

ABOUT YOUR ORGANIZATION

Name: The Greater North Texas Youth Orchestra & The McKinney Philharmonic Orches

Federal Tax I.D.: 45-4399538

Incorporation Date: 1/1/2012

Mailing Address: 1011 Thomas St

City: Denton State: TX Zip Code: 76201

Phone: 940 594 8790 Email: odysseuschamberorchestra@gmail.com

Website: www.mckinneyphilharmonic.org / www.gntyo.org

CHECK ONE:

- ☒ Nonprofit - 501(c) Attach a copy of IRS Determination Letter
- ☐ Governmental entity
- ☐ For profit corporation
- ☐ Other (Please specify) _____

PROFESSIONAL AFFILIATION & ORGANIZATIONS TO WHICH YOURS BELONGS:

ODYSSEUS CHAMBER ORCHESTRA 501 c 3

REPRESENTATIVE COMPLETING THE APPLICATION

Name: Jason Lim

Title: Artistic Director

Mailing Address: 1011 Thomas St

City: Denton State: TX Zip Code: 76201

Phone: 940 594 8790 Email: jasonlim.conductor@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION
☒ Same as representative completing application from previous page

Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

IDENTIFY TOURISM-RELATED EVENT OR PROJECT

 Name of the Event or Project: The Greater North Texas Youth Orchestra and McKinney Philharmonic

 Start Date: 09/29/2022 Completion Date: 09/29/2022

 Requested Funds from Visit McKinney: \$ \$1500

Requested Funds from other sources:

(e.g. McKinney Arts Commission, McKinney Community Development Corporation, McKinney Economic Development Corporation, etc.)

Please explain source and dollar amount requested or granted

We were awarded \$20K from the McKinney Arts Commission which will go towards artistic and operational expenses.
 MCDC has awarded us \$13700 which will go towards promotion of select McKinney Philharmonic Concerts only.

 Website URL where event will be promoted: www.gntyo.org / www.mckinneyphilharmonic.org

 Facebook URL where event will be promoted: https://www.facebook.com/mckinneyphilharmonic

 Instagram URL where event will be promoted: https://www.instagram.com/mckinneyphilharmonicorchestra/

Other social media accounts or additional URLs where event will be promoted:

APPLYING ORGANIZATION'S BOARD OF DIRECTORS *(List may be included as an attachment)*

Name: Mary Stout

Name: Janice Haugue

Name: Julie Daniels

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

APPLYING ORGANIZATION'S LEADERSHIP STAFF *(List may be included as an attachment)*

Name: Jason Lim

Name: Julie Daniels

Name: Nicole Paglialonga

Name: Mark Jansen

Name: _____

Name: _____

Name: _____

Use the outline below to prepare a written narrative no more than seven (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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.
- Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.

Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and Visit McKinney.

- Ensure application eligibility for Visit McKinney consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying Guidelines document.) To be considered for Visit McKinney grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category 2 as outlined in the Texas Hotel Tax Expenditure Requirements, which can be found on page 10 of the *Grant Guidelines* document. City goals and strategies may be found on at www.McKinneyTexas.org.
- Demonstrate informed financial planning - addressing long-term costs, budget consequences and sustainability of projects for which funding is requested. A copy of the organization's Texas Franchise Public Information Sheet is acceptable as documentation to prove financial stability.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

Indicate which Texas Hotel Tax Expenditure Requirement(s) found on page 10 of the Grant Guidelines document will be supported by the proposed Event or Project:

Expenditures that promote the arts;

III. FINANCIALS:

Please provide the following items as attachments:

- An overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
(Note to For-Profit Applicants: A Texas Franchise Tax Public Information Sheet is acceptable for proof of financial stability.)

Has a funding request for this Event/Project been previously submitted to Visit McKinney?

☒ No

☐ Yes, please provide dates: _____

What is the total estimated cost for this Event or Project? \$ 153835

(Please attach budget details for the Event or Project for which funding is being requested.)

What percentage of the Event/Project funding will be provided by the Applicant? _____

Have funds been requested from any other organization?

☐ No

☒ Yes, please provide amount, source and percentage

Cash \$	<u>106900</u>	Source	_____	% of Total	<u>approx 60</u>
In-Kind \$	_____	Source	_____	% of Total	_____

Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Event or Project for which you are requesting funding, and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project.

If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

ACKNOWLEDGEMENTS

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

- The Event or Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purposes described in this application.
- Visit McKinney will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and Visit McKinney and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part by Visit McKinney.") Please refer to [Visit McKinney Brand Guidelines](#) for logo usage dos and don'ts. *Download logos as needed from the Google drives linked below. Contact Visit McKinney if you have issues accessing or using these files.*
 - [Sponsored by Visit McKinney full logo](#)
 - [Sponsored by Visit McKinney monogram logo](#) (for placements where the full logo won't fit)
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the [Visit McKinney Grant Guidelines](#) in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to Visit McKinney no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a reimbursement basis after the event or project takes place and after all receipts and a final report on the Event or Project have been verified by Visit McKinney. The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project. The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed upon interest rate, no later than the 120th day after the date the Visit McKinney requests repayment.
- Reimbursement will not automatically be made for the full amount of the awarded grant funds unless the reimbursement report and submitted receipts match this total. (The total amount of receipts submitted should also match the final report.) All reimbursements must be distributed by Sept. 30 of the fiscal year in which they were awarded unless other arrangements have been made with Visit McKinney prior to Aug. 30 of that same fiscal year.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Signature

Printed Name

Date

Representative Completing Application

Signature

Printed Name

Date

PLEASE NOTE:

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