



Organization Description / Executive Summary

Ratrodtober, now in its 7th year, is a premiere rat rod, hot rod, classic car and vintage motorcycle show in McKinney, TX. Voted one of the top festivals by D Magazine, Ratrodtober brings car enthusiasts from all over the country to McKinney for a weekend of vintage cars, live music, entertainment, and fellowship. The show, held at TUPPS Brewery, has garnered national attention, having been featured in Rat Rod Magazine and countless other publications. The show has been recognized as in the “Top 3” largest rat rod car shows in the country. Our goal is to turn Ratrodtober into a flagship event for McKinney – driving tourism for the city and local businesses.

Each year, Ratrodtober selects a charitable organization to be the beneficiary of proceeds raised through raffles and other fundraising activities. The beneficiary for 2023 is Warriors Keep, a 501(C)(3) tax exempt non-profit organization whose mission is to unite, empower and enhance the quality of life for veterans with the use of Outdoor Therapy. Outdoor therapy has been shown to improve quality of life and allow veterans the opportunity to process and reflect on their experiences in a positive environment.

Entertainment is a big component of the show. We book live music and other family friendly activities to augment participants’ engagement. This year’s bands include BC and the Big Rig, LuLu and the Black Sheep. These bands stand alone in their talent and will bring a large following to the show.

We plan to create and can a custom Ratrodtober beer to be sold at the event. The can design, which will feature elements of the show and the brewery, could also feature downtown McKinney’s water tower and/or other landmarks that make McKinney unique.

A fan favorite of the show is the “Freak Out the Square Cruise In”. This rat rod only ride-in will start at a sponsor location in McKinney where a light breakfast is provided. Rat rods ride through McKinney's Downtown Historical District and arrive at TUPPS Brewery just as the event is kicking off! The ride is approximately 3-5 miles and begins around 9:20am. In the past, we’ve had people come out of their homes and out of the restaurants of downtown McKinney to watch these unique and eye-catching vehicles pass by.

The event continues to grow, with each year increasing in registered vehicles and audience attendance. The show is family friendly. Expected attendance, based on previous years, is between 5,000 – 7,000.

List of board of directors and staff

- Natalia Payton – Owner, Director
- Jacob Payton – Owner, Director
- Keith Lewis - Partner

Goals

- Establish Ratrodtober as a flagship event in McKinney.
- Bring McKinney, TX to the national stage as host to one of the largest rat rod car shows in the country.
- Generate funds for charitable partner each year.
- Increase awareness for TUPPS Brewery and the downtown cultural district.

Objectives

Indicate how this event/project supports City of McKinney and Visit McKinney's goals

Ratrodtober has grown in popularity and has already created a substantial amount of exposure for TUPPS Brewery and the city of McKinney in the vintage car and motorcycle event space. . The town comes alive with people who make the yearly trip. McKinney's Historic District offers an ideal backdrop for an event this size and theme. People travel across the country to attend premiere car shows. Thousands of visitors positively impact the city revenue. The restaurants and hotels see an increase in occupancy. Small town business owners experience and increase in sales and exposure. The Square, historic homes, TUPPS and eventually City Hall create an ambiance reminiscent of the glory days which these cars are from.

Event or Project timeline and venue

Venue: TUPPS Brewery, 402 E. Louisiana McKinney, TX 75069

Timeline

- January – October: Marketing and Planning
- October 13, 2023: Sponsor and VIP Dinner
- October 14, 2023: Ratrodtober Car and Bike Show, 10AM – 4PM

Outline of Event or Project

Date	Activity	Location	Time
Friday, October 13, 2023	Sponsor & Partner Dinner	TUPPS Brewery (Restaurant)	6pm – 9m
	Plated dinner		6:30 – 7:30 pm
	Musical performance and keg tapping		7:30 – 9:00 pm
Saturday, October 14, 2023	Car Show & Festival	TUPPS Brewery	10 am start
	Freak Out the Squares Cruise In	Sponsor Location	Roll out – 9:20 am
	Live Music and entertainment	TUPPS Brewery	10am – 3:30 pm
	Awards Ceremony	TUPPS Brewery	3:30 – 4:00 pm
	Raffle for Warriors Keep	TUPPS Brewery	4:00 pm
	Breakdown and clean up	TUPPS Brewery	4:30 pm – 5:30 pm

Event Budget

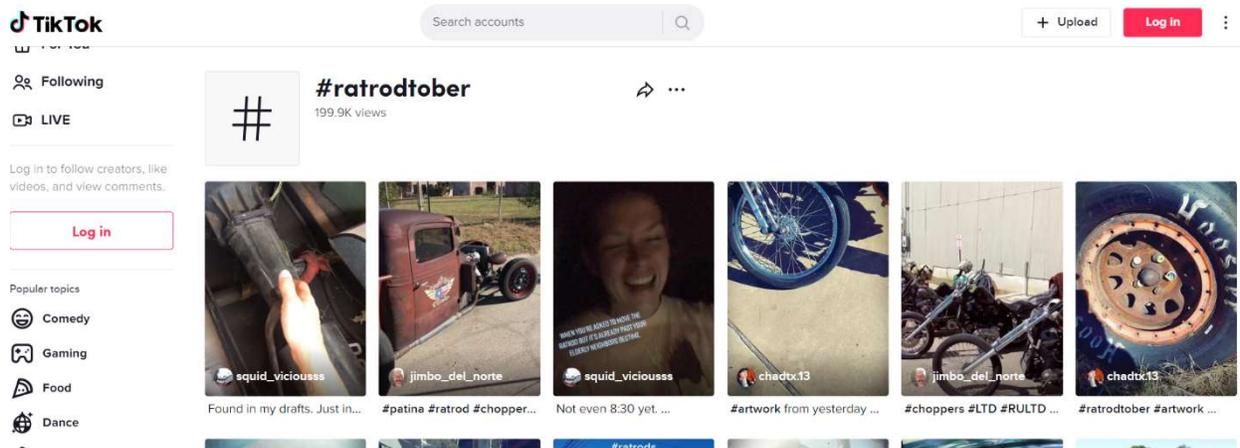
Ratrodtober 2023 Budget		
Line Item	Budget	Description
Music and Entertainment	\$3,500	BC & the Big Rig, LuLu and the Black Sheep, Uncle Bekah, Point Skate Shop
Signage	\$3,750	Event day signage
Marketing Materials and Expenses	\$3,500	Flyers, posters, events, advertising
Flyer and t-shirt artist	\$1,250	Design work
Street Team & Staff	\$6,500	Street team, event staff
Event day concessions/meals	\$500	For volunteers and staff
Raffle items	\$2,500	Gift for beneficiary raffle (could be donated)
Event t-shirts	\$2,500	Event t-shirt
Barriers/fencing	\$2,000	
Event supplies	\$300	Office supplies for event day
Accommodations for staff and entertainment	\$2,000	8 rooms x 2 nights @ \$120 per night
Awards & Gifts	\$1,500	Event awards and sponsor gifts
Drone and photography	\$1,350	Event day photography & drone
	\$31,150	

Plans for marketing and outreach

We market Ratrodtober through both traditional and digital marketing. We have a strong street team that flyer car and bike shows throughout Texas including Southern Throwdown, Texas Fandango, Pistons and Paint and Invasion Car Show. Additionally, we display flyers and posters at prominent locations throughout the metroplex. We also place strategic media buys online and through Facebook/Instagram and local media partners including Community Impact, Full Throttle Magazine and Danger Dan's Talk Shop.

Ratrodtober's social media pages stay current and active and trending with hashtag #ratrodtober on TikTok, Facebook and Instagram. We typically see a huge uptick in traffic, shares, reposts and likes in the months leading up to the event and immediately following. We plan our marketing in year-round cycles and create content continuously.

TikTok



Facebook



Edit cover photo



Ratrodtober Car & Bike Show
2.4K likes • 2.6K followers

Promote Manage Edit

Instagram

Instagram

Search



ratrodtober

Follow

Message



297 posts

1,221 followers

363 following

Ratrodtober

Rat Rod, Hot Rod & Motorcycle Festival

Ratrodtober #7

Saturday, October 14, 2023

@TUPPS_Brewery, McKinney TX

#ratrodtober

www.ratrodtober.com

Evaluation metrics

Ratrodtober will be evaluated through a series of metrics including social media and website impressions and engagement, online and event day registrations, attendance, hotel room bookings, and event day revenue.

Link to event website for promotion by Visit McKinney: www.ratrodtober.com

Links to social media accounts for promotion by Visit McKinney

- <https://www.facebook.com/ratrodtober/>
- <https://www.instagram.com/ratrodtober/>



Office of the Secretary of State

CERTIFICATE OF FILING OF

Wayward River LLC
File Number: 802926712

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate 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: 01/30/2018

Effective: 01/30/2018



A handwritten signature in black ink, appearing to read "R. Pablos".

Rolando B. Pablos
Secretary of State

STACEY KEMP, COUNTY CLERK
COLLIN COUNTY, TEXAS
2300 BLOOMDALE RD, SUITE 2104
MCKINNEY, TX 75071
ASSUMED NAME CERTIFICATE OF OWNERSHIP
FOR INCORPORATED BUSINESS OR PROFESSION

1. RATROD TOBER
Name of Business or Professional Service (Please Print or Type)
2. 206 McKinney Ave City McKinney State TX Zip 75069
Business Address
3. WAYWARD RIVER LLC
Name of the incorporated Business or Profession as stated in its Articles of Incorporation
Certificate Number (if applicable) 0802926712 State in which business was incorporated: TEXAS
Address of registered office in that jurisdiction:
206 McKinney Ave. City McKinney State TX Zip 75069
Physical Address
Name of registered agent: NATALIA DIAZ-PAYTON
5. The corporation is a: (Please check one)
 Business Corporation Non-profit Corporation L.L.C.
 Professional Corporation Other (Please specify)
6. The period during which the assumed name will be used is 10 years. Pursuant to Title 4, Chapter 36.11 of the Texas Business and Commerce Code, Certificates of Ownership are valid for a period not to exceed 10 years during which the assumed name will be used.
7. The county or counties where business or professional services are being or are conducted or rendered under such assumed name are (if applicable, use the designation "all" or "all except") ALL
8. If this Instrument is executed by the attorney-in-fact, he/she has been duly authorized in writing, by his/her principal to execute and acknowledge this instrument.
- By: [Signature]
Signature and Title of Officer, Representative, or Attorney-in-fact

THE STATE OF TEXAS }

COUNTY OF COLLIN }

BEFORE ME, STACEY KEMP, COUNTY CLERK,
IN AND FOR SAID County and State, on this day personally appeared
NATALIA NIEVES DIAZ-PAYTON,

known to me to be the person whose name subscribed to the foregoing instrument, and acknowledged to me that he/she executed the same for the purpose therein expressed.

Given under my hand and seal of office, this 21st day of February, 2018.



Stacey Kemp, County Clerk
Printed Name of Notary or County Clerk

[Signature]
Signature of Notary or Deputy Clerk



20180221060012530 02/21/2018 02:31:15 PM VAI 1/1

Date of this notice: 02-22-2018

Employer Identification Number:
82-4511700

Form: SS-4

Number of this notice: CP 575 G

For assistance you may call us at:
1-800-829-4933

WAYWARD RIVER LLC
NATALIA DIAZ-PAYTON SOLE MBR
206 MCKINNEY AVE
MCKINNEY, TX 75069

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 82-4511700. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. **This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.** You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub.

Your name control associated with this EIN is WAYW. You will need to provide this information, along with your EIN, if you file your returns electronically.

Thank you for your cooperation.

Request for Taxpayer Identification Number and Certification

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

► Go to 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. Natalia Nieves Diaz Payton																					
2 Business name/disregarded entity name, if different from above Wayward River LLC																					
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. <table style="width: 100%; margin-top: 5px;"> <tr> <td><input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC</td> <td><input type="checkbox"/> C Corporation</td> <td><input type="checkbox"/> S Corporation</td> <td><input type="checkbox"/> Partnership</td> <td><input type="checkbox"/> Trust/estate</td> </tr> <tr> <td colspan="5"> <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► <u> a </u> </td> </tr> <tr> <td colspan="5"> 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. </td> </tr> <tr> <td colspan="5"> <input type="checkbox"/> Other (see instructions) ► </td> </tr> </table>		<input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC	<input type="checkbox"/> C Corporation	<input type="checkbox"/> S Corporation	<input type="checkbox"/> Partnership	<input type="checkbox"/> Trust/estate	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► <u> a </u>					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.					<input type="checkbox"/> Other (see instructions) ►				
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<input type="checkbox"/> 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) _____ <i>(Applies to accounts maintained outside the U.S.)</i>																					
5 Address (number, street, and apt. or suite no.) See instructions. 206 McKinney Ave.																					
Requester's name and address (optional)																					
6 City, state, and ZIP code McKinney, TX 75069																					
7 List account number(s) here (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													
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8	2	-	4	5	1	1	7	0	0				

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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 ►	Date ► 10.16.19
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

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.

Sabine Smith

From: Sabine Smith
Sent: Tuesday, February 21, 2023 12:31 PM
To: Ratrodtober Car & Bike Show
Cc: Aaron Werner
Subject: RE: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

Hi Natalia,

The W9 looks good and I will add that.

We have a grant guideline document that you can check out at the link below, but your best bet is probably to talk to Aaron with any specific questions. Let us know a good time when to reach you and Aaron can connect with you today or tomorrow in preparation for the presentation.

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/mckinneytx/Visit_McKinney_Grant_GUIDELINES_FY_2022_23_updated_email_links_9ad96c3b-2ea6-4564-b641-1390301318fc.pdf

Thanks, and have a great day!

Sabine Smith

Executive Assistant



(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

972-547-2058 (office)

972-547-2063 (direct desk line)

www.VisitMcKinney.com

Facebook: [VisitMcKinneyTX](https://www.facebook.com/VisitMcKinneyTX)

Instagram: [VisitMcKinneyTX](https://www.instagram.com/VisitMcKinneyTX)

#VisitMcKinneyTX

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About McKinney

As one of the fastest-growing cities in America, McKinney maintains a nationally-acclaimed quality of life coupled with a convenient location to the DFW area. The city offers award-winning schools, a vibrant historic downtown and cultural district, and a trendy culinary scene set within a uniquely beautiful natural setting. McKinney is home to the top-rated McKinney National Airport and serves as the headquarters to many Fortune 500 companies. A balanced way of life, sense of place and authenticity make McKinney "Unique by nature." To learn more, visit McKinneyTexas.org.

From: Ratrodtober Car & Bike Show <ratrodtober@gmail.com>
Sent: Tuesday, February 21, 2023 12:14 PM
To: Sabine Smith <ssmith2@visitmckinney.com>
Cc: Aaron Werner <awerner@visitmckinney.com>
Subject: Re: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

*****CITY OF MCKINNEY SECURITY NOTICE*****

THIS IS AN EXTERNAL EMAIL: Do not click links or open attachments from unknown sender and be sure the content is safe.

Hi Sabine -

Please let me know if the attached W9 is sufficient. I understand and will be prepared to share any confirmed or pending sponsorships prior to the meeting or during the presentation.

Do you have a list of approved categories that this grant can be used for? ie: radio spots, flyer printing, flyer/poster design, local publication advertising, promotional giveaways (as a marketing tool for various car shows)? I just want to be very clear on what these funds can be used for.

I appreciate your time.

Natalia Payton | Director
[Ratrodtober Car & Bike Show](#)
[Facebook](#) | [Instagram](#)

On Fri, Feb 17, 2023 at 2:55 PM Sabine Smith <ssmith2@visitmckinney.com> wrote:

Hi Natalia,

I will add the financial documents as provided.

The only other thing you can send me is a W9, because we need that anyway once we set up an account.

Grant applicants also like to provide an outline of the budget for the event as the board sometimes asks questions about it.

The main purpose of these financial documents is to show that it is an established company in McKinney.

Regarding the timeline, the grant can be used for the advertisement and promotion of the event and if you contract the ad buys way in advance as it is intended and you confirmed below, we should be good.

Event signage or day-of entertainment and/or logistics are a little bit trickier and I will let Aaron respond to that as the grant is not really intended for it.

My main purpose is to clarify any questions in advance so the board has a comprehensive picture and you don't get any surprise questions after the presentation.

Regarding sponsorships, if the list comes in time before the agenda is posted, feel free to send it to me, or you can have it ready to show during the presentation. Who else is also providing funds is almost always asked so if you have the list by the presentation day, that should be fine.

I'll package it all together and this should be good to go unless you want to send me anything else I mentioned above.

Thanks, and have a great day!

Sabine Smith

Executive Assistant



(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

972-547-2058 (office)

972-547-2063 (direct desk line)

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Instagram: [VisitMcKinneyTX](https://www.instagram.com/VisitMcKinneyTX)

[#VisitMcKinneyTX](https://www.instagram.com/VisitMcKinneyTX)

Sign up for our newsletter [here!](#)



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From: Ratrodtober Car & Bike Show <ratrodtober@gmail.com>
Sent: Friday, February 17, 2023 1:33 PM
To: Sabine Smith <ssmith2@visitmckinney.com>
Cc: Aaron Werner <awerner@visitmckinney.com>
Subject: Re: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

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Hi Sabine-

Thanks for the follow up. I had a couple questions:

1. **Audited financials.** Ratrodtober is a DBA for Wayward River LLC. Are you wanting to see the audited financials for the LLC in its entirety? There is no separate bank account or Tax filing for Ratrodtober. How would you like to proceed?
2. **Texas Franchise Tax Public Information Sheet** - Attached is Wayward River LLC formation document and DBA for Ratrodtober. Is this sufficient or what you are looking for?
3. **Timeline** - Most of our advertising buys will be before the mid-August deadline. Does the grant reimburse for event signage or day-of entertainment and/or logistics?
4. **Requested funds** - We solicit sponsorships for the event. Our sponsorship deck is going out next week. We do not have any confirmed at this time. How do we proceed with this?

Thank you,

Natalia Payton | Director

[Ratrodtober Car & Bike Show](#)

[Facebook](#) | [Instagram](#)

On Fri, Feb 17, 2023 at 11:22 AM Sabine Smith <ssmith2@visitmckinney.com> wrote:

Happy Friday!

I wanted to follow up on this email and see if you had any questions regarding the email below. Aaron or myself are happy to help in any way we can.

Can you please let me know if you will be submitting supplemental information that will complete the application? If yes, can you please let me know about when you are able to send it to me?

Thanks, and have a great day!

Sabine Smith

Executive Assistant



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About McKinney

As one of the fastest-growing cities in America, McKinney maintains a nationally-acclaimed quality of life coupled with a convenient location to the DFW area. The city offers award-winning schools, a vibrant historic downtown and cultural district, and a trendy culinary scene set within a uniquely beautiful natural setting. McKinney is home to the top-rated McKinney National Airport and serves as the headquarters to many Fortune 500 companies. A balanced way of life, sense of place and authenticity make McKinney "Unique by nature." To learn more, visit [McKinneyTexas.org](#).

From: Sabine Smith

Sent: Tuesday, February 14, 2023 2:37 PM

To: ratrodtober@gmail.com

Cc: Aaron Werner <awerner@visitmckinney.com>

Subject: RE: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

Hi Natalia,

I have received and reviewed your grant application. Here are my notes:

1.) Financial information:

The Grant Application on Page 8 states:

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.)

We understand that sometimes organizations are new, at a minimum we would need a **W9** submitted.

2.) Timeline:

I saw that your event Ratrodtober Car & Bike Show takes place on **October 13 and 14, 2023**.

I want to avoid any surprises further down the road and therefore I want to highlight, that outlined in our grand guidelines on the bottom of page 4 it states:

“All approved Advertising & Promotional grants must be completed as provided in the performance agreement. All funds must be distributed by Sept. 30 of the fiscal year in which the grant was awarded unless prior consent is secured from Visit McKinney by Aug. 30 of that same fiscal year.”

Since our Fiscal Year runs October 1 through September 30th, we need all re-imbusement requests for the grant buttoned up the very lasted beginning of August/mid-August to allow time to write reimbursement checks before 9-30-2023. Re-imbusement can take up to 30 days.

Please let me know in an email that you are aware of this requirement and whether there are any changes to the application (taking this timeline into consideration) or if we are proceeding with the application as submitted because the advertising and promotion dollars will be spent by the end of our fiscal year, even though the event itself is shortly thereafter.

3.) **Requested Funds from other sources, page 4 of the application:**

Please let me know if this is N/A or if you submitted for additional funding from other sources.

Whatever additional documents you send me I will add to the existing documents and you can address missing information in the presentation to the board.

Details about meeting date/time and presentation rules will be sent out later today.

Thanks, and have a great day!

Sabine Smith

Executive Assistant



(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

972-547-2058 (office)

972-547-2063 (direct desk line)

www.VisitMcKinney.com

Facebook: [VisitMcKinneyTX](https://www.facebook.com/VisitMcKinneyTX)

Instagram: [VisitMcKinneyTX](https://www.instagram.com/VisitMcKinneyTX)

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From: Aaron Werner <awerner@visitmckinney.com>

Sent: Friday, February 10, 2023 4:03 PM

To: Sabine Smith <ssmith2@visitmckinney.com>

Subject: Fwd: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

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From: Ratrodtober Car & Bike Show <ratrodtober@gmail.com>
Sent: Friday, February 10, 2023 3:54:51 PM
To: MCVB Executive Director <executivedirector@visitmckinney.com>
Subject: Visit McKinney - Grant Application - Ratrodtober Car & Bike Show

CITY OF MCKINNEY SECURITY NOTICE

THIS IS AN EXTERNAL EMAIL: Do not click links or open attachments from unknown sender and be sure the content is safe.

To Whom it May Concern:

Please see the attached Visit McKinney Grant Application for consideration. We've been proudly hosting **Ratrodtober Car and Bike Show** at TUPPS Brewery for 6 years and we look forward to growing the event through the support of Visit McKinney.

Should you have any questions, please do not hesitate to contact me. We look forward to reviewing the application with you. For more information, please visit <https://ratrodtober.com> or see our [Facebook](#) and [Instagram](#) pages.

Thank you for your time and consideration.

Kind regards,

Natalia Payton | Director

[Ratrodtober Car & Bike Show](#)

[Facebook](#) | [Instagram](#)

