

# 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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto: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: City of McKinney-Parks & Recreation Department

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: 1611 N. Stonebridge Drive

City: McKinney

ST: TX

Zip: 75050

Phone: 972 547 7480

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

Website: www.mckinneytexas.org

#### 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:

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Rhoda L. Savage

Title: Director of Parks & Recreation

Mailing Address: 1611 N. Stonebridge Drive

City: McKinney

ST: TX

Zip: 75050

Phone: 972 547 7480

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Rhoda L. Savage

Title: Director of Parks & Recreation

Mailing Address: 1611 N. Stonebridge Drive

City: McKinney

ST: TX

Zip: 75050

Phone: 972 547 7480

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

**FUNDING**

Total amount requested: \$5,500,000

Matching Funds Available: NA

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: Varying Dates

Completion Date: Varying Dates

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

**PROS Board**

**City Council**

**Jackie Brewer**

**Mayor Brian Loughmiller**

**Kip Dixon**

**Mayor Pro-tem Randy Pogue**

**Brian Perkins**

**Travis Ussery**

**C. Larry Pereira**

**Don Day**

**Wayne Warren**

**Chuck Branch**

**Melanie Butler**

**Tracy Rath**

**Richard Moreno**

**Rainey Rogers**

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

**Tom Muehlenbeck**

**Interim City Manager**

**Paul Grimes**

**City Manager**

**Rhoda L. Savage**

**Parks & Recreation Director**

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

## **I. Applying Organization**

The Parks and Recreation Board currently consist of 65 full time employees and over 100 part time and seasonal staff. The department is currently ramping up for the opening of the McKinney Aquatic and Fitness Center. Two additional employees have recently been hired to help establish startup costs and forecast revenues as required for the facility to become 100% cost recovery in no more than three full years of service. Additional positions are being developed and posted to allow all supervisory level employees to be hired by the end of FY2016. In addition we work with hundreds of volunteers annually to provide parks and recreation services to persons of virtually all ages.

Our department manages over 2000 acres of developed parkland and several city facilities, streets, medians and public rights-of-way. We are currently proposing that the upcoming budget allow for four (4) additional maintenance personnel as needed to upgrade the level of maintenance currently provided to be more comparable to adjoining cities. The added staff are part of a five year "catch up" plan. We are currently in the second year of that plan. New projects will require resources in addition to the catch up plan. All future capital projects will be maintained with general fund budgets. The funding for maintenance and operation of all projects included in the PROS 10-year capital improvement plan have been included in the general fund 10-year financial forecast.

The parks 10-year CIP has been prepared utilizing projects included in the existing parks master plan. That plan includes recommendations for growth within our parks and trail system based on community input and the desires of our residents as reflected in a statistically valid survey. The master plan is currently being updated, and the 10-year CIP may need to be modified to address priorities established therein.

The proposed projects are part of the 10-year CIP and will allow growth in areas that meet to most immediate needs of our community in the most cost effective manner. All proposed projects support other planned projects, or supplement them to allow compliance with the Americans with Disabilities Act. There are two revisions to the 10-year CIP presented to the MCDC previously. Primarily, the revisions allow funding to be allocated for land acquisition in 2017 rather than 2018. In addition, trail projects scheduled for 2017 are moved to 2018. The reasons for the revision are that all acquisition funds are currently scheduled to be expended this year, and four trail projects currently in design are scheduled for construction and completion in 2017.

In addition to the parks master plan, staff is also requesting projects that will allow us to help fulfil the vision of the City Council and the Parks, Recreation and Open Space (PROS) Board. Copies of those are attached herein:

### **PROS Board Vision**

***Develop a City that is truly "Unique by Nature" that allows development to occur in a manner that is harmonious with the natural environment, maximizes the ability to generate revenues for City operations, minimizes the demand on City resources, provides the greatest benefit to the entire community, and results in a balanced community with a high quality of living in a safe and beautiful environment.***

**Goals and Relationship to Council Goals and Strategies (these have been underscored)**

## **Direction for Strategic Growth**

Update Parks, Recreation, Trails and Open Space Master Plan to address the expressed interest of our residents; identify areas of deficit; consider other plans and / or planning activities; and create a strategy for addressing growth in a comprehensive and responsive manner

Establish priorities for growth in a manner that eliminates existing facility shortfalls

Inventory, evaluate and fund needed repairs and upgrades to existing infrastructure including facilities and parks

Preserve Integrity of the Floodplains especially in the Northwest Quadrant (minimize impact from development)

Provide facilities that are constructed well and at a time when funding is available for proper maintenance

Partner with others within the organization and / or within the City, including the ISD, to plan more comprehensively as needed to maximize parks and recreational opportunities in the most cost effective manner possible

Provide alternative modes of transportation enabling area youth with ample opportunities to hike or bike to various sites safely and without the need for vehicular transport

Identify trails and implement development of them in a manner that maximizes connectivity locally and regionally

## **Operational Excellence**

Provide and keep current rules and regulations that enhance the departmental operations as well as the user experience

Review Existing Ordinances, Rules and Regulations to ensure Consistency with Council and City direction

Focus on the customer's needs and treat others with courtesy and respect

Develop policy and support development of the City in a manner that provides the greatest long term benefit to the entire community

Treat all residents in a fair and equitable manner

Seek opportunities to provide outreach and development opportunities to enhance the lives of area youths

**II. Project or Promotion/Community Event (whichever is applicable)**

- Please refer to attached presentation for details related to each project.

**Project Grants – please complete the section below:**

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

**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:**

- 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:**

These projects support virtually all of the aforementioned goals and strategies. They are all eligible under the Texas Local Government Code; they promote parks and park developments that will enhance the quality of life for area residents; they create developed park sites that attract residents and visitors to visit due to the unique nature of the planned projects; projects are strategically placed along some major thoroughfares in hopes of serving as a catalyst for retail and commercial developments; each project has been prepared with a forecast and budget for maintenance and operations; all eligible projects will be properly signed to recognize these are the result of people buying and dining in McKinney.

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

- Yes                       No

**III. Financial**

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

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

- \$ 480,000 Hike and Bike Trails
- \$ 705,000 Prosper ISD Neighborhood Park
- \$ 770,000 Gray Branch Park Ph 1
- \$ 2,270,000 Land Acquisition
- \$ 825,000 Frisco ISD Neighborhood Park
- \$ 250,000 Park Accessibility / ADA Compliance Plan
- \$ 200,000 Erwin Park Ph 1

**\$ 5,500,000 TOTAL**

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

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

**Are Matching Funds available?**  Yes  No

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

**Are other sources of funding available? NA**

**Have any other federal, state, or municipal entities or foundations been approached for funding? NA**



#### **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. *NA*

#### **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. *NA*

### **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 120<sup>th</sup> 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

Printed Name

Date

**Representative Completing Application**

\_\_\_\_\_  
Signature

Printed Name

Date

*Rhoda L Savage*

RHODA L. SAVAGE

7-18-2016

***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)

***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](mailto:cschneible@mckinneycdc.org)