



McKINNEY CONVENTION & VISITORS BUREAU

GRANT GUIDELINES

Fiscal Year 2019-20

Promotional and Advertising Grants:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
October 1, 2019	October 22, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

For Additional Information

Dee-dee Guerra, Executive Director
200 W. Virginia • McKinney, TX • 75069
972-547-2059 • dguerra@visitmckinney.com



McKINNEY CONVENTION & VISITORS BUREAU GRANT GUIDELINES FY 2019-20

McKinney Convention & Visitors Bureau – Overview

The McKinney Convention & Visitors Bureau (“MCVB”) is funded by the City of McKinney, Texas (“City”), via a portion of the local hotel occupancy tax the City collects from overnight accommodations in the city limits in accordance with Texas Tax Code § 351.101. The MCVB then uses its annual budget to secure avenues of advertising and promotion of McKinney tourism to areas within a 3-5 hour drive of McKinney, covering primarily Texas, Oklahoma, Louisiana and Arkansas. MCVB’s funds are also used to attract and support meetings and events held within the City. A portion of the local hotel tax is also set aside for other uses that fall within the guidelines detailed in the Texas Hotel Tax Expenditure Requirements (the above named tax code). *(Refer to accompanying document.)*

The vision and mission statements of the MCVB are put into place and overseen by a City Council-appointed board of seven McKinney residents in accordance with the mission and goals of the McKinney City Council.

McKinney Convention & Visitors Bureau – Vision & Mission

Vision:

The vision of the McKinney Convention & Visitors Bureau is to attract visitors and travelers to McKinney.

Mission:

The mission of the McKinney Convention & Visitors Bureau is to generate economic impact by marketing McKinney to event planners and leisure travelers.

McKinney Convention & Visitors Bureau– Goals

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

Available Grant

Advertising/Promotional Grants from the McKinney CVB provide financial support for initiatives, activities and events that **promote the City of McKinney** for the purpose of attracting visitors to the City.

Guidelines

- Applications must be completed in full, **providing all information requested**, to be considered by the MCVB Board of Directors ("Board") before and/or by the application deadline. Applications received after the deadline will not be considered for grant eligibility.
- Advertising & Promotional grant applications must demonstrate how the event will promote McKinney for the purpose of tourism and hotel activity promotion.
- The events must be open to the public.
- Grant funds awarded **must** be used for **marketing, outreach, advertising and promotion of the event(s)**.
- Events must be well-planned with stated goals, objectives and evaluation measures that demonstrate an economic impact to the City **from a tourism perspective**.
- **Preference may be given** to applicants who have **not** received funding from MCVB within the previous 12-month period.
- **Preference may be given** to applicants who develop and demonstrate **multiple** revenue streams to financially support Advertising & Promotion for which grant funds are requested and who are **not applying to other City of McKinney entities** (e.g. Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grants) for promotion of the same event.
- Performance agreements will be required for **all** approved grants.
- All approved Advertising & Promotional grants must be completed within one year, or as provided in the performance agreement.

Application Process

Advertising and Promotional Grants:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
October 1, 2019	October 28, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

Grant applications will be considered according to the schedule above.

Applications are available at www.visitmckinney.com. Applications may also be obtained by calling 972-547-2059 or emailing dguerra@visitmckinney.com. The deadline for submission of applications will be 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 MCVB Board, can be obtained by submitting a **Letter of Inquiry** form, available at www.visitmckinney.com , by calling 972-547-2059 or emailing dguerra@visitmckinney.com.

Review Process

The McKinney Convention & Visitors Bureau Board of Directors is responsible for reviewing and voting on applications for funding projects and initiatives in accordance with state law (Texas Tax Code § 351.101). 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 MCVB via email, Dropbox or on a thumb drive in accordance with the 2019-20 grant schedule outlined above. Applications coming in after the deadline will not be considered until the following grant period.
- Applications may be reviewed by MCVB legal counsel to determine eligibility for MCVB 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 Texas Open Meetings Act. **The application along with all supporting documents, attachments and exhibits may constitute public information subject to disclosure under the Texas Public Information Act.**
- Board members will evaluate applications and presentations and prepare to take action on the request at a future MCVB board meeting. Please refer to the 2019-20 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 Board vote.
- Funds awarded for approved applications are provided on a reimbursement basis, after the event takes place, and after all verified receipts and a final report of the Advertising & Promotional Grant have been submitted to the MCVB and approved in its sole discretion.
- Because this is a promotional grant, the event for which an application is being submitted must take place **no sooner than five to six months after the grant award is announced** to allow adequate time for promotion of the event. All promotional materials for the event (i.e. advertisements, signage, website, and collateral materials) **must include the MCVB grant logo** to indicate this organization's financial support of the event.

Please contact MCVB staff to discuss your Advertising & Promotional Grant usage ideas, secure additional information, and answer your questions prior to submitting your grant application to confirm that your proposed project or event meets the MCVB grant requirements.

Please note: MCVB funds will not become available to an approved applicant until 30 days after all verified receipts have been submitted to the MCVB and approved.

Evaluation

McKinney Convention & Visitors Bureau Board members will consider the following information when evaluating applications:

- Whether the application was completed in full and submitted by the deadline;
- Availability of FY 19-20 grant funds;
- Eligibility under state law;
- Applicant's funding history;
- Alignment with MCVB 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 MCVB;
- Potential of applicant to achieve project/event goals;
- Whether the project/event demonstrates positive economic impact on McKinney tourism;
- Potential for significant return on investment;
- Applicant's sustainability – healthy finances, sound business plan, strong mission and programs, proven results and stable staff and leadership.

Grantee Responsibilities

- Each approved project/event will require the execution of a performance agreement with MCVB. The agreement ensures grantee's acknowledgement of all grant requirements and that funds will only be expended in accordance with the conditions outlined in the performance agreement. The performance agreement also provides recourse to MCVB in the event of default by grantee.
- Funds for approved grants will be expended on a reimbursement basis. Copies of verified paid invoices/receipts **with tear sheets from all print publications and screen shots of all digital ad placements**, along with a formal letter requesting reimbursement, must be provided to MCVB to ensure compliance with state statutes and the terms of the performance agreement. Once verified and approved, MCVB will process the request for payment within 30 days.
- Grantee must maintain financial books and records of the funded event and of their operations as a whole for at least two years after the conclusion of the event or project should MCVB or the City require an audit. The books and records must be made available upon request, and create a clear audit trail documenting revenues and expenses of the funded event/project.
- Grantee will be required to provide written quarterly reports on the status of the event or project to MCVB upon request.
- Within 30 days of the completion of the funded event or project, each grantee is required to submit a final report that includes detailed information on the performance of the event or project promotion an advertising; information on the performance of the event against the metrics established in the grant application; visual representation (photos, printed promotions and collateral, etc.) which documents that all requirements of the performance agreement were fulfilled; and any outstanding receipts for expenditures incurred under the scope of the grant. An oral presentation to the Board, on the completed event or project may also be requested in the Board's sole discretion.
- Each grantee must recognize McKinney Convention & Visitors Bureau/VisitMcKinney as a sponsor/funder of the event or project in all advertising, marketing, publicity and promotional vehicles, using the following (or substantially similar) verbiage:

"This (Event) is funded in part by VisitMcKinney."

1

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

Where to Apply

All interested applicants should contact Dee-dee Guerra, Executive Director of MCVB, at 972-547-2059, to discuss your proposal and plans **prior** to submitting an application.

Applications are available at www.visitmckinney.com. Applications may also be obtained by calling 972-547-2059 or emailing dguerra@visitmckinney.com. The deadline for submission of applications will be strictly followed.

If you are interested in a preliminary review of your proposal or idea by the MCVB Board, please complete the **Letter of Inquiry** form, available at www.visitmckinney.com, by calling 972-547-2059 or emailing dguerra@visitmckinney.com.