

Applying organization

The Kiwanis Club of McKinney is a non-profit service organization. We are a member of Kiwanis International which is a global organization dedicated to changing the world, one child and one community at a time. We meet every Thursday at noon for lunch and a program. We have a board meeting once a month and planning meetings as needed during the month. Our officers change each year on October 1st. This project will not see a change of our board or committee members. We are incorporated as a 501c3 under the Federal Tax guidelines and dedicated to serving the needs of McKinney and Collin county. There is no paid staff in our organization. All money that is raised from our fund raising goes back to the community. Last year we were able to make significant donations to CASA, Community Lifeline, Holy Family School, our elementary and high school programs and our wheel chair ramp program serving Collin county.

Project or Promotion/community Event

Triathlons are the modern day test of endurance. Applicants will swim 300 yards in the McKinney High School pool. They will then bike approximately 13 miles and run 3 miles. The event will begin at the McKinney High School pool and end at the school. We are hoping for 450 participants with an entrance fee of \$50 each. We anticipate an average of two people coming with each participant. The event is on the internet on Triathlon web sites and magazines. We are giving the information out to health clubs, hospitals, sporting stores and centers. The success of the event will be measured in attendance, safety and profit.

For the sixth year we are incorporating the Kids Triathlon to encourage young children to stay physical fit. The Kids Triathlon will be on Sunday and have a 50 yard swim, 2 mile bike course and a 1 mile run. All of this will occur around McKinney High School.

Last year we had approximately 450 total participants with over 50% from out of town.

We feel that we are making a significant impact on the quality of life in McKinney by promoting the physical aspect of wellness and have chosen our triathlon route to incorporate the historic nature of McKinney and new visitors to our town. We hope a significant number will use the hotels and restaurants as we grow this event into a weekend of fitness.

Marketing and Outreach

This event is already posted on the internet on Triathlon web sites and goes out to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines and we will be posting information about the event in running stores and health clubs.

Metrics to Evaluate Success

The success will be measured in attendance, safety and profit.

Financial Information

Attached.