MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Garden Club

Federal Tax I.D.: **46-2683237**

Incorporation Date: 1930

Mailing Address: PO Box 2078

City: McKinney State: Texas Zip: 75070

Phone: 214-551-6048 Email: Presidentmckinneygardenclub@gmail.com

Website: www.mckinneygardenclub.org

Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter Governmental entity For profit corporation Other

Professional affiliations and organizations to which your organization belongs:

Texas Garden Clubs Inc. District X, Texas Garden Clubs Federation

REPRESENTATIVE COMPLETING APPLICATION:

Name: Lori Bhargava

Title: **President**

Mailing Address: **510 Tucker Street**

City: McKinney State: Texas Zip: 75069

Phone: 214-551-6048 Email: Loribhar@yahoo.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Lori Bhargava

Title: **President**

Mailing Address: **510 Tucker Street**

City: McKinney State: Texas Zip: 75069

Phone: 214-551-6048 Email: Loribhar@yahoo.com

FUNDING

Total amount requested: \$3,000.00

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. McKinney

Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Please provide details and funding requested: NA

PROMOTIONAL/COMMUNITY EVENT

Start Date: **04/15/23** Completion Date: **04/15/23**

BOARD OF DIRECTORS (may be included as an attachment)

Lori Bhargava President

Connie Callahan, Wendy Vura Co-1st Vice Presidents

Jan Caudell Treasurer

Donna Brookshire 2nd Vice President

Mary Kidwell Secretary
Cheryl Lafferty Publicity

Gayle Pond, Lori Bhargava Co-chairs Art Meets Floral

LEADERSHIP STAFF (may be included as an attachment)

Lori Bhargava Cheryl Lafferty Becky Montgomery

Connie Callahan Wendy Vura Day Stringer Jan Caudell Gayle Pond Sandra Bell

Donna Brookshire Nancy Davies Kari Kennedy Flowers

Mary Kidwell Cathy Straley Joyce Bartell

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.

The McKinney Garden Club was founded in October of 1930 by Mrs. Carrie E. Lovejoy. Mrs. Lovejoy also served as its first President. During the past 92 years, this club has established and maintained the Cloverleaf Lovejoy Memorial flowerbed located in Finch Park. In addition to this endeavor, the garden club has rallied numerous beautification projects in McKinney as well as provide scholarships to students studying various disciplines of horticulture. We are a member of the Texas Garden Clubs, Inc. in good standing.

The garden club took over the care and maintenance of the Butterfly Garden at the Heard-Craig Center for the Arts. This property is used by numerous organizations and is truly representative of McKinney's rich history.

Advertising funds being requested are for the 7th annual Art Meets Floral event to be held on Saturday, April 15, 2023 at the Heard-Craig Center for the Arts. The McKinney Garden Club has taken over this event and will host it during the Arts in Bloom weekend.

This event aligns with the City's goal to provide and promote unique events and fits within the Cultural District of the downtown area.

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

This will be our second year hosting Art Meets Floral and will be expanding the event to include a brunch held in the Heard-Craig gardens. Historically, art for this event has been chosen from the collection owned by the Heard-Craig. It has been nice to see these pieces, but our committee has voted to use art from North Texas artists that will include sculpture, collage, mix-media, watercolor and bronze pieces. By "freshening up" the art, we hope to draw more art-forward attendees. We will also be able to advertise this event on the artist's Instagram pages. Many of the artists being considered have Instagram followings of 10,000+ and many are represented by galleries located in the Design District of Dallas. We also hope to include an artist talk during the brunch. Brunch attendees will get to preview the event prior to the general public at 1pm.

II. Promotional/Community Event

• Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Art Meets Floral Brunch will start at 10am on Saturday, April 15th and include a plated meal, music and information about the art on display. We are setting up for 60 attendees to attend this brunch. At noon, the attendees will be allowed access to the Heard-Craig Center for the Arts to view and vote on their favorite interpretation.

The event will open to the public at 1pm until 4pm.

• Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism**.

Art Meets Floral is the perfect event to be held during Arts in Bloom.

 Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

The Garden Club holds a garden and home tour in even years. Art Meets Floral is the ideal event for odd years. It helps promote our club, the City, the artists, and florist. Net proceeds from this event will be used to maintain the Butterfly Garden at the Heard-Craig Center for the Arts.

- Promotional/Community Events must be <u>open to the public</u>. If a registration fee is charged, it
 must be \$35 or less. The ticket cost is \$15 and the event is open to the public from 1pm
 to 4pm.
- 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).

Please see attached

 Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

We are working on this event now. Estimated attendance for the brunch is 60 at \$75.00 each. Attendance by the public is estimated at 300 at \$15.00 each.

Include the venue/location for the proposed event.

Heard-Craig Center for the Arts, 205 Hunt Street, McKinney, Texas 75069

Provide a timeline for the production of the event.

Committees are being formed; advertising/design is underway; catering is being priced. All aspects of the event are being reviewed.

Detail goals for growth/expansion in future years.

We hope to expand the garden brunch next year and include an artist's reception the evening before at a patron's home in the historic district.

• Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

We will be using the social media sites of the garden club, Heard-Craig, the artist, the florist and galleries. We will not be advertising in periodicals this year and use our funds for on-line push ads.

Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use
of net revenue. Please see attached budget

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

Date(s): **2021**

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 see attached.**
- 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. We are a member of the Texas Garden Clubs, Inc. and not required to audit financials.

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

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$12,700.00
Projected Expenses	\$ 7,480.00
Net Revenue	\$ 5,220.00

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	\$2,500.00
Registration Fees Brunch	\$4,200.00
General Admission Tickets	\$3,000.00
Grant	\$3,000.00
Net Revenue	\$5,220.00

IV. Marketing and Outreach

 Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.

We will be using the same graphics from last year and update details General admission tickets will be sold through TicketLeap, the Garden Club website and the Heard-Craig website.

• 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 iones2@mckinneycdc.org.

Design work	\$200.00
Printing	\$600.00
Websites	\$250.00
Fast Signs	\$250.00
Sign Gypsies	\$200.00
Push Adds	\$750.00
Graphic Design	\$750.00

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.

TicketLeap gathers information on tickets purchased. We are able to see how they heard about the event and where they are coming from.

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 <u>final report on the Promotional/Community Event is provided to MCDC</u>.
- 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.

Art Meets Floral Co-Chair	Representative Completing Application
Gayle Pond	Lori Bhargava
Signature	 Signature
Gayle Pond	Lori Bhargava
11/29/22	11/29/22

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

McKinney Garden Club

Supporting Documentation

McKinney Garden Club 2023 Art Meets Floral - Projected Income and Expenses

	Expense Projected	Expense To Date		Income Projected	Income Actual		
Food	\$3,000.00	\$0.00	Sponsors	\$0.00	\$0.00		
Decoration	\$500.00	\$0.00	Pending	\$2,500.00	\$0.00		
Design	\$530.00	\$0.00	TOTAL SPONSORS	\$2,500.00	\$0.00		
Advertising	\$3,000.00	\$0.00					
Entertainment	\$250.00	\$0.00	Grants	\$0.00	\$0.00		
Miscellaneous	\$200.00		Pending	\$3,000.00	\$0.00		
TOTAL EXPENSES	\$7,480.00	\$0.00	TOTAL GRANTS	\$3,000.00	\$0.00		
			Food Income	\$0.00	\$0.00		
			Pending	\$4,200.00	\$0.00		
			*TOTAL FOOD INC	\$4,200.00	\$0.00		
			Public Ticket Sales	\$0.00	\$0.00		
			Pending	\$3,000.00	\$0.00		
			**TOTAL TICKETS	\$3,000.00	\$0.00		
			TOTAL INCOME	\$12,700.00			
			Less Expenses	\$7,480.00			
			***NET INCOME	\$5,220.00			
					.		
				*Food Income is based on 60 lunches at \$70 each **Total public tickets is based on 200 attendees at \$15 each			
			*Net income will be		endees at \$15 each		
				for the Arts Butterfly	Garden		
			ricula Graig Genter	Tor the Arts Butterny	darden		
]						

	FY	- 2021 - 2022			FY	- 2022 - 2023	- PROF	POSED	FYTD	
		Budget		Actual		Budget	Act	tual	Difference	
Income:										
Summer Garage Sale 2021 and 2023	\$	2,445.37	\$	2,445.37	\$	2,000.00	\$	-	\$ 2,000.00	Proceeds to be used for the Heard-Craig Garden
Membership Dues 2021-2022	\$	2,600.00	\$	2,555.00	\$	2,600.00	\$	-	\$ 2,600.00	Membership Dues for fiscal year 2021-2022
<u> </u>				-			\$	-		· · · · · · · · · · · · · · · · · · ·
Fall Special Event/Art Meets Floral	\$	5,000.00	\$	6,713.43	\$	-	\$	-	\$ -	
December Luncheon	\$	1,600.00		,	\$	1,375.00	*	-	\$ 1,375.00	Luncheon at Gayle Pond's home budget based on 55 attendees @ \$25 each
May Luncheon	\$	1,400.00	\$	420.00	\$	1,375.00		_	\$ 1,375.00	Luncheon at Lori Bhargava's home budget based on 55 attendees @ \$25 each
Garden & Home Tour 2022 - Tickets	\$	5,000.00	-	14,496.95	\$	-	\$	-	\$ -	Ticket Sales
Garden & Home Tour 2022 - Sponsors	\$	5,000.00	-	6,505.85	\$		\$	_	\$ -	Sponsorships
Monthly Meeting Raffles	\$	1,000.00	\$	516.72	\$	1,000.00	\$	_	\$ 1,000.00	Six Meeting raffles
Monthly Meeting Flames Monthly Meeting Food	\$	3,600.00	,	2,797.00	\$	3,000.00	-		\$ 3,000.00	Meals purchased at six meetings 2022-2023
Grants	\$,	-	2,737.00	+ -	3,000.00	\$		\$ 3,000.00	Medis purchased at six meetings 2022-2020
		4,056.72	_		\$	1 000 00		-	T	Club Austions
Monthly Meeting Auctions	\$	1,000.00	-	838.92	\$	1,000.00		-	\$ 1,000.00	Club Auctions
Other Income	\$	200.00	Ф	-	\$	200.00	Ф	-	\$ 200.00	Donations, etc.
Stal Income:		00.000.00	•	00 0 47 40	_	10 550 00	Φ.		£ 10 550 00	
otal Income:	\$	32,902.09	Ф	36,847.48	\$	12,550.00	ф	-	\$ 12,550.00	
xpenses:										
Events	_				_		Φ.		•	
Summer Garage Sale 2021 and 2023	\$	<u> </u>	\$		\$	-	\$	-	\$ -	
all Special Event/Art Meets Floral	\$	5,000.00	\$	5,499.10	\$	<u> </u>	\$	-	\$ -	
ecember Luncheon	\$	1,900.00	\$	2,014.51	\$	1,675.00		-	\$ 1,675.00	\$300 in raffles for September, October, November to help offset expenses
ay Luncheon	\$	1,250.00	\$	1,382.52	\$	1,675.00		-	\$ 1,675.00	\$300 in raffle funds for January, February, March to help offset expenses
arden & Home Tour 2022	\$	5,000.00	-	6,184.57	\$	-	\$	-	\$ -	
onthly Meetings Food	\$	3,600.00	-	3,039.36	\$	3,000.00		-	\$ 3,000.00	Food expense for monthly meetings
Monthly Meeting Speaker Fees	\$	300.00	-	100.00	\$	300.00		-	\$ 300.00	Gift Cards
Monthly Meeting Hospitality Expense	\$	400.00	-	186.79	\$	200.00		-	\$ 200.00	Chips, Drinks, Paper Goods
Monthly Meeting Raffle Expense	\$	400.00	\$	66.88	\$	200.00	\$	-	\$ 200.00	
Overpayment/Refund for Events	\$	-	\$	30.00	\$	-	\$	-	\$ -	
Other Event Expenses	\$	-	\$	-	\$	-	\$	-	\$ -	
Administrative Expenses										
Insurance	\$	500.00	\$	380.00	\$	1,000.00	\$	-	\$ 1,000.00	Insurance is being reviewed due Dec. 1st and includes space use insurance
Rent at St. Peter's Episcopal Church	\$	-	\$	-	\$	600.00	\$	600.00	\$ -	Donation for use of meeting space for six meetings
Website Maintenance	\$	600.00	\$	148.87	\$	500.00	\$	126.88	\$ 373.12	Pro Marketing Links
Office Supplies	\$	50.00	\$	24.00	\$	50.00	\$	-	\$ 50.00	Stamps, ink, checks, etc.
Texas Garden Club	\$	455.00	\$	400.00	\$	625.00		624.00	\$ 1.00	Annual State Dues
Miscellaneous - President	\$	100.00	\$	15.00	\$	50.00	\$	-	\$ 50.00	Discretionary fund
Post Office Box Rental	\$	72.00	\$	205.20	\$	210.00		-	\$ 210.00	2022-2023 PO Box 2078
Directory-Plaques	\$	225.00		152.00	\$	225.00	\$	-	\$ 225.00	Production of directory
Membership - Supplies	\$	100.00	\$	49.78	\$	50.00		-	\$ 50.00	Discretionary
· · ·										
Service Expenses										
Scholarships	\$	-	\$	-	\$	-	\$	-	\$ -	TBD
Finch Park Garden - Clover Leaf	\$	2,382.30	\$	2,495.11	\$	2,000.00	\$	-	\$ 2,000.00	Irrigation - Plantings etc.
Heard-Craig Garden	\$	2,445.37	\$	1,391.53	\$	2,000.00	\$	-	\$ 2,000.00	Funds provided by garage sale proceeds
Total Expenses:	\$	24,779.67	\$	23,765.22	\$	14,360.00	\$ 1,	350.88	\$ 13,009.12	
	\$			15,082.26	\$	(4.040.00)	A (4	050.00\	\$ (459.12)	

cKinney Garden Club	
rofit and Loss Standard	11/29/22
5/01/21 - 11/29/22	
	Jun 1, '21 - Nov 29, '22
Ordinary Income/Expense	
Income	
2021 Garage Sale	2,445.37
2022 Garden & Home Tour Ticket	14,496.95
Art Meets Floral Grant Income	5,000.00
Art Meets Floral Ticket Sales	1,713.43
Christmas Luncheon 2021 Payment	1,558.24
Garden Club Tour	6,505.85
Spring Luncheon/Fashion Show	101.86
Other Types of Income	
Miscellaneous Revenue	1,355.64
Other Types of Income - Other	3,217.00
Total Other Types of Income	4,572.64
Program Income	
Membership Dues	2,815.00
Total Program Income	2,815.00
Total Income	39,209.34
Expense	
2022 Garden & Home Tour Expense	6,899.02
2022 May Luncheon	1,382.52
Annual Printing of Garden Club	309.00
Art Meets Floral Event Expense	5,499.10
Business Expenses	
Business Registration Fees	1,024.00
Total Business Expenses	1,024.00
Christmas Luncheon 2021 Expense	2,014.51
Contract Services	
Outside Contract Services	275.75
Total Contract Services	275.75
Facilities and Equipment	600.00
Finch Park Project	2,495.11
Heard-Craig Garden	1,391.53

N	Neeting Food	3,491.97
N	leeting Reimbursement	46.33
N	Membership Expense	49.78
	Operations	
	Postage, Mailing Service	205.20
	Supplies	24.00
	Operations - Other	24.00
Т	otal Operations	253.20
	Other Types of Expenses	
	Insurance - Liability, D and O	925.00
Т	otal Other Types of Expenses	925.00
S	peaker Fees	100.00
Т	he Garden Show 2022 Space Rent	15.0
Tota	I Expense	26,771.82
Net Ord	inary Income	12,437.52
Net Income		12,437.52

McKinney Garden Club	
Profit and Loss Standard	11/29/22
June 2020 through May 2021	
	Jun '20 - May '21
Ordinary Income/Expense	
Income	
Christmas Luncheon 2020 Payment	1,160.00
Garden Club Tour	
Corporate Contributions	4,056.72
Individ, Business Contributions	100.00
Total Garden Club Tour	4,156.72
Spring Luncheon and Fashion Sho	1,050.00
Wooden Flower Sales	260.00
Other Types of Income	
Miscellaneous Revenue	576.00
Other Types of Income - Other	66.00
Total Other Types of Income	642.00
Program Income	
Membership Dues	2,395.00
Total Program Income	2,395.00
Total Income	9,663.72
Expense	
Annual Printing of Garden Club	186.54
Business Expenses	
Business Registration Fees	455.00
Total Business Expenses	455.00
Christmas Luncheon Refund	90.00
Christmas Luncheon Reimbursemen	919.62
Contract Services	
Outside Contract Services	328.87
Total Contract Services	328.87
Finch Park Project	1,131.05
Heard-Craig Garden	295.00
Meeting Reimbursement	213.94

	Meeting Space Deposit	1,032.00
	Operations	
	Postage, Mailing Service	190.00
	Total Operations	190.00
	Other Types of Expenses	
	Insurance - Liability, D and O	380.00
	Other Costs	127.05
	Total Other Types of Expenses	507.05
	Overpayment Refund	675.00
	Speaker Fees	50.00
	Total Expense	6,074.07
N	let Ordinary Income	3,589.65
Net I	Income	3,589.65

McKinney Garden Club	
Balance Sheet Summary	11/29/22
As of November 29, 2022	
	Nov 29, '22
ASSETS	
Current Assets	
Checking/Savings	21,773.64
Total Current Assets	21,773.64
TOTAL ASSETS	21,773.64
LIABILITIES & EQUITY	
Equity	21,773.64
TOTAL LIABILITIES & EQUITY	21,773.64

McKinney Garden Club		
Balance Sheet Summary	11/29/22	
As of May 31, 2021		
	May 31, '21	
ASSETS		
Current Assets		
Checking/Savings	9,336.12	
Total Current Assets	9,336.12	
TOTAL ASSETS	9,336.12	
LIABILITIES & EQUITY		
Equity	9,336.12	
TOTAL LIABILITIES & EQUITY	9,336.12	

Form **W-9** (Rev. October 2018)

Request for Taxpayer Identification Number and Certification

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

	nent of the Treasury Revenue Service	▶	Go to w	ww.irs.ao	v/FormV	V9 for inst	ructions ar	d the lat	est infor	rmat	ion.			S	end to	o th	ne IF	RS.
	1 Name (as shown													_				
	McKinney Gard		,			,												
H	2 Business name/disregarded entity name, if different from above																	
	2 Districts name disregarded only name, in direction from above																	
age 3.	Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.									4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):								
d uo si	☐ Individual/sole proprietor or ☐ C Corporation ☐ S Corporation ☐ Partr single-member LLC								ership Trust/estate						ns on page 3): ayee code (if any)			
.5													.,	,,,		,,		
Specific Instructions on page	Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.									Exemption from FATCA reporting code (if any)								
ec	Other (see ins	structions) ►				Non-P	Profit					(Applies to accounts maintained outside the						e U.
ŝ	5 Address (number, street, and apt. or suite no.) See instructions.								Reques	ster's	name	and a	ddres	s (op	tional)			
See	PO Box 2078																	
"	6 City, state, and 2	ZIP code																
l	McKinney, Texa	s 75070																
Ī	7 List account num	ber(s) here (option	nal)															
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Franchise Tax Account Status

As of: 11/29/2022 07:07:27

This page is valid for most business transactions but is not sufficient for filings with the Secretary of State

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17523078446
2816 CHEVERNY DR MCKINNEY, TX 75070-4708
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