

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2018

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, 2017	December 2017	January 2018
Cycle II: May 31, 2018	June 2018	July 2018

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2018	January 2018	February 2018
Cycle II: March 30, 2018	April 2018	May 2018
Cycle III: June 29, 2018	July 2018	August 2018

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: City of McKinney Parks and Recreation Department

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: PO Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7480

Fax: 972-547-7486

Email: mkowski@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: n/a

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jenny Baker

Title: Parks, Planning & Development Manager

Mailing Address: PO Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-2644

Fax: 972-547-7486

Email: jbaker@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Michael Kowski

Title: Director of Parks and Recreation

Mailing Address: PO Box 517
75070

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7480

Fax: 972-547-7487

Email: mkowski@mckinneytexas.org

FUNDING

Total amount requested: \$5,500,000

Matching Funds Available (Y/N and amount): N/A

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?

Yes

No

Please provide details and funding requested: N/A

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: Varying Dates

Completion Date: Varying Dates

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

PROS BOARD

Melanie Butler
James Delozier
Kip Dixon, Chairman
Sean Nance
Boyd Pelley
Richard Szecsy
Kelvin Thomas

CITY COUNCIL

Mayor George Fuller
Mayor Pro-Tem Tracy Rath
Chuck Branch
Scott Elliott
Charlie Phillips
Rainey Rogers
La'Shadion Shemwell

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

Paul Grimes

City Manager

Steve Tilton

Assistant City Manager

Michael Kowski

Director of Parks & Recreation

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

I. Applying Organization

The Parks and Recreation Department has 475 employees which includes full time, seasonal and part time. We are the largest department in the City. We also utilize hundreds of volunteers annually to provide parks and recreation services to our residents.

Our department manages over 2,300 acres of parkland in addition to over 200 acres of several city facilities, streets, medians and public rights of way. With this fiscal year budget request we are requesting an additional (10) maintenance personnel as needed to upgrade the level of maintenance currently provided. The added staff are part of a 5 year catch up plan. We are in the 4th year of that plan. All future capital projects will be maintained with general fund budgets. The funding for maintenance and operation of all projects included in the PROS 10 year capital improvement plan have been included in the general fund 10 year financial forecast.

The Parks Master Plan has been a guiding influence on the preparation of our 10 year CIP. The Plan includes recommendations for growth within our parks and trail system that is based on community input received during the creation of the plan including a statistically valid survey.

These proposed projects that we are requesting funding for will provide much needed renovations and redevelopment in aging areas as well as continued expansion of our current parks system. These projects help to fulfill the vision of the City Council and the Parks, Recreation and Open Space Board.

Parks Board Vision

Develop a City that is truly "Unique by Nature" that allows development to occur in a manner that is harmonious with the natural environment maximizes the ability to generate revenues for City operations, minimizes the demand on city resources, provides the greatest benefit to the entire community; and results in a balanced community with a high quality of living in a safe and beautiful environment.

Goals and Relationship to Council Goals and Strategies

Direction for Strategic Growth

Implement the 2017 Parks, Recreation, Open Space, Trails and Streetscape Master Plan to address the expressed interest of our residents; identify areas of deficit; consider other plans and/or planning activities; and create a strategy for addressing growth in a comprehensive and responsive manner.

Inventory, evaluate and fund needed repairs and upgrades to existing facilities and parks.

Identify trails and implement development of them in a manner that maximizes connectivity both locally and regionally.

Enhance the Quality of Life in McKinney

Develop parks strategy to preserve green space for future parkland

Create affordable recreational and cultural arts activities for all ages throughout the city.

Operational Excellence

Provide and keep current rules and regulations that enhance the departmental operations as well as the user experience.

Develop policy and support development of the City in a manner that provides the greatest long term benefit to the entire community.

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.
- **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/Community Event fulfills strategic goals and objectives for your organization.
- 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?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

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? 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:

These projects support virtually all of the aforementioned goals and strategies. They are all eligible under the Texas Local Government Code; they promote parks and park developments that will enhance the quality of life for area residents; they create developed park sites that attract residents and visitors to visit due to the unique nature of the planned projects; each project has been prepared with a forecast and budget for maintenance and operations; all eligible projects will be properly signed to recognize these are the result of people buying and dining in McKinney.

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

- Yes No

Date(s):

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?

\$2,150,000	Cottonwood Park Redevelopment
\$1,800,000	Old Settler's Renovation
\$1,225,000	Parks Projects (Umbrella)
\$150,000	Oak Hollow Upgrades
\$175,000	JMAC Improvements
\$5,500,000	Total

(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? n/a

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

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

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