

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: MCKINNEY KIWANIS CLUB

Funding Amount: \$2500

Project/Promotional/Community Event: TRIATHLON

Start Date: 25 APR, 2021 **Completion Date:** 25 APR, 2021

Location of Project/Promotional/Community Event:

APEX CENTER MCKINNEY

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. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

PLAYTRI

MULTISPORT • Coaching • Camps • Races

To: McKinney Kiwanis Club
From: Staci Brode, Playtri Racing

Date: 4/27/2021

Invoice #: 095 McKinney Kiwanis Triathlon 2021 Triathlon, R/B/R, 5K Advertising
Invoice Due Date: Due Upon Receipt

Description of Services:	Cost:
Oklahoma Sports & Fitness E-blast	\$ 700.00
Texas Race promotions	\$ 600.00
Graphic Designer Ad for TRP	\$ 203.00
Facebook Ads TX, OK, LA, AR, NM	\$ 872.00
Eblasts to Playtri audiences	\$ 625.00
<i>PAID</i>	
Total Due	\$ 3,000.00

Please remit Payment to Playtri Racing, 3924 Dalgren Circle, Dallas, TX 75214.

Narrative

The McKinney Kiwanis Triathlon was held on Sunday April 25, 2021. We had 280 athletes signed up to compete in the 5K run, Triathlon Duathlon, and the Triathlon. On race day approximately 225 athletes showed up to race.

We had 23 people who said they were going to stay in hotels, 82 persons who were from cities outside a 30-mile radius, and athletes from 10 different states. Virginia and Washington state were the furthest states this year.

The Gabe Nesbitt park was filled with a pickle ball tournament, baseball, and our Triathlon. There was something for everyone and the parks department did a phenomenal effort in making it all work.

Everyone enjoyed being outside, competing, once again.

Goals and Objectives

Our goal was to provide a safe, enjoyable, event for all levels of athletes. We cater to the beginner and professional. We wanted a festive atmosphere at the finish to provide the athletes with the final thoughts that McKinney cares. We gave mementos to all athletes that represent McKinney and made it safe, and simple to compete. The shirts were designed by Executive Press, owned by a McKinney couple. We had a variety of sponsors who were well displayed on the websites and the banner at the event.

We achieved our goal by making it just as we envisioned. Safe and fun for all.

Our goal was to raise \$20,000 which we give back to deserving charities and at the end after all bills are paid we will achieve that goal.

Expenses for 2020 Triathlon

2021

1. Ice for Triathlon	\$153.24	405.03
2. Food for Triathlon	\$193.33	see item above
3. Play tri bill	\$3359.48	4652.98
4. Timing Bill	\$2930.00	
5. Security	\$125.00	150
6. Police	\$2857.50	2540
7. Signs	\$56.23	-----
8. Graphic Design	\$206.00	203
9. City of McKinney event fee	\$3250.00	3250
10. Medals, Insurance, deposit	\$2804	2238
11. Advertising	\$2500	3000
12. Parking Vests	\$225.00	-----
13. Signs	\$78.00	-----
14. Apex pool rental	\$1330	1470
15. Pota John and barricades	\$582.00	702
16. Awards	\$557.13	1441.15
17. Shirts	\$3145.00	3468.80
18. Contract labor	\$1218.09	1182.06
19. Awards mail out	\$500.70	119
20. Motorcycle Escort	\$150.00	150
21. Shirt mail out	\$213.20	-----
22. Shirt mail out	\$117.15	-----
23. Referee fee	-----	194.90
24. Barricades	-----	580
 Total	 \$26551.05	 \$25746.92



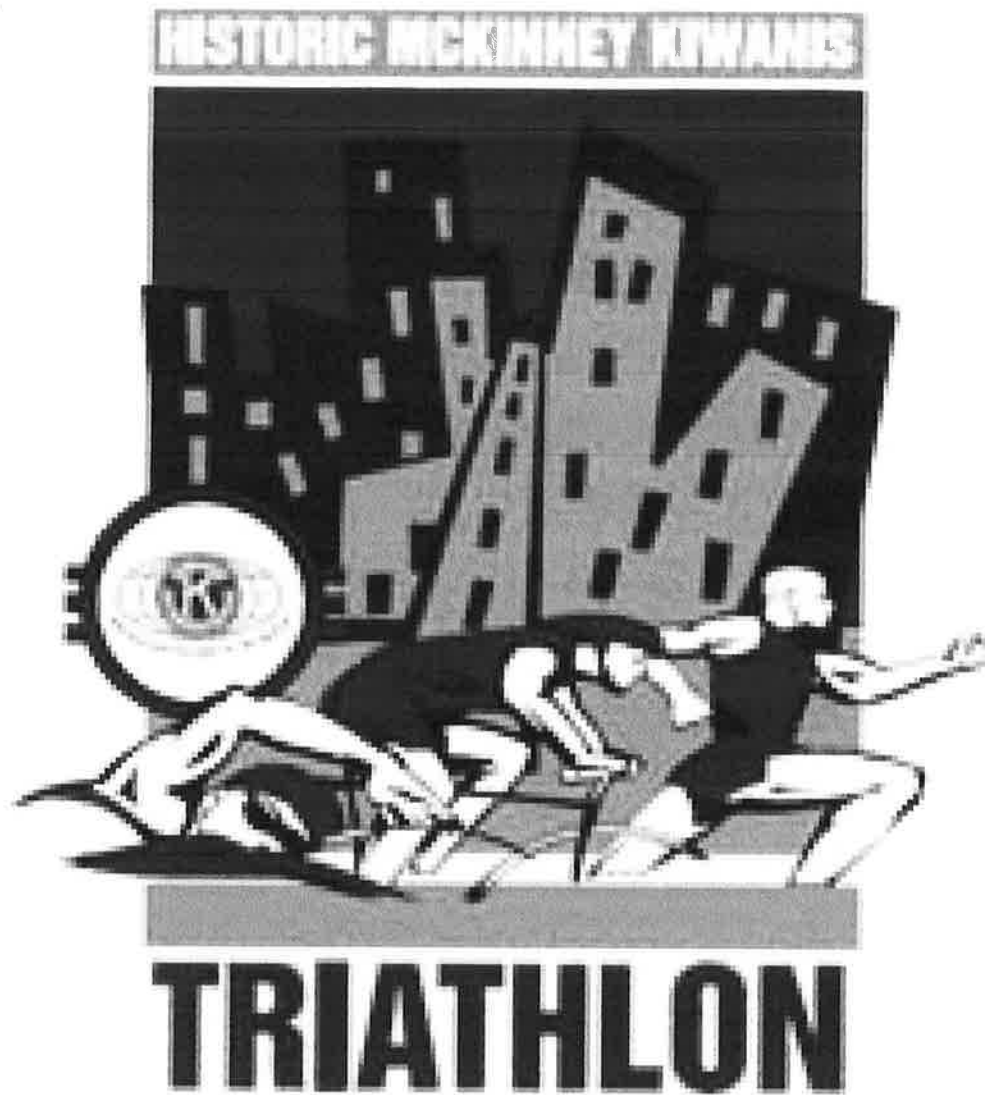
Kiwanis[®]

CLUB OF MCKINNEY



Swim, Bike, Run!

Historic McKinney Triathlon



The Historic McKinney Kiwanis Triathlon is one of our biggest annual fund raisers. Our funds are used for our scholarships, donations to our community and support of Unicef. This year's event at the APEX center includes a Triathlon as well as two new events - a 5K Run and a Run/Bike/Run.





McKinney Mayor Brian Loughmiller crosses the finish line in style.

2021 Sponsors

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

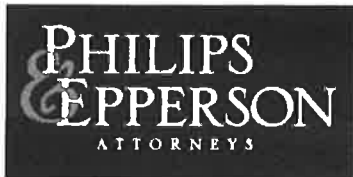
(<http://www.mckinneytexas.org/>)



(<http://www.encorewire.com/>)



(http://www.baylorhealth.com/PhysiciansLocations/McKinney/Pages/Default.aspx?cmpid=r_McKinney)



(<http://www.philipsandepperson.com/>)



(<https://www.yelp.com/biz/mikes-health-collection-mckinney>)



(<https://www.texasbankandtrust.com/>)



(<https://www.independent-bank.com/>)



(<http://www.developingsolutions.com/>)



(<https://www.mannerpolymers.com/>)



(<http://chickene.com/>)



(<https://local.marketstreetunited.com/tx/mckinney/6100-w-el-dorado-pkwy.html>)



(<http://www.visitmckinney.com/>)

Official Sponsor



(<https://www.raymondjames.com/colewm>)



(<https://careycoxcompany.com/>)

**McWilliams
& McWilliams, PLLC**



(<https://www.ebby.com>)



(<https://www.tallentroofing.com>)

***In Memory of
Cotton Chandler***



(<https://www.cryonmore.com/>)

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swim. bike. run.

MCKINNEY KIWANIS

TRIATHLON • RUN-BIKE-RUN & 5K



SUNDAY, APRIL 25, 2021

3003 ALMA ROAD MCKINNEY, TX, 75070

REGISTER @ [PLAYTRI.COM/RACE-CALENDAR](https://playtri.com/race-calendar)




McKinney Kiwanis 2021
TRIATHLON • Run • Bike • Run & 5K

McKinney Kiwanis Triathlon & Run-Bike-Run Sunday, April 25, 2021



playtri.com/all-races/mckinney-kiwanis-triathlon