

McKinney Community Development Corporation DC Grant Summary



The McKinney Lacrosse Club

Turlaxin 2019 Lacrosse Tournament

Grant Award - \$6,000

Grant Expenditures – \$3,140

GRANT ROLL-UP

Please include the following in your report:

- Financial report: budget as proposed and actual expenditures, with explanations for any variance

Expense	Item	Projected
	Field Rentals	\$ 2,000
	Referee Fees	\$ 28,000
	Game Supplies (nets, balls)	\$ 3,000
	Field Prep Supplies (Paint, Line Painting/ Labor)	\$ 2,000
	Total Expenses	\$ 35,000
Revenue	Item	Projected
	Team Registrations	\$ 65,000
	Sponsorships	\$ 2,000
	Total Revenue	\$ 67,000
	PROJ Net Revenue	\$ 32,000

Expenses on Target

McKinney Community Development Corporation Grant Investments:

Promotion	Expense	Campaign
US Lacrosse Magazine	\$550	National Magazine Ad (sept/oct issue)
US Lacrosse Association	\$190	Digital Ad
US Lacrosse Association	\$650	Digital Ad to Coaches
US Lacrosse Association	\$500	Digital Ad
US Club Lacrosse	\$300	Web Ad and Social Media Post
US Lacrosse Association	\$700	Coaches Digital Ad
Community Impact	\$250	Digital Ad
TOTAL	\$3,140	300,000+ Audience

Variance –

- 1) Not eligible - \$750 Promotional Video Production using 2019 tournament footage
- 2) Timing of award prohibited direct mail marketing and further digital ad or print ad marketing

- Identify goals and objectives achieved – Grant advertising attracted new teams from Houston to the event as well as two teams from Oklahoma. Lesson learned, teams at greater distances need more lead time to budget and plan for travel to Texas

- Narrative report on the Project / Promotion / Community Event – Turlaxin in 2019 saw its greatest participation rate since the inception of the tournament. We were able to capture 10 teams from the Houston area as well as 2 team from Oklahoma. This is our greatest presence of teams traveling a significant distance to participate. Over 2,000 players participated who typically travel with a parent and family. Coaches and Club Directors for each team travel as well. The feedback was positive with teams commenting they intend to return next year. This will support word of mouth marketing. With increased national advertising timed earlier in the year we anticipate more growth.

With the help of the McKinney Convention and Visitors Bureau we secured hotels for registered teams. We were only able to confirm 8 rooms booked via the reservation code. Our partners with a presence at the event totaled over \$40,000 in sales of food and or merchandise. We did observe teams dining at several restaurants in town to include The Yard and Christine’s. Of the 2,000 players the majority were from outside of McKinney. We received rave reviews for Bonnie Wenk park but did experience bathroom failures at Al R. Thankfully we had port-a potties on premise as back-up.

It is important to note that due to our engaging the US Lacrosse Association, which is a direct result of receiving Grant funding, we were asked to host the Men’s’ U19 2020 tournament. This tournament would have brought in 2,000 unique visitors in from around the US, provided McKinney free exposure in all event promotions and have been nationally televised. Unfortunately, the City had to miss this

opportunity as MISD could not make the new stadium available. A side note is Prosper is hosting a NCAA regular season game at its stadium this spring between two top 10 Women's colleges.

- **Performance against metrics outlined in application** – Our main goal was to attract teams from outside of the DFW region to visit McKinney and participate in the Club tournament. With the number of Houston teams that participated and the fact we attracted two teams from Tulsa, Oklahoma we would say the advertising and promotions was successful. We feel with marketing and promoting the event sooner in the year we will be able to capture more out of state registrations. In follow up phone calls to Clubs in California, New England, and Colorado we directly heard from program directors they have an interest but they had already budgeted travel and locked in their annual tournament calendar by the time we connected. They have expressed future interest and with marketing earlier in the year we should see even greater participation. As a reference point to potential scale, Dallas teams travel to Maryland and California each year where over 1,000 teams play in some tournaments.

- Photographs, slides, videotapes, etc. [Attached](#)

- Samples of printed marketing and outreach materials [Examples in the attached](#)

- Screen shots of online promotions – [Attached](#)

From the McKinney Lacrosse Club - Thank you from the players, parents, volunteers and fans. We look forward to a great and growing 2020 Turlaxin in partnership with the McKinney Community Development Corporation.

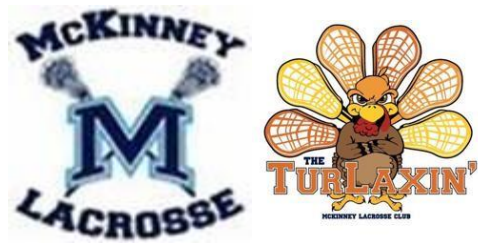


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Grant Funding – Turlaxin Tournament Promotion Samples

Print Ad



McKinney
M
LACROSSE



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DEVELOPMENT
CORPORATION

Sign-up details at:
Mckinlaxboard@gmail.com
McKinneylacrosse.com



TULSA REX

**Premier Fall Tournament
McKinney | Texas**

- Boys Highschool | 10/12-13 | \$750
- Girls Highschool | 10/19-20 | \$650
- Boys youth | 11/2-3 | \$350-\$500
- Guaranteed 4 games per team
- Girls youth | 10/19-20 | \$350-\$500
- 10% off 4 or more teams
- \$50 late fee after October 1st

Digital Ad – Both US Lacrosse and US Club Lacrosse

uslaxmagazine.com/high-school/girls/usl-nfhs-approve-free-movement-for-high-school-girls-lacrosse

US Lacrosse MAGAZINE

COLLEGE HIGH SCHOOL PRO USA INSIDER FUEL YOUTH MEDIA

to monitor players off the ball,” said Caitlin Kelley, women’s lacrosse director at US Lacrosse and liaison to the girls’ lacrosse rules committee. “We want athletes to have opportunities to use their athleticism on the field and free movement will increase this important component of the women’s game.”

Other rule changes and adjustments addressed player substitutions, self-starts on boundary restarts, checking penalties and some equipment clarifications. [Click here](#) for the complete release.

“The committee addressed topics with intention and extraordinary attention to detail,” said Lindsey Atkinson, the NFHS’s director of sports/communications associate and liaison to the girls’ lacrosse rules committee. “The commitment of the joint NFHS/USL committee to do what is best for high school girls’ lacrosse was evident in both the content of their discussion and the outcomes of their hard work.”

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Premier Fall Tournament McKinney | Texas

- Boys High School | 10/12-13 | \$750
- Girls High School | 10/19-20 | \$650
- Boys youth | 11/2-3 | \$350-\$500
- Guaranteed 4 games per team
- Girls youth | 0/18-20 | \$350-\$500
- 10% off 4 or more teams
- \$50 late fee after October 1st

Sign-up details at:
Mckinboard@gmail.com
McKinneylacrosse.com

US Lacrosse Magazine @USLacrosseMag
“It took seven games, I guess, starting 0-7, and now, we’re all on the same page. We do everything together. It’s a great team vibe.” — @RattlersLax Ryan McNamara on 6-game winning streak following wins at Boston and Chesapeake@MLL_Lacrosse WK12 NB: laxmag.us/z2lcNFX

Embed View on Twitter


f t G+ p

Club Website Exposure (Turlaxin Page)
All advertising directed to this site with another
MCDC logo on the landing page


Girls high school | 10/10-20 | \$650
Boys youth | 11/2-3 | \$350-\$500
Girls youth | 10/10-20 | \$350-\$500
Guaranteed 4 games per team
10% off 4 or more teams
\$50 late fee after October 1st

[Register Here Now!!](#)
or go to:
<https://mckinneylacrosse.sportingin.com/register/form/634504320>




Hotel information can be found at the linked image below:



Find out more about the City of McKinney:



See hotel options, local attractions and learn more including specials:



FINCED IN PART BY
McKINNEY
COMMUNITY
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CORPORATION

Historic: Downtown McKinney Shops/Restaurants and 10 minutes North of the popular Allen Outlet Malls.
Learn about the amazing Downtown McKinney here:

