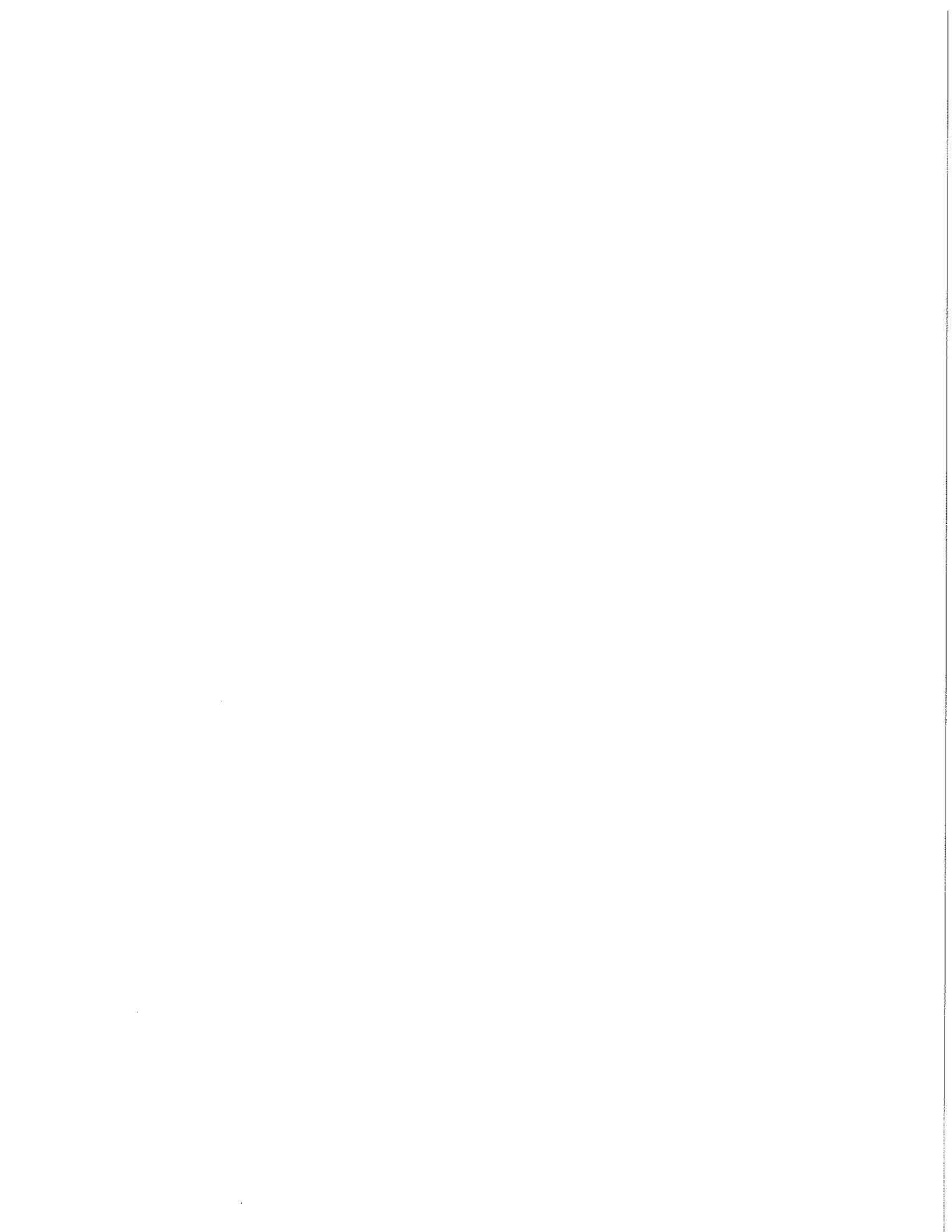


# Crape Myrtle Trails



**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
Fiscal Year 2014

**Please indicate the type of funding you are requesting:**

- Project Grant**  
Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).
- Promotional Activity 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.

**APPLICATION**

**ORGANIZATION INFORMATION**

Name: The Crape Myrtle Trails of McKinney

Federal Tax I.D.: 75-2788771

Incorporation Date: September 1998

Mailing Address: P.O. Box 2909

City McKinney

ST: TX

Zip: 75070

Phone: 214.542.1550

Fax: 214-544-1278

Email:

pdwheat@unitedplanners.com

Website: www.crapemyrtletrails.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:

U.S. National Arboretum (Washington, D.C.), Texas Nursery and Landscape Association (TNLA, \_\_\_\_\_

headquarters in Austin, TX), Dallas Arboretum and Botanical Garden (Dallas, TX), \_\_\_\_\_

Crape Myrtle Society of America.

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Phil Wheat

Title: President of Crape Myrtle Trails of McKinney

Mailing Address: 6401 South Custer Road, Suite 2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415  
pdwheat@unitedplanners.com

Fax: 214.384.2434

Email:

Website:

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

Name: Phil Wheat

Title: President of Crape Myrtle Trails of McKinney

Mailing Address: 6401 South Custer Road, Suite 2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415  
pdwheat@unitedplanners.com

Fax: 214.385.2434

Email:

**FUNDING**

Total amount requested: \$8,000

**PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT**

Start Date: 09-27-2014

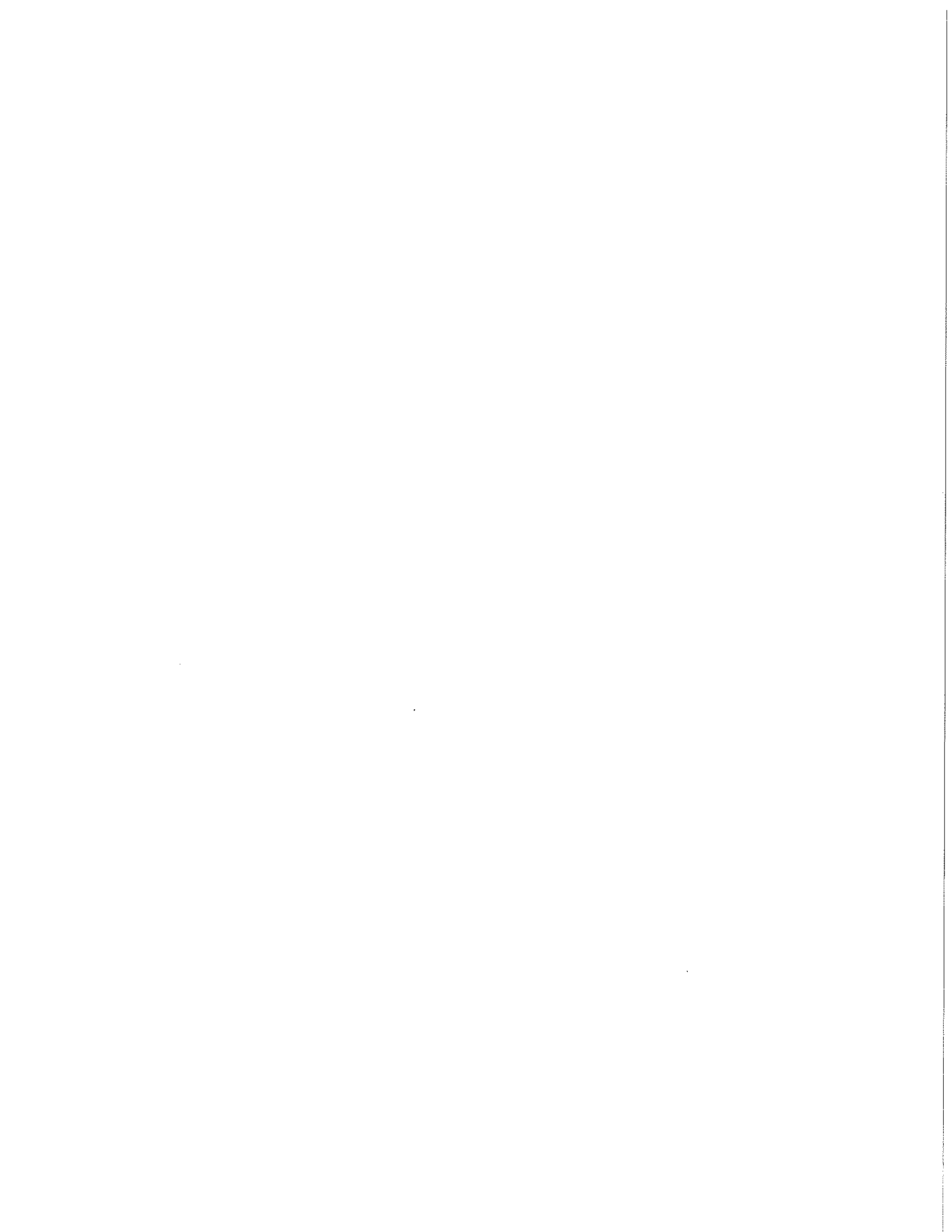
Completion Date: 09-27-2014

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

Neil Sperry	Rick McDaniel	Kerry Cassuto	Rodney Haynes
Lynn Sperry	Kari McDaniel	Susan Owens	Phil Wheat
Carolyn Skei	Barbra Dutton	Mark Bates	
Bram Franklin	Melanie Hedrick	Bill Whitfield	

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

Phil Wheat, president and treasurer  
Melanie Hedrick, vice-president  
Rodney Haynes, Fun Run co-chair  
Barbra Dutton, Fun Run co-chair  
Mark Bates, Fun Run co-chair  
Lynn Sperry, Mothers Day chair  
Neil Sperry, Horticulture chair





## **CRAPE MYRTLE TRAILS GRANT REQUEST**

The Crape Myrtle Trails of McKinney (CMT) respectfully asks the McKinney Community Development Corporation for a 2014 Cycle II Promotional/Community Event Grant in the amount of \$8,000 in support of *Run the Trails and More* 2014. Receipt of the grant will enable Crape Myrtle Trails to implement a greatly expanded community-wide initiative. In 2014 we are expanding the fun run to a combination of a family 1-mile fun run and walk, a certified 5 kilometer run and a certified 10 kilometer run, as well as a community. We are also moving the date of our event from November to September to coordinate and co-promote with the McKinney Oktoberfest. These initiatives are being implemented to expand our appeal to runners and others outside of our immediate geographic area. Teaming with McKinney businesses (such as hotels and restaurants), our promotional efforts will include offering overnight stay packages as well as food and beverage specials designed to encourage out of towners to *run, play & stay* based on attending our event and staying for McKinney's Oktoberfest, which is the same weekend as our event. *Run the Trails and More* is now a part of McKinney's culture as a festival that features music, food and many community-unifying activities. *Run the Trails and More* 2014 is being planned to serve the entire McKinney community and to promote the city of McKinney and the Crape Myrtle Trails across the DFW Metroplex and the state.

### **Mission, Strategic Goals and Objectives, Scope of Services, Day-to-Day Operations and Number of Paid Staff and Volunteers**

The Crape Myrtle Trails of McKinney Foundation is an all-volunteer organization made up of 14 McKinney citizens at this time. Most of us own businesses or are in McKinney public service roles. The names of our board members and those in leadership positions are shown on another part of this application. We have no paid staff.

Our formal mission is as follows:

*The mission of the Crape Myrtle Trails of McKinney Board is to be an integral part of elevating the beauty and appeal of our great city to the highest levels by showcasing the premier flowering plant of the South throughout our community in a thoughtful and meaningful manner and by promoting McKinney, Texas, as America's Crape Myrtle City!!*

Our goals, objectives and "scope of services" are described as follows, with "day-to-day operations" shown parenthetically:

- Continual development and improvement of our World Collection Park!

*(Our horticulture team works with the city Parks Department to maintain and improve the park; we provide fertilization and pruning of the park's crape myrtle plants, as well as replacing crape myrtle plants as needed.)*

- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City! *(We work with McKinney businesses and schools to implement and or help design crape myrtle plantings within their landscapes; in 2013 this was done at McClure Elementary School in coordination with their student council.)*
- Continuing to award cash grants to the Physical Education Departments of McKinney schools to promote the health of our youth! *(We donate \$5 to the PE department of each school for each student who participates in our annual run.)*
- Growing the positive impact our annual event contributes to our city's culture and tradition! *(We continually strive to improve our Crape Myrtle "Run the Trails" event. In the past two years we have added "Myrtle Village," which includes a world-class petting zoo, an inflated obstacle course and face painting. Our stage show and audience participation now includes musical pre-run calisthenics, a chicken dance contest and a kiss-the-pig show. Our awards include medals for every child who participates in the 1-mile fun run; age-based prize categories for the 5 and 10k races, as well as trophies for middle school and high school teams. This year, we are adding a 10k run and promoting our event on a broader scale in order to draw more participants from outside McKinney. This year, we are also coordinating promotional efforts with McKinney's Oktoberfest celebration, which is the same weekend as our event.)*
- Providing Crape Myrtles to 5<sup>th</sup> grade students of McKinney Schools the Friday immediately prior to Mothers' Day to take home to Mom! *(With the help of several of McKinney's service clubs, we now provide a crape myrtle plant to every 5<sup>th</sup> grade student on the Friday prior to Mothers' Day. This is a major milestone for us and a great "feel-good" tradition for McKinney.)*
- Continuing to promote McKinney as *America's Crape Myrtle City* and striving to be a special "piece in the puzzle" of McKinney's continued and improving national recognition! *(Our promotional efforts have resulted in McKinney being officially proclaimed "America's Crape Myrtle City" by the Texas Legislature, the Texas Senate and the United States Congress. Great cities have a "heart and soul" element and we are committed to being an ever-improving part of this in McKinney!)*

### **Organizational Changes**

We have not had nor do we anticipate any organizational changes. The evolution and changes pertaining to our event are described in the previous section.

### **Scope, Goals, Objectives, Target Audience**

- The scope of our event can be described as a combination of a family fun run, a school-centered fitness and spirit-building endeavor, a community festival and two competitive races along officially registered 5k and 10k courses.
- The goals and objectives of our event are to raise funds for our annual budget, to promote the objectives of our financial supporters, to bring a substantial number of visitors to McKinney for the day or weekend and to increase the positive influence our annual event



has on the culture of our city. Our specific goal for the MCDC grant is to provide a return on its investment amount of 100% or more.

- The primary target audiences for our event are the school children and their families from McKinney Independent School District (MISD) and those of our neighboring districts, runners from McKinney and other areas, and those who would be attracted to a combination of our event and staying over for McKinney's Oktoberfest.

### **Promoting McKinney Business Development and Tourism**

- With regard to business development and tourism, our *Fun Run and Festival* event is taking bold steps in 2014 to increase our city-wide appeal and attract visitors to McKinney. We are moving the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which is at the end of summer. We are also adding a 10k run to our race format. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to the totality of our two events. All of this is intended to increase tourism and encourage trade with McKinney businesses.
- With regard to the promotion of the City of McKinney, our event itself has become a family-oriented part of our culture. An example of this is how McClure Elementary School is going for its fourth consecutive capture of the traveling Myrtle Trophy for having the most participants of all McKinney schools. The coach at McClure has informed us of concerted efforts by her sister schools to unseat them. If they win this year, they get a permanent version of the Myrtle trophy. We award the checks to the schools' PE departments, as well as the Mothers' Day crape myrtle plants at their Friday assemblies. The enthusiasm is fantastic! Believe us, these kiddos are building lasting memories of something really cool about growing up in McKinney! Oh, and did we mention that both Texas legislative bodies and the US Congress have proclaimed McKinney, Texas, as "America's Crape Myrtle City." This has been the subject of newspaper coverage and even a feature on our local Channel 5 television news. As President Ronald Regan said at his first inaugural speech: "We are just getting started"!!

### **How Our Event Fulfills Our Strategic Goals and Objectives**

- Our Community Event's improving positive impact of the culture of our city is one of our strategic goals. (*Growing the positive impact of our annual event contributes to our city's culture and tradition!*) In addition, our event is our only fund raiser. These funds enable us to maintain and improve McKinney's World Collection Park; monetarily contribute to the physical health of our school children (grants to PE departments); cooperate with city staff and private businesses to further beautify medians, parks, corporate spaces and other landscapes; continue to supply the Mothers' Day crape myrtle gifts to all McKinney 5<sup>th</sup> grade students; and to continue to be a "piece in the puzzle" for McKinney being recognized as one of the very finest cities in America!

### **Planned Activities, Time Frame/Schedule, and Estimated Attendance**

- Our event's activities (in scheduled order) are: on-site registration and opening of Myrtle Village (7:00 am); welcome and instructions (7:00 am); musical calisthenics (7:30 am);

1-mile fun run start (8:00 am); 5k and 10k race start (8:10 am); chicken dance contest (9:30 am); School Spirit awards and kiss the pig show (9:45 am); run awards (10:00 am). In addition, prizes (such as gift cards from local businesses) will be given out throughout the morning from the stage during random drawings of registered participants.

- Our entire event will take place the morning of September 27<sup>th</sup>.

### **Venue/Location**

- Our venue for the start/finish line of the runs, the event stage, Myrtle Village and parking will be the parking lot of Cockrill Middle School, which is located at 1351 North Hardin Road, McKinney, TX 75071. The runs will all take place on the McKinney “hike and bike” trail, which is adjacent to and just south of the Cockrill parking lot.

### **Timeline**

- The timeline for the project itself started April 1<sup>st</sup> of this year with the establishment of Rodney Haynes, Barbra Dutton and Mark Bates as event co-chairs. They started interacting with the RunOn organization to map and certify the new run courses and to coordinate marketing and promotional efforts.
- RunOn has also been contracted to time our runs and provide promotional emails to their runner list, as well as promote us on their website and calendar. The courses have been mapped (as of June 13<sup>th</sup>) and have been submitted to the certifying authority. We anticipate certification by July 1<sup>st</sup>.
- Our sponsor solicitation organizational meeting was June 23<sup>rd</sup> and the deadline for sponsorships is September 1<sup>st</sup>. Posters will be distributed to businesses throughout August and September. Six email blasts will go out, spread out evenly between August 1<sup>st</sup> and September 25<sup>th</sup>.
- MISD has agreed to distribute paper flyers to all students, as well as include our event on their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.
- Board member Kari McDaniels will coordinate our efforts with McKinney schools as well as our neighboring districts. She will start her communication efforts the second week of August.
- The McKinney Running Club has agreed to promote our event to their members, as well as help us design the event to appeal to serious runners. We met with their officers this March.

### **Goals for Growth/Expansion in Future Years**

- We had just over 400 registered participants in 2013, which was down some from the previous year due to very cold weather. Our goal is for 600 participants in 2014 and 800 in 2015. Considering that many or most participants bring other family members (especially students), our total attendance and impact exceed what registration numbers would otherwise indicate.

## **Enhancing Quality of Life; Furthering Business Development; Supporting MCDC's Goals**

- Our event contributes to enhancing McKinney's quality of life in several ways, including:
  - The event itself has become a growing part of our culture, providing great family fun and physical fitness within a community festival atmosphere.
  - The coordination with Oktoberfest and the reaching out to the "serious runner" community of the DFW area are purposeful measures taken to draw tourists to the merchants and hotels of McKinney.
  - The funds raised by our event allow us to maintain and improve our World Collection Park, which will also draw tourists to the merchants and hotels of McKinney.
  - Funds raised also allow us to continue the McKinney schools traditions of giving Mothers' Day crape myrtles to 5<sup>th</sup> grade students and grants to physical education departments.

### **Financial**

- Our most recent statement of financial condition is attached, as is our 2014 event budget, which shows the impact of this grant request. Without the MCDC grant we cannot fund our promotional efforts, but with this grant, we anticipate enough profits to fund our operation and provide a return on investment of over 100% of the grant amount. The return on investment for the 2013 MCDC grant was 152%.
- Per direction from MCDC, audited financial statements are not required for organizations of our kind and size.
- The total budgeted cost for our event is \$17,400.00. Our 2014 event budget is attached.
- 54% of the budgeted event expenses (\$ 9,400.00) will be provided by Crape Myrtle Trails of McKinney Foundation.
- No other sources of funding are available that we know of. We raise the balance with sponsorship donations from the board members as well as other individuals and businesses.
- No other federal, state or municipal entities or foundations have been approached for funding.

### **Marketing and Outreach**

Our marketing and outreach goals will primarily include a combination of high-touch personal promotion and sponsorship solicitation efforts and high-tech social media and email efforts.

- Board member Kerry Cassuto is in charge of the email blasts and social media campaign, as well as promotion through our website. Six email blasts will go out, spread evenly between August 1<sup>st</sup> and September 25<sup>th</sup>.
- RunOn (our run timer and consultant) will promote our event on their website and calendar, as well as send an email promoting our event to their 60,000-runner list.

- Our high-touch effort was “kicked off” at our sponsor solicitation organizational meeting held June 23<sup>rd</sup>. Posters will be distributed to businesses throughout August and September.
- MISD has agreed to send paper flyers to each student and to include our event on their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.
- Board member Kari McDaniels will coordinate our efforts with McKinney schools as well as our neighboring districts. She will start her communication efforts the second week of August.

### **Metrics to Evaluate Success**

The metrics we will use to evaluate success of our event include the following:

- Sponsor Donations (\$20,358 in 2013); 2014 goal = \$23,000
- Runner Fees (\$9,530 in 2013); 2014 goal = \$12,000
- MCDC Return on investment; 2014 goal = 100%+
- Participant Count (465 in 2013); 2014 goal = 600
- Non-McKinney Participants (31% in 2013); 2014 goal = 50%
- Broad Sponsorship Base (32 Sponsors 2013); 2014 goal = 35
- Profit (\$20,179 2013); 2014 goal = \$21,600

### **Conclusion**

We, the board members of the Crape Myrtle Trails of McKinney Foundation, feel our entity has mutual ambitions with the McKinney Community Development Corporation. We both want to enhance the quality of life of our community as well as contribute to the healthy growth of our economy and promote our City as one of the very best places to live in the country. Our board wants to sincerely thank MCDC for its belief in us and support of our event in the past. You have helped us be a part of McKinney becoming the very finest city it can be. Please help us take the next step toward our mutual goals this year!

## Acknowledgements

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

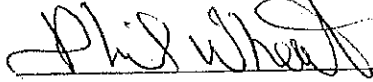
- The Project/Promotional Activity/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

**Acknowledgements - *continued***

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/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 Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/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.

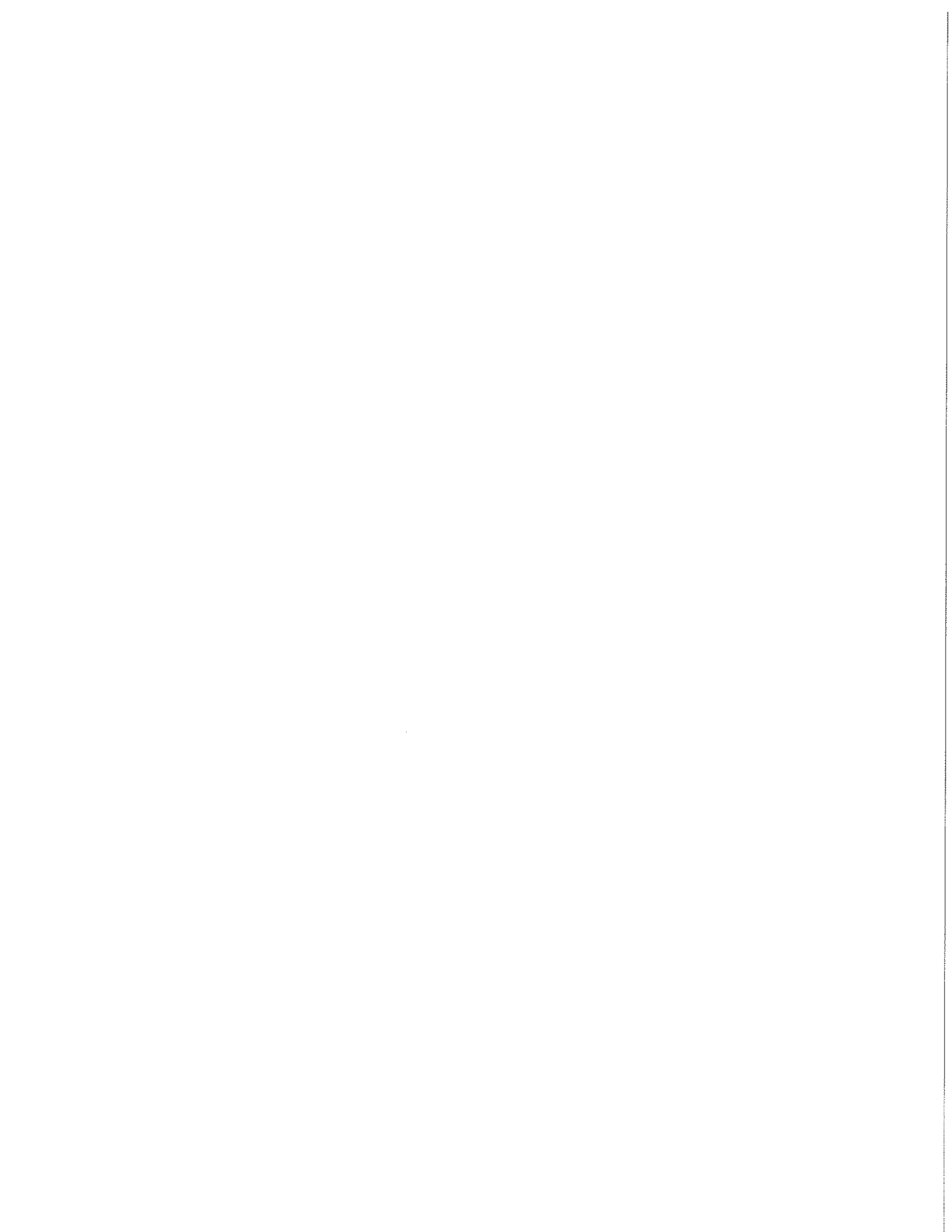
**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

**Chief Executive Officer**

  
\_\_\_\_\_  
Signature

**Representative Completing Application**

  
\_\_\_\_\_  
Signature



THE CRAPE MYRTLE TRAILS OF MCKINNEY		As of 6/23/2014	
	2014		
	Budget	Received	Remaining
<b>NET BUDGET REVENUE</b>			
Run Profits (from 2013 Event)*	\$19,581.40	\$17,081.40	\$2,500.00
Poster Sales			
M-Day Donations		\$3,690.00	
<b>TOTAL BUDGET REVENUE</b>	<b>\$19,581.40</b>	<b>\$20,771.40</b>	<b>\$2,500.00</b>
<b>Anticipated Total Revenue</b>	<b>\$23,271.40</b>		
	Budget	Spent	Remaining
<b>EXPENSES</b>			
World Collection Park Maintenance	\$7,500.00		\$7,500.00
WCP Recognition Plaques*	\$0.00	\$0.00	\$0.00
Other Plantings			
Marketing and Promotion	\$1,000.00	-\$401.52	\$598.48
Mother's Day project	\$6,000.00	-\$6,620.00	-\$620.00
Telephone	\$780.00	-\$379.74	\$400.26
Office supplies, equip, ins.		\$0.00	
Postage		\$0.00	
Website	\$780.00	-\$390.05	\$389.95
Credit card fees	\$480.00	-\$100.00	\$380.00
Tax Preparation	\$550.00	-\$550.00	\$0.00
Grants to Schools	\$915.00	-\$915.00	\$0.00
Dues	\$275.00	-\$275.00	\$0.00
Insurance	\$760.00	\$0.00	\$760.00
Bank Card Fees	\$240.00	-\$120.00	\$120.00





2014 Crape Myrtle Trails of McKinney "Fun Run & Festival" Budget						
<i>(Crape Myrtle City Oktoberfest Run &amp; Festival)</i>						
REVENUE						
	Registration Fees	Goal	Received	To Receive		
	600 runners @ \$20	\$12,000.00	\$0.00	\$12,000.00		
	<b>TOTAL</b>					
	<b>Sponsorship</b>					
		\$21,000.00	\$0.00	\$21,000.00		
	MCDC	\$8,000.00	\$0.00	\$8,000.00		
	<b>REVENUE TOTAL</b>	<b>\$39,000.00</b>	<b>\$0.00</b>	<b>\$39,000.00</b>		
EXPENSES					Paid	(over)/under
	Race Mgt Team & New Course Signs		\$3,600.00		-\$750.00	\$2,850.00
	Promo Material		\$8,500.00	Brochures, Advertising,		\$8,500.00
	(\$8,000 MCDC Grant)			E-Blasts, Promo Items, etc.		
	EMS (ib site)		\$500.00			\$500.00
	Basic Rental Equipment as of 11/9		\$1,500.00	Stage, Course Items, Toilets,	-\$125.00	\$1,375.00
	Myrtle Village Fees & Rentals (as of 11/11)		\$2,200.00		-\$307.00	\$1,893.00
	Prizes		\$600.00			\$600.00
	Recognition Pieces		\$500.00			\$500.00
	<b>BUDGET EXPENSE TOTAL</b>		<b>\$17,400.00</b>		<b>-\$750.00</b>	<b>\$16,650.00</b>
	<b>Expense Actual</b>					
	<b>Revenue Anticipated</b>					
	<b>Projected Profit</b>		<b>\$21,600.00</b>			
	<b>Awards to Schools @ \$5 x 400 students</b>		<b>\$2,000.00</b>			
	<b>CMT Operations &amp; Proects</b>		<b>\$19,600.00</b>			



Crape Myrtle Trails of McKinney  
Financial Report as of June 23, 2014

5/30/2014 Statement Summary:

Beginning Balance = \$28,828.07  
 Deposits & Other Credits = \$4,360.00  
 Checks Paid & Other Debits = \$7,949.97  
 Ending Balance = \$25,238.10

Checks Paid & Charges Since Last Statement	
• Camera (Marketing)	\$ 351.52
• Website (Pro Marketing Links)	108.99
• Bank Charge	20.00

<b>Checks Paid &amp; Charges Since Last Statement</b>	<b>\$ 480.46</b>
<hr/>	
Deposits & Credits Since Last Statement	
<b>Total Deposits &amp; Credits Since Last Statement</b>	<b>\$ 0.00</b>
<hr/>	
Checks not Yet Paid	
• Pre-Run Checks to Schools	\$ 100.00
• 2013 School Run Award Checks	100.00
• Website (Pro Marketing Links)	65.00
• Website (Pro Marketing Links)	21.16

<ul style="list-style-type: none"> <li>• 2014 Run Petting Zoo Deposit (Cathy's Critters)</li> <li>• 2012 and 2013 Tax Return Work (Merke CPAs)</li> <li>• 2014 Run Parking Lot Lease (MISD)</li> <li>• Phone (ATT)</li> </ul>	307.00 550.00 125.00 49.21
<b>Total Checks Not Paid</b>	<b>\$ 1,317.37</b>
<b>June 23, 2014 Net Balance</b>	<b>\$ 23,440.27</b>
Designated Funds	
<ul style="list-style-type: none"> <li>• MISD Plantings Reserve (Jeff Jacobson McK High)</li> <li>• Scale Research</li> </ul>	\$ 1,500.00 1,000.00
<b>Total Designated Funds</b>	<b>\$ 2,500.00</b>
<b>CMT June 23, 2014 Net Worth</b>	<b>\$ 20,940.27</b>