

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2016

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:

X 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.



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 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: McKinney Rotary Foundation

Federal Tax I.D.: 34-2051592

Incorporation Date: 07/07/2005

Mailing Address: P.O. Box 552

City McKinney

ST: TX

Zip: 75070

Phone: 469-879-5851

Fax:

Email: Tntstan2@att.net

Website: Rotaryplayground.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: Rotary International

REPRESENTATIVE COMPLETING APPLICATION:

Name: Juli Smith

Title: Co-chair: McKinney Rotary Clubs All-Abilities Playground Project

Mailing Address: P.O. Box 552

TX

City: McKinney

ST: TX

Zip: 75070

Phone: 972-658-9977

Fax:

Email: julismith@tx.rr.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Juli Smith

Title: Co-chair: McKinney Rotary Clubs All-Abilities Playground Project

Mailing Address: P.O. Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 972-658-9977

Fax:

Email: julismith@tx.rr.com

FUNDING

Total amount requested: \$200,000.00 with a contingency of back stop funding

Matching Funds Available: No (fundraising efforts are underway)

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 6/2016

Completion Date: 4/2017

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

McKinney Rotary Club Foundation listed only

Doug Kowalski

Tommy Stanley

Melanie Carroll

Paul Powell

Mike Bell

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

Larry Offerdahl

Tommy Stanley

Bill Cox

Nathan White

Peter McLellan

Stacey Kemp

Doug Kowalski

Juli Smith

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.

The McKinney Rotary Foundation is the charitable arm of Rotary. Rotarians invest their time, money, and expertise into priorities, such as eradicating polio and promoting peace. Foundation grants empower Rotarians to approach challenges such as poverty, illiteracy, and malnutrition with sustainable solutions that leave a lasting impact. Our mission is to provide humanitarian services to improve the quality of life for better health, well-being and education of all populations, including the underserved, through many avenues including improved recreation options, health care opportunities and scholarships. All members of the foundation board are volunteers and all programs are supported by volunteers throughout the community.

The combined mission of the two Rotary Clubs in McKinney is to "provide humanitarian services to improve the quality of life, better health, nutrition, well-being and education of all populations, with special consideration for the underserved population in McKinney. To achieve these goals and objectives, the Rotary clubs consider adequate nutrition, access to health services and recreational opportunities as integral measurements leading to a better quality of life. In addition to the physical side of this mission, education through scholarships and youth leadership training are components directed to the psychological preparation for improving one's quality of life. Rotary strongly believes in preparing the physical and intellectual aspects of life to enhance one's quality of life. The Rotary Foundation provides scholarships to Camp RYLA (Rotary Youth Leadership Awards) and graduating seniors, sponsors INTERACT clubs at the high schools and ROTARACT clubs (ages 18 – 30) at the college level. These clubs are important to the Rotary's objective of strengthening leadership skills and serving the community. Additionally, the children's basic needs such as appropriate clothing and school supplies are provided by the Rotary Clubs service which is made up of 100% volunteers.

The McKinney Rotary Clubs are comprised of approximately 130 businessmen and women (both McKinney Service Clubs) who volunteer their time and talents to the community exemplifying the motto "Service Above Self" and each club meets once a week. This project is under the auspices of the Rotary Foundation as an extension (separate) of the McKinney Rotary Club. For this project, the two Rotary Clubs have formed a partnership and combined leadership team of eight members which meets bi-monthly. A bookkeeper and a certified public accountant are the only contracted paid staff for the McKinney Rotary Foundation.

New officers for the Foundation and both of the Rotary Clubs have been elected and will take office on July 1, 2016. There will be no impact on the project as all the current "leadership staff" will remain for the length of the project. The officers are already active in the proposed project and will continue to be active for the duration of the project.

Project or Promotion/Community Event (whichever is applicable)

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

The All-Abilities Playground began as a vision of the McKinney Rotary Clubs when the realization that all of the new recreational facilities being constructed within the city would not be accessible to children and parents who have special needs. According to the Texas Education Agency's Texas Academic Performance Report (TAPR) 2013, approximately 8,646 students are identified as participating in Special Education programs. This number represents the following school districts: McKinney ISD, Allen ISD, Prosper ISD, Lovejoy ISD, Frisco ISD. Although some of these children may not be impacted by mobility issues, the number does include many children with Autism, Down Syndrome and other cognitive issues. Their activities are often restricted by an inability to play in a standard playground due to emotional and other physical challenges. Additionally, there are children living within McKinney which are not included in the TAPR data. These children attend schools in adjacent districts or private schools, are home schooled or are pre-school age. Consequently, these special children became our "target audience" in a direct sense; while the community of families who have not had the opportunity to interact on a one to one basis with children with special needs and their parents will benefit indirectly.

Rotary International's Four-Way Test of the things we think, say or do is a test used by Rotarians world-wide as a moral code for personal and business relationships. "Is it beneficial to all concerned?" is one of the four questions and we strongly believe giving the community an opportunity to know and understand others who deal with daily challenges will benefit all. The ability of a family with one child with special needs and other children without special needs will be able to enjoy a day at a playground in which siblings are able to play together. The scope of the All-Abilities Playground is restricted to the actual play area and its adjacent infrastructure. The City of McKinney is building a restroom with a third bathroom for families who need to accompany their child into the restroom, increasing the parking area with enough room to allow for bus traffic and additional parking spaces. The purpose is to create the All-Abilities Playground as a "destination" playground for specialized schools to use for a field trip and to have extra space for retrofitted cars and vans. The trails and sidewalks will accommodate families who have members in wheelchairs. Lastly, the landscaping within the play area will create "pods" for individual play and safer play on swings and sensory areas.... all directed to many of the needs for challenging and safe play for all children. Children with special needs have fewer choices than children without special needs. Imagine entering a playground in which one has access to all the equipment and be able to choose, possibly for the first time, which piece of equipment on which to play! This ability to freely choose is the primary goal for this playground. The McKinney Rotary Clubs wishes to give the "Gift of Play" to ALL children.

- ~~For Promotional Grants/Community Events~~ describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.

The primary goal of our Rotary Clubs (Foundation) is humanitarian in nature. Internationally, the Rotary Clubs have striven to eradicate polio and has almost succeeded. In McKinney, Texas, the scope is a little less expansive; it is to improve the quality of life for all who live here. We have focused for years on children from elementary through high school, with assistance for necessities and leadership training and scholarships. This project has a similar goal brought to a specific cohort: children with special needs and their families. There is a quote widely utilized: "Play is the work of children". It is the Rotary's view that children learn about the world through play, build self-esteem through successful play, and develop into strong citizens through challenges overcome. This All-Abilities Playground will provide the venue and opportunity for all children to experience the freedom and choices to all of the above. In addition, empathy and acceptance of others will be a byproduct of able bodied children and children with special needs looking beyond the physical differences. If one were to only view the outward manifestation of the playground, it would be enough to see children with

special needs playing in an outdoor area freely and safely. The goals and objectives are simple: Make life better for children who are underserved within McKinney.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

The Rotary Clubs are partnering with Chestnut Square’s Killis Melton’s Ice Cream Crank Off and 5K/fun run on June 11th. The net profits will be shared between the two non-profits. They expect approximately 500 runners and 400 visitors. Additionally, a charity Steak 101 sponsored by Local Yocal is scheduled for 50 participants on July 8th. In May, we are hosting an on-line auction. The leadership team is researching various options for several activities which would appeal to families with special needs children as well the general population.

- Include the venue/location for Project/Promotion/Community Event?

The venue for the All-Abilities Playground is a site within the northwest area of Bonnie Wenk Park. The site is near the intersection of Hardin Blvd. and Virginia Parkway. The area is 2 acres; northwest of the dog park and north of the adjacent parking lot.

- Provide a timeline for the Project/Promotion/Community Event.

The projected timeline is dependent upon the Parks Department overall plan for Phase II, and Landscape contractor’s delivery of the bids and their review by the Rotary Clubs and the City. With the combined participation from these three entities, the original timeline has been extended. Currently, the bids are expected to be released to the Parks Department and the Rotary by the end of April or shortly thereafter. At this time, the exact steps in the timeline are predicated on when the bids are reviewed and acted upon by the participants. Based on the typical construction time, the All-Abilities Playground has a projected completion time of spring 2017.

Detail goals for growth/expansion in future years.

The Parks Department will take over the All-Abilities Playground upon completion as a part of their system. In discussions between the Rotary Clubs and the Parks Department, there is a clear understanding that the playground will be maintained for many years to come. The Rotary Club Foundation’s view is to create a “legacy playground”. If that translates into growth and expansion of the playground, the McKinney Rotary Clubs of McKinney will feel their “vision” has been fulfilled and may consider being part of an expansion.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

No feasibility study made as a standard playground was part of the “Phase II” plan for Bonnie Wenk Park. The Rotary proposal to the City of McKinney’s Park Department was to redesign the play area, focusing on full accessibility for children and adults with special needs; while considering the “playability” for children without disabilities. A needs assessment was made through meetings with various parents of children with special needs.

Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

The All-Abilities Playground exemplifies basic quality of life improvements for all children, with an emphasis on children with special needs and their families. These children will be able to navigate throughout the entire playground and play with free standing and specially-designed equipment accommodating their wheelchairs and other durable medical equipment. For many, it will be the first time they and their parents can enter a playground which is designed for access, safety and freedom of choice. Included in the design will be areas for children who need to play "alone" in a quiet place, or those who are "sensory seekers" with equipment designed for tactile experiences. Children with special needs seldom have the "choices" the general population takes for granted, and this playground will give them choices and control over their surroundings. To be able to have some control over your life is indeed an improvement in one's quality of life!

The partnership of the city, the parks department, the two Rotary Clubs and the designer has worked diligently to include as many opportunities for easy access and "playable equipment", all of which has been directed to making this a "destination playground". The city and parks department have upgraded the infrastructure of all the surrounding areas including a larger parking area to accommodate buses (field trips), additional road access to the playground from the north and south, a restroom with a "family space" for parents who need to enter the restrooms with their children and wider trails. The Rotary Clubs, while raising the funding, have researched equipment, costs, spoken with parents and kept the project "on target with the final goal of having it remaining focused as a play area for those children who are unable to participate in the other recreational facilities in McKinney. Finally, sustainability has always been at the forefront of this project. The city of McKinney (Parks Department) will assume maintenance and liability for the playground upon completion.

-
- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
 - Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
 - Highlight and promote McKinney as a unique destination for residents and visitors alike
 - Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
 - 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 local dining and shopping has on investment in quality of life improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:

The All-Abilities Playground is eligible for consideration under Sections 501 to 505 of the Texas Local Government Code and will address the goals to:

- Support fitness to the fullest extent of abilities of each child with special needs as well as children without special needs.
- Be promoted as a unique, accessible "destination playground" for Collin County and the Metroplex.
- Contribute to the "quality of life" for children with special needs and their parents by providing a family friendly park playground. This will also apply to adults with mobility issues who want to recreate with their children, and to children without special needs because of the "playability" of

the equipment.

- Sustainability of All-Abilities Playground addressed with an agreement with the city of McKinney to maintain the playground upon completion.

The proposed project aligns with several of the MCDC goals and strategies:

1. Creating an All Abilities Playground project significantly contributes to the quality of life for the special needs adults and children in McKinney, Texas and in Collin County.
2. The All Abilities Playground project highlights and promotes McKinney, Texas as a community that addresses the needs of all citizens (special needs and non-special needs).
3. All Abilities Playground project committee members have collaborated with the City of McKinney to ensure the sustainability of the project. The City of McKinney will maintain and sustain the project.
4. All Abilities Playground project meets citizen needs for quality of life improvements by supporting the 2012 American Disabilities Act.

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

Yes No

II. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.

The McKinney Rotary Foundation’s financial budget/finances are separate from the joint McKinney Rotary Clubs and have signatories represented by both clubs. There is no foreseeable impact on the McKinney Foundation’s mission and goals.

- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

End of year financials are attached. The McKinney Rotary Foundation does not require audited financials. All year end reports are prepared and reviewed by a certified public accountant.

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

\$560,000.00

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

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

The Rotary Clubs’ goal is to provide approximately 55% - 60% of the project cost through direct club donations and funds raised from grants, the community and local businesses.

Are Matching Funds available? Yes No

Cash \$ % of Total

In-Kind \$ Volunteer hours % of Total

Are other sources of funding available? *If so, please list source and amount.*

Bob Tomes Family	\$25,000	Independent Bank	\$ 5,000
Rotary Clubs	\$47,000	Community Contributions	\$118,000

Step-up Realty	\$10,000	Encore Wire	\$ 5,000
McKinney Lumber Co	\$ 1,500		
Baylor, Scott, White	\$ 1,000	Medical Center McKinney	\$ 5,000
Honorariums	\$ 3,000	Memorials	\$ 3,000
Additional businesses donations			\$15,000

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

McKinney Alliance	10/2015	\$ 5,000	received \$5,000
Jr League of Collin County grant application	2/25/16	\$ 75,000	pending
Walgreens	2/20/16	\$ 10,000	pending
Jordan Spieth Family Foundation (LOI)	3/23/16	\$100,000	pending
WalMart Community Grants (4) (1 response as of 3/28/16)	3/10/16	\$ 5,000	received \$1,500
Hillcrest Foundation	3/25/16	\$100,000	pending
Market Street (United Groceries)	3/8/16	\$ 50,000	pending
Raymond James Charitable Endowment Fund	1/5/2016	\$ 1,500	received \$1,500
Hoblitzelle Foundation	3/29/16	\$ 60,000	pending
Rotary International District 5810 (2015-16 yr.)	4/9/16	\$ 4,000	pending

We are in the process of writing 4 additional grant applications to be submitted within 30 days.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, 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.

Marketing efforts through community presentations, press releases, social media (Facebook, Nextdoor, Rotarian Website, special project website -<http://www.rotaryplayground.com/>), are being utilized to publicize the All Abilities Playground project to the citizens of McKinney and Collin County.

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.

Success will be evaluated by reaching goal fundraising efforts, final completion of the All Abilities Playground project and administering a community wide survey via the City of McKinney website, Chamber of Commerce and social media sites.

Acknowledgements

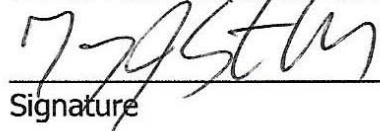
If funding is approved by the MCDC board of directors, Applicant will assure:

- 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;

- 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.

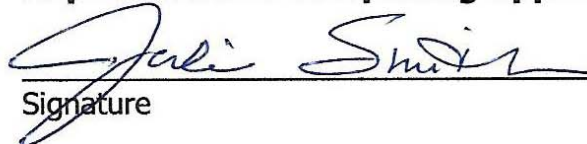
Chief Executive Officer


Signature

Tommy Stanley
Printed Name

Date 4/59/2016

Representative Completing Application


Signature

Juli Smith
Printed Name

Date 4/19/2016

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
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- 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)
- Property Owner Letter

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: McKinney Rotary Foundation

Funding Amount:

Project/Promotion/Community Event: McKinney Rotary Clubs All-Abilities Playground

Start Date:

Completion Date: spring 2017

Location of Project/Promotion/Community Event: Bonnie Wenk Park, Corner of Hardin Blvd and Virginia Parkway

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