	(6,600.00)
Lights and Sets	(2,500.00)	(963.00)	(7,450.00)	(4,547.00)
Costumes	(2,150.00)	(1,112.00)	(3,125.00)	(1,230.00)
Props	(800.00)	(309.00)	(1,050.00)	(242.00)
Musicians	(1,900.00)	(1,900.00)	(1,350.00)	(1,320.00)
Marketing			(6,460.00)	(6,661.00)
MRT Executive Director			(4,160.00)	(4,440.00)
Storage Rental	(10,320.00)	(10,690.00)	(10,920.00)	(7,680.00)
Insurance	(446.00)	(488.00)	(488.00)	-
Memberships	(560.00)	(325.00)	(325.00)	-
Concessions	(650.00)	(365.00)	(700.00)	(420.00)
Print Materials	(5,908.00)	(5,257.00)	(7,771.00)	(5,165.00)
MaRTys	(800.00)	(224.00)	(800.00)	(69.00)
Video Camera	(2,000.00)	(1,974.00)	-	(84.00)
Miscellaneous	(5,763.00)	(1,622.00)	(7,390.00)	(2,092.00)
	(65,513.00)	(53,023.00)	(91,299.00)	(57,783.00)
Net Income	(2,938.00)	5,636.00	(5,269.00)	24,983.00

- In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$101,024
Projected Expenses	\$110,448
Net Revenue	\$(9,424)

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.?

We were successful in gaining a 23-24 Season Sponsor in the amount of \$5,000 dollars but since the timing of the funding for the sponsorship was in April, it needed to be recognized in the current year (even though they are sponsoring next season).

Sponsorship Revenue **\$0**

	Page 9	

Membership Fees	\$1,200
Donations	\$2,500
Murder Mystery Dinner	\$3,000
Concessions	\$3,328
Program Ad Sales	\$2,500
Net Revenue (Tix Sales)	\$56,497

IV. Marketing and Outreach

- *Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.*

McKinney Repertory Theatre has a website (mckinneyrep.org) which gives information about our season, auditions, ordering tickets, and who we are. We are also on the MPAC website and in their newsletter.

To make ourselves more visible, we participate in local events in the downtown area such as McKinney's "Home for the Holidays" festival, partner with Chestnut Square for their Halloween Ghost Walk and a spring and Halloween Murder Mystery dinner. We have also added volunteering to be part of the McKinney Public Library "Time for the Wild West" Summer program and will be volunteering to come in Victorian costume for their Caroling program. We also donate a performance of "A Christmas Carol" to the McKinney Juvenile Detention Center. As part of our 20th Anniversary, we will be collaborating with a local artist on the artwork for our show posters. Kim Guthrie has been chosen as the artist who will be creating the artwork to be featured on each of the show posters and we will be doing a press release to announce the collaboration.

For each show of our season, we submit articles to local websites and local publications. MPAC will feature our shows in their newsletter to help promote their in-house theatre company. We also feature each show in our monthly member newsletter to keep our members up to date. We have posters on display around the McKinney Square in our program advertising partners business locations and in other locations in the city. We also create and put up yard signs in front of McKinney Performing Arts Center on the days of the show as well.

We post to our Facebook, Instagram, and Twitter accounts to inform our members and interested parties about upcoming events. We run 2-3 advertisements around our theatrical shows and boost the event and social posts on Facebook (spending about \$50 per show). To try and reach new audiences, we put show postcards in the McKinney Chamber of Commerce new resident bags each month we have a show running.

If the grant is awarded to us again this year, we will be able to continue to do advertisements with Community Impact digital, City Lifestyle Magazine, and try advertising with Star Local Media. We will also up our Facebook promotion and spend more money (\$100) on advertising and post boosts so that we can target a larger area and audience for a greater amount of time.

For our full season and season ticket advertising, we plan on doing Facebook ads, a Pick 3 Ticket promotion during "A Christmas Carol", and season brochures and posters for display at MPAC. We will also test out an every door direct mail campaign for season tickets. We have never done this before and are

	Page 10	

very excited to see the results of this type of campaign since it is successful in many other areas with community theatres.

We will be requesting reports from City Lifestyle Magazine, Community Impact and Star Local for all advertisements and promotions done with them. We will run reports from Facebook to see what impact our ad dollars have had on social media and will continue to do so for any additional dollars we spend. For our CRM campaign, we will be exporting reports from Hubspot. Additionally, when tickets are purchased and on the MARTY Award ballots, we ask where the audience heard about us and tally those as well. We also get reports from McKinney Performing Arts Center.

- *Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.*

For each of our shows, we will utilize a variety of advertising mediums including print, digital, and social media. For our traditional print advertising, we will print posters for display in MPAC and ask local businesses if they will display them also. We will also print postcards and put them in the McKinney Chamber new resident bags. We also plan on having yard signs made that will go in front of MPAC the weekend of the shows. We partner with Young Actors Guild, Rover Dramawerks (Plano) and Allen Contemporary Theatre for ad exchanges in each others show programs.

In addition, we would like to place print ads with Star Local Media, Allen/Fairview City Lifestyle magazine and McKinney Prosper City Lifestyle magazine. We are planning on placing digital ads with Community Impact. We would like to test out digital advertising with Star Local Media as well.

We will also place Facebook event ads and boost social media posts across Facebook, Instagram and Messenger. We also post our shows on free community calendars and on McKinney Mainstreet of which we are a member.

For our season ticket advertising, we are planning on trying a print direct mail campaign for the first time to see if we can gain more season subscribers. We will also print brochures on our "Pick 3" Season ticket special offer and include them in the program for "A Christmas Carol" (our most well attended show every year). We were able to gain several new "Pick 3" subscribers when we tested this last season.

Asset	Cost
<i>CLUE</i>	
Postcards	\$70.00
Posters	\$40.00
Yard sign	\$135.98
Star Local Media Print & Digital	\$1,365.00
Facebook Event Post	\$50.00

	Page 11	
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Facebook Post Boost Ad	\$50.00
New Resident bags stuffing fee (Sept)	\$5.00
Allen CityLifestyle Mag (Sept)	\$438.00
McKinney Prosper CityLifestyle Mag (Sept)	\$438.00
Total Requested	\$2,591.98
Season Advertisements	
Facebook Season Ad Boost	\$50.00
Direct Mailing & Printing	\$500.00
Pick 3 Season Tickets Flyer in ACC	\$50.00
Posters & Postcards - Season	\$75.00
New Resident Bag Stuffing - Aug	\$5.00
Season Brochures	\$75.00
Total Requested	\$755.00
A Christmas Carol	
Allen CityLifestyle Mag - Nov.	\$438.00
McKinney Prosper CityLifestyle - Nov	\$438.00
Postcards - October & Nov bags	\$120.00
New Resident Bag stuffing fees	\$10.00
Facebook Event Ad & Post Boost	\$50.00
Facebook Post Boost	\$25.00
Posters & Business Cards	\$150.00
Community Impact - Nov 5th - Dec 5th	\$300.00
Star Local Media Print & Digital	\$1,365.00
Total Spent	\$2,896.00
Diary of Anne Frank	
Allen CityLifestyle Mag - Feb	\$438.00
McKinney Prosper CityLifestyle Mag - Feb	\$438.00
Postcards - January & February	\$120.00
New Resident Bag stuffing Fee - Jan	\$5.00

New Resident Bag stuffing Fee - Feb	\$5.00
Facebook Event Ad & Post	\$50.00
Facebook Post Boosts	\$25.00
Community Impact - Feb	\$300.00
Vinyl Signage	\$120.00
Posters	\$40.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,906.00
Steel Magnolias	
Community Impact Digital - April	\$300.00
Chamber New Resident Bags - March	\$5.00
Chamber New Resident Bags - April	\$5.00
Postcards	\$120.00
Facebook Post w/ Animated Graphic	\$50.00
Allen/Fairveiw Lifestyle Magazine - April	\$438.00
McKinney Prosper Lifestyle Magazine - April	\$438.00
Facebook Event Post Boost	\$25.00
Posters	\$40.00
Square Vinyl Signage	\$120.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,906.00
Forever Plaid	
Community Impact Advertising - July 10 - Aug 10	\$300.00
Chamber New Resident Bags - June	\$5.00
Chamber New Resident Bags - July	\$5.00
Postcards	\$120.00
Facebook Event Post w/ Graphic	\$50.00
Facebook Post Boost	\$25.00
Allen/Fairveiw Lifestyle Magazine - July	\$438.00
McKinney Prosper Lifestyle Mag - July	\$438.00
Posters	\$40.00

Square Vinyl Signage	\$150.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,936.00
Total Request	\$14,990.98

V. 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.*

Our main goal is to continue to increase our current audience. We hope to increase our attendance by 10% each year and attract theatergoers from Allen, Frisco, Sherman and Plano to come to McKinney for a night out. Due to your grant, this past season we were able to beat all of our records in audience attendance for our October and February/March shows. This year's production of "A Christmas Carol" was the best attended ever, beating our 2008 record. We have not received data for our May show yet and we are about to hold auditions for our summer show.

In addition, we would like to continue to grow our MRT membership and season ticket holders by 10% per year. We would also like to grow our Instagram and Facebook following at an average of 5% for our 2023-2024 Season. We currently have 1,478 Facebook followers and 378 Instagram followers. We have gained 206 Facebook followers and 94 Instagram followers from this time last year.

VI. 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 included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

	Page 15	

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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

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

	Page 17	

CHECKLIST:

Completed Application:

- ✓ Use the form/format provided
- ✓ Organization Description
- ✓ Outline of Promotional/Community Event; description, budget, goals and objectives
- ✓ Indicate how this event will showcase the City of McKinney for business development/tourism
- ✓ Promotional/Community Event timeline and venue included
- ✓ Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- ✓ Evaluation metrics are outlined
- ✓ List of board of directors and staff
- ✓ Financials: organization's budget and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- ✓ IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.

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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Chief Executive Officer


Signature

Davina Gazo Stampfel
Printed Name

May 24, 2023
Date

Representative Completing Application


Signature

Davina Gazo Stampfel
Printed Name

May 24, 2023
Date



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

McKinney Community Development Corporation
7300 SH 21, SB, Suite 200
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

	Page 19	

Asset	Cost
CLUE	
Postcards	\$70.00
Posters	\$40.00
Yard sign	\$135.98
Star Local Media Print & Digital	\$1,365.00
Facebook Event Post	\$50.00
Facebook Post Boost Ad	\$50.00
New Resident bags stuffing fee (Sept)	\$5.00
Allen CityLifestyle Mag (Sept)	\$438.00
McKinney Prosper CityLifestyle Mag (Sept)	\$438.00
Total Requested	\$2,591.98
Season Advertisements	
Facebook Season Ad Boost	\$50.00
Direct Mailing & Printing	\$500.00
Pick 3 Season Tickets Flyer in ACC	\$50.00
Posters & Postcards - Season	\$75.00
New Resident Bag Stuffing - Aug	\$5.00
Season Brochures	\$75.00
Total Requested	\$755.00
A Christmas Carol	
Allen CityLifestyle Mag - Nov.	\$438.00
McKinney Prosper CityLifestyle - Nov	\$438.00
Postcards - October & Nov bags	\$120.00
New Resident Bag stuffing fees	\$10.00
Facebook Event Ad & Post Boost	\$50.00
Facebook Post Boost	\$25.00
Posters & Business Cards	\$150.00
Community Impact - Nov 5th - Dec 5th	\$300.00
Star Local Media Print & Digital	\$1,365.00
Total Spent	\$2,896.00
Diary of Anne Frank	
Allen CityLifestyle Mag - Feb	\$438.00
McKinney Prosper CityLifestyle Mag - Feb	\$438.00
Postcards - January & February	\$120.00
New Resident Bag stuffing Fee - Jan	\$5.00
New Resident Bag stuffing Fee - Feb	\$5.00

Asset	Cost
Facebook Event Ad & Post	\$50.00
Facebook Post Boosts	\$25.00
Community Impact - Feb	\$300.00
Vinyl Signage	\$120.00
Posters	\$40.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,906.00
Steel Magnolias	
Community Impact Digital - April	\$300.00
Chamber New Resident Bags - March	\$5.00
Chamber New Resident Bags - April	\$5.00
Postcards	\$120.00
Facebook Post w/ Animated Graphic	\$50.00
Allen/Fairveiw Lifestyle Magazine - April	\$438.00
McKinney Prosper Lifestyle Magazine - April	\$438.00
Facebook Event Post Boost	\$25.00
Posters	\$40.00
Square Vinyl Signage	\$120.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,906.00
Forever Plaid	
Community Impact Advertising - July 10 - Aug 10	\$300.00
Chamber New Resident Bags - June	\$5.00
Chamber New Resident Bags - July	\$5.00
Postcards	\$120.00
Facebook Event Post w/ Graphic	\$50.00
Facebook Post Boost	\$25.00
Allen/Fairveiw Lifestyle Magazine - July	\$438.00
McKinney Prosper Lifestyle Mag - July	\$438.00
Posters	\$40.00
Square Vinyl Signage	\$150.00
Star Local Media Print & Digital	\$1,365.00
Current Total Spent	\$2,936.00
Total Request	\$14,990.98

Show Budget 2023-2024

Expenses	Oct 2023		Oct 2023		Nov/Dec 2023		Feb/Mar 2024		Apr 2024		May 2024		Jul/Aug 2024		2022-23 Budget	2022-23 Expenses
	Clue Budget	Clue Expenses	Murd Myst Budget	Murd Myst Expense s	ACC Budget	ACC Expenses	Diary Budget	Diary Expenses	Murd Myst Budget	Murd Myst Expenses	Steel Budget	Steel Expenses	FP Budget	FP Expenses		
MPAC rental	4,269				4,400		4,269				4,269		5,578		22,784	
Royalties	1,080				-		780				780		4,890		7,530	
Scripts	645				-		169				117				931	
Show Programs/Print Material	1,411				1,470		1,445				1,445		2,060		7,831	
Show Signs	150				150		150				150		150		750	
Director	400		100		400		400		100		400		400		2,200	
Director Gas Stipend	50				50		50				50		50		250	
Stage Manager	200				200		200				200		200		1,000	
Producer	150				150		150				150		150		750	
Set Designer	200				200		200				200		200		1,000	
Master Carpenter	350				350		350				350		350		1,750	
Light Designer	300				300		300				300		300		1,500	
Sound Designer	200				200		200				200		200		1,000	
Costume Designer	100				100		100				100		100		500	
Seamstress	100				100		100				100		100		500	
Prop Master	100				100		100				100		100		500	
Change over Crew	200				200		200				200		200		1,000	
Construction materials	650				650		650				650		650		3,250	
Lighting materials	50				50		50				50		50		250	
Costumes	350		100		550		350		100		350		350		2,150	
Hair/Makeup Artist	100				100		100				100		100		500	
Hair/Makeup Materials	75				75		75				75		75		375	
Props	200				200		200				200		200		1,000	
Load In (truck rental)	100				100		100				100		100		500	
Musicians	-				1,500		-				-		1,500		3,000	
Choreographer	-				-		-				-		100		100	
Fight Choreographer	-				-		-				-		-		-	
Special Effects	-				300		-				-		-		300	
Load out (movers)	200				200		200				200		200		1,000	
Miscellaneous	200				200		200				200		200		1,000	
Total show expenses	11,830	-	200	-	12,295	-	#####	-	200	-	11,036	-	18,553	-	65,201	-
Ticket Sales	8,102		1,750		18,833		8,102		1,250		8,102		13,358		59,497	-
Concessions	740				-		740				740		1,109		3,328	-
Total show revenue	8,841	-	1,750	-	18,833	-	8,841	-	1,250	-	8,841	-	14,468	-	62,824	-
Total Show Net Income	(2,988)	-	1,550	-	6,538	-	(2,246)	-	1,050	-	(2,194)	-	(4,086)	-	(2,377)	-

0000001

	PRIOR YEAR		CURRENT YEAR	
	Budgeted FY	Actual FY	Budgeted FY	Actual YTD.Apr
	Sep 1, 2021 - Aug 31, 2022	Sep 1, 2022 - Aug 31, 2023	Sep 1, 2022 - Aug 31, 2023	
INCOME				
Grants	20,000.00	17,225.00	31,855.00	21,950.00
Amazon Smiles	125.00	85.00	125.00	78.00
Member Dues	1,250.00	1,050.00	1,200.00	1,022.00
Performance Ticket Sales	36,000.00	29,964.00	43,500.00	42,918.00
Concession Sales	850.00	1,865.00	1,350.00	1,498.00
Donations	3,000.00	3,282.00	3,000.00	6,347.00
Program Ads	1,250.00	3,628.00	2,500.00	5,746.00
Auction/Murder Mystery Dinner	100.00	1,260.00	2,500.00	2,585.00
Misc	-	300.00	-	622.00
	62,575.00	58,659.00	86,030.00	82,766.00
EXPENSE				
MPAC Monthly Rent	(3,000.00)	(3,000.00)	(3,000.00)	(2,000.00)
MPAC Show Rent	(18,371.00)	(16,805.00)	(22,600.00)	(12,488.00)
Royalties	(3,345.00)	(1,739.00)	(2,760.00)	(2,745.00)
Artist Fees	(7,000.00)	(6,250.00)	(10,950.00)	(6,600.00)
Lights and Sets	(2,500.00)	(963.00)	(7,450.00)	(4,547.00)
Costumes	(2,150.00)	(1,112.00)	(3,125.00)	(1,230.00)
Props	(800.00)	(309.00)	(1,050.00)	(242.00)
Musicians	(1,900.00)	(1,900.00)	(1,350.00)	(1,320.00)
Marketing			(6,460.00)	(6,661.00)
MRT Executive Director			(4,160.00)	(4,440.00)
Storage Rental	(10,320.00)	(10,690.00)	(10,920.00)	(7,680.00)
Insurance	(446.00)	(488.00)	(488.00)	-
Memberships	(560.00)	(325.00)	(325.00)	-
Concessions	(650.00)	(365.00)	(700.00)	(420.00)
Print Materials	(5,908.00)	(5,257.00)	(7,771.00)	(5,165.00)
MaRTys	(800.00)	(224.00)	(800.00)	(69.00)
Video Camera	(2,000.00)	(1,974.00)	-	(84.00)
Miscellaneous	(5,763.00)	(1,622.00)	(7,390.00)	(2,092.00)
	(65,513.00)	(53,023.00)	(91,299.00)	(57,783.00)
Net Income	(2,938.00)	5,636.00	(5,269.00)	24,983.00



P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248219434
Feb. 29, 2012 LTR 4168C E0
33-1042926 000000 00
00022831
BODC: TE

MCKINNEY REPERTORY THEATRE
% JAKE CORRELL
111 N TENNESSE ST STE 305
MCKINNEY TX 75069-4319

1528

Employer Identification Number: 33-1042926
Person to Contact: Ms. Benson
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 17, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Requests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Corporations Section
P.O.Box 13697
Austin, Texas 78711-3697



Gwyn Shea
Secretary of State

Office of the Secretary of State

January 29, 2003

Gay Nell Doshier
4428 San Fernando Lane
Mc Kinney, TX 75070 USA

RE: McKinney Repertory Theatre
File Number: 800167127

It has been our pleasure to file the articles of incorporation and issue the enclosed certificate of incorporation evidencing the existence of the newly created corporation.

Corporations organized under the Texas Non-Profit Corporation Act do not automatically qualify for an exemption from federal and state taxes. Shortly, the Comptroller of Public Accounts will be contacting the corporation at its registered office for information that will assist the Comptroller in setting up the franchise tax account for the corporation. If you need to contact the Comptroller about franchise taxes or exemption therefrom, you may contact the agency by calling (800) 252-1381, by e-mail to tax.help@cpa.state.tx.us or by writing P. O. Box 13528, Austin, TX 78711-3528. Telephone questions regarding other business taxes, including sales taxes, should be directed to (800) 252-5555. Information on exemption from federal taxes is available from the Internal Revenue Service.

Non-profit corporations do not file annual reports with the Secretary of State, but do file a report not more often than once every four years as requested by the Secretary. It is important for the corporation to continuously maintain a registered agent and office in Texas as this is the address to which the Secretary of State will send a request to file a periodic report. Failure to maintain a registered agent or office in Texas, failure to file a change to the agent or office information, or failure to file a report when requested may result in involuntary dissolution of the corporation. Additionally, a non-profit corporation will file documents with the Secretary of State if the corporation needs to amend one of the provisions in its articles of incorporation.

If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section
Statutory Filings Division
(512) 463-5555
Enclosure

Come visit us on the internet at <http://www.sos.state.tx.us/>

PHONE(512) 463-5555
Prepared by: Brent Bowen

FAX(512) 463-5709

TTY7-1-1



Office of the Secretary of State

CERTIFICATE OF INCORPORATION OF

McKinney Repertory Theatre
Filing Number: 800167127

The undersigned, as Secretary of State of Texas, hereby certifies that Articles of Incorporation for the above named corporation have been received in this office and have been found to conform to law.

Accordingly, the undersigned, as Secretary of State, and by virtue of the authority vested in the Secretary by law, hereby issues this Certificate of Incorporation.

Issuance of this Certificate of Incorporation does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 01/21/2003

Effective: 01/21/2003



A handwritten signature in cursive script that reads "Gwyn Shea".

Gwyn Shea
Secretary of State

Form 202
(revised 6/01)

This space reserved for office use.

Return in Duplicate to:
Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
FAX: 512/463-5709
Filing Fee: \$25

Articles of Incorporation
Pursuant to Article 3.02
Texas Non-Profit
Corporation Act

FILED
In the Office of the
Secretary of State of Texas

JAN 21 2003
Corporations Section

Article 1 -- Corporate Name

The corporation formed is a non-profit corporation. The name of the corporation is as set forth below:

McKinney Repertory Theatre

The name must not be the same as, deceptively similar to or similar to that of an existing corporate, limited liability company, or limited partnership name on file with the secretary of state. A preliminary check for "name availability" is recommended.

Article 2 -- Registered Agent and Registered Office (Select and complete either A or B and complete C.)

☐ A. The initial registered agent is a corporation (cannot be corporation named above) by the name of:

OR

☒ B. The initial registered agent is an individual resident of the state whose name is set forth below.

First Name	M.I.	Last Name	Suffix
Gay Nell		Doshier	

C. The business address of the registered agent and the registered office address is:

Street Address	City	TX	Zip Code
4428 San Fernando Lane	McKinney		75070

Article 3 -- Management (Complete items A or B)

A. ☐ Management of the affairs of the corporation is to be vested in the members of the corporation.

OR

B. ☒ Management of the affairs of the corporation is to be vested in its board of directors. The number of directors, which must be a minimum of three, that constitutes the initial board of directors and the names and addresses of the persons who are to serve as directors until the first annual meeting or until their successors are elected and qualified are set forth below:

Director 1: First Name	M.I.	Last Name	Suffix
Jake		Correll	

Street Address	City	State	Zip Code
335 Woodcreek Drive	Princeton	TX	75407

Director 2: First Name	M.I.	Last Name	Suffix
Gay Nell		Doshier	

Street Address	City	State	Zip Code
4428 San Fernando Lane	McKinney	TX	75070

Director 3: First Name	M.I.	Last Name	Suffix
Chad	L.	Lowe	

Street Address	City	State	Zip Code
2905 Country Place	Plano	TX	75075

Article 4 – Organizational Structure

(You must select either A or B below.)

☒ A: The corporation will have members. ☐ B: The corporation will not have members.

Article 5 – Duration

The period of duration is perpetual.

Article 6– Purpose

The corporation is organized for the following purpose or purposes:

To stimulate, teach and develop interest in the dramatic arts; to educate the general public in the dramatic arts; to advance the general level of culture in the field of dramatic arts by the establishment and maintenance of a theatre for the production of plays, musicals, readings, dramas, comedies, shows, exhibitions and dramatic arts in all forms and of the highest standards; and to bring all aspects of the dramatic arts to areas and centers not adequately served at the present time.

Supplemental Provisions/Information

Text Area

[The attached addendum are incorporated herein by reference.]

Incorporator

The name and address of the incorporator is set forth below.

Name

Gay Nell Doshier

Street Address

4428 San Fernando Lane

City

McKinney

State

TX

Zip Code

75070

Effective Date of Filing

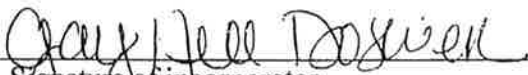
☒ This document will become effective when the document is filed by the secretary of state.

OR

☐ This document will become effective at a later date, which is not more than ninety (90) days from the date of its filing by the secretary of state. The delayed effective date is _____

Execution

The undersigned incorporator signs these articles of incorporation subject to the penalties imposed by law for the submission of a false or fraudulent document.


Signature of incorporator