

# Promotional and Community Event Grant Application

## Step 1

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### 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](#).

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### Organization Information

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Name	Adriatica Business Association
Federal Tax ID Number	84-3136763
Incorporation Date	9/20/2019
Mailing Address	6841 Virginia Parkway ste 103 #143
City	McKinney
State	Texas
Zip Code	75071
Phone Number	214-403-9888
Email Address	<a href="mailto:adriaticabusinessassoc@gmail.com">adriaticabusinessassoc@gmail.com</a>
Website	<a href="http://www.adriaticavillage.com">www.adriaticavillage.com</a>
Facebook	<a href="http://www.facebook.com/adriaticavillage">www.facebook.com/adriaticavillage</a>

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Instagram	@adriaticavillage
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.	<p>Adriatica Business Association is a non-profit organization dedicated to championing the growth and enrichment of the business within Adriatica Village and enhancing the lives of the residents in the community through collaboration and communication. Businesses may participate and vote at monthly meetings, sharing and providing input in the conversations that shape the community within the village.</p> <ul style="list-style-type: none"> <li>• Receive first-hand knowledge about initiatives that impact Adriatica businesses.</li> <li>• Contribute directly and interact with other business owners who share a common interest.</li> <li>• Participate in ABA Events.</li> <li>• Board eligibility.</li> </ul> <p>ABA began in 2018 and consists of a board of 5 with 15 current members. ABA has an average of 7-10 events annually as well as 4 quarterly blood drives. The events range from seasonal celebrations for children and adults, gatherings for families, wine walks, and car shows. For most events ABA has a designated benefactor that all event proceeds will go to. The association manages the cost of events with member fees and sponsors and relies on volunteers to assist with all events.</p>
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<a href="#">ABA-IRS 990-N 07-25-22.pdf</a>
Noteworthy recognitions or awards in the last two years.	Field not completed.
<b>Representative &amp; Contact Information</b>	
Representative Completing Application:	
Name	Jennifer Buschman
Title	Chair Person
Mailing Address	1201 Stoneoak dr

City	MCKINNEY
State	TX
Zip Code	75072
Phone Number	2144039888
Email Address	<a href="mailto:adriaticabusinessassoc@gmail.com">adriaticabusinessassoc@gmail.com</a>

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#### Contact for Communications Between MCDL and Organization:

Name	Jennifer Buschman
Title	chair person
Mailing Address	1201 Stoneoak dr
City	MCKINNEY
State	TX
Zip Code	75072
Phone Number	2144039888
Email Address	<a href="mailto:adriaticabusinessassoc@gmail.com">adriaticabusinessassoc@gmail.com</a>

#### Project Information

Funding - Total Amount Requested	\$4000
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 / foundations for this event(s)?	No
Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	Yes
Please list.	Promotional/Community Event Grant 2022
Board of Directors	Jennifer Buschman Regina Reed Kara Brinley Caroline Perry Jon Buschman
Leadership Staff	<i>Field not completed.</i>
Board of Directors Attachment	<a href="#">Bylaws - Adriatica Village Businesses.docx</a>
Leadership Staff Attachment	<i>Field not completed.</i>
<b>Promotional / Community Event Information</b>	
Information provided for promotional / community event for which you are seeking funding.	
Date(s) of Event	JANUARY FEBRUARY Saturday 2/17 8am Run First...Wine Later 5K MARCH Wednesday 3/20 11am – 5pm American Red Cross Blood Drive Saturday 3/23 10am-2pm Egg-Stravaganza APRIL Sunday 4/21 time TBD Go fly a kite MAY Saturday 5/18 10am – 2pm Cars and Guitars JUNE Wednesday 6/5 11am-5pm American Red Cross Blood Drive JULY AUGUST Saturday 8/3 9am-11am Touch a Truck SEPTEMBER Wednesday 9/18 11pm – 5pm American Red Cross Blood Drive OCTOBER Saturday 10/9 11am-3pm Fall Festival NOVEMBER Saturday 11/30 time TBD Toy drive Small Business Event DECEMBER Wednesday 12/11 11am – 5pm American Red Cross Blood Drive

Ticket Prices	Our events always have a free component for the community to be able to attend to create awareness of all available businesses in the village. Our ticket prices can vary depending upon options available and are up to \$35.
Describe the target attendee for the event(s)?	Our typical attendance is 300-800 and some events have had up to 1200 attendees
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)?	ABA has offered community events on a monthly basis since 2018
How will the event showcase McKinney for tourism and / or business development?	ABA events support local charities with proceeds from each event being given to named benefactor. ABA events also promote local village businesses and independent pop up vendors.
Expected attendance	600+
Expected number or percentage of attendees coming from outside McKinney	15%
Location(s) of event(s)	Adriatica Village, McKinney, Texas
Does the event support a non-profit (other than applicant)?	Yes
If yes, what organization(s) are supported?	Love Life Smiles SPCA McKinney Musician Relief Fund Boys and Girls Club Lions Club
What percentage of revenue will be donated(indicate net or gross)?	100% of proceeds

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

The Adriatica Business Association hosts 7-10 community events in the Village each year, including wine walks, car shows, chili cook-offs, pumpkin patch festivals, picnics, Easter egg hunts and Christmas in Adriatica. These events have attracted as many as 1,000 visitors in the past. Event proceeds have been donated to local charities such as The Lion's Club, The Boys and Girls Club, The SPCA and The Love Life Foundation. more enhanced experience  
Our goal is to be able to have greater funds for our benefactors as well as creating a more enhanced experience for our community and attendees. With additional marketing funds our events will be bigger and better and our proceeds will grow as well!

### Specific Marketing Plans and Budget

Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).

ABA events are promoted on all social media (Facebook, website, email blasts and Instagram) We share all events on Visit McKinney's calendar All of our participating business's also promote our events. Each event has a different budget and we are able to cover costs with some sponsorship and current member dues.

Attach marketing plan

*Field not completed.*

Total Promotional Budget

\$4000

What percentage of the total marketing budget does the grant represent?

\$500 per event

Marketing lessons learned from past (what worked and what did not).

The ABA board meets monthly and we debrief after each event to go over what worked and did not work. Each event has a planning document with a tab to add these debrief notes to revisit for the next year. The ABA also sends surveys to all participating vendors and participants for feedback.

How will you measure success of your event(s) and marketing campaign? (attendance, website hits,

ABA measures our success partially by how much we are able to pass on to our benefactors. We also monitor social media to

social media indicators, etc.)	understand and analyze the metrics for each event. This helps The ABA know which events should be repeated annually.
Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)	Below are a few examples of our events on FaceBook  <a href="https://www.facebook.com/events/922353465929906/">https://www.facebook.com/events/922353465929906/</a> <a href="https://www.facebook.com/events/7108395249277721/">https://www.facebook.com/events/7108395249277721/</a> <a href="https://www.facebook.com/events/1700684590370022/">https://www.facebook.com/events/1700684590370022/</a>
Additional details related to marketing efforts.	<i>Field not completed.</i>
Budget	<a href="#">Planning Doc -Egg-Stravaganza 2024 pdf.pdf</a>
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	72%
Are matching funds available?	No
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	\$2000
Registration Fees	\$5000
Donations	0
Other (raffle, auction, etc.)	\$18000
Net Revenue	\$25000
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	ABA uses anecdotal data to evaluate each event, such as ticket sales, vendor feed back, participant feedback, charitable contributions from proceeds.

achieving objectives  
outlined for the event.

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#### Financial Goals of Promotional / Community Event

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Gross Revenue	\$25000
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Projected Expenses	\$20000
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Net Revenue	\$5000
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Other Funding Sources	none
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#### Financial Status of Applying Organization

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- 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.

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Budget	<a href="#">Planning Doc -Egg-Stravaganza 2024 pdf 1.pdf</a>
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Financial Statements	<a href="#">YTD Bank Trans February 2024.pdf</a>
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W9	<a href="#">W-9 Adriatica Business Association.pdf</a>
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IRS Determination Letter (if applicable)	<a href="#">ABA-IRS 990-N 07-25-22 2.pdf</a>
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990 Filed with IRS (if applicable)	<a href="#">ABA-IRS 990-N 07-25-22 3.pdf</a>
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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:**

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- 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;
  - 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
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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.
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Chief Executive Officer	Jennifer Buschman
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Date	5/31/2024
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Representative Completing Application	Jennifer Buschman
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Date	5/31/2024
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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.*
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# **MCDC Promotional Grant Report**

Prepared by: Jennifer Buschman  
Title: Adriatica Business Association Chairperson  
Date: May 31, 2024

## **Egg-Stravaganza -Saturday 3/23**

**Number of Registered Attendees = 628**  
**Previous Year Number of Attendees = 300**  
**Ticket Revenue =**

### **Event Description:**

*The Adriatica Egg-stravaganza is a free, public event with egg hunts, fun games, bubbles, face painting, bounce houses, balloon art, a DJ and lots of photo-ops.*

### **What worked:**

- Bounce houses big hit
- Bubbles a big hit/free
- Food trucks onsite were successful

### **What didn't work:**

- Volunteer schedule did not match needs
- Volunteer shifts need to be more general/need more volunteers and need volunteer check in table
- We underestimated the number of people that would attend. As a result, there were long lines for each activity (bounce house, face painting, balloon artist, etc.)

### **How we intend to improve future events (based on feedback from event goers):**

- Because popularity is growing offer more options/hunts/activities to grow event
- Offer spots to vendors from surrounding McKinney businesses
- Grow ticket sales to offer more proceeds to benefactor
- Face painting and balloon artist were expensive, but will discuss hiring more to alleviate long lines
- Possibly get sponsor for facepainting/balloon artist or charge higher price.
- Offer a time limit for bounce house ticket

## **Go fly a kite -Sunday 4/21**

**Number of Registered Attendees = 500+**

**Previous Year Number of Attendees = first year for event**

**Ticket Revenue =free event**

### **Event Description:**

*Our Go fly a kite day is a family-friendly event to bring families and the community together.*

*This was the first time to do this event.*

### **What worked:**

- Easy event with low overhead
- Created community and family gathering
- Created Adriatica Village awareness and brought traffic to small businesses in the village
- Gave away a free snow cone to first 50 attendees

### **What didn't work:**

- Worked well as a no overhead/free event
- Will need more volunteers if we grow this to an event with vendors etc

### **How we intend to improve future events (if the ABA decides to hold another kite day):**

- Vote on whether to repeat this event as a community gathering or grow it with a benefactor
- Grow the event through social media/website/city calendar posting
- Offer more vendors onsite
- Have more food trucks

## **Cars and Guitars-Saturday 5/18**

**Number of Registered Attendees =**

**Previous Year Number of Attendees =**

**Token Revenue =**

**Charity Statistics =**

### **Event Description:**

*The Adriatica Cars and Guitars is a free, public event with over 70 cars on display, live music, food trucks.*

*This is run by the Mckinney Lions club and proceeds go to camp scholarships for special needs children*

### **What worked:**

- Food trucks onsite were popular
- marketing efforts on Facebook and Instagram
- Overwhelmingly positive feedback from event goers
- Holding the event in Guitar Sanctuary/Sanctuary parking lot
- Live music had very positive feedback

- Lions club runs this event so not much overhead for ABA

**What didn't work:**

- Lions club does not have entry cars register ahead so it is hard to estimate participation

## **Touch a Truck/Doughnuts with Superheroes Saturday August 3**

**Social Media Engagement =**

**Number of Registered Attendees = TBD**

**Previous Year Number of Attendees =** first time event

**Token Revenue =** TBD

**Charity Statistics =** board will pick a benefactor/could be LoveLife's backpack drive

**Event Description:**

*Touch a truck is partnering with Love Life's Doughnuts for superheroes and is a free, public event with super heroes onsite for photo ops, first responder, city work trucks and more onsite for kids to touch up close. This year we are expecting at least 500+ people in attendance.*

**What worked:**

- First time event coming up in August

**What didn't work:**

- First time event coming up in August

**How we intend to promote and run the event:**

- Use Facebook, Instagram, Adriatica Village website and utilize other city calendars to advertise along with Love Life
- Will advertise the Love Life backpack drive as the benefactor

## **October Fall Festival- Saturday 8/3**

**Event Description:**

*The Adriatica Fall Festival is a free, public event with pumpkin painting, a petting zoo, face painting, and lots of photo-ops. Some items have a ticket price to alleviate costs and create a revenue to pass proceeds onto our benefactors. This year we are expecting 500+ people in attendance.*

**What worked:**

- The professional photographer and backdrop were a big hit
- Our marketing efforts on Facebook and Instagram resulted in record attendance
- Overwhelmingly positive feedback from event goers
- Holding the on the parking lot so that there is no need for a rainout date.

**What didn't work:**

- The number of volunteers that showed up was not sufficient to accommodate the number of attendees we ended up getting. 800 people signed up for the event on the day prior.
- There were not enough vendors. We underestimated the number of people that would attend. As a result, there were long lines for each activity (bounce house, face painting, pumpkin photos, etc.)

**How we intend to improve future events:**

- Ask for triple the number of volunteers than we think we need and confirm with them 10 days prior to the event
- Add a non-profit element to this event to attract high-school students who need volunteer hours
- Put a "No Event Parking" sign in front of the parking garage
- Create a parking plan and provide event goers with designated parking areas
- Hire an event planner or invest in a project management software to manage tasks
- Add more food vendors
- Set up 2 ticket booths (one cash and one CC)
- Create an event menu in the form of brochures or signs that show the cost per activity at the event
- Determine benefactor
- Add another bounce house
- Add more face painters that offer only 4-5 options
- Charge a \$10 entry fee
- Advertise the "No Refunds" policy

## **Small Business Saturday in the Village- Saturday 10/9 11am-3pm**

**Social Media Engagement = last year** 150 responses on Facebook, 140 likes on Instagram  
**Number of Registered Attendees = last year** 1400

**Previous Year Number of Attendees = 500**

**Event Description:**

*Christmas in Adriatica has been one of our most popular events. This free event will benefit The Boys & Girls Club and the SPCA. This year our goal is to have 600 people in attendance, and we have made some adjustments to this event. We decided to go back to our mission of creating awareness of Small businesses in Adriatica and create a small business Saturday event to grow awareness of all of the small businesses in the village as well as promoting all of the 30+ pop up vendors we will have attending.*

**What worked:**

- Last year We had a record number of attendees register for tickets online
- Last year We hired an event planning company to provide the entertainment
- Last year We had participation and cooperation from all Adriatica businesses located in the harbor area

**What didn't work:**

- Having Christmas in Adriatica on a weekend in December is hard for us to compete with surrounding Christmas festivals. This was another event that was geared to kids and we have decided to use our mission to create awareness of the businesses in the village and gear this event to the adult shopper.

**How we intend to improve future events:**

- Put together a contingency plan for rain including reserving tents for covered activities. Given the size of the event each year, holding the event inside is not feasible.
- Reschedule the event much sooner if the weather is predicted to be bad.
- Grow our vendor list and engage village businesses to participate.

**American Red Cross Blood Drives**  
**3/20-6/5-9/18-12/11**

**Event Description:**

*ABA hosts 4 blood drives each year in Adriatica Village.*

**What worked:**

- We send an email to all businesses in the Village so that they can sign up for the blood drive
- We ask all businesses in the village to promote the blood drive
- We create a slide show for those giving blood can see while they give blood to promote businesses in the village. The slide show offers discounts to those who give blood to businesses in the village

**What didn't work:**

- Sign ups are slow when we do not have the support of the businesses with promoting

**How we intend to improve future events:**

- Push for village promotion
- Look for other city calendars/media to promote the blood drives



## **Adriatica Business Association MCDC Grant Application**

Adriatica Business Association (ABA) is a non-profit organization dedicated to championing the growth and enrichment of the businesses within Adriatica Village and enhancing the lives of the residents in the community through collaboration and communication. Adriatica Village provides a scenic and European feel to host events that celebrate fun, families, and festivities to attract visitors, bring the community closer together, and promote local businesses. Members of the ABA are businesses located in Adriatica who are dedicated to bringing people to Adriatica Village and promoting the City of McKinney as a thriving community for family, travel, and commerce. As a service in exchange for their monthly dues, members receive promotional services such as website shout-outs, social media posts, and exclusive opportunity to participate in events sponsored by the ABA to bring awareness and traffic to their businesses. There are currently 5 active board members who meet monthly to plan, coordinate, and procure funding for these events utilizing dues from the 15 current members. 2024 dues are projected to be \$25,000 which will be used to fund all the events scheduled in Adriatica Village. Volunteers are procured on an as-needed basis based on the needs of each event. These volunteer opportunities are heavily attended by McKinney ISD students and residents who enjoy giving back to their community. ABA board votes on benefactors for each event that creates revenue.

## **Egg-stravaganza -March 23**

The Egg-stravaganza event is an outreach opportunity for residents and visitors to stroll through the beautiful Croatian scenery of Adriatica with family while enjoying kids Easter activities and organized egg hunts. The event is free with free activities and some activities that require tickets. It took place on Saturday March 23, 2024. The goal of this event is to showcase and bring awareness to Adriatica Village businesses as well as provide a setting for family and friends to enjoy the beauty of Adriatica Village. Our target audience is McKinney residents and their families. The ABA reaches out to vendors for participation two months before the event, and registration continued until the week of. Admission will be free and will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of (\$150). Some activities require the purchase of a ticket. The proceeds from ticket sales and vendor registrations will go to the ABA to offset costs for promotional flyers, village maps, signage, golf-cart rentals to help attendees get around, and items needed for all of the activities, event planner.

**We had over 1000 in attendance and stuffed over 8000 eggs.**

**This is an annual event in Adriatica Village**

**Gross Revenue \$2300**

**Projected Expenses \$4335**

**Net Revenue \$**

**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.?**

About 15% of the requested Grant will go towards expenses on this event

**Sponsorship Revenue \$1000**

**Registration Fees \$500**

**Donations \$**

**Other (raffle, auction, etc.) \$800**

**Net Revenue \$**

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## Go Fly a Kite-April 21

Go Fly a Kited day is a family-friendly event created as an outreach to the community. This event was April 21, 2024 in the Adriatica Village The goal of the event is to bring the community together in the beautiful setting of Adriatica Village and promote the surrounding businesses. Hosting this event in Adriatica Village strategically gathers people together in one of the most photographed and visited areas in McKinney and positions them in the village with proximity to several local businesses and restaurants who don't normally receive the benefit of street viewing. Our target audience is McKinney residents and families as well as attendees from neighboring cities who want to experience the City of McKinney in a beautiful, Croatian-inspired setting. This was a free event and was open to the public. This was the first year we did this event and hope to grow it next year with larger attendance and offering activities and vendors for the event.

**We had approximately 500 people in attendance and hope for this amount again next year!**

**This will be a repeat event in 2025!**

**Gross Revenue \$0**

**Projected Expenses \$500**

**Net Revenue \$-500**

**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.?**

About 15% of the requested Grant will go towards expenses on this event

**Sponsorship Revenue \$0**

**Registration Fees \$0**

**Donations \$0**

**Other (raffle, auction, etc.) \$0**

**Net Revenue \$-500** this is an outreach event

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## Cars & Guitars May 18, 2024

The Cars & Guitars event is an opportunity for people to spend the afternoon strolling through beautiful Adriatica with family or friends, viewing over 70 cars, enjoying live music, free gifts, and other goodies at various village businesses. This event took place on Saturday May 18, 2024. Our goal for this event is to encourage commerce and provide a special and memorable experience in Adriatica Village. Our target audience is residents of McKinney and surrounding cities who follow car shows and who also enjoy creating memories with their loved ones.

Admission will be \$20 per person and will be open to the public. Food Truck Vendors will have the

opportunity to participate and promote their business for a registration fee of \$150. The proceeds from ticket sales and vendor registration will go to the Lions Club of McKinney. They use the funds to create scholarships for special needs children to go to camp.

**We had 300+ people in attendance and hope to grow this to 500+  
Benefits Lions Club scholarships for special needs kids to go to camp  
Lions club pays most expenses and gathers volunteers**

**Gross Revenue 0**

**Projected Expenses \$300(ABA only)**

**Net Revenue ~~\$-300~~**

**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.?**

Lions club manages this event

**Sponsorship Revenue \$0**

**Registration Fees \$0**

**Donations \$0**

**Other (raffle, auction, etc.) \$0**

**Net Revenue~~\$-300~~** Lions club collects all registration/donations etc

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## **Touch A Truck -Doughnuts for Superheroes**

Touch a truck is partnering with Love Life's Doughnuts for superheroes and is a free, public event with superheroes onsite for photo ops. This event is Saturday August 3, 2024 9am - 2pm. There will be first responder and city work trucks and more onsite for kids to see and touch up close. Our goal for this event is to be an outreach event to provide a special and memorable experience in Adriatica Village and to build relationships with our first responders. Our target audience is residents of McKinney and surrounding cities.

Admission is free and will be open to the public. Attendees are encouraged to bring supplies to help with Love Life's backpack drive. Food Truck Vendors will have the opportunity to participate and promote their business for a registration fee of \$150.

**We hope to have 600+ people in attendance.**

**Benefits Love Life Foundations Backpack drive for McKinney isd**

**Gross Revenue \$2800**(projected)

**Projected Expenses \$2000**

**Net Revenue \$800**

**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.?**

About 15% of the requested Grant will go towards expenses on this event

**Sponsorship Revenue \$2000**(reaching out to local businesses for sponsorships)

**Registration Fees \$0**

**Donations \$**

**Other (raffle, auction, etc.) \$800**

**Net Revenue \$800**(proceeds will go to Love Life Backpack drive)

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## **Adriatica Fall Festival-Saturday October 9, 2024**

Adriatica Fall Festival is a fun free pumpkin event in Adriatica Village with plenty of activities for the entire family to enjoy including pumpkin painting, petting zoo, face painting, pumpkin patch, fall characters for photo ops, and more! This event will take place on Saturday, October 9th. Attendees will be invited to explore the European-inspired scenery around King's Lake as they engage in the many activities provided and visit the surrounding businesses. The goal of this event to bring awareness to the various businesses located in Adriatica Village and promote commerce in the City of McKinney by inviting vendors from around the city to participate and showcase their services and products. Our target audience is people from all across Texas who want a one-of-a-kind experience here in McKinney. Admission will be free and the event will be open to the public. The ABA will incur costs for signage, the petting zoo, event insurance, Facebook advertising, voucher tokens, pumpkin rentals, printing flyers, and social media post creation.

**We expect to have 800+ people in attendance.**

**Proceeds to benefit a benefactor to be determined and voted on by the ABA board.**

**Gross Revenue \$5050**

**Projected Expenses \$5900**(projected)

**Net Revenue \$-850**

**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.?**

About 15% of the requested Grant will go towards expenses on this event

**Sponsorship Revenue \$2000**

**Registration Fees \$2250**

**Donations \$**

**Other (raffle, auction, etc.) \$800**

**Net Revenue \$-850**

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## **Small business Saturday in Adriatica-Saturday December 11, 2024**

The Christmas in Adriatica event is our most popular event every year, bringing families from across Texas to celebrate the holidays. This year we are changing things up a bit. We have struggled in the past with the cost of this event and competing with other entities in the area that have the capacity to have larger Christmas events. The board voted to be more in line with our mission of small business awareness and do a small business Saturday event that is more geared to adult shopping. Our goal for this event is to encourage commerce by capitalizing on the pre-Christmas gift rush while also providing a special and memorable experience in Adriatica Village. This is a free event and we encourage the donation of a toy. and is scheduled to take place on Saturday December 11th.

The Boys & Girls Club will receive 100% of the toy donations and any revenue after ABA event costs. Our target audience is families from across Texas.

Admission will be free, and the event will be open to the public. Vendors will have the opportunity to participate and promote their business for a registration fee of \$150.

The proceeds from vendor registration will go to the ABA to offset costs of signage, social media post creation, Facebook advertising, clean-up, golf cart rental, and miscellaneous supplies.

**We expect to have 600 people in attendance.**

**Gross Revenue\$5000**

**Projected Expenses \$4000**

**Net Revenue \$1000**

**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.?**

About 15% of the requested Grant will go towards expenses on this event

**Sponsorship Revenue \$**

**Registration Fees \$4500(30 vendors x\$150)**

**Donations \$**

**Other (raffle, auction, etc.) \$500**

**Net Revenue\$1000(proceeds go to Boys & Girls Club)**

### **Marketing plan:**

- Add to calendar on Adriatica Village website/Visit McKinney
- Add as an event on ABA Facebook
- Advertise on both Facebook and Instagram
- Email media to all Adriatica Village businesses to ask them to promote event
- Create event on Eventbrite and send event to mass mailer
- Add to any city calendars available
- Create media for signage/social media posts/email blasts

**Marketing Budget:\$350**

## **American Red Cross Blood Drives**

### **3/20-6/5-9/18-12/11**

The ABA hosts 4 Blood Drives per year. Our goal is to support American Red Cross in their mission to replenish blood banks across the metroplex. We donate the space for American Red Cross to hold 4 annual blood drives in the Village. We promote it on the Adriatica Village website and on all social media. We send emails to all village businesses to ask them to sign up to give blood and to promote the blood drive through their media and websites. As people relax and give blood they see a video of businesses in Adriatica Village and most businesses offer a special to anyone who gives blood.

**We have between 20 and 60 donations each blood drive. The venue is donated so no expenses**

**Gross Revenue**

**Projected Expenses \$**

**Net Revenue \$**

**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 \$**

**Registration Fees \$**

**Donations \$**

**Other (raffle, auction, etc.) \$**

**Net Revenue**



## **Bylaws of the Adriatica Business Association**

### **ARTICLE I**

#### **General**

##### **Section 1: Name**

This organization is incorporated under the laws of the State of Texas and shall be known as the Adriatica Business Association.

##### **Section 2: Purpose**

The Adriatica Business Association is organized to advance and promote the general well-being and common good of the Adriatica Village so that its citizens, businesses and organizations may prosper and otherwise be successful.

##### **Section 3: Area**

The area to be served by the Adriatica Business Association shall include Adriatica Village in McKinney, Collin County, Texas.

##### **Section 4: Limitation of Methods**

The Adriatica Business Association shall observe all local, state and federal laws which apply to a non-profit organization as defined in Section 501(c)(6) of the Internal Revenue Code.

##### **Section 5: Term**

The term for which it is to exist is perpetual.

## **ARTICLE II**

### **Membership**

#### **Section 1: Eligibility**

Any person, association, corporation, partnership or estate having an interest in the objectives of the organization shall be eligible to apply for membership.

#### **Section 2: Dues**

Dues shall be set by the Board of Directors and collected by the executive secretary. Only members whose correct dues are paid shall be in good standing, entitled to vote and hold office.

## **ARTICLE III**

### **Meetings**

#### **Section 1: Annual Meeting**

The annual meeting of the corporation, in compliance with State law, shall be held during the month of January of each year. The time and place shall be fixed by the Board of Directors and notice sent to each member at least ten (10) days before said meeting.

#### **Section 2: Board Meetings**

Board meetings may be called by the Chairperson of the Board or by the Board of Directors upon written application of three (3) voting members of the Board. Notice (including the purpose of the meeting) shall be given to each Board Member (1) day prior to said meetings. The Board of Directors will convene a minimum of 6 times per year.

#### **Section 3: General Meetings and Standing Committee Meetings**

General meetings of the organization may be called by the Chairperson of the Board at any time, or upon petition in writing of any ten (10) percent of members in good standing.

- (a) Notice of called meetings shall be sent to each member at least five (5) days prior to such meetings;
- (b) Standing Committee Meetings may be called at any time by the Chairperson of the Board.

#### **Section 4: Quorums**

At any duly called General Meeting of the organization, ten (10) percent of members shall constitute a quorum; a majority of voting Directors shall be present to constitute a quorum of the Board of Directors.

**Commented [RR1]:** May just call "Committee" and not "Standing Committee"

**Section 5: Notices, Agenda, Minutes**

Written notice sent by any usual means of communication (including electronic) of all organization meetings must be given at least one (1) day in advance unless otherwise stated. An advance agenda and minutes must be prepared for general membership and Board of Directors. The General membership will receive notice of the general membership meetings and the Board of Directors will receive notification of Board of Director meetings.

**Section 6: Actions Without a Meeting**

Any action required to be taken or which may be taken at any meeting of the directors of the corporation may be taken without a meeting if notice is provided to all members entitled to vote at least one (1) day in advance. For the vote to be effective, at least a quorum of directors must respond. The majority vote of the responses received shall serve as the action of the Board. All actions taken without a meeting shall be filed in the minutes of the Board.

**Section 8: Voting by Proxy**

Voting by written proxy shall be allowed for Board of Directors meetings and may be assigned to any other board member or the Chairperson.

## **ARTICLE IV**

### **Board of Directors**

#### **Section 1: Officers of the Board of Directors**

The officers of the organization shall serve without remuneration. The officers shall be a Chairperson, a Chairperson-elect, a Past Chairperson, a recording secretary, and an executive secretary/treasurer. The officers of the organization shall be members in good standing of the Adriatica Business Association.

#### **Section 2: Chairperson**

The **Chairperson** shall assume official duties on January 1. The Chairperson's term of office shall begin on January 1 and end on Dec 31. The term of office shall be for the period of one (1) year. The duties of the Chairperson shall be to preside at the general meeting of the organization, to call and preside at the meetings of the Board of Directors, to represent the organization in the intervals between meetings, to appoint temporary committees as necessary, and to appoint leaders of standing committees.

#### **Section 3: Chairperson - Elect**

The **Chairperson-elect** shall be elected by the membership at the general meeting in November to serve as chair-elect for one (1) year until assuming the duties of the president in the succeeding year. The duties of the chairperson-elect shall be to act as chairperson in the chairperson's absence or inability to serve, to assist the chairperson as requested, and to serve as a member of the Board of Directors.

#### **Section 4: Past Chairperson**

For continuity, the **Past Chairperson** shall serve a term of one (1) year. The duties of the Past Chairperson shall be to facilitate necessary communication and serve as a resource and serve on the Board of Directors.

#### **Section 5: Treasurer**

The **Treasurer** shall be elected by the members of the organization in the same manner as the Chairperson-elect and shall serve a term of two (2) years. The Treasurer may be re-elected for one (1) second consecutive term of two (2) years. The duties of the treasurer shall be to collect dues, to receive all money owed to the organization, to pay its just debts, to prepare and file tax documents, to safeguard its assets, to keep all necessary records, to report to the membership at the general meetings, and to serve as a member of the Board of Directors.

#### **Section 6: Recording Secretary**

The **Recording Secretary** shall be elected by the members of the organization in the same manner as the Chairperson-elect. The term of office of Recording Secretary shall be one (1) year. The Recording Secretary may be re-elected for one (1) second consecutive term of one (1) year. The duties of the Recording Secretary shall be to make and keep in due form a record of the general meetings and of the special meetings of the organization and the Board of Directors. The Recording Secretary shall prepare such notices, lists, and forms as the Chairperson may request.

#### **Section 7: Standing Committees**

The Board of Directors may appoint leaders of standing committees as necessary. The appointed committee leaders will serve until the next general election.

#### **Section 8: Eligibility**

A member must be in good standing with the organization in order to be eligible for an elected or appointed office.

**ARTICLE V**  
**Dissolution**

**Section 1: Procedure**

The organization shall use its funds only to accomplish the objectives and purposes specified in these bylaws, and no part of said funds shall inure, or be distributed, to the members of the organization. On dissolution of Adriatica Business Association, any funds remaining shall be distributed in a manner deemed appropriate by the Board of Directors.

**ARTICLE VI**  
**Authority**

**Section 1: Parliamentary Authority**

The current edition of *Robert's Rules of Order* shall be the final source of authority in all questions of parliamentary procedures when such rules are not inconsistent with the charter or bylaws of the organization

**ARTICLE VII**  
**Amendments**

**Section 1: Revisions**

These bylaws may be amended or altered by a two-thirds (2/3) vote of the Board of Directors, or by a majority of the members at any regular or special meeting, providing the notice for the meeting includes proposals for amendments. Any proposed amendments or alterations shall be submitted to the Board or the members in writing, at least ten (10) days in advance of the meeting at which they are to be acted upon.

Adopted:

Amended:



Department of the Treasury  
Internal Revenue Service  
Ogden, UT 84201-0038

Notice	CP299
Notice date	July 25, 2022
Employer ID number	84-3136763
To contact us	Phone 877-829-5500
Page 1 of 2	

056479.245098.445267.17692 1 AB 0.491 371



ADRIATICA BUSINESS ASSOCIATION  
6841 VIRGINIA PKWY STE 103 # 143  
MCKINNEY TX 75071-5716

056479

Message about Form 990-N (e-Postcard)

## Your organization may be required to file a Form 990-N

Our records show that your organization may be required to file an annual electronic notice (e-Postcard), Form 990-N.

### What you must do immediately

If you already filed your organization's annual information return (Form 990, 990-PF, or 990-EZ) or e-Postcard, you don't need to do anything right now. You should continue to file a return or e-Postcard every year.

If you haven't filed your organization's annual information return or e-Postcard, you must file it as soon as possible.

The annual information return or e-Postcard is due by the 15th day of the fifth month after the close of your tax period. For example, if your tax period ends December 31 and you're filing Form 990-N, your due date is May 15.

### Who can file the e-Postcard Form 990-N?

- A small tax-exempt organizations (other than a private foundation or political or foreign organizations) whose annual gross receipts are normally \$50,000 or less
- A Section 509(a)(3) supporting organization of a religious organization whose gross receipts are normally \$5,000 or less

All other supporting organizations generally must file Forms 990 or 990-EZ, even if gross receipts are normally \$50,000 or less.

### To e-file your organization's e-Postcard:

- Go to [www.irs.gov/c990](http://www.irs.gov/c990).
- Click on the Form 990-N link.

### If we don't hear from you

#### Revocation for not filing an annual information return or e-Postcard

- If your organization doesn't file an annual return for three consecutive years, it will result in automatic revocation of its tax-exempt status as of the filing date of the third year the return or e-Postcard is due.
- If your organization's tax-exempt status is revoked and you want to have it reinstated, you must file an exemption application and pay the required user fee.
- If your organization had reasonable cause for not meeting its filing requirement, we can consider retroactive reinstatement.

Continued on back...



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## Next Steps

### What you need to file the e-Postcard

You must use your organization's employer identification number, EIN. Don't use another organization's EIN (for example, your parent organization, group ruling holder, or another affiliated organization's EIN) when you file your e-Postcard.

When you're ready to file the e-Postcard, have the following organization information available:

- Legal name
- Any other names the organization uses
- Mailing address
- Website address
- Employer identification number
- Name and address of principal officer
- Annual tax period
- Operating status (Are you still in business?)
- You must also verify that the organization's annual gross receipts are normally \$50,000 or less. Gross receipts are the total amounts the organization received from all sources during its annual accounting period, without subtracting any costs or expenses.

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## Additional information

- Visit [www.irs.gov/cp299](http://www.irs.gov/cp299).
- Find tax forms or publications by visiting [www.irs.gov/forms](http://www.irs.gov/forms) or calling 800-TAX-FORM (800-829-3676).
- Keep this notice for your records.



**Request for Taxpayer  
Identification Number and Certification**

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

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

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

**1** Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)  
**Adriatica Business Association**

**2** Business name/disregarded entity name, if different from above.  
**Adriatica Business Association**

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

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

**Note:** Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☒ Other (see instructions)

**non profit organization**

**3b** If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. ☐

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

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

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the United States.)

**5** Address (number, street, and apt. or suite no.). See instructions.  
**6841 Virginia Pkwy, ste 103-#143**

**6** City, state, and ZIP code

**McKinney, Texas 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.

**Social security number**

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

or

**Employer identification number**

8 4 - 3 1 3 6 7 6 3

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**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

*[Signature]*

Date

6/12/24

**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).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they