

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2024

### IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <http://www.mckinneycdc.org/> or by emailing [info@mckinneycdc.org](mailto:info@mckinneycdc.org)
- Applications must be completed in full, using this online form, and submitted by 5:00 p.m. on the date indicated in the schedule below.
- If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online Letter of Inquiry found [here](#).

### Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 29, 2023	December 21, 2023	January 25, 2024
Cycle II: May 31, 2024	June 27, 2024	July 25, 2024

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Community Concert Association, Inc. (MCCA)

Federal Tax I.D.: 75-2050552

Incorporation Date: 06/08/1985

Mailing Address: P.O. Box 1903

City McKinney

ST: TX

Zip: 75070

Phone: 214-548-4384

Email: None

Website: [www.mckinneycommunityconcerts.org](http://www.mckinneycommunityconcerts.org)

Facebook: [www.facebook.com/mckinneyconcerts/](http://www.facebook.com/mckinneyconcerts/)

Instagram: [www.instagram.com/explore/tags](http://www.instagram.com/explore/tags)

Twitter:

Linked In:

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc. See Attachment Narrative: I. Applying Organization

#### Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity

- For profit corporation  
 Other Non-profit (Non-profit box will not accept check mark.)  
Attachment: img193 IRS Determination Letter

Organization recognitions or awards received in the last two years: None

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: David Zappe

Title: Grant Writer

Mailing Address: 300 Haddington Ln

City: McKinney

ST: TX

Zip: 75071

Phone: 214-926-2308

Email: ddzzzap@sbcglobal.net

**CONTACT FOR COMMUNICATIONS BETWEEN MDCD AND ORGANIZATION:**

Name: Same as Representative Above

Title:

Mailing Address:

City:

ST:

Zip:

Phone:

Email:

## PROJECT/EVENT FUNDING

Total amount requested: \$10,000

Matching Funds Available (Y/N and amount): N

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

Yes  Yes  No

Please list name of City of McKinney entity funding source and amount. Funds will be received from the McKinney Arts Commission in the amount of \$8,000 in the current season. This funding will be used for general operation and not specifically for advertising and promotion. Funding from the Arts Commission will likely be pursued again next season.

Have you received or will funding be requested from other organizations/foundations for this event(s)?

Yes  No

Please provide name of organization/foundation funding source and amount:

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

Yes  Yes  No

Please list. \$6,000 was requested, and \$3,000 in grant funding was received from MCDL to pay a portion of the advertising expenditures for our current season.

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

See Attachment Narrative: III. Officers of MCCA

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

Board of Directors are currently 23 in number (including Officers).

MCCA has no paid staff.

**ABOUT THE PROMOTIONAL/COMMUNITY EVENT(S)**

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

Dates: Concerts are held on Friday evening, once per month for the following months: Sep.-Nov. and Feb.-Apr. Six concerts in the season. (if multiple events, list separately):

Location(s): Christ Fellowship Church, 2801 Orchid Dr., McKinney, 75072

Is event(s) open to the public? Yes.

Ticket prices: The season (6 concerts) subscription cost is \$150 (or: \$25 per concert). A single concert ticket can be purchased for \$50. (list all categories/levels) (Please note: At least one category of tickets must be \$35 or under.)

Describe the target audience for the event(s): Are patrons are mature adults, generally age 50+.

Is this the first time for this event? No. If not, what is the history of the event (beginning in what year and how often is it held)? Our next season, 2024-25 will be our 50<sup>th</sup> season. Our first season was 1974.

How will the event showcase McKinney for tourism and/or business development: Our monthly concerts are often proceeded by our members meeting with other concert goers, and dining out before the concert. Fifty-two percent of our subscribers live outside of McKinney, and by attending our concerts are exposed to businesses/restaurants in the vicinity of the venue and may return to shop and explore the surroundings. For some, they are exposed to Christ Fellowship and its campus, where are concerts are held in its beautiful worship facility.

Expected total attendance: 550 to 580 subscribers at each concert.

Expected number or percentage of attendees coming from outside of McKinney: Of our current subscribership of 621, 52% (323) live outside of McKinney.

Does the event support a non-profit (other than applicant)? No

If yes, what organization(s) are supported?

What percentage of the revenue will be donated (indicate gross or net)? Excluding grant funding, 16 percent of MCCA funding is from donations. The donations are from subscribers and local businesses. (Gross)

**FINANCIAL GOALS FOR EVENT:**

Based upon MCCA’s current year (2023-24) budget. See attachment img.194.jpeg

<b>Gross Revenue</b>	<b>\$112,800</b>	<b>(Included in this figure is \$13,000 in budgeted grants)</b>
<b>Projected Expenses</b>	<b><u>\$114,300</u></b>	
<b>Net Revenue</b>	<b>\$ (1,500)</b>	

**EVENT NARRATIVE:**

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

See Attachment Narrative: I. Applying Organization

**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)**

See Attachment II Marketing Plan and Budget

Promotional Channel	Budget
---------------------	--------

Total Promotional Budget:	\$10,000
---------------------------	----------

Grant request represents 100% of total marketing budget.

Attendance from previous event(s) (if applicable):

Total attendance: Average attendance through 3 concerts this season - 537 Non-McKinney residents: 279

Marketing lessons learned from past (what worked and what didn't): We believe that our expanded outreach into the community with our print ads in 2023, impacted the number of new subscribers that we garnered. However, it is difficult to assess how many of our new subscribers came to us directly through our print outreach. We intend to improve upon our assessment of the effectiveness of various print and digital ads by using the approach outlined in the "Metrics to evaluate success" at the bottom of this page.

How will you measure success of your event(s) and marketing campaign? (Attendance, website hits, social media indicators, etc.) For our 2024-25 marketing season, we will distinguish between previous and new subscribers. When season tickets are mailed out in August of 2024 to all subscribers, the new subscribers will receive in their envelope a postage paid return postcard. The postcard will allow them to identify the promotional material that influenced their decision to become a subscriber. That information will be helpful in deciding where we get the most value for our advertising dollars. The digital advertisers should also be able to provide information on the number of hits their ads received.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

See Attachment: img196.jpeg

A copy of the ad that we used universally with all our print ads in our 2023 campaign (img196.jpeg) was submitted to MCDC with our request for approval prior to going to print last season. Likewise, the quad fold color brochure was submitted to MCDC before going to print. A similar brochure will be use next season.

Additional details related to marketing efforts. Nothing to add.

Budget for this event. See Attachment Narrative: II. Marketing Plan and Budget

What percentage of Project/Promotional/Community Event funding will be provided by the applicant? 0 %

Are matching funds available?

Yes

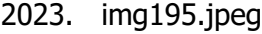
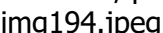
No  No

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.?

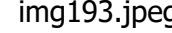
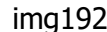
Sponsorship Revenue	\$ 0
Registration Fees	\$ 0
Donations	\$ 0
Other (raffle, auction, etc.)	\$ 0
Net Revenue	\$ 0

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. See Attachment Narrative: I. Applying Organization, paragraph 4.

## Financial Status of Applying Organization

- 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. See Financial Statement through November 2023. 
- 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 and attach a copy of the 990 filed with the IRS. Attachment 

Audited Financial Statement is not required since revenue is less than \$200,000 as permitted by the Internal Revenue Service.

- Please attach IRS determination letter if applicable. See Attachment 
- Please attach W9. See Attachment: 

## 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. Presentations will be limited to five (5) minutes followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance if applicable), event features/activities, how event supports your organization's mission, 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 percentage of total marketing budget that this grant application represents.

## CHECKLIST for 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 statement; and IRS 990 form are provided
- IRS Determination Letter (if applicable)



## Acknowledgements

*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 officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/ Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- 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**

**Representative Completing Application**

See attached img.197 \_\_\_\_\_

Signature

Signature

Printed Name

Printed Name

Date

Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE,***

*WILL NOT BE CONSIDERED.*

**Acknowledgements**

*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 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 [mc@mcindy.com](mailto:mc@mcindy.com). If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s).
  - goals and objectives achieved based on performance metrics outlined in the application.
  - financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable).
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- 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**

Tamm Schultz  
Signature

TAMM SCHULTZ  
Printed Name

Date 11.25.23

**Representative Completing Application**

David Zappe  
Signature

DAVID ZAPPE  
Printed Name

Date 11/26/2023

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

Report Date: November 15, 2023  
 McKinney Community Concert Association  
 2023-2024 Season

Budget for Expenses

Performance Date & Name	Performer Fee	Instruments	Hospitality	Contract Labor	Venue	Program Printing	Pro-rated*	Totals
Sept. 2022 - Key of G	\$ 9,920.00	\$ 200.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 1,993.33	\$ 18,563.33
Oct. 2022 - Sounds of Silence	\$ 7,270.00	\$ 200.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 2,160.00	\$ 16,080.00
Nov. 2022 - Steve Lippia	\$ 14,500.00	\$ 2,000.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 2,160.00	\$ 25,110.00
Feb. 2023 - The Suits	\$ 7,645.00	\$ 200.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 2,160.00	\$ 16,455.00
Mar. 2023- Bennie and the Jets	\$ 9,995.00	\$ 2,000.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 2,160.00	\$ 20,605.00
Apr. 2023 - Folk Legends	\$ 8,500.00	\$ 400.00	\$ 100.00	\$ 400.00	\$ 5,200.00	\$ 750.00	\$ 2,160.00	\$ 17,510.00
<b>Total Budget</b>	<b>\$ 57,830.00</b>	<b>\$ 5,000.00</b>	<b>\$ 600.00</b>	<b>\$ 2,400.00</b>	<b>\$ 31,200.00</b>	<b>\$ 4,800.00</b>	<b>\$ 12,793.33</b>	<b>\$ 114,923.33</b>
Actuals to date	\$ 39,468.00	\$ 2,153.00	\$ 243.34	\$ 1,200.00	\$ 12,357.00	\$ 1,260.00	\$ 12,830.53	\$ 69,511.87
Balance of Expected Expenses	\$ (18,362.00)	\$ (2,847.00)	\$ (356.66)	\$ (1,200.00)	\$ (18,843.00)	\$ (3,240.00)	\$ 37.20	\$ (44,811.46)

Prorated Expenses	Budget	Actuals to date	Difference
ASCAP	\$ 585.00	\$ 395.03	\$ (189.97)
Advertising	\$ 6,000.00	\$ 5,665.00	\$ (335.00)
Chamber of Commerce	\$ 275.00	\$ 275.00	\$ -
Insurance	\$ 1,250.00	\$ 1,250.00	\$ -
Office Supplies and misc.	\$ 250.00	\$ 841.51	\$ 591.51
Website	\$ 250.00	\$ -	\$ (250.00)
Refunds	\$ -	\$ 1,110.00	\$ 1,110.00
Printing other than Concert Program	\$ 3,000.00	\$ 2,950.00	\$ (50.00)
Stamps	\$ 150.00	\$ 149.99	\$ (0.01)
Post Office Box	\$ 200.00	\$ 194.00	\$ (6.00)
<b>Total</b>	<b>\$ 11,960.00</b>	<b>\$ 12,830.53</b>	<b>\$ 870.53</b>

Income Projected	Budget	Actuals to date	Difference
Season Tickets Sales	\$ 82,500.00	\$ 84,765.00	\$ 2,265.00
Other Ticket Sales	\$ 1,000.00	\$ 4,179.00	\$ 3,179.00
Business Donations	\$ 4,000.00	\$ 2,125.00	\$ (1,875.00)
Member Donations	\$ 10,500.00	\$ 11,165.00	\$ 665.00
Matching Funds	\$ 1,500.00	\$ 740.46	\$ (759.54)
MM Interest Earned	\$ 300.00	\$ 612.30	\$ 312.30
Grants	\$ 13,000.00	\$ 3,000.00	\$ (10,000.00)
<b>Total</b>	<b>\$ 112,800.00</b>	<b>\$ 106,596.76</b>	<b>\$ (6,213.24)</b>

**Mckinney Community Concerts Association  
2023 -2024 Season**

	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	June 2023	July 2023	Aug. 2023	Sept. 2023	Oct. 2023	Nov. 2023	TOTAL
<b>INCOME</b>											
Amazon Smiles				\$ 6.48							\$ 6.48
Mckinney Arts Commission						\$ 3,000.00					\$ 3,000.00
Mckinney Community Development Corp.											
Deposits - Checks & Cash	\$ -	\$ 1,410.00	\$ 18,015.00	\$ 19,874.66	\$ 12,835.00	\$ 1,750.00	\$ 3,290.00	\$ 5,745.00	\$ 1,200.00	\$ 225.00	\$ 37,245.00
Paypal /Square	\$ -	\$ 6,576.24	\$ 2,896.10	\$ 18,865.00	\$ 6,805.37	\$ 1,318.76	\$ 1,314.42	\$ 7,144.03	\$ 355.01	\$ 1,015.32	\$ 37,245.00
<b>GRAND TOTAL INCOME</b>	\$ -	\$ 7,986.24	\$ 20,911.10	\$ 38,739.66	\$ 19,640.37	\$ 3,068.76	\$ 4,604.42	\$ 12,889.03	\$ 1,555.01	\$ 1,240.32	\$ 111,241.32
<b>EXPENSES</b>											
Alkahest	\$ 11,500.00										\$ 11,500.00
ASCAP					\$ 293.28			\$ 101.75			\$ 395.03
Chamber of Commerce								\$ 275.00			\$ 275.00
Christ Fellowship								\$ 4,119.00	\$ 4,119.00	\$ 4,119.00	\$ 12,357.00
Community Impact					\$ 1,070.00	\$ 1,070.00					\$ 2,140.00
Community Matters			\$ 1,185.00		\$ 1,120.00						\$ 2,305.00
Community News Connection					\$ 610.00						\$ 610.00
Dude's Music									\$ 525.00	\$ 978.00	\$ 1,503.00
Gary Coraluzzi - Production/Tech.							\$ 610.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 1,200.00
Hope Floats										\$ 650.00	\$ 650.00
Jason Hibdon		\$ 6,966.00					\$ 7,936.00	\$ 5,816.00		\$ 243.34	\$ 20,718.00
Live On Stage											\$ 194.00
Meals for Entertainers				\$ 194.00							\$ 194.00
Post Office Rental 2023-24		\$ 1,290.00		\$ 155.00		\$ 310.00	\$ 410.00	\$ 1,005.00	\$ 1,040.00		\$ 4,210.00
Print Right			\$ 270.00		\$ 405.00		\$ 135.00	\$ 300.00			\$ 1,110.00
Refunds					\$ 149.99	\$ 149.15	\$ 79.52		\$ 598.64		\$ 977.50
Stamps, office supplies and misc.											\$ 7,250.00
STL Entertainment											\$ 1,250.00
United States Liability Insurance	\$ 1,250.00										\$ 1,250.00
<b>GRAND TOTAL EXPENSES</b>	\$ 11,500.00	\$ 9,506.00	\$ 1,455.00	\$ 499.99	\$ 3,512.48	\$ 1,529.15	\$ 9,170.52	\$ 12,016.75	\$ 6,602.64	\$ 13,640.34	\$ 69,511.87



**Key of G Live!**  
*Sept. 15, 2023*



**Sounds of Silence  
Tribute**  
*Oct. 20, 2023*



**Steve Lippia, Simply  
Swingin' "The Great  
American Crooners"**  
*Nov. 10, 2023*



**The Suits**  
*Feb. 9, 2024*



**Bennie and  
the Jets**  
*Mar. 8, 2024*



**Folk Legacy  
Trio**  
*Apr. 12, 2024*

**Entertaining the  
McKinney Area Since 1974**



**2023-2024 SEASON**

214-548-4384

[mckinneycommunityconcerts.org](http://mckinneycommunityconcerts.org)

**Scan QR Code or Visit Our Website to  
Purchase Tickets and View Clips of  
this Season's Acts**



**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION





Internal Revenue Service  
District Director

Department of the Treasury

Date: MAR 11 1986

Employer Identification Number:

75-2050552

Accounting Period Ending:

December 31

Foundation Status Classification:

509(a)(2)

Advance Ruling Period Ends:

December 31, 1987

Person to Contact:

EO Technical Assistant

Contact Telephone Number:

(214) 767-3526

EO:7211:4913:124

- ▷ McKinney Community Concert  
Association, Inc.  
101 E. Davis Street  
McKinney, TX 75069

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(2).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(2) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(2) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(2) organization.

(over)

Enclosure #6

1100 Commerce St., Dallas, Texas 75242

Letter 1045(DO) (Rev 10-83)

## Request for Taxpayer Identification Number and Certification

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

Print or type  
 See Specific Instructions on page 2.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
 MCKINNEY COMMUNITY CONCERT ASSOCIATION, INC

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

**3** Check appropriate box for federal tax classification; check only one of the following seven boxes:  
 Individual/sole proprietor or single-member LLC  
 C Corporation  
 S Corporation  
 Partnership  
 Trust/estate  
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ \_\_\_\_\_  
 Note: For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
 Other (see instructions) ▶ \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
 Exempt payee code (if any) \_\_\_\_\_  
 Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

**5** Address (number, street, and apt. or suite no.)  
 P.O. BOX 1903

**6** City, state, and ZIP code  
 MCKINNEY TX 75070

**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 Part I Instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Notes.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>
[ ] [ ] [ ] - [ ] [ ] - [ ] [ ] [ ] [ ]
OR
<b>Employer identification number</b>
75 - 2050552

**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 on page 3.

**Sign Here**

Signature of U.S. person ▶ Jimm Schultz

Date ▶ 14 Dec 2021

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.  
 Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**

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

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filed-out form, you:

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



ATTACHMENT NARRATIVE TO MCKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT  
REQUEST FOR 2024

APPLICATION SUBMITTED BY: MCKINNEY COMMUNITY CONCERT ASSOCIATION

### **I. Applying Organization**

The mission of the McKinney Community Concert Association (MCCA), established in 1974, is to build and maintain through a nonprofit plan, a concert audience in McKinney and surrounding communities by providing the general public with live performances by professional artists. These performances offer a robust season of accessible concerts, providing inspiration, nostalgia and fostering socialization in our oft forgotten senior neighbors. We are proud to say that we are celebrating our 50<sup>th</sup> season next year!

In this current season we are reaching out and recognizing those serve our communities, by inviting them to a free concert, where they are recognized and applauded for their service. We intend to continue this practice periodically throughout our season. At our last performance, the day before Veterans day, we had 31 veterans as our guests along with many of our veteran subscribers who all received a patriotic lapel pin and were further recognized from the stage for their service. Perhaps in the future we may invite retired teachers, police and fire fighters.

MCCA is a 501(c)3, nonprofit with an all-volunteer Board of Directors and no paid staff.

Our goal in seeking the MDCDC grant funds is to expand our outreach to the community through a more aggressive advertising campaign leading into our 2024-25 concert season (September 2024-April 2025). With the requested funds we intend to advertise in a number of local publications with the intent in expanding our subscriber base, which is currently over 620. For this upcoming season, we will, for the first time, add some digital advertising. Both the requested grant and the anticipated growth in our subscribers, allows us to “hold the line” on subscription prices, which will be unchanged for 3 years running (including the 2023-24 season). This is very beneficial to our subscribers who are mostly senior citizens, many of whom are on a fixed income. Our goal for concert season 2023-24 is to have 640-650 subscribers.

MCCA recently reviewed and updated its Constitution and Bylaws and does not foresee any organizational changes.

### **II. Marketing Plan and Budget**

Our plan is to place print advertisements in the following publications on for two months, during the months of June, July and August 2024 to promote our upcoming “50th Anniversary Season”, beginning in September 2024 through April 2025.

Monthly Stonebridge Ranch News magazine (1/2pg. twice)	\$ 1300
Monthly Craig Ranch Telegram magazine (1/2 pg. twice)	\$ 1100
“Community Impact” (McKinney) newspaper (1/4 pg. twice)	\$ 2400
Community News Connection – Fairview Ranch magazine (1/2 pg. twice)	\$ 1350
Printing of new season brochures (3000 copies)*	\$ 1400
	<b>Total \$ 7550</b>

\*This quad fold color brochure is distributed to current subscribers highlighting the performers that will be featured in the upcoming season. This brochure also has a subscription form, descriptions of payment options outlined and a QR code directing the reader to the MCCA webpage where they can view audition videos of the acts.

In addition to the above print outreach we will do some digital outreach through several media outlets.

CI Morning Impact Banner Ad (5 weekdays-“Top Line” placement)	\$ 450
Feature Article (5 Weekday run)	\$ 1000
Bubble Life Digital Ad	\$ 1000
	<b>Total Digital \$2450</b>

Total Print and Digital Outreach Cost **\$ 10,000**

### **III. Officers of MCCA**

Tomm Schultz	President
Larry Wissner	Vice-President
Steve Hubbard	Vice-President
Sandy Pritchard	Treasurer
Katherine Lubke	Secretary
Sue Schultz	Guest Services

