



GRANT APPLICATION FOR FY 2022-23

ABOUT YOUR ORGANIZATION

Name: The Girl Cave

Federal Tax I.D.: 92-0609339

Incorporation Date: DBA (launched the event in 2019 - transitioning to a brand/organization (s corp)

Mailing Address: 8900 Independence Parkway Suite 32201

City: Plano State: Texas Zip Code: 75025

Phone: 2145161709 Email: kristamedlock@thegirlcave.online

Website: thegirlcave.online (transitioning the brand - new website coming soon)

CHECK ONE:

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

PROFESSIONAL AFFILIATION & ORGANIZATIONS TO WHICH YOURS BELONGS:

The Girl Cave events were hosted by Thriving Bands (a brand and marketing consultancy) - Due to success and program expansion - we are branding and becoming a legal entity.

REPRESENTATIVE COMPLETING THE APPLICATION

Name: Krista Medlock

Title: Chief Strategy Officer

Mailing Address: Same as above

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____



GRANT APPLICATION FOR FY 2022-23

CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION

☒ Same as representative completing application from previous page

Name: _____

Title: _____

Mailing Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Email: _____

IDENTIFY TOURISM-RELATED EVENT OR PROJECT

Name of the Event or Project: The Girl Cave 'StayCave' (New event under The Girl Cave umbrella)

Start Date: 02/24/2023

Completion Date: 02/26/2023

Requested Funds from Visit McKinney: \$ Between \$6000 - \$7500

Requested Funds from other sources:

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

Please explain source and dollar amount requested or granted

Website URL where event will be promoted: thegirlcave.online (coming soon- used to be thegirlcaveevent.com)

Facebook URL where event will be promoted: @thegirlcaveevent (rebranding)

Instagram URL where event will be promoted: _____

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



GRANT APPLICATION FOR FY 2022-23

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

Name: Michelle Roberts

Name: Amy Anderson Lafitte

Name: Donna Anderson

Name: Diana Copeland

Name: Ashley Sine

Name: Zina Goetz

Name: Zoe Madewell

Name: Andre Galloway

Name: Allene Medlock

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

Name: Krista Medlock

Name: Please note: the above is TGC Advisory Board.

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

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

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

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

The Girl Cave StayCave meets the following Texas Hotel Tax Expenditure Requirements:

CRITERIA #1:

Every expenditure must **DIRECTLY** enhance and promote tourism AND the convention and hotel industry.

CRITERIA #2:

- 2) Paying the administrative costs for facilitating convention registration;
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity;
- 4) Expenditures that promote the arts; (Pending)
- 8) Funding transportation systems for tourists; and (Pending)
- 9) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

III. FINANCIALS: Please provide the following items as attachments:

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

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

- ☒ No
- ☐ Yes, please provide dates: _____

What is the total estimated cost for this Event or Project? \$ 15,000 (rough cost - still developing further details with the city)

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

What percentage of the Event/Project funding will be provided by the Applicant? 50%

Have funds been requested from any other organization?

- ☒ No
- ☐ Yes, please provide amount, source and percentage

Cash \$	_____	Source	_____	% of Total	_____
In-Kind \$	_____	Source	_____	% of Total	_____

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

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project.
If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.



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

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

A handwritten signature in black ink, appearing to read "Krista Medlock", is written over a horizontal line.

Krista Medlock

10/07/2022

PLEASE NOTE:

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