

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2017

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 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your 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 or on a thumb drive 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email 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:

- Project Grant**
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 or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

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: 75071

Phone: 972 547 7480

Fax: 972 547 7487

Email: mkowski@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: Jenny Baker

Title: Parks Planning & Development Manager

Mailing Address: PO Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972 547 2644

Fax: 972-547-7487

Email: jbaker@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Michael Kowski

Title: Director of Parks & Recreation

Mailing Address: 1611 N. Stonebridge Drive

City: McKinney

ST: TX

Zip: 75071

Phone: 972 547 7480

Fax: 972 547 7487

Email: mkowski@mckinneytexas.org

FUNDING

Total amount requested: \$5,500,000

Matching Funds Available (Y/N and amount): N/A

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

Yes

No

Please provide details and funding requested: N/A

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: Varying Dates

Completion Date: Varying Dates

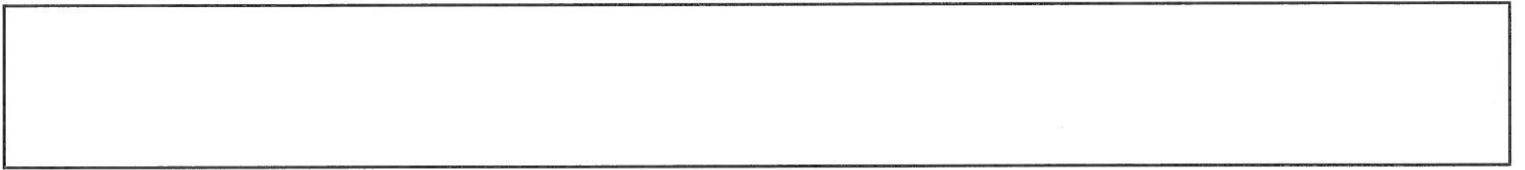
BOARD OF DIRECTORS *(may be included as an attachment)*

PROS Board

**Melanie Butler
Kip Dixon
Richard Moreno
Boyd Pelley
C. Larry Pereira
Richard Szecsy
Leslie Warren**

City Council

**Mayor George Fuller
Chuck Branch
Scott Elliott
Charlie Phillips
Tracy Rath
Rainey Rogers
La'Shadion Shemwell**



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

Paul Grimes

City Manager

Steve Tilton

Assistant City Manager

Michael Kowski

Director of Parks & Recreation

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

I. Applying Organization

The Parks and Recreation Department currently consist of 81 full time employees, 232 part time employees and 221-271 seasonal employees with a total of 534-584 total employees. The opening of the APEX Centre basically doubled our staff. We also work with hundreds of volunteers annually to provide parks and recreation services to persons of virtually all ages.

Our department manages over 2,300 acres of parkland in addition to over 200 acres of 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 third 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 and newly adopted Parks Master Plan. The Master 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 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 several revisions to the 10-year CIP presented to the MCDC previously. This is primarily due to the adoption of the new Parks Master Plan and resulting implementation plan that prioritizes immediate and future projects. The projects that are being requested for funding are also those that 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

Implement the 2017 Parks, Recreation, Open Space, Trails and Streetscape 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

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/Promotional/Community Event for which funds are requested.

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

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **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/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

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 checked="" 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? *N/A*

Provide specific information to illustrate how this Project/Promotional/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/Promotional/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.

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

- Yes No

Date(s): July 2016

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 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 Project/Promotional/Community Event?

- \$1,250,000 Finch Park Phase IV**
- \$1,000,000 Hike and Bike Trails**
- \$500,000 Land Acquisition**
- \$500,000 Gray Branch Park Phase 1**
- \$250,000 Park Accessibility**
- \$500,000 Al Ruschhaupt Park Restroom Renovation**
- \$1,500,000 Senior Center Expansion**

- \$5,500,000 Total**

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? N/A

Are Matching Funds available? Yes No

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

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

There is one additional funding source to supplement some of these projects and that is parkland dedication fees that are paid by developers in lieu of dedicating parkland for single and multi-family residential projects. The amount of money taken in varies from year to year and by development zone. While we can project a certain amount of monies per zone each year, this is never a guarantee.

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

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

Acknowledgements

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

- The Project/Promotional/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, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.

- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

Jenny Baker

Jenny Baker

6/22/17

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/Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- Project/Promotional/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/Promotional/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/PROMOTIONAL/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/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/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/Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org