

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this 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 South Lake Forest Blvd, Suite 110
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

Organization Information

Name	DFW Series
Federal Tax ID Number	640126538
Incorporation Date	5/1/2013
Mailing Address	1313 Villa Paloma Blvd, 1313
City	Little Elm
State	TX
Zip Code	75068
Phone Number	2145005532

Fax Number	2145005532
Email Address	shawn.b.mcafee@gmail.com
Website	dfwseries.com
Organization Type	For profit corporation
Professional Affiliations and Organizations to Which Your Organization Belongs	DORBA - Dallas Off Road Bicycle Association Erwin Park Trail Crew

Representative & Contact Information

Representative Completing Application:

Name	Shawn B McAfee
Title	Owner / Director
Mailing Address	1313 Villa Paloma Blvd, 1313
City	Little Elm
State	TX
Zip Code	75068
Phone Number	12145005532
Fax Number	<i>Field not completed.</i>
Email Address	shawn.b.mcafee@gmail.com

(Section Break)

Contact for Communications Between MCDC and Organization:

Name	Shawn B McAfee
Title	Owner / Director
Mailing Address	1313 Villa Paloma Blvd, 1313
City	Little Elm
State	TX

Zip Code	75068
Phone Number	12145005532
Fax Number	<i>Field not completed.</i>
Email Address	shawn.b.mcafee@gmail.com

Project Information

Funding - Total Amount Requested	3000
Are matching funds available?	Yes
Matching Funds Available:	3000
Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?	No
Promotional / Community Event Start and Completion Dates	1/20/2022 - 8/25/2022
Board of Directors	Shawn McAfee Amanda McAfee
Leadership Staff	Shawn McAfee
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>

Narrative

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

1: 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 Promotion / Community Event for which funds are requested.

2: Promotion / Community Event

- Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.
- Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.**
- Include the venue / location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth / explanation in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

Has a request for funding for this Promotional / Community Event been submitted to MDCD in the past? No

3: 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.
-

Budget	MCDC Budget Submission.xlsx
Financial Statements	<i>Field not completed.</i>
Overview of Promotional / Community Event Financial Goal	
Gross Revenue	30,600
Projected Expenses	23,700
Net Revenue	6,900
Budget	MCDC Budget Submission_1.xlsx
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	92
Are matching funds available?	No
Other Funding Sources	Personal Investment, Additional Corporate Sponsors.

4: Marketing and Outreach

- *Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.*
- *Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.*

5: Metrics to Evaluate Success

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

Attach Narrative	MCDC Event Grant Request Narrative.docx
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Acknowledgements

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

- *The 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 advertising, marketing and promotion of the Promotional / Community event described in this application.*
- *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.*
- *The 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 Promotional / Community Event for which funds were received.*
- *A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.*
- *Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.***

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Shawn McAfee
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Date	11/29/2021
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Representative Completing Application	Shawn McAfee
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Date	11/29/2021
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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
 - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
 - *Final payment of funding awarded will be made upon receipt of final report.*
-

- Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.
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McKinney Community Development Corporation (MCDC)

Supporting Narrative for DFW Series Racing at Erwin Park

Organization Background

The DFW Series mission is to provide a fun, family fitness opportunity that is local, accessible and provides development of our youth athletes. The DFW Series began in 2013 at Erwin Park in McKinney and has grown to see a weekly attendance of 200 visitors per week as of summer 2021.

The purpose of this grant request is to provide funding for marketing and promotion of the DFW Series to neighboring cities and counties. Non-McKinney residents currently make up 84% of attendance at the DFW Series events.

The marketing and promotion of the DFW Series and usage of the grant funding will include signage, digital advertising, promotional products and print advertising to reach a broader audience. All race day publications will include the MCDC and City of McKinney logos should this grant be awarded. The goal is to reach a targeted audience prior to our main event of the year, the DFW Summer Series. Our goal is to promote and grow the youth racing that we currently sponsor. We have provided family friendly weeknight racing free of cost for youth 13 and under since 2019.

The average individual that attends the DFW Series normally brings 1-2 family members or friends with them. Due to these events being late evening, it forces attendees to find dinner, snacks, etc. near the Erwin Park venue. This offers a tax incentive to the city of McKinney for hosting the races on a weekly basis. Additionally, our events have helped cement Erwin Park as THE destination trail in North Texas.

For 2022, the DFW Series has 17 races scheduled at Erwin Park in McKinney. 16 Thursday night events and 1 Saturday event as follows.

DFW Series Racing is responsible for the following event productions within the city of McKinney.

- **DFW Summer Series**
- A 10-week summer racing league, cycling, and running. Youth racing free to 13 years old and younger.
- **DFW Winter Series**
- A 6-week winter racing league, cycling only. Youth racing free to 13 years old and younger.
- **Ray Porter Memorial 6 Hour**
- An endurance cycling event. All proceeds go to local 501c3 Big Pig Cancer Foundation for distribution among local beneficiaries currently battling through cancer diagnosis.

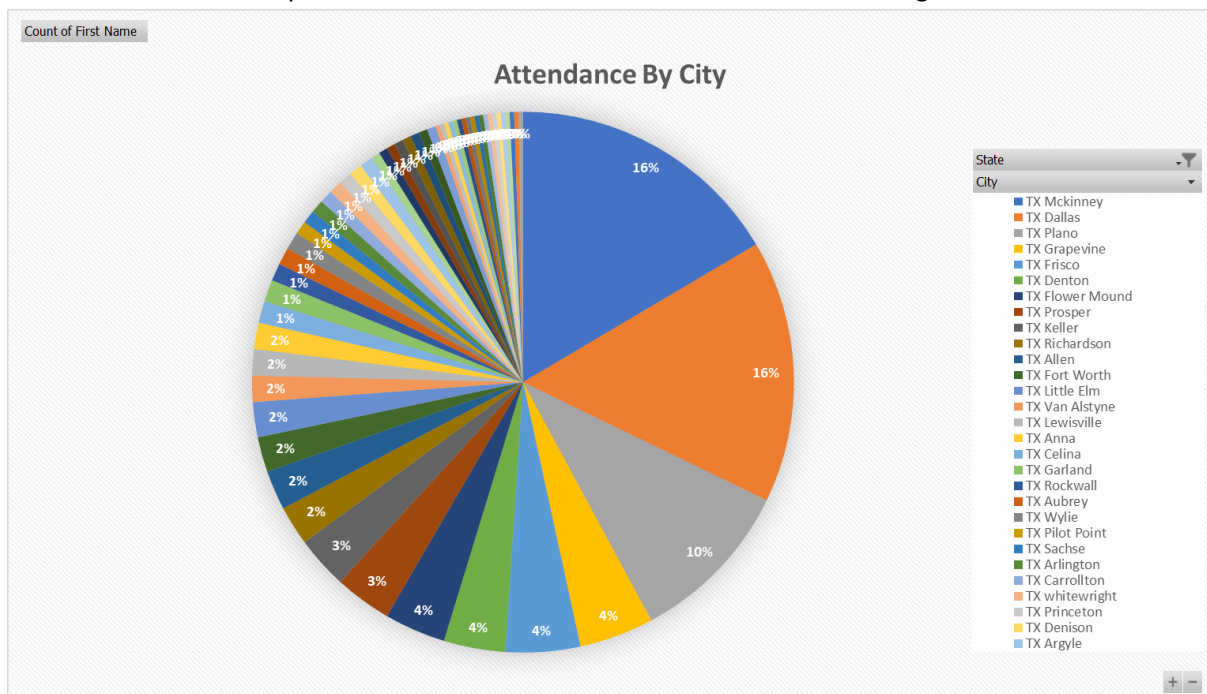
In the summer of 2021, the DFW Summer Series attracted over 1,800 individuals to visit Erwin Park in McKinney Texas. McKinney residents made up 16% of our attendance, the remaining 84% of attendees are visiting from neighboring communities.

We anticipate growth in 2022 of 50% as we improve our marketing and outreach. Estimated attendance for our 2022 events is 250-300 attendees per week. Our estimated growth is expected to be achieved through the following additions to our event production.

1. Addition of the new 6-week DFW Winter Series in January / February.
Estimated attendance of 200 per week
2. Addition of a new off-road 5k trail run as part of our DFW Summer Series taking place from June through August
Estimated attendance of 50 runners per week in addition to estimated 250 cyclists per week in attendance.
3. Improved marketing to our target audience and increased reach
The total market opportunity for off-road bicycle racing in the Dallas Fort Worth metropolitan area is estimated at 14,200 individuals. We are currently reaching an estimated 10% of this market. Our goal by 2022 season end is 75% growth to our current customer base.

For the 2022 season we have expanded our operations to include a winter racing league of 6 race events, the **DFW Winter Series**. We also have a planned addition of an off-road 5k running race within our 10-week **DFW Summer Series** race programming. In total DFW Series Racing has 17 events on the schedule to host at Erwin Park in McKinney. We anticipate the DFW Series Racing events to bring a total of 4,250 attendees to Erwin Park. 3,400 of these attendees are expected to be non-residents of McKinney visiting the city for our events.

These events showcase McKinney as being truly Unique by Nature. Erwin Park has been developed through the work of a volunteer team to be a premier destination for off-road cycling and running enthusiasts. The development of the trail features and the DFW Series Racing events have cemented



DFW Series
www.dfwseries.com

Erwin Park as the destination of choice for mountain bikers in the North Texas region. This opportunity attracts non-residents to visit and spend money within the city of McKinney.

The DFW Series races follow the following registration fees. This covers all venue, insurance, and production costs.

- Youth 13 and under – FREE
- Adult racing age 14 and up - \$25

DFW Series
www.dfwseries.com

DFW Series Financials

We have been in operation since 2013 at Erwin Park in McKinney. Originally under the Texas Mountain Bike Trails LLC organization, later transferring to the Colormate Racing Foundation and now finally the DFW Summer Series LLC.

Our goal is to build this event to a weeknight maximum of 500 attendees between cycling and running activities.

2022 Budget – Expanding to 17 races at Erwin Park plus addition of an off-road running event

Park Fees	\$1,000
Insurance	\$7,000
Marketing & Signage	\$3,500
Timing, Registration & Scoring	\$5,200
Youth Sponsorship	\$7,000
Projected Total Expenditures	\$23,700
Projected Total Revenue	\$30,600
Projected Gross Profit	\$6,900

2021 Budget – 10 Races at Erwin Park, full sponsorship of youth racing. Additional Costs for insurance, and significant timing/registration management investment.

Park Fees	\$600
Insurance	\$5,000
Marketing & Signage	\$2,500
Timing, Registration & Scoring	\$4,500
Youth Sponsorship	\$4,380
Total Expenditures	\$16,980
Total Revenue	\$17,200
Gross Profit	\$220

2020 Budget - **** Annual Races Cancelled due to Covid Pandemic ****

Park Fees	\$0
Insurance	\$0
Marketing & Signage	\$0
Timing, Registration & Scoring	\$0
Youth Sponsorship	\$0
Total Expenditures	\$0
Total Revenue	\$0
Gross Profit	\$0

2019 Budget – 10 Races at Erwin Park, first year including Youth Sponsorship

Park Fees	\$600
Insurance	\$3,875
Marketing & Signage	\$1,250
Timing, Registration & Scoring	\$1,500
Youth Sponsorship	\$2,180
Total Expenditures	\$9,405
Total Revenue	\$11,200
Gross Profit	\$2,395

2018 Budget – 10 Races at Erwin Park

Park Fees	\$600
Insurance	\$3,875
Marketing & Signage	\$1,250
Timing, Registration & Scoring	\$3,800
Total Expenditures	\$9,525
Total Revenue	\$13,400
Gross Profit	\$3,875

DFW Series
www.dfwseries.com

Event Locations

The DFW Series has always called McKinney Texas and Erwin Park home. Since 2013 we have continued to innovate, improve and publicize the Erwin Park mountain bike trail. In 2021 we developed a long-term event course that we can use for years to come. This newly developed course also helps mitigate event cancellations due to weather.

Erwin Park, McKinney Texas



DFW Series Course at Erwin Park



Summary

The DFW Series has been a long standing event that has helped improve the visibility and desire to visit Erwin Park and the city of McKinney. Our team of race advocates donates volunteer hours and funding towards the Dallas Off-Road Bicycle Association as well as local McKinney trail advocacy programs. In 2019 we totaled 100 hours of service at Erwin Park performing trail restoration and maintenance.

The Dallas-Fort Worth metroplex has an underserved community of outdoor enthusiasts that we intend to serve via regular, local racing. Our goal is to provide a fun, family friendly event that anyone can attend. Our events enhance the atmosphere of Erwin Park, brings together a large community of divided individuals and ultimately helps to ensure that McKinney Texas retains it's classification of "Unique by Nature".

DFW Series
www.dfwseries.com

Key Contact

Shawn McAfee
214-500-5532
shawn.b.mcafee@gmail.com

Leadership and Advisory Board

Shawn McAfee
Owner and Event Director, DFW Series

Richard McGrath
President, North Texas National Interscholastic Cycling Association

Richard Szecsy
DORBA Trail Steward Erwin Park, Community advocate

Amanda McAfee
Financial Advisor, DFW Series

2022 Projected

Park Fees	\$1,000
Insurance	\$7,000
Marketing & Signage	\$3,500
Timing, Registration & Scoring	\$5,200
Youth Sponsorship	\$7,000
Projected Total Expenditures	\$23,700
Projected Total Revenue	\$30,600
Projected Gross Profit	\$6,900

2021

Park Fees	\$600
Insurance	\$5,000
Marketing & Signage	\$2,500
Timing, Registration & Scoring	\$4,500
Youth Sponsorship	\$4,380
Total Expenditures	\$16,980
Total Revenue	\$17,200
Gross Profit	\$220

2020 **All events canc

Park Fees	\$0
Insurance	\$0
Marketing & Signage	\$0
Timing, Registration & Scoring	\$0
Youth Sponsorship	\$0
Total Expenditures	\$0
Total Revenue	\$0
Gross Profit	\$0

2019

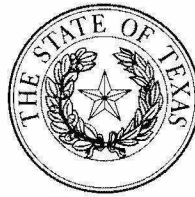
Park Fees	\$600
Insurance	\$3,875
Marketing & Signage	\$1,250
Timing, Registration & Scoring	\$1,500
Youth Sponsorship	\$2,180
Total Expenditures	\$9,405
Total Revenue	\$11,200
Gross Profit	\$2,395

2018

Park Fees	\$600
Insurance	\$3,875
Marketing & Signage	\$1,250

Timing, Registration & Scoring	\$3,800
Total Expenditures	\$9,525
Total Revenue	\$13,400
Gross Profit	\$3,875

elled due to Covid-19 pandemic**



Office of the Secretary of State

May 12, 2021

Attn: Legalzoom.com, Inc.

Legalzoom.com, Inc.
101 N. Brand Blvd, 10th Floor
Glendale, CA 91203 USA

RE: DFW Summer Series L.L.C.
File Number: 804058099

It has been our pleasure to file the certificate of formation and issue the enclosed certificate of filing evidencing the existence of the newly created domestic limited liability company (llc).

Unless exempted, the entity formed is subject to state tax laws, including franchise tax laws. Shortly, the Comptroller of Public Accounts will be contacting the entity at its registered office for information that will assist the Comptroller in setting up the franchise tax account for the entity. Information about franchise tax, and contact information for the Comptroller's office, is available on their web site at <https://window.state.tx.us/taxinfo/franchise/index.html>.

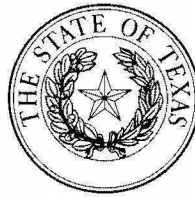
The entity formed does not file annual reports with the Secretary of State. Documents will be filed with the Secretary of State if the entity needs to amend one of the provisions in its certificate of formation. It is important for the entity to continuously maintain a registered agent and office in Texas. Failure to maintain an agent or office or file a change to the information in Texas may result in the involuntary termination of the entity.

If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section
Business & Public Filings Division
(512) 463-5555

Enclosure



Office of the Secretary of State

CERTIFICATE OF FILING OF

DFW Summer Series L.L.C.
File Number: 804058099

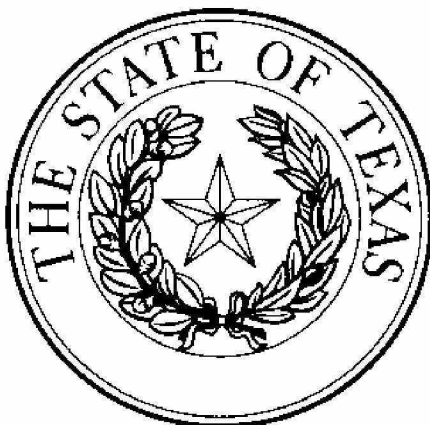
The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 05/10/2021

Effective: 05/10/2021



A handwritten signature in black ink, appearing to read "Ruth R. Hughs".

Ruth R. Hughs
Secretary of State

Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
FAX: 512/463-5709



**Certificate of Formation
Limited Liability Company**

**Filed in the Office of the
Secretary of State of Texas
Filing #: 804058099 05/10/2021
Document #: 1049700680002
Image Generated Electronically
for Web Filing**

Filing Fee: \$300

Article 1 - Entity Name and Type

The filing entity being formed is a limited liability company. The name of the entity is:

DFW Summer Series L.L.C.

Article 2 – Registered Agent and Registered Office

A. The initial registered agent is an organization (cannot be company named above) by the name of:

United States Corporation Agents, Inc.

OR

B. The initial registered agent is an individual resident of the state whose name is set forth below:

C. The business address of the registered agent and the registered office address is:

Street Address:

9900 Spectrum Drive Austin TX 78717

Consent of Registered Agent

A. A copy of the consent of registered agent is attached.

OR

B. The consent of the registered agent is maintained by the entity.

Article 3 - Governing Authority

A. The limited liability company is to be managed by managers.

OR

B. The limited liability company will not have managers. Management of the company is reserved to the members.

The names and addresses of the governing persons are set forth below:

Managing Member 1: **Shawn Brown McAfee**

Title: **Managing Member**

Address: **1313 Villa Paloma Blvd. Little Elm TX, USA 75068**

Article 4 - Purpose

The purpose for which the company is organized is for the transaction of any and all lawful business for which limited liability companies may be organized under the Texas Business Organizations Code.

Supplemental Provisions / Information

[The attached addendum, if any, is incorporated herein by reference.]

Organizer

The name and address of the organizer are set forth below.

LegalZoom.com, Inc. 101 N. Brand Blvd., 11th Floor, Glendale, CA 91203

Effectiveness of Filing

A. This document becomes effective when the document is filed by the secretary of state.

OR

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of its signing. The delayed effective date is:

Execution

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

Cheyenne Moseley, Asst. Secretary, LegalZoom.com, Inc.

Signature of Organizer

FILING OFFICE COPY