



**WACO ISD EDUCATION FOUNDATION  
COVER SHEET – PART II  
Application for Grant:  
2025-2026 Funding Cycle**

**Assigned Grant Proposal #:** \_\_\_\_\_

**Project Title:** \_\_\_\_\_

**Grade Level(s):** \_\_\_\_\_ **# of Students DIRECTLY involved:** \_\_\_\_\_

**Subject Area(s):** \_\_\_\_\_

**Amount Requested: \$** \_\_\_\_\_

**Grant Focus Area(s):** In order to be considered, Waco Education Foundation Innovation Grant proposals must fall under one or more of the E4 focus areas: early childhood development, enhanced programming for advanced students, extended education for staff, and emphasis on student performance. NOTE: In addition to meeting one of the E4 focus areas above, grant readers are especially interested in creative and innovative grant requests that target fine arts, STEM, literacy, or enrichment.

**(check all that apply)**

Early Childhood Development

Enhanced Programming for Advanced Students

Fine Arts

Literacy

Extended Education for Staff

Emphasis on Student Performance

STEM

Enrichment

# Mobile Merch

## Product Description:

We are seeking funding to purchase a high-quality, mobile retail cart for use by our Business Education students for our school store. This cart will be a crucial tool for students to gain real-world experience in entrepreneurship and retail sales. Our students utilize state-of-the-art equipment, including a DTF printer and a sublimation printer, to design and produce high-quality apparel and merchandise. However, students currently have limited opportunities to directly engage in the retail process and experience the challenges and rewards of selling their creations to the public. The mobile retail cart will address this gap by providing a portable and flexible platform for student entrepreneurs to showcase and sell their products. This will allow them to: Gain valuable real-world experience: Students will learn about market research, pricing strategies, customer service, inventory management, and sales techniques. Develop entrepreneurial skills: Students will gain firsthand experience operating a small business, including setting up a retail space, managing inventory, and interacting with customers. Increase revenue generation: The mobile cart will provide a new sales channel for student-made products, potentially increasing revenue and supporting future projects. Enhance student engagement: This hands-on experience will increase student engagement and motivation, fostering a deeper understanding of business principles.

## Rationale:

This project directly supports the Waco Education Foundation's focus on creative classroom projects and rewards for results by providing Business Education students with an innovative, hands-on learning experience in entrepreneurship and retail operations. The mobile retail cart will serve as a dynamic, real-world learning tool that enhances traditional classroom instruction by allowing students to apply business concepts in a tangible, customer-facing environment.

Additionally, this project aligns with both District and Campus Improvement Plans by fostering career readiness, financial literacy, and workforce development—key objectives in preparing students for success beyond high school. The initiative supports college and career readiness goals by equipping students with essential business and marketing skills, as well as practical experience in sales, customer service, and inventory management.

Currently, students have access to cutting-edge production technology, such as DTF and sublimation printing, to create high-quality merchandise. However, they lack an

accessible, structured platform to actively engage in selling their products and applying business strategies in real-world scenarios. The addition of a mobile retail cart will bridge this gap, providing students with the opportunity to refine their entrepreneurial skills while generating revenue to sustain and expand future student-led business projects.

Beyond classroom learning, this project has a direct impact on student success in extracurricular competitions. Revenue generated from the school store supports our SkillsUSA students, helping them participate in competitions at the district, regional, and state levels. These competitions provide invaluable opportunities for students to demonstrate their skills, gain industry-recognized certifications, and connect with future career opportunities. By funding this project, the Foundation will be investing in students' education while also empowering them to fund their own success through entrepreneurship.

Integrating this project into the curriculum aims to increase student engagement, enhance learning outcomes, and create a sustainable business model that rewards student initiative and creativity. This hands-on approach will not only reinforce business principles but also cultivate leadership, teamwork, and problem-solving skills that are critical for future success.

Having our school store goes with our TEKS 127.277(c)(3) Practicum in Entrepreneurship provides students the opportunity to apply classroom learning and experiences to real-world business problems and opportunities while expanding their skill sets and professional relationships as an actual or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest in their career cluster and build on and apply the knowledge and skills gained from courses taken in an array of career areas.

## **Goals:**

The primary goal of this project is to provide Business Education students with a real-world, hands-on experience in entrepreneurship and retail operations by utilizing a mobile retail cart. Through this initiative, we aim to accomplish the following:

1. Enhance Business and Marketing Skills – Students will develop critical business competencies, including market research, pricing strategies, sales techniques, and customer service, helping them build a strong foundation in entrepreneurship.
2. Provide Practical Retail Experience – By operating the mobile cart, students will gain firsthand experience in setting up a retail space, managing inventory, and

engaging with customers in a professional sales environment.

3. Increase Revenue Opportunities – The mobile cart will serve as an additional sales channel for student-designed merchandise, increasing potential revenue that will directly support SkillsUSA students in competing at district, regional, and state competitions.
4. Improve Financial Literacy – Students will learn how to track sales, manage expenses, and analyze profit margins, reinforcing real-world financial skills that are essential for both personal and professional success.
5. Promote Student Engagement and Career Readiness – Hands-on learning will foster student engagement and motivation while also preparing students for future careers in business, marketing, and entrepreneurship.
6. Leverage Location as a Key Marketing Strategy – The flexibility of a mobile cart allows students to strategically position their retail space in high-traffic areas such as school events, athletic games, and community gatherings. This provides students with the opportunity to apply location-based marketing techniques, test different sales strategies, and analyze customer purchasing behaviors in real time.
7. Create a Sustainable, Student-Driven Business Model – The project will empower students to take ownership of the school store's operations, ensuring its long-term sustainability and continued impact on future students.

By achieving these goals, this project will not only strengthen the Business Education program but also create meaningful learning experiences that extend beyond the classroom, preparing students for success in both higher education and the workforce.

## **Plan of Operation:**

### Activities & Objectives

- Product Creation & Inventory Management – Students will use DTF and sublimation printing technology to create custom apparel and merchandise, track inventory levels, and manage stock for sales events.
- Retail Operations & Sales Strategy – Students will plan and execute sales events using the mobile cart, adjusting pricing and marketing strategies based on demand and customer feedback.

- Location-Based Marketing & Customer Engagement – Students will analyze foot traffic patterns and strategically position the cart at school and community events to maximize sales and exposure.
- Financial Literacy & Business Analytics – Students will record sales, track revenue, and evaluate profit margins, learning fundamental financial management skills.
- SkillsUSA Funding Support – Profits generated from sales will directly support students participating in SkillsUSA district, regional, and state-level competitions, reinforcing the connection between entrepreneurship and educational opportunities. Students from all the CTE pathways may participate in SkillsUSA.

### Strategies

- Integration with Curriculum – The project will be incorporated into Business and Marketing courses, providing structured lessons on pricing, promotion, customer service, and financial management.
- Student Leadership & Responsibility – Students will take ownership of business operations by working in teams to manage different aspects of the project, including sales, inventory, marketing, and event planning.
- Community & School Engagement – The cart will be utilized at school events, athletic games, fundraisers, and local community gatherings, allowing students to engage with a diverse customer base.
- Parental & Community Involvement – Parents and local business professionals will be invited to serve as mentors, offering insights on small business management, customer relations, and marketing. Additionally, local businesses may sponsor events or provide guidance on entrepreneurship.
- Social Media & Digital Marketing – Students will utilize social media platforms and digital marketing strategies to promote products, announce pop-up sales locations, and engage with potential customers.

### School Community Partners

- Local businesses – Partnering with business owners to provide mentorship, advice, and potential collaboration opportunities.
- School administration & athletic departments – Coordinating sales opportunities at school functions, games, and fundraisers.
- Parent & community volunteers – Encouraging parental involvement in mentoring and supporting sales events.
- SkillsUSA & Career & Technical Education (CTE) programs – Aligning business education with competition goals and industry standards.

### Timeline & Calendar

Timeframe	Activity
August - September	Introduce students to project goals, entrepreneurship concepts, and retail fundamentals. Train students on DTF/sublimation printing and inventory tracking. Submit paperwork to order the mobile cart. The cart's delivery time is expected to be 6 to 8 weeks.
October - November	Design and produce initial merchandise. Develop marketing materials, including social media campaigns and promotional flyers. Identify strategic locations for sales.
December - January	Launch first sales events using the mobile cart at school functions and community events. Analyze sales data and adjust pricing strategies.
February - March	Expand sales efforts to include athletic events, fundraisers, and community gatherings. Increase parental and community involvement. Continue tracking inventory and refining sales techniques.
April - May	Evaluate project success based on revenue, student engagement, and learning outcomes. Celebrate student achievements and plan for future growth. Utilize profits to support SkillsUSA competition participants.

### **Communication & Dissemination:**

To ensure transparency and recognition of the Waco Education Foundation's support, we will actively include the Foundation in various aspects of the project through the following initiatives:

#### Foundation Involvement & Recognition

- Invitation to Observe – We will invite Foundation representatives to visit our Business Education classroom and attend sales events where students will showcase their skills in product creation, marketing, and customer engagement.
- Photo & Media Opportunities – We will provide the Foundation with regular updates, including photos and videos of students operating the mobile retail cart, participating in sales events, and engaging in hands-on learning experiences. These can be used for promotional materials, social media, and Foundation communications.

- Presentation at Foundation Meeting – We would be honored to present our project's progress and impact at a Waco Education Foundation meeting, highlighting student achievements and the success of the initiative.

#### Dissemination Within the District & Community

- Staff Development & District Collaboration – We will share our project's success and lessons learned with other teachers and Career & Technical Education (CTE) programs, offering insights on integrating entrepreneurship and real-world business applications into curriculum.
- WISD-TV & Social Media – We will work with WISD-TV and the district's social media channels to highlight student experiences, promote upcoming sales events, and showcase how the mobile retail cart is preparing students for future careers.
- School & Community Newsletters – Regular updates will be included in school and district newsletters to inform parents, staff, and community members about student progress, upcoming events, and the impact of the Foundation's support.
- Student-Led Presentations – Students will have the opportunity to present their experiences and learning outcomes at school events, district meetings, and community gatherings to emphasize the value of hands-on business education.

Through these efforts, we will ensure that the impact of this grant is widely recognized and shared, reinforcing the value of experiential learning and the generosity of the Waco Education Foundation in supporting student success.

### **Evaluation:**

The success of the mobile retail cart project will be measured through both quantitative and qualitative assessments to evaluate its effectiveness in enhancing student learning, engagement, and business skills. The following key performance indicators will be used to assess the project's impact:

#### 1. Sales & Revenue Tracking

- Monitor total revenue generated from student sales to determine financial viability and growth.
- Track the percentage of profits allocated to support SkillsUSA competition participation.
- Compare revenue trends over time to assess improvements in pricing strategies and customer engagement.

## 2. Student Learning & Skill Development

- Pre- and Post-Project Assessments – Students will complete self-assessments at the beginning and end of the project to measure growth in entrepreneurship knowledge, financial literacy, and retail operations skills.
- Performance-Based Evaluation – Students will be evaluated on their ability to apply key business concepts, including inventory management, pricing strategies, customer service, and marketing techniques.

## 3. Student Engagement & Participation

- Measure student participation levels in various aspects of the project, such as product creation, sales operations, and marketing initiatives.
- Gather student feedback through surveys and reflections to assess their confidence and readiness in business-related skills.
- Document student leadership roles and decision-making contributions to track how the project fosters ownership and responsibility.

## 4. Community & School Impact

- Assess attendance and engagement at sales events, including school functions, athletic games, and community gatherings.
- Gather feedback from customers, parents, and community partners to determine the perceived value and effectiveness of the mobile retail cart.
- Evaluate the project's impact on staff collaboration and district-wide CTE programs, exploring opportunities to expand entrepreneurship education.

## 5. Sustainability & Future Growth

- Analyze financial sustainability by reviewing revenue reinvestment into future student-led business projects.
- Identify areas for improvement and potential expansion, such as increasing product offerings or enhancing digital marketing efforts.
- Document best practices to replicate the project in other schools or CTE programs within the district.

## **Long Term Implications:**

The mobile retail cart project is designed to be a sustainable, student-driven initiative that will continue to benefit Business Education students beyond the 2025-2026 school year. Through careful planning, financial reinvestment, and curriculum integration, we will ensure the project's long-term success and ongoing impact. The long-term impact



on our students will be problem-solving, critical thinking, cooperation, communication skills, creativity, and academic skills in literacy, math, and STEM

### **Key Personnel:**

The key personnel to carry out this project would be the practicum teacher, staff sponsor of the school store, and staff sponsor of SkillsUSA.

### **Budget & Budget Narrative/Justification:**

#### Quote from the website

The Mobile Cart (model number 240B007) is an essential component for this project, priced at **\$7,946.00**, a quote from the website Wenger Corporation. This mobile retail cart includes eight bins, each with measurements of 14-3/16"w x 11-1/8"h x 27-3/4"d, allowing for organized storage and easy access to merchandise. Additionally, the cart is equipped with a slat wall starter kit that features one basket, two waterfalls, and eighteen hooks, providing flexible display options for various products. The cart also includes a power strip with a cord, ensuring it can be used in various locations with reliable access to electricity for any necessary equipment.

The freight services for delivering the mobile cart are priced at **\$1,012.10**. This charge **does not** include LifeGate and Inside Delivery.

#### Quote from Vendor (only a 30-day quote which was acquired on February 7th)

The Mobile Cart (model number 240B007) is an essential component for this project, priced at **\$6,913.00**, a quote from the vendor, Wenger Corporation. This mobile retail cart includes eight bins, each with measurements of 14-3/16"w x 11-1/8"h x 27-3/4"d, allowing for organized storage and easy access to merchandise. Additionally, the cart is equipped with a slat wall starter kit that features one basket, two waterfalls, and eighteen hooks, providing flexible display options for various products. The cart also includes a power strip with a cord, ensuring it can be used in various locations with reliable access to electricity for any necessary equipment.

The freight services for delivering the mobile cart are priced at **\$1,244.34**. This charge includes LifeGate and Inside Delivery, ensuring that the cart will be delivered to the desired location within the school, with careful handling and setup. These shipping and handling services will ensure that the cart is safely and efficiently delivered for use by the Business Education students.

## GearBoss® Athletic Equipment Storage

The Mobile Kiosk is a self contained, mobile merchandising kiosk that allows you to follow your fans, wherever they go. All of your logo gear is neatly secured inside the enclosed unit while moving from venue to venue.

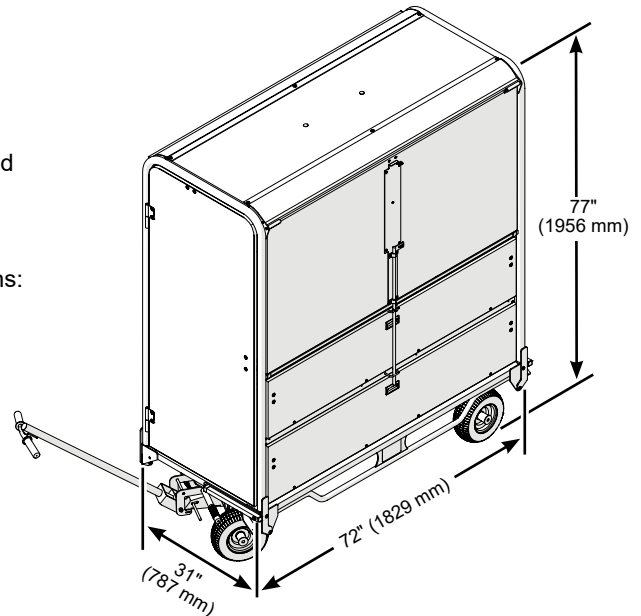
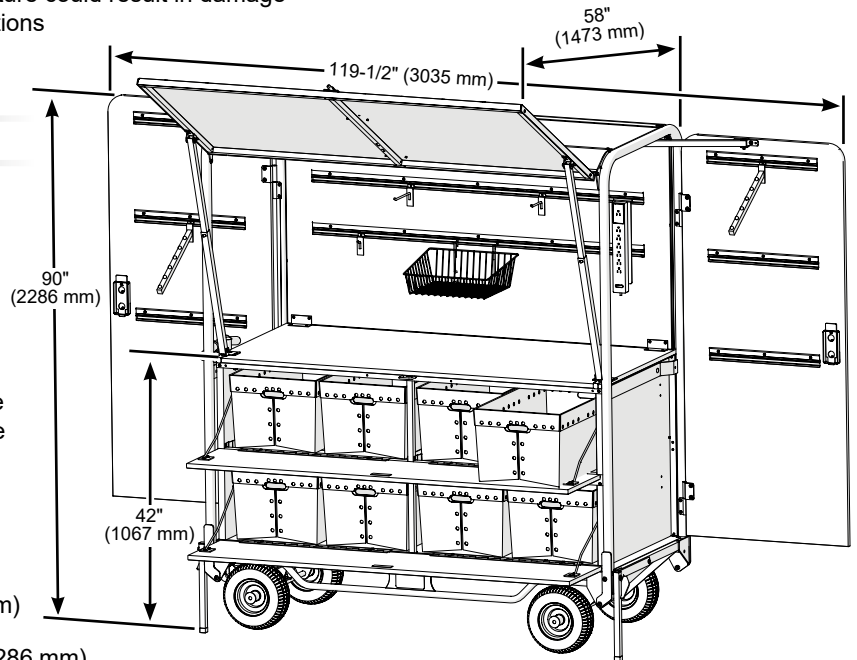
Panels open up in seconds to create your kiosk. Eight removable bins allow different athletic programs, boosters or school clubs to keep inventory in their own bin. Move beyond candy sales and car washes to real revenue generation.

### Intended Use

- This product is intended for indoor and outdoor use in normal ambient temperature and humidity conditions — exposing the Mobile Kiosk to rain or excessive moisture could result in damage
- Organize school spirit items for sale at multiple locations
- Travels to the gym, field, parking lot, school hall
- Move your fund raising efforts to a new level

### Specifications

- 240B007
- Heavy-duty chassis construction
- Hand break for easy mobility
- Chassis is 1-1/4" (32 mm) 16 gauge tube steel with 1-1/4" (32 mm) square tube cross sections
- Canopy – 0.10 inch thick aluminum attached to 18 gauge tube weldment
- Side doors – 3/4" thermofused composite wood core
- Front fold-down doors – 5/8" thermofused composite wood core
- 42" (1067 mm) counter height
- Pneumatic 10" (254 mm) wheels with outdoor treads and sealed ball bearings
- Closed dimensions:  
72" long x 31" deep x 77" tall (1829 x 787 x 1956 mm)
- Open dimensions:  
119-1/2" long x 58" deep x 90" tall (3035 x 1473 x 2286 mm)
- Bin measurements (eight bins per cart):  
14-3/16" wide x 27-3/4" deep x 11-1/8" tall (360 x 705 x 283 mm)
- Display panel measurements:
  - Side doors - 26-3/8" wide x 61" tall (670 x 1549 mm)
  - Back doors - 62-5/8" wide x 31-3/4" tall (1591 x 806 mm)
- Slat wall starter kit - one basket, two waterfalls, eighteen hooks
- Slat wall is reinforced with aluminum channels to accept heavier loads and a wide variety of retail display hardware
- 39" (991 mm) long roof mounted LED light
- Power strip with cord
- UL GREENGUARD Certified - Product certified for low chemical emissions:  
ul.com/gg - UL 2818
- Environmental attributes and LEED compliance for this product can be found at [www.wengercorp.com/GREEN](http://www.wengercorp.com/GREEN) or by contacting your Wenger representative
- Weight (empty) - 550 lb (249.5 kg)
- 800 lb (363 kg) maximum load tires
- Five-year warranty



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### MUSIC EDUCATION AND PERFORMING ARTS

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<b>Waco Education Foundation</b>				Assigned Proposal #	53	
<b>Grant Budget Form</b>				Project Title:	Mobile Merch	
				Number of Students Served by Grant:		150
Qty	Budget Item	Verify Vendor (Y or N)	\$ Requested from the WISD Foundation	Other Secured Source	\$ from Other Source (if applicable)	Total Amount
<b>Consumable Supplies</b>						
1	Freight Services	Y	\$ 1,012.10			\$ 1,012.10
						\$ -
						\$ -
						\$ -
						\$ -
						\$ -
total Consumable Supplies			\$ 1,012.10		\$ -	\$ 1,012.10
<b>Technology</b>						
N/A	N/A					\$ -
						\$ -
total Technology			\$ -		\$ -	\$ -
<b>Long-Term Supplies / Equipment</b> (items that will last beyond the grant year)						
1	Mobile Kiosk (240B007)	Y	\$ 7,946.00			\$ 7,946.00
						\$ -
						\$ -
						\$ -
						\$ -
						\$ -
total Long-Term Supplies			\$ 7,946.00		\$ -	\$ 7,946.00
<b>Contracted Services</b>						
N/A	N/A					\$ -
						\$ -
total Contracted Services			\$ -		\$ -	\$ -
<b>Personnel</b>						
N/A	N/A					\$ -
						\$ -
total Personnel			\$ -		\$ -	\$ -
<b>Travel / Other</b>						
N/A	N/A					\$ -
						\$ -
						\$ -
						\$ -
total Other			\$ -		\$ -	\$ -
<b>Totals</b>		<b>Total Requested from the WISD Foundation</b>		<b>Foundation Cost Per Student</b>	<b>Total from Other Sources</b>	<b>Total Cost of Project</b>
		\$ 8,958.10		59.72066667	\$ -	\$ 8,958.10

<b>Waco Education Foundation</b>				Assigned Proposal #	53	
<b>Grant Budget Form</b>				Project Title:	Mobile Merch	
				Number of Students Served by Grant:	150	
Qty	Budget Item	Verify Vendor (Y or N)	\$ Requested from the WISD Foundation	Other Secured Source	\$ from Other Source (if applicable)	Total Amount
<b>Consumable Supplies</b>						
1	Freight Services icludes LiftGate & Inside Delivery	Y	\$ 1,244.34			\$ 1,244.34
						\$ -
						\$ -
						\$ -
						\$ -
						\$ -
total Consumable Supplies			\$ 1,244.34		\$ -	\$ 1,244.34
<b>Technology</b>						
N/A	N/A					\$ -
						\$ -
total Technology			\$ -		\$ -	\$ -
<b>Long-Term Supplies / Equipment</b> (items that will last beyond the grant year)						
1	Mobile Kiosk (240B007)	Y	\$ 6,913.00			\$ 6,913.00
						\$ -
						\$ -
						\$ -
						\$ -
						\$ -
total Long-Term Supplies			\$ 6,913.00		\$ -	\$ 6,913.00
<b>Contracted Services</b>						
N/A	N/A					\$ -
						\$ -
total Contracted Services			\$ -		\$ -	\$ -
<b>Personnel</b>						
N/A	N/A					\$ -
						\$ -
total Personnel			\$ -		\$ -	\$ -
<b>Travel / Other</b>						
N/A	N/A					\$ -
						\$ -
						\$ -
						\$ -
total Other			\$ -		\$ -	\$ -
<b>Totals</b>			<b>Total Requested from the WISD Foundation</b>	<b>Foundation Cost Per Student</b>	<b>Total from Other Sources</b>	<b>Total Cost of Project</b>
			\$ 8,157.34	54.38226667	\$ -	\$ 8,157.34