



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

GRANT GUIDELINES

Fiscal Year 2017

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

For Additional Information

Cindy Schneible, President
 5900 S. Lake Forest Drive • Suite 110 • McKinney, TX • 75070
 972.547.7653 phone • 972.542.0926 fax • cshneible@mckinneycdc.org



McKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT GUIDELINES FY 2017

McKinney Community Development Corporation – Overview

In 1996 McKinney voters approved the creation of a 4B (now Type B) sales tax corporation to support community and economic development projects and initiatives to enhance quality of life improvements and economic growth for McKinney residents. MCDC receives revenue from a half-cent sales tax and awards grant funds for projects, promotional activities and community events that benefit the community, support economic development and showcase the City of McKinney.

Guided by a City Council-appointed board of seven McKinney residents, the impact of investments made by MCDC can be seen throughout the community.

Projects eligible for funding are authorized under The Development Corporation Act and (Chapters 501 to 505 of the Texas Local Government Code).

McKinney Community Development Corporation – Mission

To proactively work, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney and contribute to business development.

Guiding Principles:

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past – provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community

McKinney Community Development Corporation – Goals

- Ensure application/project eligibility for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (see information below)
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Provide support for cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike

- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact that local dining and shopping has on investment in quality of life improvements in McKinney

Types of Grants Available

McKinney Community Development Corporation provides **two** distinct types of grant opportunities:

Project Grants provide financial support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children’s Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Affordable Housing
- Mass Transit-Related Facilities – Commuter Rail, Light Rail or Motor Buses

Promotional and Community Event Grants provide financial support (not to exceed \$15,000 per grant) for initiatives, activities and events that **promote the City of McKinney** for the purpose of developing new or expanded business opportunities, to attract visitors to our community and enhance quality of life for McKinney residents.

Guidelines

- Applications must be completed in full, providing all information requested, to be considered by the MCDC board.
- Applicant must have been in business (preferably within the City of McKinney) for a minimum of two (2) years. Economic development projects may be excluded from this requirement.
- Project grant application must illustrate how Texas Local Government code eligibility requirements are met (list appears above).
- Projects must be for public use or otherwise meet the definition of “Project” as that term is defined in state law.
- Promotional/Community Event grant applications must demonstrate how the event will promote McKinney for the purpose of business development and/or tourism.
- Promotional/Community Events must be open to the public.
- Grant funds awarded for Promotional/Community events **may only be used** for marketing, outreach, advertising and promotion of the event.
- Project/Promotional/Community Event must be well-planned with stated goals, objectives and evaluation measures that demonstrate impact to the community.
- For Project grants, the Applicant must own the land or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/ approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.
- **Preference may be given** to Applicants who have **not** received funding from MCDC within the previous 12-month period.

- **Preference may be given** to Applicants who develop and demonstrate **multiple** revenue streams to financially support Project/Promotion/Community Event for which grant funds are requested – and are **not applying** to other City of McKinney entities (e.g. Arts Commission, City of McKinney Community Support Grants).
- Performance agreements will be required for all approved grants.
- Approved Project/Promotional/Community Event must be completed within one year, or consistent with performance agreement.

Application Process

Promotional and Community Event Grants:

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Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

Grant applications are considered based on the schedule above. Applications are available at www.mckinneycdc.org. They may also be obtained by calling 972.547.7653 or emailing cschneible@mckinneycdc.org. Deadlines for submission under the categories and cycles listed above are strictly followed.

Please call to discuss your proposed project or event prior to completing and submitting an application.

A preliminary review of your proposal or idea, by the MCDC board, can be obtained by submitting a **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.

Please note: a completed application and all supporting documents are required to be submitted via email or on a thumb drive delivered to the MCDC office.

Review Process

The McKinney Community Development Corporation Board of Directors are responsible for reviewing and voting on applications for funding projects and initiatives in accordance with state law. The board consists of seven members, appointed by the McKinney City Council. The Application Review Process is outlined below.

- Completed applications must be submitted to MCDC via email or on a thumb drive in accordance with the 2017 grant schedule outlined above.

- Applications may be reviewed by MCDC legal counsel to determine eligibility for MCDC funding under state law.
- Once eligibility for consideration is confirmed, Applicants will be notified and placed on the meeting agenda to make a presentation to the board. Following the presentation, board members will have an opportunity to ask questions of the applicant. *Please note: this is a formal presentation and time limits may be imposed.*
- A public hearing, with notice of the application and request for project funding will be published and posted in accordance with the requirements of the Open Meetings Act and the Texas Local Government Code. The application along with all documents/attachments included will become public information once submitted to MCDC.
- Board members will evaluate applications and presentations and prepare to take action on the request at a future MCDC board meeting. Please refer to the 2017 Grants Calendar for the schedule.
- Applications may be referred to a board subcommittee for additional research and evaluation.
- Board action will generally be scheduled for the following month's board meeting. However, the schedule may be delayed if the board determines additional research and/or discussion is warranted. When action is taken, the board may approve, table or reject an application, by a majority vote of the board.
- Applications approved by the MCDC board for economic development or capital projects will require additional approval by the McKinney City Council.
- Funds awarded for approved applications are provided on a **reimbursement** basis.
- The final 20% of the award will be paid upon receipt of the final report and compliance with all requirements of the performance agreement.

Please contact MCDC staff to discuss your Project or Promotional Grant idea, secure additional information and answer your questions - prior to submitting your grant application.

Please note: MCDC funds will become available to an approved applicant 60 days after the date of publication of the Notice of Public Hearing referenced above.

Evaluation

McKinney Community Development Corporation board members will consider the following information when evaluating applications:

- Application was completed in full
- Availability of FY 17 grant funds
- Eligibility under state law
- Applicant's funding history
- Alignment with MCDC mission and strategic priorities
- Alignment with City of McKinney strategic priorities
- Evidence of private or public financial support in addition to grant request submitted to MCDC
- Potential to achieve Project/Promotional/Community Event goals
- Demonstrates positive impact on McKinney
- Potential for significant return on investment

- Applicant’s sustainability – healthy finances, sound business plan, strong mission and programs, proven results, stable staff

Grantee Responsibilities

- Each approved project will require the execution of a performance agreement with MCDC. The agreement ensures Applicant acknowledgement of all requirements and that funds are expended in accordance with conditions outlined and provides recourse to MCDC in the event of default.
- Funds for approved grants will be expended on a reimbursement basis. Copies of paid invoices/ receipts, along with a formal letter requesting reimbursement, must be provided to MCDC to ensure compliance with state statutes and the terms of the performance agreement. Once verified, MCDC will process the request for payment.
- Grantee must maintain financial books and records of the funded Project/Promotional/Community Event and of their operations as a whole for at least two years after the conclusion of the Project/Promotional/Community Event should MCDC or the City of McKinney require an audit. The books and records must be available upon request, and create a clear audit trail documenting revenues and expenses of the funded Project/Promotional/Community Event.
- Grantee may be required to provide written quarterly reports on the status of the Project/Promotional/Community Event to MCDC.
- Within 30 days of the completion of the funded Project/Promotional/Community Event, Grantee is required to submit a final report that includes detailed information on the performance of the Project/Promotional/Community Event; performance against the metrics established in the grant application; visual representation (photos, printed promotions and collateral, etc.) that documents all requirements of the performance agreement were fulfilled; and any outstanding receipts for expenditures included under the scope of the grant. An oral presentation to the board, on the completed Project/Promotional/Community Event may be requested.
- Grantee must recognize McKinney Community Development Corporation as a sponsor/funder of the Project/Promotional/Community Event in all advertising, marketing, publicity and promotional vehicles, using the following (or substantially similar) verbiage:

"This (Project/Promotional/Community Event) is funded in part by the McKinney Community Development Corporation."

MCDC will provide camera-ready logo art for placement on promotional and publicity materials.

Where to Apply

Please contact Cindy Schneible, President of MCDC at 972.547.7653, to discuss your proposal and plans **prior** to submitting an application.

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