

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2013

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cgibson@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|--|--|
| <input type="checkbox"/> 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). | <input type="checkbox"/> 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. |
|--|--|

Promotional Activity and/or Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 20, 2012	January 2013	February 2013
Cycle II: June 28, 2013	July 2013	August 2013

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2013	February 2013	March 2013
Cycle II: April 30, 2013	May 2013	June 2013
Cycle III: July 31, 2013	August 2013	September 2013

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: 214.385.2415

Fax: 214-385.2434

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 Board

Mailing Address: 6401 South Custer Road, Suite 2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415

Fax: 214.384.2434

Email: pdwheat@unitedplanners.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Phil Wheat

Title: President of Crape Myrtle Trails Board

Mailing Address: 6401 South Custer Road, Suite 2000

City: McKinney

ST: TX

Zip: 75070

Phone: 214.385.2415

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

FUNDING

Total amount requested: \$8,000.00

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: 11/16/2013

Completion Date: 11/16/2013

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

Please see attachment.

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

Phil Wheat, president

Melanie Hedrick, vice president

Neil Sperry, founding president, acting treasurer and advisor

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 Activity/Community Event for which funds are requested.

II. Project or Promotional Activity/Community Event (whichever is applicable)

- Outline details of the Project/Promotional Activity/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotional Activity/Community Event?
- Provide a timeline for the Project/Promotional Activity/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input 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.*

Provide specific information to illustrate how this Project/Promotional Activity/Event will enhance quality of life and further business development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability

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

Yes

No

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

What is the estimated total cost for this Project/Promotional Activity/Community Event?
\$17,225 (Budget for the event is attached)

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? **65.2%** (*\$15,000 raised by CMT \$8,000 MCDC Grant*)

Are Matching Funds available? Yes

No

Are other sources of funding available? *No*

Have any other federal, state, or municipal entities or foundations been approached for funding? *No*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotional Activity/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals. ***See attached narrative***

V. Metrics to Evaluate Success

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

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 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

Representative Completing Application

Signature

Signature

Phil Wheat
Printed Name

Phil Wheat
Printed Name

1-4-2013
Date

1-4-2013
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 Activity/Community Event; description, goals and objectives
- Project/Promotional Activity/Community Event timeline
- 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 Activity/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 ACTIVITY/COMMUNITY EVENT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/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.
- Evaluation against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org



CRAPE MYRTLE TRAILS GRANT REQUEST

The Crape Myrtle Trails of McKinney (CMT) respectfully asks the McKinney Community Development Corporation for a 2013 Cycle I Promotional/Community Event Grant in the amount of \$8,000 in support of *Run the Trails and More* 2013. Receipt of the grant will enable Crape Myrtle Trails to implement a community-wide initiative — a family fun run and walk with the theme “For the Love of McKinney.” The 5K and 1-mile event will be the centerpiece of a community celebration featuring music, food and many community-unifying activities. *Run the Trails* 2013 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.

I. MISSION, GOALS AND SCOPE OF CRAPE MYRTLE TRAILS OF MCKINNEY

The Crape Myrtle Trails is a unique non-profit organization in McKinney’s rapidly growing part of the Dallas-Fort Worth Metroplex. CMT’s mission is the environmental, educational and economic enrichment of the community through unique public-private collaborations. CMT is also committed to promoting the City of McKinney not only as one of America’s top cities to live in but also as a rewarding and fun leisure-time destination!

Since 1998 the organization’s efforts have focused on extensive plantings of crape myrtles throughout McKinney, and in June of 2011, CMT board members and city dignitaries officially opened McKinney’s newest public park — the \$1.3 million World Collection Park of The Crape Myrtle Trails. This 7-acre park, located near Hwy 121 and Stacy Road in southwest McKinney, will eventually include all known species and varieties of crape myrtles, most of which are currently in the ground. The park has been made possible, in large part, through project grant funds from MCDC. Recent bus tours supported by MCDC have allowed individuals from across the Metroplex to “Tour the Trails” and to visit the park, to see some of the reasons that McKinney has been named one of the best cities in the nation in which to live.

CMT began 15 years ago with the efforts of a group of civic-minded residents led by noted Texas horticulturist Neil Sperry. The group wanted to promote community beautification projects in and around the City of McKinney. The projects, they believed, should make the most of the South’s premier flowering plant, the crape myrtle. Knowing that crape myrtles can brighten landscapes from May through September, and that this colorful plant is highly tolerant of the extremes of North Texas weather and growing conditions, the group discussed the feasibility of planting miles of crape myrtles in city medians, along newly developing roadways and in the landscapes of businesses and schools. In time, CMT focused on three key goals:

- Promoting civic pride in beautification through the collaborative planting of thousands of crape myrtles within the dozens of miles of medians in our city, also in public school, industrial/ commercial properties, and residential landscapes throughout McKinney

- Encouraging travel and tourism to McKinney by hosting special events specifically around crape myrtles, also by collaborating with other McKinney organizations to provide richer rewards for visiting our city.
- Developing The World Collection Park, in which all known varieties and species of crape myrtles (*Lagerstroemia*) could be showcased side-by-side. This now-completed venue will prove important to horticultural and botanical people from all over the world and will become a destination for travel, tourism and public events.

Today, with the support of city and county agencies, and with the sponsorships of many individuals and area businesses, CMT is well on its way to realizing its long-term goals. The World Collection Park, still young, encompasses a unique and important plant collection, and CMT has made substantial progress toward the fulfillment of its pledge to oversee the planting of 50,000 new crape myrtles in publicly visible spaces of McKinney. These “Trails” bloom beautifully through the warm-weather months of May through September, putting the “pop” in our city’s beauty!

CMT Operations and Community Support

Crape Myrtle Trails of McKinney is governed and operated by its 13-member volunteer board, which includes area professional people, educators and other public servants, as well as horticulturists. 2012 was our first year of being an all-volunteer board, a change that was made at the same time that we focused our efforts on being an integral part of helping make McKinney the best city it can be. The board boasts former McKinney Citizens of the Year among its members, as well as a former McKinney mayor. Respected McKinney businessman Phil Wheat serves as the board president, and noted Texas horticulturist Neil Sperry is a past president and continues to serve as a member of the board and head of the board’s horticulture team. Scores of able volunteers assist CMT with its varied projects like those described below.

Over the years, CMT personnel have developed several ongoing community events. One of the most important has been the Crape Myrtle Trails Fun Run, for which we seek MCDC funding in 2013 Cycle I. (Please see details about this year’s run in the second section of this proposal.) Another annual event that reaches into the community is CMT’s Mother’s Day Project. This is an education and planting project that provides hundreds of McKinney fifth graders with crape myrtle plants to take home to their mothers on the Friday before Mother’s Day. Other CMT community projects have included the planting of crape myrtles (nearly 200 of them) on eight McKinney Independent School District campuses. CMT is also entering into a formal contract with the city to team with them to assure that the World Collection Park is something we can all be extremely proud of. Throughout the year, CMT staff and volunteers work to assist area businesses, agencies, schools and churches in the beautification of McKinney through the planting of crape myrtles.

Much of Crape Myrtle Trails’ community support comes from area businesses. Some of these have been “Super Sponsors” that have each pledged to plant 200 crape myrtles on their property and that have contributed \$1,000 each to Crape Myrtle Trails of McKinney. More than 20 local businesses have been sponsors of our annual fund raising event (*Fun Run & More*) in each of the last two years!

II. PROMOTIONAL/COMMUNITY EFFORT FOR WHICH FUNDING IS REQUESTED

CMT seeks funding in this MCDC cycle for *Fun Run & More*, a 5K, 1-mile and “Pre-K” fun run and walk scheduled, along with a post-run family-fun event, on Saturday, Nov. 16, from 7:30 to 11:30 a.m. CMT seeks MCDC’s help in the exciting mission of making our city even more attractive and special this fall with a high-profile outdoor event for participants of all ages. The project is planned as a family-oriented celebration for McKinney and visitors from our area and beyond. While the runs and walks are the central events, the “McKinney celebration” atmosphere will be highlighted throughout the morning. Our 2012 event introduced “Myrtle Village” as a fun-center for all! Myrtle Village activities, sponsored by local businesses, included a bounce house, an inflated obstacle course, face painting and more. Needless to say, the youth (of all ages) enthusiastically participated and put Myrtle Village on our map from now on! In addition to the “aerobic action” and Myrtle Village, the “party” atmosphere will be fueled by live and disc jockey-coordinated music, healthful food and drinks, a petting zoo, and other family-fun happenings, all located in the area surrounding the Craig Ranch Cooper Fitness Center, where the starting gate and finish line will be located. Also now established in the culture of the event are the “Chicken Dance” contest and “Kiss the Pig” exhibition. We would like to invite the MCDC Chairperson to participate in the Chicken Dance contest, but Kiss the Pig is reserved for the principal or coach of the elementary, middle and high schools with the highest participation levels in the run.

The run/walk route will take walkers and runners along many of the beautifully planted roads of Craig Ranch. CMT publicity plans include playing up McKinney’s recognition as the “2nd Most Livable City in America” in pre-publicity for the run. (Ads and banners will feature an event logo that plays off McKinney’s “Unique by Nature”/MCDC logo.)

High schools, middle schools and elementary schools will compete for our version of a “city championship,” and local companies will be invited to motivate employees and owners to compete for age/gender category recognition. The purpose of the gathering is to bring the general citizenry of McKinney into our mission of uniquely beautifying our city and striving to make it “*America’s Crape Myrtle City*”! Our aim is to develop an expanded fun run that will boost civic pride and lead to the establishment of *Fun Run & More* as one of the premier events for Collin County and the DFW Metroplex, thus leading the way for an increase in tourism and expansion of the city’s economic base. As in the past, there will be exciting competitions with Championship Medal Levels for the various age groups. We will also, once again, be working with McKinney ISD physical education personnel to put emphasis on student participation. School teams will be competing for McKinney Schools *Run the Trails* Championship trophies.

All participating students will also contribute to their schools’ total for the coveted Spirit Award in their respective levels (elementary, middle and high). The Spirit Awards have become a true highlight of the event. As mentioned above, each division’s winning school gets the high honor of their coach or principal (sometimes both) kissing Myrtle, the CMT baby pig. What a wonderfully fun happening this is!

A key aim of our event is to increase participation with awards and incentives at many levels to encourage school children to participate in the run. All youngsters participating in the 1-mile event receive a participation medal. Not only does all of this promote exercise for fun, but it also earns money for the children’s schools’ physical education programs. CMT delivers a check to each school in the amount of \$5 for every student who participated. This

presentation is often at schools' weekly assemblies and is invariably a highly enthusiastic event! Each year, several schools receive checks of a few hundred dollars, but even the smaller checks for schools are greatly appreciated. With the tightening of school budgets, even an amount that will buy a couple of volleyballs can make a difference.

Run the Trail Sponsorships and Publicity

As initiated in 2011, CMT will again solicit "Premier" sponsorships at the very low cost of \$500. This sponsorship level has yielded twice the number of sponsors we have had in the past and gives our event and our cause the broad "grass roots" base of support we need to best serve our community. Our goal is to obtain more than 20 such sponsors this year from among the hundreds of small businesses that are located in and love the City of McKinney. In 2012 we also secured four \$1,000 sponsors with the additional recognition of mention on Neil Sperry's radio show, as well as one year of ad space on the CMT website. We will strive to get some even higher-level sponsors this year. Sponsor recognition will include T-shirts, event signs and mentions in releases to area newspapers, TV and radio stations. In addition to our traditional promotions through local media, we will enlist the help of the City, running clubs and other outlets that regularly communicate with runners to help us advertise and promote the event. McKinney Mayor Brian Loughmiller, a running enthusiast, will be an important presence at the race. The Mayor has agreed once again to "welcome" the crowd to our event and our city. Noted garden expert Neil Sperry will provide free air time to publicize the event on his weekend radio shows on WBAP in the weeks leading up to the event. With adequate funding, the committee hopes to develop brochures and posters for distribution in strategic Collin County and Metroplex locations and to develop e-mail blasts region-wide.

History of CMT Runs

A Crape Myrtle Trails run has been held every year since the first Fun Run in 2006. Fun run participation numbers for all years are as follows:

2006	500 participants
2007	750 participants
2008	750 participants
2009	600 participants
2010	700 participants
2011	approximately* 400 participants
2012	529 race participants

**A technology breakdown at the run-timing organization level prevented us from having an accurate count. The 400 estimate number was developed from the runner fee total.*

Although we do not have official counts, we have no doubt that the total attendance (including non-runners) at the 2011 and 2012 events was much greater, as a multiple of race participants, than in past years. This was due to the additional attractions we had in both years (petting zoo; Myrtle Village, etc.). This "multiplier" effect was especially evident in 2012 because of Myrtle Village and our expanded promotional efforts toward audiences in the communities bordering McKinney and beyond. For example, we sent two e-mail blasts to a 61,000 e-mail list of run participants supplied to us by our new run-timing organization: RunOn, Inc.

A summary of the proceeds netted by Crape Myrtle Trails Fun Runs since 2006 is shown below. The funds have been used for McKinney beautification projects and to further the organization's visibility in the community.

2006	\$11,363 net (assisted by MCDC grant of \$2,500)
2007	\$14,595 net (assisted by MCDC grant of \$7,500)
2008	\$12,350 net (assisted by MCDC grant of \$5,000)
2009	\$12,878 net (No MCDC grant)
2010	\$5,761 net (No MCDC grant)
2011	\$7,700 net* (assisted by MCDC grant of \$5,000)
2012	\$16,091.57 net (assisted by MCDC grant of \$8,000)

** 2011 was the beginning of our efforts to greatly expand the appeal of the event to the entire community, which decreased our profit as a percentage of revenue. This effort included reducing the cost of sponsorship, but greatly increased the number of businesses being involved. We also broadened the appeal of participation of non-runners in the event by adding activities and increasing prizes and entertainment.*

This year, the *Run the Trails* Committee will again be headed by McKinney business person McLanie Hedrick, who has been the co-chair for the past two years. Her co-chair for 2013 will be Rodney Haynes, another long-time McKinney business owner. In 2011 and 2012, the event's leadership spearheaded a bold new plan for obtaining much broader support from community businesses and individuals. Rather than seeking a few sponsors to contribute thousands of dollars, the committee has established the objective of basing our sponsorship funding on a broad foundation of businesses and individuals who will each contribute \$500. The \$10,000-plus generated by this "grass roots" support will not only help put *Run the Trails* on a firm financial footing, but will further increase the community involvement for the event.

Advancing the Mission and Goals of MCDC

This year's event will build on the new initiative "For the Love of McKinney," with the emphasis on pride in our local community as the main concept. This motivating community experience will again emphasize our exciting mission to make our great city even more beautiful and special. We believe MCDC will be proud to have been a primary leader in this effort to touch McKinney's heartstrings with a community-unifying celebration! After all, increased community pride and spirit can only enhance our status as one of our nation's elite cities!

III. FINANCIAL OVERVIEW OF CRAPE MYRTLE TRAILS OF MCKINNEY

As a young organization, Crape Myrtle Trails does not have a large budget. (Financial reports are attached.) Nevertheless, with effort, CMT has been able to sustain its essential activities even in a tough economy. Revenue comes from two principal sources: the generosity of sponsors and fund-raising events. Sponsors include a number of area businesses, including many that not only contribute to the organization but also agree to plant crape myrtles in their areas of town. Others sponsors support special events like CMT's Fun Run.

In 2011, the CMT Board voted to limit large-scale fundraising events to the annual "For the Love of McKinney" Fun Run, and to put renewed energy into this endeavor as a way of supporting the organization's operating budget. The Fun Run was chosen as our premier event because of its proving to be the most valuable to both the community and CMT. It not only has been beneficial to the organization financially, but also has been beneficial in

increasing awareness of Crape Myrtle Trails and the community we love. The fun run also has enabled CMT to form an invaluable partnership with entities vital to our city's future such as the McKinney Independent School District, city government and management, and the McKinney business community. We aim for our event to be an ever-increasing part of our city's fabric and culture, bringing together and serving thousands of McKinney residents.

A 2013 Cycle I grant from MCDC will enable Crape Myrtle Trails to continue on its path of growth and visibility as a community asset, contributing not just to city beautification but to the quality of family life in McKinney. As the Trails mature and new tourism efforts build on the beautiful natural assets of McKinney, Crape Myrtle Trails is poised to be an integral part of that growth – and a valuable partner in the communitywide efforts. A generous MCDC grant in 2013 for *Run the Trails* will help make those advances possible.

IV. CMT MARKETING AND OUTREACH STRATEGIES

In 2010, a grant from MCDC made it possible for Crape Myrtle Trails of McKinney to print and distribute a beautiful full-color brochure titled “Enjoy the view in our town, McKinney, Texas!” The brochure informed readers about the one city in Texas that is well on its way to having 100 miles of medians showcasing the South's premier flowering plant. It also informed readers about the World Collection Park and the location of the Trails, and it provided readers with tips for growing crape myrtles successfully. Planned updates of our literature will include a map of the World Collection Park and other information related to our completely unique venue.

The official website for CMT, www.crapemyrtletrails.org, was funded by the City of McKinney and is a complete repository of information on the plant, its history, its uses in the landscape, and its culture and maintenance. The website is perhaps the best overall source of information on crape myrtles anywhere on the Internet. CMT's ongoing improvement and maintenance of the site is another valuable contribution we make to the community.

Throughout the years, CMT has carried the story of McKinney's Trails and the beauty of crape myrtles to many conferences and special events, ranging from the first-ever conference of the Crape Myrtle Society of America and the Texas Master Gardeners State Conference to the meetings of dozens of garden clubs, homeowners association groups, and agencies/businesses across the Metroplex. Plans are in the formative stage at this time for CMT to host a multi-day event for top-level horticulturists. Yes, we will be a part of the growth of “heads-in-beds” effort for our City. After all, there is only one “World Collection Park” for the South's Premier Flowering Plant, and it is right here in our hometown!

Neil Sperry regularly promotes Crape Myrtle Trails on his radio program, which airs every Saturday and Sunday throughout the year on station WBAP (820 AM and 96.7 FM). Neil Sperry's GARDENS magazine and his *e-gardens* electronic newsletter have generously provided complimentary advertising space to Crape Myrtle Trails events over the years. Crape Myrtle Trails personnel have worked tirelessly to obtain visibility for McKinney and the Trails and have been rewarded with coverage not just locally and statewide, but nationally and even internationally. Stories have appeared in *McKinney Living*, *The Dallas Morning News*, and the on-line magazine *Texas Escapes* (<http://www.texasescapes.com/TOWNS/Mckinney/McKinney-Texas-Crape-Myrtle-Trails.htm>).

CMT produced and sells a definitive reference poster titled simply “Crape Myrtles.” It is an exhaustive chart of all facts a home gardener, nurseryman or landscape contractor would

want to have at hand when choosing the proper variety for a specific use. It has been sold worldwide and now hangs in hundreds of nurseries and architectural offices. Through CMT's website, www.crapemyrtletrails.org, the organization has sold crape myrtle posters to customers in Florida, New Jersey, Washington state, California, and many points in between. Officials from Duncan, Okla., have toured McKinney and developed similar plans for trails in their own community. There has also been an expanded use of crape myrtles in median and roadway plantings in Richardson and Allen and along U.S. 75. Crape Myrtle Trails now has a social media presence with an active page on Facebook, and over the last two years has marketed several of its events with Constant Contact e-mail blasts to a list of 1,750 supporters and clients.

Close to home, Crape Myrtle Trails tells its story to the younger generation, presenting programs about crape myrtles and the Trails in area schools. CMT annually donates approximately 1,000 crape myrtles to "graduating" fifth graders through the Mother's Day project. Shortly after each year's run, CMT awards checks to school PE departments in the amount of five dollars for each student who participated. We present the cash awards personally and are often asked to do so at schools' Friday all-school assemblies. Needless to say, the enthusiasm of students and staff are tremendous. In our tight economic times, every check to PE Departments is very much appreciated! Due to our expanded marketing efforts, our 2012 event attracted students from several schools from other districts. We will try to present these checks in person as well,* which will certainly help build our participation base.

**We have permission to be on MISD campuses to present checks and recognition pieces. We will make an effort to get this permission from the Allen, Frisco and Plano districts, all of which had schools represented at the 2012 event.*

V. METRICS TO EVALUATE SUCCESS

Crape Myrtle Trails will evaluate the success of *Run the Trails* 2013 based on the number of participants and the part of that total which represents our schools' students. We also feel the amount of sponsor involvement is important. The 2011 and 2012 Runs each had over 20 sponsors, which easily eclipsed our best prior years. We will include the total number of sponsors in our metrics. With guidance from MCDC, we made a concerted effort to increase our geographic base in 2012, which will continue this year and going forward. We will include the demographics of where our participants reside as another evaluative metric. We will also include our profits from the event and how much this profit represents a return on MCDC's investment.

CONCLUSION

We want to express our sincere appreciation for MCDC's past generous support of our community service efforts. Without the assurance of the funds from your grant, we simply cannot produce the promotional materials, advertising and other marketing initiatives necessary to secure sponsorships and market the Run. We feel with the groundwork we have laid in the last two years to make this an important annual tradition, 2013 can be a year of continuing to expand our appeal. With all of this in mind, Crape Myrtle Trails of McKinney respectfully requests a *Run the Trails* grant of \$8,000 for 2013. This grant will allow the Crape Myrtle Trails Foundation to play an increasingly effective role in McKinney's tourism and community spirit efforts.



BOARD OF DIRECTORS
Crape Myrtle Trails of McKinney
2013

Phil Wheat, president
Kerry Cassuto
Bram Franklin
Rodney Haynes
Melanie Hedrick
Martin Krueger
Judi Maurantonio
John Rattan
Terri Ricketts
Carolyn Skei
Lynn Sperry
Neil Sperry
Bill Whitfield

THE CRAPE MYRTLE TRAILS OF MCKINNEY				
			2013	
			Budget	
NET BUDGET REVENUE				
	Fun Run (from 2012 Event)*		16,092	
	Poster Sales		240	
TOTAL BUDGET REVENUE			16,332	
<p>*\$8,000 of promotional event expenses were paid by an MCDC grant. Projected net revenue from 2013 event is \$17,775, which will fund our 2014 budget.</p>				
EXPENSES				
	WC Park Maintenance		3,000	
	Other Plantings and Maintenance		1,200	
	Marketing and Promotion		1,750	
	Mother's Day project		3,100	
	Telephone		780	
	Office supplies, equip, ins.		450	
	Postage		650	
	Website		500	
	Credit card fees		1,200	
	Grants to Schools		1,630	
			14,260	
NET INCOME (EXPENSE)			2,072	

**Crape Myrtle Trails of McKinney
Balance Sheet as of January 3, 2013**

Balance Sheet

Assets	
Current assets:	2012
Cash	9,669.58
Accounts receivable	
Sponsor Donations	6,000.00
MCDC Grant	6,411.51
Total current assets	22,081.09
Fixed assets:	2012
Property and equipment	-
Leasehold improvements	-
Equity and other investments	-
Less accumulated depreciation	-
Total fixed assets	-

Total assets **22,081.09**

Liabilities and owner's equity	
Current liabilities:	2012
Accounts payable	
MISD Planting Designated Funds	1,500.00
WCP Recognition Display	2,000.00
Run Awards To Schools	1,630.00
Total current liabilities	5,130.00

Owner's equity:	2012
Investment capital	-
Accumulated retained earnings	16,951.09
Total owner's equity	16,951.09

Total liabilities and owner's equity **22,081.09**

Balance -

2013 Crape Myrtle Trails of McKinney "Fun Run & More" Projected Budget							
REVENUE							
	Registration Fees						
	600 runners @ \$20		\$12,000.00				
	TOTAL		\$12,000.00				
	Sponsorship						
		Business	\$15,000.00				
	TOTAL		\$15,000.00				
REVENUE TOTAL			\$27,000.00				
EXPENSES							
	Race Mg Team			\$2,400.00			
	Promo Material			\$8,500.00	Brochures, Advertising,		
					E-Blasts, Promo Items, etc.		
				-\$8,000.00	MCDC Grant for Promotion		
	Police Protection			\$1,400.00	10 Police & EMS		
	Basic Rental Equipment			\$1,500.00	Stage, Course Items, Toilets,		
	Myrtle Village "Attractions" Fees/Rentals			\$2,800.00	Petting Zoo, Bounce House,		
	Prizes			\$600.00	Prizes		
	City Fee			\$25.00			
EXPENSE TOTAL				\$9,225.00			
Profit			\$17,775.00	<i>(122% ROI for MCDC; 17,775 - 8,000 / 8,000)</i>			
Awards to Schools @ \$5 x 350 students			\$1,750.00				
CMT Operations & Proects			\$16,025.00				
<i>(World Collection Park Maintenance & Improvements, Planting Projects, Mothers' Day Project, etc.)</i>							

THE CRAPE MYRTLE TRAILS OF MCKINNEY FOUNDATION
Profit & Loss
January - December 2012

	Total
Income	
Non Profit Income	27,927.52
Total Income	\$27,927.52
Expenses	
Advertising	2,232.56
Bank Charges	397.32
Dues & Subscriptions	275.00
Equipment Rental	2,956.64
Fundraising	6,774.97
Insurance	760.60
Legal & Professional Fees	800.00
Office Expenses	1,239.40
Promotional	6,548.52
Security	980.00
Supplies	1,000.00
Total Expenses	\$23,965.01
Net Operating Income	\$3,962.51
Other Income	
Interest Earned	3.36
Total Other Income	\$3.36
Net Other Income	\$3.36
Net Income	\$3,965.87

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THE CRAPE MYRTLE TRAILS OF MCKINNEY FOUNDATION

Profit & Loss

January - December 2011

	Total
Income	
Non Profit Income	44,637.79
Total Income	\$44,637.79
Expenses	
Advertising	9,056.10
Bank Charges	278.78
Dues & Subscriptions	250.00
Equipment Rental	1,019.26
Insurance	500.00
Legal & Professional Fees	2,600.00
Office Expenses	2,955.50
Paramedic	280.00
Payroll Expenses	20,106.00
Promotional	4,707.75
Security	980.00
Supplies	3,111.28
Total Expenses	\$45,844.67
Net Operating Income	\$ -1,206.88
Other Income	
Interest Earned	14.62
Total Other Income	\$14.62
Net Other Income	\$14.62
Net Income	\$ -1,192.26

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