

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2023

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
7300 SH 121, SB, Suite 200
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Art Club dba The Art Club of McKinney

Federal Tax I.D.: 75-2440064

Incorporation Date: 2008

Mailing Address: PO Box 243

City McKinney

ST: Texas

Zip: 75070

Phone: 972-741-7121

Fax:

Email:

artclubofmckinney@gmail.com

Website: artclubofmckinney.org

Check One:

☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter

☐ Governmental entity

☐ For profit corporation

☐ Other

5/29/23, 9:13 AM

Tax Exempt Organization Search Details | Internal Revenue Service

Art Club

EIN: 75-2440064 | McKinney, Texas, United States

Publication 78 Data

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC [?](#)

Professional affiliations and organizations to which your organization belongs:

Heard-Craig Center for the Arts

REPRESENTATIVE COMPLETING APPLICATION:

Name: Beth Mortenson

Title: President

Mailing Address: PO Box 2465

City: McKinney

ST: Texas

Zip: 75070

Phone: 972-741-7121

Fax:

Email: bmorte@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Beth Mortenson

Title: Grants Manager

Mailing Address: PO Box 2465

City: McKinney

ST: Texas

Zip: 75070

Phone 972-741-7121

Fax:

Email: bmorte@gmail.com

FUNDING

Total amount requested: \$4200

Matching Funds Available (Y/N and amount): no

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☒ Yes

☐ No

Please provide details and funding requested:

The Art Club of McKinney intends to request a seasonal grant from the McKinney Arts Commission for the year 2023-2024 for a yet to be determined amount.

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 27, 2023

Completion Date: February 5, 2024

BOARD OF DIRECTORS *(may be included as an attachment)*

As of 6/1/2023:

Kathryn Iklé

Sherri Murphy

Aimee Woolverton

JoAnn Scofield

Lori Sylvester

Cindy Peters

Oshi Sanyal

Betty Reuscher

President

1st Vice President

2nd Vice President

Treasurer

Recording Secretary

Corresponding Secretary

Membership

Member at Large

LEADERSHIP STAFF (*may be included as an attachment*)

No designated or paid staff

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

Answer:

I. Applying Organization

The Art Club of McKinney, having been established in 1914, is the oldest art club in Texas! We have a wealth of history in the city of McKinney and have watched and participated in developing what it has become today: a vibrant cultural community with a lively downtown that attracts locals as well as visitors far and wide.

The Art Club of McKinney is involved in many of the programs that add to the cultural value of the city. We will continue to collaborate with the city of McKinney and in its cultural activities, either directly by the Art Club or through its individual members. The Art Club of McKinney wishes to deepen the bonds it has with the City of McKinney and explore new relationships with the city and its fellow local arts organizations.

The Mission of the Art Club is to elevate the art standards of the community through education through various projects of the club and programs sponsored or presented by the club.

The Art Club of McKinney is fully operated and managed by volunteers of the organization and there are no paid staff members.

The Art Club of McKinney meets monthly from August to May. We have a long history of offering interesting and educational programs to our members and guests. Our programs are presented by

artists or art related individuals who have established themselves locally or in the city in which they reside through their art or through their art related business. Visitors are invited to attend.

In addition to the monthly meetings, The Art Club of McKinney presents three art shows to the public: the Student Art Show, The Member Art Show, and the Art Meets Poetry Show. The Member Art Show is an opportunity for the Art Club members to show the public the artistic talent that is abundant in McKinney. The student show is open to any high school student who resides in the McKinney area. This student show is often the first opportunity for a young person to publicly show art. Neither contest is juried, which allows for submission of a wide range of art and skill. The Art Meets Poetry event is a collaboration with McKinney's Mockingbird Poetry Society. All shows are open for free public viewing. The shows attract patrons from all over the metroplex and beyond. Receptions for the artists and attendees have proven to be well attended affairs where the artists can receive recognition and begin the process of networking and exploring relationships with other artists and prospective patrons.

The Art Club also participates in other McKinney events including Arts in Bloom, Cards and Cans (a fundraising event for food-related McKinney charities), Artist on the Square, and other art presentations and classes.

The Art Club of McKinney has no foreseeable changes to its operation. The Club is experiencing rapid growth, however, which should only prove to enhance the programs and services that the Art Club of McKinney has to offer. Total membership of the club currently stands at 110 members.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.

- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

Answer:

II. Promotional/Community Event

The Art Club of McKinney is requesting a Promotional Grant for the promotion, marketing, and advertising for the Art Club of McKinney Art Show program which includes the Art Meets Poetry event, the Art Club Member Show, and the Student Art Show. The breakdown of the three-part Art Show Program is as follows:

Art Meets Poetry - This third-year collaborative program with McKinney's Mockingbird Poetry Society is scheduled to be held February 3-5, 2024. The first two days of the program will be held at the Cove, in McKinney, and on the final day, an encore event is scheduled to be held at Filtered Coffee, near the square.

This is a powerful event where poets use a piece of art as a muse for their writing and the artist uses poetry to create a piece of art. Last year there were 35 such pairings. The participants of the event include published poets and internationally known artists, all from the McKinney and North Dallas area and suburbs. The venue from last year, the Carriage House of the Heard-Craig Center for the Arts, was filled to capacity with art pairings to the point where some artists/poets were turned away. This year the Cove venue will allow for a greater number of pairings.

This event is powerful for several reasons, but perhaps the greatest one is this: the artists and poets meet for the first time at the event. It is not uncommon for the artists and poets to embrace, laugh, and cry when they first meet. They have developed a connection that culminates with the encounter at the event. The public is drawn to this human interaction and attends to witness this phenomenon as well as the art, of course!

Last year the show was a tremendous success with over 225 visitors, doubling the number of guests from the year before. Many of the poets reside in north Dallas and with the reputation from the previous year's success, the visitors were from all over the DFW Metroplex and even a few from out-of-state. The numbers are certain to increase because of the increased awareness of the event and because the event has a larger venue. As many as 275 attendees are anticipated for the next Art Meets Poetry Event.

Art and poetry submission has been free for the two years that it has been held. Discussions are underway to consider a small fee for entry of art/poetry (perhaps \$5-10) to help offset the cost of the production next year. Visitor entry to the show will remain free.

The Student Art Show – The Student Art Show is scheduled to be held at the Cove October 27-28, 2023. Last year's Student Show received over 90 pieces of art and welcomed over 190 visitors. The Student Art Show focuses on McKinney and the Greater McKinney Area high school students who have an interest in the art world and have prepared pieces that are ready to be presented to the public. The art is judged, critiques are made, and awards are presented. This art show is especially valuable to the students, many of whom are preparing for VASE (Visual Art Scholastic Event) competition that will be held in January 2024. For most of the students, this will be the first opportunity and experience showing their art and having it judged and critiqued.

This art show draws visitors from the metro area as well as those who come from afar to see their family member's young artist.

Last year the Art Club sought and secured several local sponsors to help with some of the cash awards for the students. This fund-raising effort proved to be very successful and helped to offset some of the expenses.

A very small fee (\$10-15) is charged for art submission. This fee does not meet the expenses for the show, but it does help offset some of the cost. The event is free to the public.

The Member Art Show – This art show provides an opportunity for the Art Club members to show their work to the public. This is another annual event, held at the Cove, the public has come to expect and look forward to each March. This year it will be held March 15-16, 2024. This show's art is quite diverse with 2D, 3D, and Photography, and Fiber Arts among the mix, and like the other art shows, the art is not juried-in, which is beneficial for the new artist. This event welcomed 75 art submissions and over 175 visitors from McKinney and the DFW Metroplex, and a few out of towners as well, last year.

There is a fee for art submission, and it helps offset the expenses of the event. The event is free to the public.

Together, the three-part series of art shows installed nearly 200 pieces of art for public viewing last year and overall welcomed nearly 600 visitors from McKinney and the surrounding area as well as the DFW area and beyond.

The City of McKinney already has a reputation of being an art and cultural destination. The Art Club of McKinney, with its nearly 110-year history, is and should be a driving force for the continuation and growth of this highly regarded reputation. The Art Club may have been a bit sleepy for a while,

but it is moving and shaking the art world of McKinney, and beyond, as of late. The Club is growing, and we are collaborating with the City of McKinney and other local art organizations to bring unique and popular events to the city to enrich its art mecca reputation.

The Art Meets Poetry part of the event has a fund-raising component which benefits three food-related charities in the McKinney area: Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. Last year \$622 was raised and donated. The funds were raised by using a raffle for a poster that the Art Club donated and by offering art cards for a minimum donation. The art cards were donated by the art club member artists.

Successful receipt of the promotional grant will allow the Art Club of McKinney to expand the reach of its marketing for these shows. After consulting with other art-related organizations in the McKinney area, a solid advertising, marketing, and promotional strategy has been formed.

The Art Club of McKinney will find and utilize all free outlets available for announcing and promoting the art shows. For example: Visit McKinney event page, Downtown McKinney, EventBrite, Community Impact events, Local Star Media, Collin-Denton Spotlighter, and social media. Hand delivery of invitations, flyers, and posters to focused recipients will continue to be utilized.

Financial assistance is being sought for ads in Community Impact, ads on Facebook and Instagram, posters, flyers, reusable sandwich boards, invitations, business cards, and banners.

There is plenty of interest in these art shows by the public when they are aware of the events. Therefore, increasing the exposure of the events to the public by way of intensified promotion will certainly increase attendance. This increased attendance will bring more visitors to the McKinney area.

The Art Club of McKinney will prepare a list of nearby restaurants, art venues, museums, and shops that visitors to the shows will likely patronize.

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

☐ Yes

☒ No

Date(s):

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Answer:

Income and Expense Report

06/01/2021 - 05/31/2022

Starting balance as of 06/01/2021			\$10,980.97
Administrative	Income	Expenses	Net
Membership	\$1,795.00	-\$30.00	\$1,765.00
Misc Donations Received			
McKinney Arts Commission	\$2,800.00		\$2,800.00
Venues		-\$1,875.00	-\$1,875.00
Programs		-\$1,225.00	-\$1,225.00
Community Events		-\$68.15	-\$68.15
Hospitality		-\$108.50	-\$108.50
Operational Expenses	\$12.01	-\$620.83	-\$608.82
Insurance		-\$470.00	-\$470.00
Gifts			
Directories		-\$155.00	-\$155.00
Advertising/Social Media		-\$301.92	-\$301.92
Communication			
Heard Craig Donation		-\$700.00	-\$700.00
Supplies		-\$218.78	-\$218.78
Holiday Luncheon	\$560.00	-\$717.94	-\$157.94
Holiday Silent Auction	\$408.00	-\$4.87	\$403.13
May Luncheon	\$580.00	-\$617.00	-\$37.00
Administrative Totals	\$6,155.01	-\$7,112.99	-\$957.98
Square Fees	income	Expenses	Net
Square Fees		-\$20.61	-\$20.61
Square Fees Totals		-\$20.61	-\$20.61
Fundraising	Income	Expenses	Net
Belk	\$540.00		\$540.00
Raffle Tickets	\$309.00		\$309.00

Tom Thumb/Albertsons	\$5.11		\$5.11
Budgeted amount			
Amazon Smile	\$5.35		\$5.35
Fundraising Totals	\$859.46		\$859.46
Student Art Show	Income	Expenses	Net
Student Entry Fees	\$500.00		\$500.00
Prize money student art show		-\$1,750.00	41,750.00
Prize Ribbons Student Art Show		4231.25	-\$231.25
Advertise Student Art Show		456.83	456.83
Venue			
Student Art Show Totals	\$500.00	-\$2,038.08	-\$1,538.08
Member Art Show	Income	Expenses	Net
Member Entry Fees	\$1,140.00	-\$20.00	\$1,120.00

Member Art Show	Income	Expenses	Net
Award Money Member Show		-\$1,275.00	-\$1,275.00
Advertisement Member Show			
Member show Miscellaneous		-\$585.11	-\$585.11
Member Art Show Totals	\$1,140.00	-\$1,880.11	-\$740.11
Grand Totals			
	\$8,654.47	-\$11,051.79	-\$2,397.32
Decrease in funds			-\$2,397.32
Funds available as of 05/31/2022			\$8,583.65

Income and Expense Report

06/01 /2022 - 05/31 /2023

Year to Date Income and Expense Report

Starting balance as of 06/01/2022			\$8,783.65
Administrative	Income	Expenses	Net
Membership	\$3,205.00	-\$60.00	\$3,145.00
Venues		-\$1,800.00	-\$1,800.00
Programs		-\$1,000.00	-\$1,000.00
Community Events			
Hospitality		-5154.97	-\$154.97
Operational Expenses		-\$373.00	-\$373.00
Insurance		-\$470.00	-\$470.00
Gifts		-\$205.59	-\$205.59
Directories			
Advertising/Social Media		-\$348.85	-\$348.85
Heard Craig Donation			
Supplies/Printing		-\$156.75	-\$156.75
Holiday Luncheon	\$888.00	-\$1,116.00	-\$288.00
May Luncheon	\$815.50		\$815.50
Donation	\$106.00	-\$100.00	\$6.00
Administrative Totals	\$5,014.50	-\$5,845.16	-\$830.66
Square Fees	Income	Expenses	Net
Square Fees		-\$77.46	-\$77.46
Square Fees Totals		-\$77.46	-\$77.46
Fundraising	Income	Expenses	Net
Raffle Tickets	\$523.00		\$523.00
Holiday Auction	\$394.00		\$394.00
Belk	\$340.00		\$340.00
Tom Thumb/Albertsons	\$1.66		\$1.66
Donations Received	\$40.00		\$40.00
Smile Amazon			
Fundraising Totals	\$1,298.66		\$1,298.66
Art Shows	Income	Expenses	Net
Member Art Show	Income	Expenses	Net
Member Entry Fees	\$1,203.39		\$1,203.39
Award Money Member Show		-\$1,650.00	-\$1,650.00

Member show Miscellaneous		-\$185.56	-\$185.56
Venue Member Art Show		-\$100.00	-\$100.00
Advertising Member Show		-\$96.00	-\$96.00
judge		-\$250.00	-\$250.00
Member Art ShOw Totals	\$1,203.39	-\$2,281.56	-\$1,078.17

Art Shows	Income	Expenses	Net
Student Art Shows	Income	Expenses	Net
Student Entry Fees	\$705.00		\$705.00
Award Money Student Art Show	-	-\$1,850.00	-\$1,850.00
Award Ribbons Student Art Show		-\$208.20	-\$208.20
Advertise Student Art Show			
Venue		-\$100.00	-\$100.00
Donations for Student Awards	\$775.00		\$775.00
Miscellaneous Student Art Show Expenses		-\$17.30	-\$17.30
Student Art Shows Totals	51,480.00	-\$2,175.50	-\$695.50
Art Meets Poetry		-\$113.93	-\$113.93
Art Shows Totals	\$2,683.39	-\$4,570.99	-\$1,887.60
Grants	Income	Expenses	Net
Grant money	\$1,200.00		\$1,200.00
Grants Totals	\$1,200.00		\$1,200.00
Grand Totals			
	\$10,196.55	-\$10,493.61	-5297.06
Decrease in funds			-\$297.06
Funds available as of 05/31/2023			\$8,486.59

- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Answer:

Art Club of McKinney

MCDC Grant Request May 2023

Proposed Budget for Art Shows

	<u>Student Show</u>	<u>Member Show</u>	<u>Art Meets Poetry</u>	<u>Totals</u>
<u>Income</u>				
Art Entry Fees	\$750	1500	400	2650
Sponsorships	<u>1000</u>	<u>500</u>	<u>0</u>	<u>1500</u>
Totals	\$1750	\$2000	\$400	\$4150
Potential MCDC Grant				4200
Potential MAC Grant				<u>1500</u>
Total Income				\$9850
<u>Expenses</u>				
Venue	\$100	100	200	400
Hospitality	200	200	200	600
Awards	1800	1800	250	3850
Programs	200	300	300	800
Ad/Promo	<u>1400</u>	<u>1400</u>	<u>1400</u>	<u>4200</u>
Totals	\$3700	\$3800	\$2350	\$9850

Overview of Promotional/Community Event financial goal?

	<u>CALCULATED WITH EXPECTATION OF GRANT RECEIPT</u>
Gross Revenue	\$9850
Projected Expenses	\$9850
Net Revenue	\$0

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.?

Answer:

\$4150 42% (Not including potential MAC grant contribution.)

Sponsorship Revenue	\$1500
Registration Fees	\$2650
Donations	\$0
Other (raffle, auction, etc.)	\$1500 (Potential MAC Grant)
Net Revenue	\$5650

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

Answer: IV.

Promotional Budget for Art Shows

<i>Print Ads (Community Impact ¼ page X 3)</i>	<i>\$1800</i>
<i>Online Ads – Facebook and Instagram Targeted</i>	<i>450</i>
<i>Reusable A-Frame Sandwich Board</i>	<i>150</i>
<i>A-Frame Inserts</i>	<i>300</i>
<i>Event Posters</i>	<i>660</i>
<i>Invitation Cards</i>	<i>300</i>
<i>Cards</i>	<i>300</i>
<i>Banners</i>	<i><u>300</u></i>
<i>Total</i>	<i>\$4260</i>

V. Metrics to Evaluate Success

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

Answer:

V. Metrics

The Art Club of McKinney will collect visitor information upon arrival at each event. Name, number of visitors in the party, and zip code information will be requested. The zip code information will assist in determining how far the visitors have traveled.

An idea that hasn't yet been fully conceptualized is as follows: Prepare a list of participating businesses in the area that would benefit from the event such as restaurants, winery shops, ice cream shops, sports bars, etc. Ask the shops to offer a small discount upon the presentation of the list or coupon. Collect this data from the shops. This may help to determine the impact of the event on local merchants.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

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

- 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 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.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

**Chief Executive Officer
Application**

Representative Completing

Signature

Beth Mortenson

Printed Name

Beth Mortenson

Date

5/29/2023

Signature

Beth Mortenson

Printed Name

Beth Mortenson

Date

5/29/2023

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

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate how this event will showcase the City of McKinney for business development/tourism
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- ☒ Evaluation metrics are outlined
- ☒ List of board of directors and staff
- ☒ Financials: organization's budget and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

McKinney Community Development Corporation
7300 SH 21, SB, Suite 200
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org