

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

Project Grant

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

X Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

APPLICATION

ORGANIZATION INFORMATION

Name: Crape Myrtle Trails of McKinney Foundation

Federal Tax I.D.: 75-2788771

Incorporation Date: September 1998

Mailing Address: P.O.Box 2909

City: McKinney

ST: TX

Zip: 75070

Phone: 972.768.7155

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

Website: www.crapemyrtletrails.com

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:

U.S. National Arboretum (Washington, D.C.), Texas Nursery and Landscape Association (TNLA,

headquarters in Austin, TX), Dallas Arboretum and Botanical Garden (Dallas, TX),

Crape Myrtle Society of America.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Phil Wheat

Title: President of the Board

Mailing Address: 6001 South Custer Road, #2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Phil Wheat

Title: President of the Board

Mailing Address: 6401 South Custer Road #2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415

Fax: 214.385,2434

Email: pdwheat@unitedplanners.com

FUNDING

Total amount requested: \$8,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: September 26, 2015

Completion Date: September 26, 2015

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

Neil Sperry	Rick McDaniel	Kerry Cassuto	Rodney Haynes
Lynn Sperry	Kari McDaniel	Susan Owens	Phil Wheat
Carolyn Skei	Barbra Dutton	Mark Bates	Bram Franklin
Melanie Hedrick	Lisa Higgins		

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

Phil Wheat, President & Treasurer

Melanie Hedrick, Vice President

Barbra Dutton, Secretary

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.

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

Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The Crape Myrtle Trails of McKinney Foundation is an all-volunteer organization made up of 13 McKinney citizens and one Celina citizen at this time. Most of us own businesses or are in McKinney public service roles. The names of our board members and those in leadership positions are shown on another part of this application. We have no paid staff.

Our formal mission is as follows:

The mission of the Crape Myrtle Trails of McKinney Board is to be an integral part of elevating the beauty and appeal of our great city to the highest levels by showcasing the premier flowering plant of the South throughout our community in a thoughtful and meaningful manner and by promoting McKinney, Texas, as America's Crape Myrtle City!!

Our goals, objectives and "scope of services" are described below, with "day-to-day operations" shown parenthetically:

- Continual development and improvement of McKinney's World Collection Park!
(Our horticulture team works with the city Parks Department to maintain and improve the park; we provide fertilization and pruning of the park's crape myrtle plants, as well as replacing crape myrtle plants as needed.)
- Promoting and funding strategic plantings of crape myrtles in key venues throughout the city!
(We work with McKinney businesses and schools to implement and/or help design crape myrtle plantings within their landscapes.)
- Continuing to award cash grants to the Physical Education Departments of McKinney schools to promote the health of our youth! (We donate \$5 to the PE department of each school for every student and adult who participates in our annual run and registers under the school's name).
- Growing the positive impact our annual event has on our city's culture and tradition! (We continually strive to improve our Crape Myrtle *Run the Trails* event. In the past three years we have added "Myrtle Village," which includes a world-class petting zoo, an inflated obstacle course, face painting and other attractions. Our stage show engages audience participation with musical pre-run calisthenics, a chicken dance contest and a kiss-the-pig show. Our awards include medals for all children who participate in the 1-mile fun run; and medals in age-based categories for winners of the 5 and 10K races. In 2014, we added a 10K run and promoted our event on a broader scale in order to draw more participants from

outside McKinney. We also coordinated promotional efforts with McKinney's Oktoberfest celebration, which was the same weekend as our event. Those new traditions will continue in 2015.)

- Providing Crape Myrtles to 5th grade students of McKinney elementary schools the Friday immediately prior to Mothers' Day to take home to Mom! (With the help of several McKinney service clubs, we now provide a crape myrtle plant to every 5th grade student in the McKinney Independent School District. This is a major milestone for us, and a great "feel-good" tradition for McKinney.)
- Continuing to promote McKinney as America's Crape Myrtle City and to be a special "piece in the puzzle" of McKinney's continued and improving national recognition! (Our promotional efforts have resulted in McKinney being officially proclaimed as "America's Crape Myrtle City" by the Texas House of Representatives, the Texas Senate and the United States Congress. Great cities have a "heart and soul" element, and we are committed to being an ever-growing part of this piece of the puzzle for McKinney!)

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

We have not had nor do we anticipate any organizational changes. The evolution and changes pertaining to our event are described in the previous section.

II. Project or Promotional Activity/Community Event (whichever is applicable)

- Outline details of the Project/Promotional Activity/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
 - i. The scope of our event can be described as a combination of a family fun run, a school-centered fitness and spirit-building endeavor, a community festival and two competitive races along officially registered 5K and 10K courses.
 - ii. The goals and objectives of our event are to raise funds for our annual budget, to promote the objectives of our financial supporters, to bring a substantial number of visitors to McKinney for the day or weekend and to increase the positive influence our annual event has on the culture of our city. Our specific goal for the MCDC grant is to provide a return on its investment amount of 100 percent or more.
 - iii. The primary target audiences for our event are the school children and their families from the McKinney Independent School District and those of our neighboring districts, plus runners from North Texas and beyond who would be attracted to a combination of our event and staying over for McKinney's Oktoberfest.
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
 - i. With regard to business development and tourism, our Fun Run and Festival event is taking bold steps to increase our citywide appeal and attract visitors to McKinney. In 2014 we moved the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which marks the end of summer. We also added a 10K run to our race format. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to our run and festival. For

example, we encourage runners to stay for Oktoberfest by arranging for them to show their “runner bib” to get food and beverage tickets at Oktoberfest! In 2015, we will expand our radio advertising and add pre-event signage in key locations. All of this is intended to increase tourism and encourage trade with McKinney businesses.

- ii. With regard to the promotion of the City of McKinney, our event itself has become a family-oriented part of our culture. For example, McClure Elementary School has won the coveted traveling “Myrtle Trophy” for four consecutive years for having the most participants of all McKinney schools. For this monumental effort, they were awarded a permanent version of the “Myrtle Trophy” at a school assembly in October. Myrtle the pig was among the honored guests, and yes, she kissed Coach Niki one more time in front of over 500 **very enthusiastic** McClure students! The coach at McClure has informed us of concerted efforts by their sister schools to unseat them. We arrange to award the checks to the schools’ PE departments, as well as the Mothers Day crape myrtle plants, during their Friday assemblies. The enthusiasm is fantastic! Believe us, these kiddos are building lasting memories of something really cool about growing up in McKinney! Oh, and did we mention that both Texas legislative bodies and the U.S. Congress have proclaimed McKinney, Texas, as “America’s Crape Myrtle City”? This has been the subject of newspaper coverage and even a feature on our local Channel 5 television news.
- iii.
 - Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.
 - i. Having a positive impact of the culture of our city is one of our strategic goals, as is growing the positive impact our annual event has on our city’s culture and traditions! In addition, our event is our only fund raiser, which is responsible for our being able to maintain and improve McKinney’s World Collection Park, monetarily contribute to the physical health of our school children (through grants to PE departments), cooperate with city staff and private businesses to further beautify medians, parks, corporate properties, and other landscapes, continue to supply the Mothers Day crape myrtle gift to every McKinney 5th grade student and to continue to be a “piece in the puzzle” for McKinney being recognized as one of the very finest cities in America!
 - Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
 - i. Our event’s activities (in scheduled order) are: on-site registration and opening of Myrtle Village (7 a.m.); welcome and instructions (7 a.m.); musical calisthenics (7:30 a.m.); 1-mile fun run start (8 a.m.); 5K and 10K race start (8:30 a.m.); chicken dance contest (9:45 a.m.); School Spirit awards and kiss the pig show (10 a.m.); run awards (10:30 a.m.). In addition, prizes (such as gift cards from local businesses) will be given out from the stage throughout the morning with random drawings of registered participants.
 - ii. Our entire event will take place the morning of September 26, 2015. We plan for our fee structure to remain as it has been. Participant fees are \$15 for students, \$25 for adult 5K runners and \$30 for adult 10K runners. The fees go up by \$5 for adult runners who register after September 18.
- What is the venue/location for Project/Promotional Activity/Community Event?
 - i. Our venue for the start/finish line of the runs, the event stage, Myrtle Village and parking

will be the parking lot of Cockrill Middle School, which is located at 1351 North Hardin Road, McKinney, TX 75071. The runs will all take place on the McKinney “hike and bike” trail, which is adjacent to and just south of the Cockrill parking lot.

- Provide a timeline for the Project/Promotional Activity/Community Event.
 - i. The timeline for the project itself starts February 1. Rodney Haynes, Barbra Dutton, Lisa Higgins and Mark Bates are event co-chairs. They will start interacting with the RunOn organization to map and certify the new run courses, as well as coordinate marketing and promotional efforts. They will continue to evaluate the positions of the stage, the start/finish line and Myrtle Village to cultivate more enthusiasm as participants finish.

RunOn has already been contracted to time our runs and provide promotional emails to their runner list, as well as promote us on their website and calendar.

Our sponsor solicitation will start in May 2015, and the deadline for sponsorships is September 1. Posters will be distributed to schools and businesses throughout August and September. Six email blasts will go out, spread out evenly between August 1 and September 25.

MISD has agreed to send paper flyers home with each student as well as include our event in their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.

Board member Kari McDaniels will coordinate our efforts with McKinney schools, as well as our neighboring districts. She will start her communication efforts the second week of August.

Lifelong runner Lisa Higgins has been added to our board and is a run co-chair. Her vast experience and love of the sport will help us attract more out-of-town runners. as well as greatly help our passion to move from “good to great” in the perceived quality of our event!

- Detail goals for growth/expansion in future years.
 - i. We had 665 registered participants in 2014. (Excessively cold weather on race day in 2013 may have had an impact on repeat registrations.) Our goal is to register 750 participants in 2015 and 800 in 2016. Considering that many or most participants (especially students) bring other (non-runner) family members, our total attendance and impact exceed what participant numbers would otherwise indicate.

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC’s goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney

- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact "buying local" has on quality of life in McKinney

Contributing to economic development and/or tourism within McKinney

With regard to economic development and tourism within McKinney, our Fun Run and Festival staff is taking bold steps to increase our citywide appeal and attract visitors to McKinney. In 2014 we moved the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which is at the end of summer. We also added a 10K run to our race format to attract more serious out-of-town runners. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to enjoy both our Run and Festival and Oktoberfest. For example, we encourage runners to stay for Oktoberfest by arranging for them to show their "runner bib" to get free food and beverage tickets at Oktoberfest! In 2015, we will expand our radio advertising and add pre-event signage in key locations. All of this is intended to increase tourism and encourage trade with McKinney businesses.

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

Yes No

III. Financial

- Our latest balance sheet report (November 2014) is attached, as are the 2015??? operations budget and run budget. All of our budget is funded by our annual event, and the impact the MCDC grant has on this is shown on the 2015 Run Budget.
- Our 2015 Budget is attached. Due to the size of our organization and net worth, the audited financial statement requirement has been waived in all past years. Our latest year-end (2013) profit and loss statement is attached.

What is the estimated total cost for this Project/Promotion/Community Event?

\$23,060.

(Include a budget for the proposed Project/Promotion/Community Event.)

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 65%

Are Matching Funds available? Yes X No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Are other sources of funding available? *Yes; Sponsor donations and runner fees.*

Have any other federal, state, or municipal entities or foundations been approached for funding? *No*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

- i. Our marketing and outreach goals will primarily include a combination of high-touch personal promotion and sponsorship solicitation efforts and high-tech social media and email efforts.

Board member Kerry Cassuto is in charge of the email blasts and social media campaign, as well as promotion through our website. Media outreach will involve expanded radio advertising and increasing the number of our press releases.

RunOn (our run timer and consultant) will promote our event on their website and calendar, as well as send an email promoting our event to their 60,000-runner list.

Our high-touch effort will again include personal solicitation of sponsorships. Posters will be distributed to businesses throughout August and September. Six email blasts will go out, spread evenly between August 1 and September 25.

MISD has agreed to send paper flyers home with students, as well as include our event on their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.

Board member Kari McDaniel will coordinate our efforts with McKinney schools as well as our neighboring districts. She will start her communication efforts the second week of August.

New board member and lifelong running enthusiast Lisa Higgins is leading our effort to attract runners from outside of McKinney. Her initiatives already include getting on local, state and national runner calendars starting December 2014.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

- i. The metrics we will use to evaluate success of our event include the following:

1. Sponsor Donations Goal = \$21,000

2. Runner Fees Goal = \$15,000
3. MCDC Return on Investment Goal = 100%+
4. Participant Count Goal = 750
5. Non-McKinney Participants Goal = 35%
6. Broad Sponsorship Base Goal = 40
7. Profit Goal = \$20,940

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

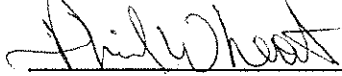
- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's 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 Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

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

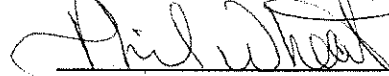


Signature

Phil Wheat
Printed Name

December 29, 2014
Date

Representative Completing Application



Signature

Phil Wheat
Printed Name

December 29, 2014
Date

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

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

Signature

Signature

Phil Wheat
Printed Name

Phil Wheat
Printed Name

December 29, 2014
Date

December 29, 2014
Date

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

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.	Name (as shown on your income tax return) Crape Myrtle Trails of McKinney Foundation	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ Non-Profit, 501-C3	
	<input type="checkbox"/> Exempt payee	
	Address (number, street, and apt. or suite no.) 6401 South Custer Road, Suite 2000	
City, state, and ZIP code McKinney, Texas 75070		
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 the "Name" line to avoid backup withholding. For individuals, this is 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 <i>How to get a TIN</i> on page 3.													
	Social security number <table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>												
<p>Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.</p>	Employer identification number <table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">5</td> <td style="width: 20px; height: 20px;">-</td> <td style="width: 20px; height: 20px;">2</td> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">8</td> <td style="width: 20px; height: 20px;">8</td> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">1</td> </tr> </table>	7	5	-	2	7	8	8	7	7	1		
7	5	-	2	7	8	8	7	7	1				

Part II Certification	
Under penalties of perjury, I certify that:	
1. 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	
2. 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	
3. I am a U.S. citizen or other U.S. person (defined below).	
<p>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 4.</p>	

Sign Here	Signature of U.S. person ▶	Date ▶ 04/15/2013
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General Instructions
Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form
A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Claim exemption from backup withholding, or
3. 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.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date **SEP 13 1999**

THE CRABE MYRTLE TRAILS OF MCKINNEY
FOUNDATION
ONE NATURE PLACE
MCKINNEY, TX 75069

Employer Identification Number:
75-2788771
DLN:
17053215016049
Contact Person:
GARY MUTHERT ID# 31518
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Begins:
September 31, 2002
Addendum Applies:
No

Dear Applicant:

Based on information you 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(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

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 expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

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

Within 90 days after the end of your advance ruling period, you must send us the 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, we will classify you 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, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the

Letter 1045 (DO/CG)



Exempt Organizations Select Check

Organizations Eligible to Receive Tax-Deductible Charitable Contributions (Pub. 79 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible charitable contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the link next to the column heading for that category. Clicking on that link a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

EIN	Legal Name (Doing Business As)	City	State	Country	Deductibility Status
75-2798771	The Craze Hymn Trails of McKinney Foundation	McKinney	TX	United States	PC

Results Per Page: 25

[Prev: 1-1 | Next >](#)

[Prev: 1-1 | Next >](#)

2015 Crape Myrtle Trails of McKinney "Fun Run & Festival" Budget						
<i>(Crape Myrtle City Oktoberfest Run & Festival)</i>						
REVENUE	Registration Fees	Goal	Received	To Receive		
	750 runners @ \$4	\$15,000.00				
	Sponsorships	\$21,000.00				
	MCDC	\$8,000.00				
	Totals	\$44,000.00				
EXPENSES						
	Race Mgt Team & New Course Signs		\$3,900.00			
	Promo Material		\$10,500.00			
	(\$8,000 MCDC Grant)					
	Security		\$500.00			Pail/under
	Basic Rentals & Purchases		\$2,100.00	Stage, Course Items, Toilets		
	Myrtle Village Fees & Rentals (as of 11/11)		\$4,100.00			
	Prizes		\$600.00			
	Sponsor Recognition Pieces		\$500.00			
	Medals & Trophies		\$560.00			
	Misc		\$300.00	Water; volunteer breakfasts		
	BUDGETED EXPENSE TOTAL		\$23,060.00			
	BUDGETED EXPENSE TOTAL		\$44,000.00			
	BUDGETED PROFIT		\$20,940.00			
<i>(World Collection Park Maintenance & Improvements, Planting Projects, Mothers' Day Project, School PE Grants, etc.)</i>						

	Race Mgt	Promo	
4/28/14 Run Timing	\$750.00	6/25 Printing Sponsor pieces	\$152.63
10/8/14 Run Timing	\$2,950.00	8/11 Email Blast	\$120.00
10/11/14 Course Directional Signs	\$159.68	8/18 Run Map Design & Print	\$250.00
		9/3 Poster Printing	\$140.71
		9/15 Run Bracelets	#####
		9/15 Run Banners	#####
\$3,859.68		9/16 LINKS Breakfast	\$167.27
		9/20 Run T-Shirts	#####
		9/26/2014 Run Map Printing	\$240.00
		9/20 Eblast	\$500.00
		10/11 Sponsor Signs	\$156.98
		10/11 Sponsor Signs	\$866.31
\$23,060.00		10/11/2014 Promotional Cards	\$187.00
		10/11 Promtional "Watch for Runners" Signs	\$140.00
		10/16/2014 Promotional Lables	\$86.60
		11/6 Reimburse Cassuto for 9/14 Const Ctct	\$45.00
		11/6 Radio Ads	#####
		Total	#####

			Village Rentals & Fees	Prizes & Medals
Basic Rentals and Purchases				
6/26/2014 School Lease		6/23/2014 Petting zoo	\$307.00	9/26 Medals for Kids
7/9/2014 Electricity		7/31& 9/26 tents, tables	\$2,196.50	10/14 5&10k medals
7/31 Porta Poties		8/30 obstacle Course	\$585.00	10/30 Trphies
9/25 Tents Coolers Big D		9/25/2014 Petting Zoo	\$383.00	
9/27/2014 Golf Carts		9/27 Face Painting	\$240.00	Prizes
10/2 Course Cones		9/27 tents, tables	\$412.10	9/26 Gift Cards to Harvest
10/2 Water Cups				
9/26 Run Cups		Total	\$4,123.60	
9/26 Run Cones				
9/26 Golf Carts		Event Security		
10/28 Reimburse Haynes for Run Items		9/26 Police Officer Fees	\$480.00	
11/6 Reimburse Cassuto for Elec Cords				
Total				
Capital Purchases				
9/15 Sound System				

MCDC Reimburse Items					
6/25 Printing Sponsor pieces					
8/11 Email Blast					
9/3 Poster Printing					
9/15 Run Banners					
9/16 LINKS Breakfast					
9/20 Run T-Shirts					
6/23/2014 Petting zoo					
7/31&9/25 MV tents, talbes					
8/30 obstacle Course					
9/25/2014 Petting Zoo					
10/11 Sponsor Signs					
10/11 Promotional "Watch for Runners" Signs					
10/16 Promotional Lables					
11/6 Radio Ads					
9/17 Email Blast					
Total					
Total MCDC					

THE CRAPE MYRTLE TRAILS OF MCKINNEY FOUNDATION
Profit and Loss
January - December 2013

	Total
Income	
Non Profit Income	32,910.51
Total Income	\$32,910.51
Expenses	
Bank Charges	505.91
Charitable Contributions	3,655.00
Dues & Subscriptions	275.00
Fundraising	9,299.22
Gifts Given	105.00
Insurance	760.60
Office Expenses	1,351.35
Promotional	8,342.25
Total Expenses	\$24,294.33
Net Operating Income	\$8,616.18
Net Income	\$8,616.18

Tuesday, May 13, 2014 10:40:00 AM PDT GMT-5 - Cash Basis

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date SEP 13 1999

THE CRAPE MYRTLE TRAILS OF MCKINNEY
FOUNDATION
ONE NATURE PLACE
MCKINNEY, TX 75069

Employer Identification Number:
75-2788771
DLN:
17053215016049
Contact Person:
GARY MUTHERT ID# 31518
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
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