

## 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](mailto:Info@McKinneyCDC.org).
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC 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	SBG Hospitality
Federal Tax ID Number	81-5195550
Incorporation Date	2/1/2017
Mailing Address	7200 W University Drive Suite 210
City	Mckinney
State	TX
Zip Code	75071
Phone Number	318-527-9221
Email Address	<a href="mailto:hello@sbghospitality.com">hello@sbghospitality.com</a>
Website	<a href="http://www.sbghospitality.com">www.sbghospitality.com</a>
Facebook	<a href="https://www.facebook.com/Mckinneysipandstroll">https://www.facebook.com/Mckinneysipandstroll</a>

Instagram	@sbghospitality
Twitter	Field not completed.
LinkedIn	Field not completed.

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

SBG Hospitality was established in 2017 by Lauren Stephan with an idea to create amazing local events & festivals as a way to connect local businesses with community residents and to help give back to local non-profits. We have grown into a full scale event production company focusing anywhere from our own large scale food & wine festivals to partnering with organizations such as the Academy of Country Music to coordinate their kick off event, to ongoing Arts & Entertainment programming for developments such as District 121, local community Sip & Stroll events and working with developers on community grand openings & other such events. We primarily program in Collin County but we also host events in Austin and we will be expanding to the Houston market in 2024! We are a small dedicated team of 8 event professionals and in 2023 we were named the Mckinney Tourism Partner of the Year. Almost every event that we work on we aim to give back to a local non-profit and since our founding we have given back over \$150,000 to local non-profits. We continue to give back to our local communities by creating fun & affordable experiences that promote local businesses, support local charities and increase tourism to Mckinney.

Organization Type	For profit corporation
Noteworthy recognitions or awards in the last two years.	2023 Mckinney Tourism Partner of the Year

### Representative & Contact Information

Representative Completing Application:

Name	Andrew Stephan
Title	Vice President
Mailing Address	7200 W University Drive Suite 210
City	Mckinney

State	TX
Zip Code	75071
Phone Number	318-664-1772
Email Address	<a href="mailto:andrew@sbghospitality.com">andrew@sbghospitality.com</a>

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**Contact for Communications Between MCDC and Organization:**

Name	Andrew Stephan
Title	Vice President
Mailing Address	7200 W University Drive Suite 210
City	Mckinney
State	TX
Zip Code	75071
Phone Number	318-664-1772
Email Address	<a href="mailto:andrew@sbghospitality.com">andrew@sbghospitality.com</a>

**Project Information**

Funding - Total Amount Requested	\$15,000
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations /	No

foundations for this event(s)?

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

Yes

Please list.

2021, 2022, 2023

Board of Directors

*Field not completed.*

Leadership Staff

Lauren Stephan (President), Andrew Stephan (Vice President), Ainess Gonzalez (Vice President of Operations)

Board of Directors Attachment

*Field not completed.*

Leadership Staff Attachment

*Field not completed.*

### **Promotional / Community Event Information**

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

Date(s) of Event

3/16/24, 6/15/24, 7/13/24, 10/26/24

Ticket Prices

Tickets for St. Pats, Craft Beer Walk & Spooktacular Brews & Boos will be offered at \$35. Because Margarita Stroll is significantly higher in cost to produce, we will offer a limited amount of tickets at \$35 and once sold out we will move to a \$40 price point.

Describe the target attendee for the event(s)?

late 20's to mid 40's singles/couples meeting up for an activity to shop & experience Historic Downtown then having lunch/dinner

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?)

The event has been held every year since 2021 for the same strolls.

How will the event showcase McKinney for tourism and / or business development? It promotes thousands of customers going into local businesses in downtown Mckinney as part of the Sip & Stroll. Attendees shop at the merchants while tasting beverages. Most attendees either come for lunch before they participate or stay for dinner afterwards.

Expected attendance 5,500

Expected number or percentage of attendees coming from outside McKinney nearly 80%

Location(s) of event(s) various merchants around Historic Downtown Mckinney

Does the event support a non-profit (other than applicant)? Yes

If yes, what organization(s) are supported? Hugs Cafe, Mckinney Main Street, Hope Clinic, Alliance of Elite Youth Leadership

What percentage of revenue will be donated(indicate net or gross)? In 2023 we donated of \$10,500 to the non-profits involved with the Sip & Strolls

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc. The strolls bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney! Not only do the walks increase sales and foot traffic for downtown merchants but they I also help in promoting downtown McKinney on a consistent basis- keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney. Goals for growth & expansion would be to cap out each walk with the same capacity that the Margarita Stroll receives.

### Specific Marketing Plans and Budget

Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print Over half of the budget will be spent on Facebook advertising utilizing our ad accounts as well as outside digital media companies. We will utilize traditional print advertising in publications such as Community Impact. We will continue to utilize local DFW Social Media Influencers, Mass Text

ads including publication names, social media, radio, posters, flyers, yard signs, etc.).	Message campaigns with our database, create ads & marketing materials through Upwork, and we will also get flyers created to pass out at local businesses around McKinney & those who participate in the Sip & Strolls. We will also utilize our PR contacts to promote events on local event calendars.
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Attach marketing plan	<a href="#">2024 Sip and Stroll Marketing Plan.pdf</a>
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Total Promotional Budget	\$21,100
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What percentage of the total marketing budget does the grant represent?	60%
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Marketing lessons learned from past (what worked and what did not).	Social Media via Facebook/Instagram continue to be the most effective. We are also seeing continued success through our own database of phone #'s and email campaigns. Currently we have over 30,000 local (Collin County) email and 8,000 mobile #'s. We would probably dial back our budget on radio advertising.
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How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	Success of the event will be based on # of tickets sold. We will pay attention to how many impressions are being generated on social campaigns, open/click rates on emails and texts and also web traffic.
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Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)	<a href="http://www.mckinneysipandstroll.com">www.mckinneysipandstroll.com</a> , <a href="https://www.facebook.com/Mckinneysipandstroll">https://www.facebook.com/Mckinneysipandstroll</a>
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Additional details related to marketing efforts.	<a href="http://www.mckinneysipandstroll.com">www.mckinneysipandstroll.com</a> , <a href="https://www.facebook.com/Mckinneysipandstroll">https://www.facebook.com/Mckinneysipandstroll</a>
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Budget	<a href="#">2024 McKinney Sip and Stroll Budget.pdf</a>
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What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	100
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Are matching funds available?	No
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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	20000
Registration Fees	171500
Donations	3200
Other (raffle, auction, etc.)	6000
Net Revenue	204200

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.	The Metrics used to evaluate success will include number of tickets sold, feedback from sponsors, vendors and retail merchants on their success at/during the event. We will also evaluate all of our advertising & marketing efforts through open/click rates, impressions generated and audience reached on social media campaigns, zip codes on where our attendees are coming from and information collected from attendees.
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#### Financial Goals of Promotional / Community Event

Gross Revenue	200700
Projected Expenses	95352.56
Net Revenue	105347.44
Other Funding Sources	<i>Field not completed.</i>

#### 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	<a href="#">2024 Mckinney Sip and Stroll Budget 1.pdf</a>
Financial Statements	<a href="#">SBG Hospitality Texas Franchise Tax Return.pdf</a>
W9	<a href="#">2023 SBG Hospitality IRS form W9.pdf</a>
IRS Determination Letter (if applicable)	<i>Field not completed.</i>
990 Filed with IRS (if applicable)	<i>Field not completed.</i>

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### **Presentation to MCDC Board of Directors**

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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.

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### **Acknowledgements**

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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;
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- 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.
- 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](mailto: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.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
Chief Executive Officer	Lauren Stephan
Date	11/29/2023
Representative Completing Application	Andrew Stephan

Date

11/29/2023

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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.*
-

**Our marketing plan includes:**

- An impactful social media campaign with paid ads and organic posting (**\$3,000 per event x 4= \$12,000**)
- PR assistance promoting the events through online calendars, and pitching to media ( **\$300 per event x 4= \$1,200**)
- Event Flyers (**\$76 per event x 4= \$304**)
- Local Ads (McKinney Community Impact Magazine) (**\$450 per ad**)
- Upwork to create ads and marketing materials (**\$150 per event x 4= \$600**)
- Mass Text Messages to past event attendees (**\$1k per event**)



# HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (4) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals. (Especially with the cost increases we've seen for our events! The advertising grant makes the series possible!)

## **Our marketing plan includes:**

- An impactful social media campaign with paid ads and organic posting
- PR assistance promoting the events through online calendars, and pitching to media
- DFW Social Media Influencers
- Event Flyers
- Local Ads (McKinney Community Impact Magazine)
- Upwork to create ads and marketing materials
- Mass Text Messages to past event attendees

**Thank you for your consideration! We are GRATEFUL for MCDC!** The \$15,000 to put towards advertising the 4 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDC on this **impactful** event series in Downtown McKinney!

Sincerely,  
SBG Hospitality



<b>Mckinney St. Patrick's Day Beer Walk Expenses</b>		
<b>Business</b>	<b>Product/Service</b>	<b>Cost</b>
Uhaul & Gas	Truck Rental	\$ 260.00
Best Ice to Go	Ice	\$ 600.00
Emergency Ice	Ice	\$ 250.00
Steve Coyne	Bagpiper	\$ 450.00
Brittani Robinson	Photographer	\$ 250.00
Labor Team	Labor	\$ 3,000.00
Photobooth Rental	Photobooth Rental	\$ 870.00
Party Express	Beads	\$ 250.00
Tossware	Taster Cups	\$ 900.00
Quickdraw T-Shirts	T-Shirts	\$ 350.00
Amazon	Wristbands	\$ 52.99
Cadillac Pizza	Lunch	\$ 176.96
Amazon	Misc. Supplies	\$ 118.35
Lowe's	Paper Towels	\$ 37.30
Walmart	Cloths	\$ 10.37
Advertising & Marketing	Various Channels	\$ 5,275.00
The Neighborhood Reach	Signage	\$ 600.00
David Ochoa	Videographer	\$ 1,000.00
Donation	Donation	\$ 1,500.00
Donation	Donation	\$ 495.54
Bartenders	Bartenders	\$ 5,000.00
	<b>Total</b>	<b>\$ 21,446.51</b>

<b>Mckinney Craft Beer Walk Expenses</b>		
<b>Business</b>	<b>Product/Service</b>	<b>Cost</b>
Uhaul & Gas	Truck Rental	\$ 250.00
Best Ice to Go	Ice	\$ 900.00
Brittani Robinson	Photographer	\$ 200.00
Labor Team	Labor	\$ 3,000.00
Trinity Event Staffing	Registration	\$ 1,500.00
Photobooth	Photobooth	\$ 870.00
Tossware	Taster Cups	\$ 1,100.00
The Neighborhood Reach	Signage	\$ 303.10
Amazon	Wristbands/Tablecloths	\$ 97.94
Spoons Café	Lunch	\$ 185.36
Hugs Café	Pretzels	\$ 400.01
Bartenders		\$ 5,500.00
Donation		\$ 1,500.00
Advertising & Marketing	Various Channels	\$ 5,275.00
	<b>Total</b>	<b>\$ 21,081.41</b>

<b>Mckinney Margarita Stroll Expenses</b>		
<b>Business</b>	<b>Product/Service</b>	<b>Cost</b>
Uhaul	Uhaul & Gas	\$ 250.00

Best Ice to Go	Ice	\$ 1,800.00
Brittani Robinson	Photographer	\$ 200.00
Bartenders	Bartenders	\$ 6,500.00
Labor Team	Labor	\$ 4,500.00
Bene Keith	Mixes/Garnishes	\$ 2,200.00
Specs	Tequila/Triple Sec	\$ 2,100.00
Walmart & Lowes	Misc. Supplies	\$ 159.46
Amazon	Bracelets/Tablecloths	\$ 430.19
Amazon	Disposable Cups	\$ 1,300.00
Tossware	Taster Cups	\$ 2,100.00
Photobooth Rental	Photobooth Rental	\$ 870.00
The Neighborhood Reach	Signage	\$ 350.00
Advertising & Marketing	Various Channels	\$ 5,275.00
Quickdraw Shirts	T-Shirts	\$ 373.50
Patina Green	Friday Lunch	\$ 152.69
Cadillac Pizza	Saturday Lunch	\$ 230.51
Uline	Trash Cans	\$ 400.00
Donation	Donation	\$ 3,695.00
Donation	Donation	\$ 1,500.00
Amazon	Props & Décor	\$ 81.43
	<b>Total</b>	<b>\$ 34,467.78</b>

<b>Mckinney Spooktacular Brews &amp; Boos</b>		
<b>Business</b>	<b>Product/Service</b>	<b>Cost</b>
Uhaul	Truck Rental	\$ 300.00
Suad Bejtovic	Photographer	\$ 250.00
ICE	ICE	\$ 700.00
Caddilac	Lunch	\$ 211.09
Photobooth Rental	Photobooth Rental	\$ 870.00
Labor	Labor	\$ 3,000.00
Quickdraw	T-Shirts	\$ 400.00
Advertising & Marketing	Various Channels	\$ 5,275.00
Décor	Décor	\$ 54.00
Neighborhood Reach	Signage	\$ 508.77
Donation	Donation	\$ 1,500.00
Bartenders	Bartenders	\$ 4,288.00
Tossware	Event Taster	\$ 1,000.00
	<b>Total</b>	<b>\$ 18,356.86</b>





### Texas Franchise Tax Return Summary

For privilege period covering 01/01/23 through 12/31/23  
SBG HOSPITALITY LLC \*\*\*\*\*

**Taxable Income**

Total Revenue	1,527,881	
Margin subject to apportionment	527,881	
Apportionment factor	1.0000	
Margin apportioned to TX	<u>527,881</u>	
Allowable deductions		
<b>Taxable margin</b>		<u><u>527,881</u></u>

**Tax Computation**

Taxable margin	527,881	
Tax rate	.007500	
Tax due before adjustments	<u>3959.11</u>	
Tax credits		
Tax due before discount	<u>3959.11</u>	
Discount		
<b>Total tax due</b>		<u><u>3959.11</u></u>

**Payments/Penalties**

Prior payment		
Penalty		
Interest		
<b>Total payments/penalties</b>		<u><u>          </u></u>

**Total tax due and payable** 3959.11

**Refund**           

CLIENT COPY

TX 2023 05-102  
 Ver. 14.0 (Rev.9-15/33)

### Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ Tcode 13196

■ Taxpayer number *****		■ Report year 2023		You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.	
Taxpayer name <b>SBG HOSPITALITY LLC</b>				<input type="checkbox"/> Check box if the mailing address has changed.	
Mailing address <b>7200 W UNIVERSITY SUITE 210</b>				Secretary of State (SOS) file number or Comptroller file number <b>0802639642</b>	
City <b>MCKINNEY</b>	State <b>TX</b>	ZIP code plus 4 <b>75071-7202</b>			

Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office <b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX75071-7202</b>
Principal place of business <b>7200 W UNIVERSITY SUITE 210 MCKINNEY TX75071-7202</b>



You must report officer, director, member, general partner and manager information as of the date you complete this report.

**Please sign below! This report must be signed to satisfy franchise tax requirements.**

**3206275728423**

**SECTION A Name, title and mailing address of each officer, director, member, general partner or manager.**

Name <b>LAUREN STEPHAN</b>	Title <b>MANAGING MEMBER</b>	Director <input checked="" type="checkbox"/> YES	Term expiration m m d d y y
Mailing address <b>2509 TREMONT BLVD</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75071</b>
Name <b>ANDREW STEPHAN</b>	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address <b>2509 TREMONT BLVD</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75071</b>
Name	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address	City	State	ZIP Code

CLIENT COPY

**SECTION B Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.**

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

**SECTION C Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.**

Name of owned (parent) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
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Registered agent and registered office currently on file (see instructions if you need to make changes) You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.

Agent: **LAUREN STEPHAN**

Office: <b>2509 TREMONT BOULEVARD</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75071</b>
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The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here <input checked="" type="checkbox"/>	Title <b>MANAGING MEMBER</b>	Date <b>04/03/2023</b>	Area code and phone number <b>318-527-9221</b>
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**Texas Comptroller Official Use Only**



VE/DE <input type="checkbox"/>	PIR IND <input type="checkbox"/>
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TX 2023 05-158-A  
 Ver. 14.0 (Rev.9-16/9)

### Texas Franchise Tax Report - Page 1

■ Tcode 13250 ANNUAL

■ Taxpayer number *****		■ Report year 2023	Due date 05/15/2023	
Taxpayer name <b>SBG HOSPITALITY LLC</b>				Secretary of State file number or Comptroller file number <b>0802639642</b>
Mailing address <b>7200 W UNIVERSITY SUITE 210</b>				
City <b>MCKINNEY</b>	State <b>TX</b>	Country <b>UNITED STATES</b>	ZIP code plus 4 <b>75071-7202</b>	Check box if the address has changed <input type="checkbox"/>
Check box if this is a combined report <input type="checkbox"/>		Check box if Total Revenue is adjusted for Tiered Partnership Election, see instructions <input type="checkbox"/>		
Is this entity a corporation, limited liability company, professional association, limited partnership or financial institution? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				

\*\* If not twelve months, see instructions for annualized revenue

Accounting year begin date** m m d d y y 010122	Accounting year end date m m d d y y 123122	SIC code	NAICS code 711300
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REVENUE (Whole dollars only)

1. Gross receipts or sales	1. ■	1525261.00
2. Dividends	2. ■	0.00
3. Interest	3. ■	0.00
4. Rents (can be negative amount)	4. ■	0.00
5. Royalties	5. ■	0.00
6. Gains/losses (can be negative amount)	6. ■	0.00
7. Other income (can be negative amount)	7. ■	2620.00
8. Total gross revenue (Add items 1 thru 7)	8. ■	1527881.00
9. Exclusions from gross revenue (see instructions) (item 8 minus item 9 if less than zero, enter 0)	9. ■	0.00
10. TOTAL REVENUE	10. ■	1527881.00

COST OF GOODS SOLD (Whole dollars only)

11. Cost of goods sold	11. ■	0.00
12. Indirect or administrative overhead costs (Limited to 4%)	12. ■	0.00
13. Other (see instructions)	13. ■	0.00
14. TOTAL COST OF GOODS SOLD (Add items 11 thru 13)	14. ■	0.00

COMPENSATION (Whole dollars only)

15. Wages and cash compensation	15. ■	496800.00
16. Employee benefits	16. ■	2415.00
17. Other (see instructions)	17. ■	0.00
18. TOTAL COMPENSATION (Add items 15 thru 17)	18. ■	499215.00

Texas Comptroller Official Use Only



VE/DE	<input type="checkbox"/>
PM Date	

TX 2023 05-158-B  
Ver. 14.0 (Rev.09-16/09)

Texas Franchise Tax Report - Page 2

Tcode 13251 ANNUAL

■ Taxpayer number *****	■ Report year 2023	Due date 05/15/2023	Taxpayer name SBG HOSPITALITY LLC
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**MARGIN** (Whole dollars only)

19. 70% revenue (item 10 x .70)	19. ■	1069517.00
20. Revenue less COGS (item 10 - item 14)	20. ■	1527881.00
21. Revenue less compensation (item 10 - item 18)	21. ■	1028666.00
22. Revenue less \$1 million (item 10 - \$1,000,000)	22. ■	527881.00
23. MARGIN (see instructions)	23. ■	527881.00

**APPORTIONMENT FACTOR**

24. Gross receipts in Texas (Whole dollars only)	24. ■	1527881.00
25. Gross receipts everywhere (Whole dollars only)	25. ■	1527881.00
26. APPORTIONMENT FACTOR (Divide item 24 by item 25, round to 4 decimal places)	26. ■	1.0000

**TAXABLE MARGIN** (Whole dollars only)

27. Apportioned margin (Multiply item 23 by item 26)	27. ■	527881.00
28. Allowable deductions (see instructions)	28. ■	0.00
29. TAXABLE MARGIN (item 27 minus item 28)	29. ■	527881.00

**TAX DUE**

30. Tax rate (see instructions for determining the appropriate tax rate)	X X X 30. ■	0.007500
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31. Tax due (Multiply item 29 by the tax rate in item 30) (Dollars and cents)	31. ■	3959.11
---	-------	---------

**TAX ADJUSTMENTS** (Dollars and cents) (Do not include prior payments)

32. Tax credits (item 23 from Form 05-160)	32. ■	0.00
33. Tax due before discount (item 31 minus item 32)	33. ■	3959.11
34. Discount (see instructions, applicable to report years 2008 and 2009)	34. ■	0.00

35. TOTAL TAX DUE (item 33 minus item 34)	35. ■	3959.11
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Do not include payment if item 35 is less than \$1,000 or if annualized total revenue is less than the no tax due threshold (see instructions). If the entity makes a tiered partnership election, ANY amount in item 35 is due. Complete Form 05-170 if making a payment.

Print or type name <b>LAUREN STEPHAN</b>	Area code and phone number <b>(318) 664-1772</b>
I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief. <b>sign here</b> <input checked="" type="checkbox"/>	Mail original to: Texas Comptroller of Public Accounts P.O. Box 149348 Austin, TX 78714-9348
Date <b>04/03/2023</b>	

Instructions for each report year are online at [www.comptroller.texas.gov/taxes/franchise/forms/](http://www.comptroller.texas.gov/taxes/franchise/forms/). If you have any questions, call 1-800-252-1381.

Texas Comptroller Official Use Only



VE/DE	<input type="checkbox"/>
PM Date	

**TX Asset Report**  
**Form 1120-S, Page 1**

FYE: 12/31/2022

Asset	Description	Date In Service	Cost	Basis for Depr	TX Prior	TX Current	Federal Current	Difference Fed - TX
<b>Listed Property:</b>								
1	2023 TOYOTA TACOMA	12/13/22	39,265	39,265	0	1,963	39,265	37,302
			<u>39,265</u>	<u>39,265</u>	<u>0</u>	<u>1,963</u>	<u>39,265</u>	<u>37,302</u>
	<b>Grand Totals</b>		39,265	39,265	0	1,963	39,265	37,302
	<b>Less: Dispositions</b>		0	0	0	0	0	0
	<b>Less: Start-up/Org Expense</b>		0	0	0	0	0	0
	<b>Net Grand Totals</b>		<u>39,265</u>	<u>39,265</u>	<u>0</u>	<u>1,963</u>	<u>39,265</u>	<u>37,302</u>

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<u>Asset</u>	<u>Description</u>	<u>Date In Service</u>	<u>Cost</u>	<u>TX</u>
<b>Listed Property:</b>				
1	2023 TOYOTA TACOMA	12/13/22	<u>39,265</u>	<u>14,921</u>
			<u>39,265</u>	<u>14,921</u>
	<b>Grand Totals</b>		<u>39,265</u>	<u>14,921</u>

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Form		<b>TX Financial Transaction Record</b>		<b>2023</b>
<b>05-158/05-169</b>	For the privilege period covering	<b>01/01/23</b>	through	<b>12/31/23</b>
Name		SOS file number		Taxpayer number
<b>SBG HOSPITALITY LLC</b>		<b>0802639642</b>		<b>*****</b>

**Electronic Funds Withdrawal**

This record is included with the Texas electronic file for taxpayers who elect to pay their tax balance by electronic funds withdrawal

Routing Transit Number	<u>111000614</u>
Bank Account Number	<u>152586811</u>
Type of Account	<u>CHECKING</u>
Requested Payment Date	<u>05/15/23</u>
Amount of Tax Payment	<u>3959.11</u>

DO NOT SUBMIT THIS DOCUMENT TO THE TEXAS COMPTROLLER'S OFFICE

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Form <b>05-158</b>		<b>TX Two Year Comparison Worksheet</b>		<b>2023 &amp; 2024</b>
Name <b>SBG HOSPITALITY LLC</b>		SOS file number <b>0802639642</b>	Taxpayer number <b>*****</b>	
		<b>2022/2023</b>	<b>2023/2024</b>	<b>Differences</b>
<b>Revenue</b>	Gross receipts or sales	<b>1,228,570</b>	<b>1,525,261</b>	<b>296,691</b>
	Dividends			
	Interest			
	Rents			
	Royalties			
	Gains or losses			
	Other income		<b>2,620</b>	<b>2,620</b>
	<b>Total gross revenue</b>	<b>1,228,570</b>	<b>1,527,881</b>	<b>299,311</b>
Exclusions from gross revenue				
<b>Total revenue</b>	<b>1,228,570</b>	<b>1,527,881</b>	<b>299,311</b>	
<b>Margin</b>	Cost of goods sold			
	Indirect or administrative overhead costs			
	Other costs			
	<b>Total cost of goods sold</b>			
	Wages and cash compensation		<b>496,800</b>	<b>496,800</b>
	Employee benefits		<b>2,415</b>	<b>2,415</b>
	Other			
	<b>Total compensation</b>		<b>499,215</b>	<b>499,215</b>
	Revenue times 70 percent		<b>1,069,517</b>	<b>1,069,517</b>
	Revenue less cost of goods sold		<b>1,527,881</b>	<b>1,527,881</b>
Revenue less compensation		<b>1,028,666</b>	<b>1,028,666</b>	
Revenue less \$1 million		<b>527,881</b>	<b>527,881</b>	
<b>Margin</b>		<b>527,881</b>	<b>527,881</b>	
<b>Taxable Margin</b>	Gross receipts in Texas		<b>1,527,881</b>	<b>1,527,881</b>
	Gross receipts everywhere		<b>1,527,881</b>	<b>1,527,881</b>
	Apportionment factor		<b>1.0000</b>	<b>1.0000</b>
	Apportioned margin		<b>527,881</b>	<b>527,881</b>
	Allowable deductions			
	<b>Taxable margin</b>		<b>527,881</b>	<b>527,881</b>
	Tax rate		<b>.007500</b>	
	<b>Tax due on taxable margin</b>		<b>3959.11</b>	<b>3959.11</b>
	Tax credits	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	Tax due before discount	<b>0.00</b>	<b>3959.11</b>	<b>3959.11</b>
Discount	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Tax Due and Payable</b>	<b>Total tax due</b>	<b>0.00</b>	<b>3959.11</b>	<b>3959.11</b>
	Prior payments	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	Net tax due	<b>0.00</b>	<b>3959.11</b>	<b>3959.11</b>
	Penalty	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	Interest	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	<b>Total amount due and payable</b>	<b>0.00</b>	<b>3959.11</b>	<b>3959.11</b>



**Franchise Tax Report, Page 1, Line 15 - Wages and Cash Compensation**

<u>Description</u>	<u>Federal Amount</u>	<u>Adjustment</u>	<u>TX Amount</u>
SALARIES AND WAGES	\$ 186,845	\$	\$ 186,845
SCH K ORDINARY BUS INC/LOSS	287,587		287,587
SCH K CONTRIBUTIONS	-25,638		-25,638
LAUREN STEPHAN	24,003		24,003
ANDREW STEPHAN	24,003		24,003
TOTAL	\$ 496,800		\$ 496,800

**Franchise Tax Report, Page 1, Line 16 - Employee Benefits**

<u>Description</u>	<u>Federal Amount</u>	<u>Adjustment</u>	<u>TX Amount</u>
EMPLOYEE BENEFITS	\$ 2,415	\$	\$ 2,415
TOTAL	\$ 2,415		\$ 2,415

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Organization Docs

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**SBG Hospitality LLC**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► **S**

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.  
**7200 W University Drive, Suite 210**

6 City, state, and ZIP code  
**Mckinney, TX 75071**

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. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

				-					
--	--	--	--	---	--	--	--	--	--

or

Employer identification number

8	1	-	5	1	9	5	5	5	0
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## 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 ► *Lauren Stephan*    Date ► *01/17/2023*

## 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](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting*, later, for further information.

**Note:** If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien;
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States;
- An estate (other than a foreign estate); or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

In the cases below, the following person must give Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States.

- In the case of a disregarded entity with a U.S. owner, the U.S. owner of the disregarded entity and not the entity;
- In the case of a grantor trust with a U.S. grantor or other U.S. owner, generally, the U.S. grantor or other U.S. owner of the grantor trust and not the trust; and
- In the case of a U.S. trust (other than a grantor trust), the U.S. trust (other than a grantor trust) and not the beneficiaries of the trust.

**Foreign person.** If you are a foreign person or the U.S. branch of a foreign bank that has elected to be treated as a U.S. person, do not use Form W-9. Instead, use the appropriate Form W-8 or Form 8233 (see Pub. 515, *Withholding of Tax on Nonresident Aliens and Foreign Entities*).

**Nonresident alien who becomes a resident alien.** Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the payee has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items.

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.
5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

**Example.** Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-9 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity, give the requester the appropriate completed Form W-8 or Form 8233.

## Backup Withholding

**What is backup withholding?** Persons making certain payments to you must under certain conditions withhold and pay to the IRS 24% of such payments. This is called "backup withholding." Payments that may be subject to backup withholding include interest, tax-exempt interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, payments made in settlement of payment card and third party network transactions, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

**Payments you receive will be subject to backup withholding if:**

1. You do not furnish your TIN to the requester,
2. You do not certify your TIN when required (see the instructions for Part II for details),
3. The IRS tells the requester that you furnished an incorrect TIN,
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or
5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See *Exempt payee code*, later, and the separate instructions for the Requester of Form W-9 for more information.

Also see *Special rules for partnerships*, earlier.

## What is FATCA Reporting?

The Foreign Account Tax Compliance Act (FATCA) requires a participating foreign financial institution to report all United States account holders that are specified United States persons. Certain payees are exempt from FATCA reporting. See *Exemption from FATCA reporting code*, later, and the Instructions for the Requester of Form W-9 for more information.

## Updating Your Information

You must provide updated information to any person to whom you claimed to be an exempt payee if you are no longer an exempt payee and anticipate receiving reportable payments in the future from this person. For example, you may need to provide updated information if you are a C corporation that elects to be an S corporation, or if you no longer are tax exempt. In addition, you must furnish a new Form W-9 if the name or TIN changes for the account; for example, if the grantor of a grantor trust dies.

## Penalties

**Failure to furnish TIN.** If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

**Civil penalty for false information with respect to withholding.** If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

**Criminal penalty for falsifying information.** Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

**Misuse of TINs.** If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

## Specific Instructions

### Line 1

You must enter one of the following on this line; **do not** leave this line blank. The name should match the name on your tax return.

If this Form W-9 is for a joint account (other than an account maintained by a foreign financial institution (FFI)), list first, and then circle, the name of the person or entity whose number you entered in Part I of Form W-9. If you are providing Form W-9 to an FFI to document a joint account, each holder of the account that is a U.S. person must provide a Form W-9.

a. **Individual.** Generally, enter the name shown on your tax return. If you have changed your last name without informing the Social Security Administration (SSA) of the name change, enter your first name, the last name as shown on your social security card, and your new last name.

**Note: ITIN applicant:** Enter your individual name as it was entered on your Form W-7 application, line 1a. This should also be the same as the name you entered on the Form 1040/1040A/1040EZ you filed with your application.

b. **Sole proprietor or single-member LLC.** Enter your individual name as shown on your 1040/1040A/1040EZ on line 1. You may enter your business, trade, or "doing business as" (DBA) name on line 2.

c. **Partnership, LLC that is not a single-member LLC, C corporation, or S corporation.** Enter the entity's name as shown on the entity's tax return on line 1 and any business, trade, or DBA name on line 2.

d. **Other entities.** Enter your name as shown on required U.S. federal tax documents on line 1. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on line 2.

e. **Disregarded entity.** For U.S. federal tax purposes, an entity that is disregarded as an entity separate from its owner is treated as a "disregarded entity." See Regulations section 301.7701-2(c)(2)(iii). Enter the owner's name on line 1. The name of the entity entered on line 1 should never be a disregarded entity. The name on line 1 should be the name shown on the income tax return on which the income should be reported. For example, if a foreign LLC that is treated as a disregarded entity for U.S. federal tax purposes has a single owner that is a U.S. person, the U.S. owner's name is required to be provided on line 1. If the direct owner of the entity is also a disregarded entity, enter the first owner that is not disregarded for federal tax purposes. Enter the disregarded entity's name on line 2, "Business name/disregarded entity name." If the owner of the disregarded entity is a foreign person, the owner must complete an appropriate Form W-8 instead of a Form W-9. This is the case even if the foreign person has a U.S. TIN.

### Line 2

If you have a business name, trade name, DBA name, or disregarded entity name, you may enter it on line 2.

### Line 3

Check the appropriate box on line 3 for the U.S. federal tax classification of the person whose name is entered on line 1. Check only one box on line 3.

IF the entity/person on line 1 is a(n) . . .	THEN check the box for . . .
<ul style="list-style-type: none"> <li>Corporation</li> </ul>	Corporation
<ul style="list-style-type: none"> <li>Individual</li> <li>Sole proprietorship, or</li> <li>Single-member limited liability company (LLC) owned by an individual and disregarded for U.S. federal tax purposes.</li> </ul>	Individual/sole proprietor or single-member LLC
<ul style="list-style-type: none"> <li>LLC treated as a partnership for U.S. federal tax purposes,</li> <li>LLC that has filed Form 8832 or 2553 to be taxed as a corporation, or</li> <li>LLC that is disregarded as an entity separate from its owner but the owner is another LLC that is not disregarded for U.S. federal tax purposes.</li> </ul>	Limited liability company and enter the appropriate tax classification. (P= Partnership; C= C corporation; or S= S corporation)
<ul style="list-style-type: none"> <li>Partnership</li> </ul>	Partnership
<ul style="list-style-type: none"> <li>Trust/estate</li> </ul>	Trust/estate

### Line 4, Exemptions

If you are exempt from backup withholding and/or FATCA reporting, enter in the appropriate space on line 4 any code(s) that may apply to you.

#### Exempt payee code.

- Generally, individuals (including sole proprietors) are not exempt from backup withholding.
- Except as provided below, corporations are exempt from backup withholding for certain payments, including interest and dividends.
- Corporations are not exempt from backup withholding for payments made in settlement of payment card or third party network transactions.
- Corporations are not exempt from backup withholding with respect to attorneys' fees or gross proceeds paid to attorneys, and corporations that provide medical or health care services are not exempt with respect to payments reportable on Form 1099-MISC.

The following codes identify payees that are exempt from backup withholding. Enter the appropriate code in the space in line 4.

- 1—An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2)
- 2—The United States or any of its agencies or instrumentalities
- 3—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities
- 4—A foreign government or any of its political subdivisions, agencies, or instrumentalities
- 5—A corporation
- 6—A dealer in securities or commodities required to register in the United States, the District of Columbia, or a U.S. commonwealth or possession
- 7—A futures commission merchant registered with the Commodity Futures Trading Commission
- 8—A real estate investment trust
- 9—An entity registered at all times during the tax year under the Investment Company Act of 1940
- 10—A common trust fund operated by a bank under section 584(a)
- 11—A financial institution
- 12—A middleman known in the investment community as a nominee or custodian
- 13—A trust exempt from tax under section 664 or described in section 4947

The following chart shows types of payments that may be exempt from backup withholding. The chart applies to the exempt payees listed above, 1 through 13.

IF the payment is for . . .	THEN the payment is exempt for . . .
Interest and dividend payments	All exempt payees except for 7
Broker transactions	Exempt payees 1 through 4 and 6 through 11 and all C corporations. S corporations must not enter an exempt payee code because they are exempt only for sales of noncovered securities acquired prior to 2012.
Barter exchange transactions and patronage dividends	Exempt payees 1 through 4
Payments over \$600 required to be reported and direct sales over \$5,000 <sup>1</sup>	Generally, exempt payees 1 through 5 <sup>2</sup>
Payments made in settlement of payment card or third party network transactions	Exempt payees 1 through 4

<sup>1</sup> See Form 1099-MISC, Miscellaneous Income, and its instructions.

<sup>2</sup> However, the following payments made to a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys' fees, gross proceeds paid to an attorney reportable under section 6045(f), and payments for services paid by a federal executive agency.

**Exemption from FATCA reporting code.** The following codes identify payees that are exempt from reporting under FATCA. These codes apply to persons submitting this form for accounts maintained outside of the United States by certain foreign financial institutions. Therefore, if you are only submitting this form for an account you hold in the United States, you may leave this field blank. Consult with the person requesting this form if you are uncertain if the financial institution is subject to these requirements. A requester may indicate that a code is not required by providing you with a Form W-9 with "Not Applicable" (or any similar indication) written or printed on the line for a FATCA exemption code.

A—An organization exempt from tax under section 501(a) or any individual retirement plan as defined in section 7701(a)(37)

B—The United States or any of its agencies or instrumentalities

C—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities

D—A corporation the stock of which is regularly traded on one or more established securities markets, as described in Regulations section 1.1472-1(c)(1)(i)

E—A corporation that is a member of the same expanded affiliated group as a corporation described in Regulations section 1.1472-1(c)(1)(i)

F—A dealer in securities, commodities, or derivative financial instruments (including notional principal contracts, futures, forwards, and options) that is registered as such under the laws of the United States or any state

G—A real estate investment trust

H—A regulated investment company as defined in section 851 or an entity registered at all times during the tax year under the Investment Company Act of 1940

I—A common trust fund as defined in section 584(a)

J—A bank as defined in section 581

K—A broker

L—A trust exempt from tax under section 664 or described in section 4947(a)(1)

M—A tax exempt trust under a section 403(b) plan or section 457(g) plan

**Note:** You may wish to consult with the financial institution requesting this form to determine whether the FATCA code and/or exempt payee code should be completed.

### Line 5

Enter your address (number, street, and apartment or suite number). This is where the requester of this Form W-9 will mail your information returns. If this address differs from the one the requester already has on file, write NEW at the top. If a new address is provided, there is still a chance the old address will be used until the payor changes your address in their records.

### Line 6

Enter your city, state, and ZIP code.

## Part I. Taxpayer Identification Number (TIN)

**Enter your TIN in the appropriate box.** If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see *How to get a TIN* below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN.

If you are a single-member LLC that is disregarded as an entity separate from its owner, enter the owner's SSN (or EIN, if the owner has one). Do not enter the disregarded entity's EIN. If the LLC is classified as a corporation or partnership, enter the entity's EIN.

**Note:** See *What Name and Number To Give the Requester*, later, for further clarification of name and TIN combinations.

**How to get a TIN.** If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local SSA office or get this form online at [www.SSA.gov](http://www.SSA.gov). You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at [www.irs.gov/Businesses](http://www.irs.gov/Businesses) and clicking on Employer Identification Number (EIN) under Starting a Business. Go to [www.irs.gov/Forms](http://www.irs.gov/Forms) to view, download, or print Form W-7 and/or Form SS-4. Or, you can go to [www.irs.gov/OrderForms](http://www.irs.gov/OrderForms) to place an order and have Form W-7 and/or SS-4 mailed to you within 10 business days.

If you are asked to complete Form W-9 but do not have a TIN, apply for a TIN and write "Applied For" in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

**Note:** Entering "Applied For" means that you have already applied for a TIN or that you intend to apply for one soon.

**Caution:** A disregarded U.S. entity that has a foreign owner must use the appropriate Form W-8.

## Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if item 1, 4, or 5 below indicates otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). In the case of a disregarded entity, the person identified on line 1 must sign. Exempt payees, see *Exempt payee code*, earlier.

**Signature requirements.** Complete the certification as indicated in items 1 through 5 below.

**1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1983.** You must give your correct TIN, but you do not have to sign the certification.

**2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1983.** You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

**3. Real estate transactions.** You must sign the certification. You may cross out item 2 of the certification.

**4. Other payments.** You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than bills for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments made in settlement of payment card and third party network transactions, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

**5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), ABLE accounts (under section 529A), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions.** You must give your correct TIN, but you do not have to sign the certification.

### What Name and Number To Give the Requester

For this type of account:	Give name and SSN of:
1. Individual	The individual
2. Two or more individuals (joint account) other than an account maintained by an FFI	The actual owner of the account or, if combined funds, the first individual on the account <sup>1</sup>
3. Two or more U.S. persons (joint account maintained by an FFI)	Each holder of the account
4. Custodial account of a minor (Uniform Gift to Minors Act)	The minor <sup>2</sup>
5. a. The usual revocable savings trust (grantor is also trustee) b. So-called trust account that is not a legal or valid trust under state law	The grantor-trustee <sup>1</sup> The actual owner <sup>1</sup>
6. Sole proprietorship or disregarded entity owned by an individual	The owner <sup>3</sup>
7. Grantor trust filing under Optional Form 1099 Filing Method 1 (see Regulations section 1.671-4(b)(2)(i)(A))	The grantor <sup>4</sup>

For this type of account:	Give name and EIN of:
8. Disregarded entity not owned by an individual	The owner
9. A valid trust, estate, or pension trust	Legal entity <sup>4</sup>
10. Corporation or LLC electing corporate status on Form 8832 or Form 2553	The corporation
11. Association, club, religious, charitable, educational, or other tax-exempt organization	The organization
12. Partnership or multi-member LLC	The partnership
13. A broker or registered nominee	The broker or nominee

For this type of account:	Give name and EIN of:
14. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments	The public entity
15. Grantor trust filing under the Form 1041 Filing Method or the Optional Form 1099 Filing Method 2 (see Regulations section 1.671-4(b)(2)(i)(B))	The trust

<sup>1</sup> List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.

<sup>2</sup> Circle the minor's name and furnish the minor's SSN.

<sup>3</sup> You must show your individual name and you may also enter your business or DBA name on the "Business name/disregarded entity" name line. You may use either your SSN or EIN (if you have one), but the IRS encourages you to use your SSN.

<sup>4</sup> List first and circle the name of the trust, estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.) Also see *Special rules for partnerships*, earlier.

\*Note: The grantor also must provide a Form W-9 to trustee of trust.

Note: If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

### Secure Your Tax Records From Identity Theft

Identity theft occurs when someone uses your personal information such as your name, SSN, or other identifying information, without your permission, to commit fraud or other crimes. An identity thief may use your SSN to get a job or may file a tax return using your SSN to receive a refund.

To reduce your risk:

- Protect your SSN,
- Ensure your employer is protecting your SSN, and
- Be careful when choosing a tax preparer.

If your tax records are affected by identity theft and you receive a notice from the IRS, respond right away to the name and phone number printed on the IRS notice or letter.

If your tax records are not currently affected by identity theft but you think you are at risk due to a lost or stolen purse or wallet, questionable credit card activity or credit report, contact the IRS Identity Theft Hotline at 1-800-908-4490 or submit Form 14039.

For more information, see Pub. 5027, Identity Theft Information for Taxpayers.

Victims of identity theft who are experiencing economic harm or a systemic problem, or are seeking help in resolving tax problems that have not been resolved through normal channels, may be eligible for Taxpayer Advocate Service (TAS) assistance. You can reach TAS by calling the TAS toll-free case intake line at 1-877-777-4778 or TTY/TDD 1-800-829-4059.

#### Protect yourself from suspicious emails or phishing schemes.

Phishing is the creation and use of email and websites designed to mimic legitimate business emails and websites. The most common act is sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

The IRS does not initiate contacts with taxpayers via emails. Also, the IRS does not request personal detailed information through email or ask taxpayers for the PIN numbers, passwords, or similar secret access information for their credit card, bank, or other financial accounts.

If you receive an unsolicited email claiming to be from the IRS, forward this message to [phishing@irs.gov](mailto:phishing@irs.gov). You may also report misuse of the IRS name, logo, or other IRS property to the Treasury Inspector General for Tax Administration (TIGTA) at 1-800-366-4484. You can forward suspicious emails to the Federal Trade Commission at [spam@uce.gov](mailto:spam@uce.gov) or report them at [www.ftc.gov/complaint](http://www.ftc.gov/complaint). You can contact the FTC at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or 877-IDTHEFT (877-438-4338). If you have been the victim of identity theft, see [www.IdentityTheft.gov](http://www.IdentityTheft.gov) and Pub. 5027.

Visit [www.irs.gov/IdentityTheft](http://www.irs.gov/IdentityTheft) to learn more about identity theft and how to reduce your risk.

## Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons (including federal agencies) who are required to file information returns with the IRS to report interest, dividends, or certain other income paid to you; mortgage interest you paid; the acquisition or abandonment of secured property; the cancellation of debt; or contributions you made to an IRA, Archer MSA, or HSA. The person collecting this form uses the information on the form to file information returns with the IRS, reporting the above information. Routine uses of this information include giving it to the Department of Justice for civil and criminal litigation and to cities, states, the District of Columbia, and U.S. commonwealths and possessions for use in administering their laws. The information also may be disclosed to other countries under a treaty, to federal and state agencies to enforce civil and criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism. You must provide your TIN whether or not you are required to file a tax return. Under section 3406, payers must generally withhold a percentage of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to the payer. Certain penalties may also apply for providing false or fraudulent information.





# ST. PATS BEER WALK : MARCH 2023

The McKinney St. Pat's Beer Walk hosted 1,260 participants in Downtown McKinney!

[CLICK HERE](#)

[SOCIAL MEDIA ADS](#)

FOR THE FULL BEER

202,145 IMPRESSIONS

WALK PHOTO ALBUM!

3,743 CLICKS

COMMUNITY IMPACT DIGITAL AD



Past promotions





# CRAFT BEER WALK: JUNE 2023

The Craft Beer Walk happened on Father's Day Weekend! This event hosted over 900 attendees in Downtown McKinney!

[CLICK HERE](#)

[SOCIAL MEDIA ADS](#)

TO VIEW MORE PHOTOS OF THE

213,277 IMPRESSIONS

MCKINNEY CRAFT BEER WALK!

5,152 CLICKS

EVENT FLYER



97.5 DIGITAL AD







# MARGARITA STROLL: JULY 2023

MARGARITA MAMBO! The McKinney Margarita Stroll had 2,000 attendees ready to enjoy delicious margarita tastings!

[CLICK HERE](#)

[SOCIAL MEDIA ADS](#)

TO VIEW MORE PHOTOS OF THE  
MCKINNEY

319,064 IMPRESSIONS  
4,719 LINK CLICKS

MARGARITA STROLL!



97.5 DIGITAL AD

EVENT FLYER





# SIPS OF SUMMER: AUGUST 2023

The Sips of Summer Stroll had over 662 attendees ready to enjoy tasty summer beverages!

[CLICK HERE](#)

**SOCIAL MEDIA ADS**  
**258,484 IMPRESSIONS**

**TO VIEW MORE PHOTOS OF THE**  
**MCKINNEY MARGARITA STROLL!**

**2,740 LINK CLICKS**

EVENT FLYER



COMMUNITY IMPACT DIGITAL AD



