

MCKINNEY CONVENTION & VISITORS BUREAU
Grant Application
Fiscal Year 2018-19

IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at www.visitmckinney.com, by calling 972-547-2059 or by emailing dguerra@visitmckinney.com
- **Interested applicants should call to discuss plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email, Dropbox or on a thumb drive for consideration by the MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau
200 W. Virginia
McKinney, TX 75069

If emailing or using Dropbox please send document to, or share Dropbox link with: dguerra@visitmckinney.com

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

Applications must be completed in full, using this form, and must be received by MCVB, via email, Dropbox or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

MCVB Promotional Grants for Event or Project

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "Texas Hotel Tax Expenditure Requirements," for qualifying uses for hotel tax.)

Advertising/Promotional Grants for Events/Projects:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
October 1, 2018	October 22, 2018	November 27, 2018
February 1, 2019	February 26, 2019	March 26, 2019

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Lifetime Tennis Inc.
Federal Tax I.D.: 45 3997818
Incorporation Date: 6-15-15
Mailing Address: 3253 Alma rd.
City McKinney ST: TX Zip: 75070
Phone: 972 547 2012 Fax: Email: matth@mckinneytennis.org
Website: www.mckinneytennis.org

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation City of McKinney tennis facility
- Other

Professional affiliations and organizations to which your organization belongs:

United States Tennis Association (USTA)
United States Professional Association (USPTA)
Texas Recreation and Parks Society Member (TRAPS)

REPRESENTATIVE COMPLETING APPLICATION:

Name: Matt Henlin
Title: President
Mailing Address: 3253 Alma rd
City: McKinney ST: TX Zip: 75070
Phone: 972-547 2012 Fax (optional): Email: matth@mckinneytennis.org

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: Matt Hamilton
Title: President
Mailing Address: The courts of McKinney - 3253 Alma rd.
City: McKinney ST: TX Zip: 75070
Phone: 858-869-4483 Fax: Email: mgh@mcKinneytennis.org

FUNDING

Total amount requested: \$4,000 - 88,000
Matching Funds Available Yes and if yes, please indicate amount: up to \$4,000
Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?
 Yes No

Please provide details and funding requested:

This money will be used for marketing materials such as mailers, flyers, to promote attendance for our events + tournaments, which will local business + hotel sales.

TOURISM-RELATED EVENT OR PROJECT

Start Date: Year round events Completion Date: End of 2019

APPLICANT'S BOARD OF DIRECTORS (list may be included as an attachment)

McKinney Park and Rec Board oversees our operations.

APPLICANT'S LEADERSHIP STAFF (may be included as an attachment)

Witkar Nguyen	-	Tournament Director
Aunn Rochelle	-	McKinney Office Manager
Lee Thamburg	-	Tournament Referee

Use the outline below to prepare a written narrative no more 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

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

Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.*

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

Has a request for funding for this Event or Project been submitted to MCVB in the past?

Yes

No

Date(s):

Financial

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Event or Project?

\$

(Please provide a budget for the proposed Event or Project.)

What percentage of the Event or Project funding will be provided by the Applicant?

Are Matching Funds available? Yes No

Cash \$	8,000	Source	% of Total
In-Kind \$		Source	% of Total

Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

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

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

- The Event or Project 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 purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by VisitMcKinney" or "Funded in part by VisitMcKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. 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 upon interest rate, not later than the 120th day after the date the MCVB requests repayment.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Matt Hamilton

Printed Name

Date

9-17-18

Date

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

Summary of 2019 events goals for Lifetime Tennis At The Courts of McKinney
Monday, September 17, 2018

We would like to increase our tennis tournaments by at least double. With 7 events in 2018, only 3 of these tournaments attracted players from outside the local area. Our USTA Nationals event brought in hundreds of juniors from across the nation. We would like to add at least another 4 of these events bringing in at least 300 players per event outside the area. Totaling over 1200 additional players plus their entourages. Many of these events last from 3-7 days. These events are bid on annually through the USTA and UTR associations which requires many hours of administration time. These events will be based at The Courts of McKinney.

2018 Tournaments			
Date	Tournament Name	Deadline	Location
1/20	DPTA Junior Circuit		McKinney
3/3-3/4	Irving Classic Wild Card	3/1	McKinney
3/10	McKinney Challenger 1-Day (12's-18s)		McKinney
3/24	JGPT		McKinney
4/28	JGPT		McKinney
5/4-5/7	USTA Nationals		McKinney
5/12	McKinney Challenger 1-Day		McKinney
5/19	DPTA Junior Circuit		McKinney
7/7-7/8	Challenger 2-Day		McKinney
7/21	DPTA Novice		McKinney

We intend to hire a part-time funds from the grant to promote particular events.

This portion was revised. Revision shown on next page.

→ match the \$4,000 promote these

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2018 Tournaments

Date	Time	Location
1/20		McKinney
2/3-3/4		McKinney
3/10		McKinney
3/24		McKinney
4/28		McKinney
5/4-5/7		McKinney
5/12		McKinney
5/18		McKinney
7/7-7/8		McKinney
7/21	OPTA Novice	McKinney

This top portion is identical to original page. Applicant provided new verbiage below to replace that on previous page.

Strategy for Achieving This Goal:

We intend to use the grant money for marketing and advertising the various tournament through the local and regional tennis community in an effort to maximize participation at all events. These marketing avenues will come in the form of social media and physical copies/mailers.

*New ↑
 Replaces previous page verbiage about a part-time staff member.*

Market Analysis: Example of community revenue brought in through tournaments (Austin 2014)

The revenues listed below include community revenue which is hotels, restaurants, and gas stations.

North Austin Tennis Tournaments 2014

Date	Tournament	Month	# of Players	Community Revenue	Entry Fee	Total From Registration Fees
1/23-1/25	ATA Winter Open	January	276.00	80,178.00	30.00	8,280.00
2/7-2/8	Excellence	February	401.00	116,490.00	55.00	22,055.00
3/27-3/29	ATA Spring Open	March	308.00	89,474.00	30.00	9,240.00
5/2-5/3	Doubles CMZ	May	328.00	95,284.00	32.00	10,496.00
5/22-5/24	ATA PSGS Open	May	242.00	70,301.00	30.00	7,260.00
7/28-7/31	National W/U B14	July	64.00	18,592.00	85.00	5,440.00
8/8-8/9	ZAT	August	303.00	88,021.50	29.00	8,787.00
8/28-8/30	ATA Summer Open	August	204.00	59,262.00	30.00	6,120.00
9/5-9/8	SCMZ L4 12/14	September	339.00	98,479.50	65.00	22,035.00
9/25-9/27	ATA Fall Open	September	370.00	107,485.00	30.00	11,100.00
10/24-10/27	LM National	October	128.00	37,184.00	200.00	25,600.00
11/27-11/30	USTA National L2 16/18	November	267.00	77,563.50	105.00	28,035.00
12/18-12/20	ATA Holiday Open	December	294.00	85,407.00	30.00	8,820.00
Totals:	Tournaments / Players	13	3,524.00	1,023,721.50	57.77	13,328.31

Community revenue based on USTA suggested multiplier of \$290.5 average expenses per player

2018 Budget

Our annual budget varies based on previous season revenues and expenses, such as start up costs for opening a new facility in 2018.