

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

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: P.O. Box 517

City McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@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: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

FUNDING

Total amount requested: \$3,500,000

Matching Funds Available (Y/N and amount): Yes, for remaining amount of project

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: The funding request is for the expansion of the McKinney Stars Center in Craig Ranch. The facility is owned by the City of McKinney and is leased to the Dallas Stars. The Stars have indicated a desire to expand the facility to include a third sheet of ice, with 1,500 to 2,000 seats to hold youth level hockey games and tournaments as well as other events. The addition to the facility will also include additional locker rooms and potentially private space to be used by a minor league hockey franchise.

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: October 2017

Completion Date: June 2018

BOARD OF DIRECTORS *(may be included as an attachment)***Mayor Brian Loughmiller****Mayor Pro-tem Randy Pogue****Chuck Branch****Don Day****Rainey Rogers****Travis Ussery****Tracy Rath**

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

Paul Grimes
Jose Madrigal
Barry Shelton

City Manager
Deputy City Manager
Assistant City Manager

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

I. 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 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.

The requested grant will be used as partial funding of an \$8.5 million expansion to the McKinney Star Center, which is an indoor ice skating/hockey facility that is owned by the City of McKinney and leased to the Dallas Stars. The facility currently is approximately 85,000 square feet under roof and has two full size ice rinks that are used for programs ranging from entry level learn to skate classes to training athletes that perform on the national stage. The Stars offer skating and hockey academies for those learning to play as well as a facility for team training and league games. The McKinney Star Center is home to the McKinney ISD high school hockey program, winner of the Texas High School State Championship in 2013-14 and 2015-16.

The McKinney Star Center has more kids playing hockey than any other rink in the state of Texas thanks to a strong recreational hockey program and the McKinney North Stars travel organization. The figure skating program at the center has trained national champions and other participants who have placed on the US National Team.

The proposed expansion will include approximately 46,000 square feet featuring a third ice rink that is being planned with over 1,700 seats. The expansion will allow for increased participants in all of the established programs. The inclusion of bleacher seating for over 1,700 people will allow for increased tournament play and potentially for an NAHL hockey team moving to McKinney. Tournament play would include recreational, travel, high school and adult leagues and would lead to possible overnight stays within the community. The NAHL is a USA Hockey sanctioned tier II Junior league for players ages 16-20 with aspirations of playing collegiate and/or professional hockey. The league has 24 teams in 12 states and would bring around 25 home games to McKinney each season.

- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.

The proposed expansion project would help to fulfill the goals for the City Council including "Direction for Strategic and Economic Growth" and "Enhancing the Quality of Life in McKinney".

- 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?

The proposed expansion project will add on to the south side of the existing Star Center building located on the southeast corner of Alma Drive and Collin McKinney Parkway.

- Provide a timeline for the Project/Promotional/Community Event.

Upon securing funding for the expansion project, the city will proceed with design and construction of the third ice sheet. The tentative time frame for completion and opening of the new rink is based on being up and running in late summer or early fall of 2018.

- Detail goals for growth/expansion in future years.

At this time, there are no further expansion plans.

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 type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

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:

- 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

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

Yes No

Date(s): The first phase of the existing Star Center was partially funded by an MCDC grant in 2008.

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?

\$8,500,000

(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? 58.8%

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.

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.

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.

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



Signature

PAUL G. GRIMES
City Manager
Printed Name

1/4/17
Date

Representative Completing Application



Signature

BARRY SHELTON
Assistant City Manager
Printed Name

1/4/17
Date

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