

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:

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).

X 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: Kiwanis Club of Mckinney

Federal Tax I.D.: 27-3890253

Incorporation Date: November 4, 2010

Mailing Address: P. O. Box 1565

City McKinney

ST: Texas

Zip: 75070

Phone: 972-562-7219

Fax: 972-562-7219

Email: dscustomwood@gmail.com

Website: www.mckinneykiwanis.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: Dennis Williams

Title: Chairman of Kiwanis Historic McKinney Trathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-562-7219

Fax: 972-562-7219

Email: dscusdtomwood@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Dennis Williams

Title: Chairman Kiwanis Historic Triathlon 2013

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-562-7219

Fax: 972-562-7219

Email: dscustomwood@gmail.com

FUNDING

Total amount requested: \$5,000

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: August 3, 2013

Completion Date: August 4, 2013

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

President: Brian Hazelwood

Directors: Payton Brooks

President Elect: Rob Nelson

Bob Cole

V-President: Jim Cairo

Tijmen Felix

Treasurer: Brian Cunningham

Margaret Harsh

Secretary: Sandra Williams

Shannon Patterson & Keith Reeder

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

Mark Carswell

Mike Livezey

Dennis Williams

Payton Brooks

Glenn Wyngard

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 checked="" 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.*

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 - Attached

- 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?

\$38,150.00

(Please include a budget for the proposed Project/Promotional Activity/Community Event.)

What percentage of Project/Promotional Activity/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

Are other sources of funding available? *If so, please list source and amount.*

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

IV. Marketing and Outreach - Attached

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.

V. Metrics to Evaluate Success - Attached

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.

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



Signature

Mark Carswell
Printed Name

Date

Representative Completing Application



Signature

Dennis Williams
Printed Name

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

Kiwanis

Texas/Oklahoma District

Kiwanis Club of McKinney P. O. Box 1565 McKinney, Texas 75070

I. 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 501c 3 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 events goes back to the community. Last year we were able to make significant donations to CASA, the Children and Adult Health Clinic, Community Lifeline, The Food Pantry, and our Scholarship fund through MEF. Other donations went to building wheel chair ramps for the needy (free of charge to the recipients), ManeGait, our Terrific Kids programs in the Elementary schools and the Key Clubs in the High Schools.

II. Special Event Project, Campaign or Initiative

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 applicants with an entrance fee of \$50.00 each. We anticipate an average of two people coming with each applicant. 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. We are giving the applicants names of the hotels and restaurant available in McKinney. The success of this event will be measured in attendance, safety, and profit.

For the third year we are incorporating the Kids Triathlon to encourage young children to stay physically fit. The kids Triathlon will be on Saturday afternoon and have a 50 yard swim, 2 mile bike course and a 1 mile run. All of this will occur around McKinney High School. We start in January contacting the Physical Education departments in the schools to encourage them to get children interested in physical fitness and possibly entering the event. Last year we had 150 kids participate.

We have been contacted by USAT to include a "first timer" triathlon for children 14 and older. Hopefully this will be incorporated with our Kids Triathlon.

Last year we partnered with the McKinney ISD Athletic Department encouraging students to attend the Wellness Rally at Ron Poe Stadium. Our club presented Athletic Donations to three schools that had the highest attendance at the event. We will continue this partnership again this year.

We plan on having 450 in the triathlon and 200 in the children's triathlon. That would be over 1,000 participants and spectators.

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 bring in 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.

III. 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, hospitals, sporting stores and centers. The participants will be provided with information on the restaurants and hotels in McKinney. We anticipate that each participant brings two persons with them and some will be here Saturday and Sunday since their children will participate in the children's Triathlon.

IV. Metrics to Evaluate Success

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

V. Financial Information

Attached



Historic McKinney Kiwanis Kids Triathlon Event Schedule

Saturday, August 3, 2013 12:00 p.m.
Participants will pick up their event packets

1:00 p.m. Swimming event will begin, followed by biking then running

Last athlete will finish around 3:00 p.m.
Awards Ceremony

Historic McKinney Kiwanis Triathlon Event Schedule

Saturday August 3, 2013 12:00 p.m. – 5:00 p.m.
Participants will pick up their event packets an area merchant

Sunday August 4, 2013 6:00 a.m. participants will begin arriving at
McKinney High School

7:30 a.m. Swimming event begins, followed by biking then running

Last athlete will finish around 11:00 a.m.
Awards Ceremony

Kiwanis Club of McKinney Board of Directors

President – Brian Hazelwood

President-Elect: Rob Nelson

Vice President – Jim Cairo

Secretary: Sandra Williams

Treasurer: Brian Cunningham

Past President: Joe Sparling

**Directors: Payton Brooks, Bob Cole, Tijmen Felix, Margaret Harsh,
Shannon Patterson, Keith Reeder,**



Triathlon Leadership Staff

Mark Carswell

Dennis Williams

Joe Sparling

Mike Livezey

Payton Brooks

Mike Malone

HISTORIC MCKINNEY KIWANIS TRIATHLON

		2013 Budget	12/5/2012
EXPENSES: (Based on 200/200/150/450 competitors)			
ITEM	EXPLANATION	PROJECTED	ACTUAL
Advertising		\$8,500.00	
	Signs and Banners	\$3,000	
	Competitor Triathlon Magazine	\$500	
	Flyers & Printing	\$2,000	
	Radio Promo	\$2,500	
	Newspaper Ads	\$500	
T-Shirts- Athletes	900 @ 9	\$8,100.00	
T-Shirts - Volunteers	200 @ 5	\$1,000.00	
Awards		\$1,000.00	
McKinney High Pool		\$1,500.00	
Food pre & post event		\$1,000.00	
Ice		\$300.00	
Officials		\$1,500.00	
Permits		\$50.00	
Police		\$2,500.00	
Cones rental		\$2,000.00	
Race event		\$1,500.00	
Timing		\$1,800.00	
Toilets		\$800.00	
Race Director/Set up/Racks		\$5,000.00	
Ambulance Svc		\$450.00	
USAT Sanction		\$150.00	
Misc		\$1,000.00	
TOTAL		\$38,150.00	\$ -
INCOME			
Entrants	400x25/450x50	\$32,500.00	
Sponsors		\$30,000.00	
TOTAL		\$62,500.00	
NET INCOME		\$24,350.00	\$ -

**Kiwanis Club of McKinney - Administrative
Annual Budget
Fiscal Year 2012 - 2013**

	<u>Oct '11 -Aug '12 Actual</u>	<u>Monthly Average</u>	<u>Monthly Budget</u>	<u>Annualized Budget</u>	<u>Notes</u>
Income					
Member Dues	32,115.00	2919.55	3,192.00	38,304.00	\$42 @ 76 members
Project Club Dues	92.00	8.36	30.00	360.00	\$10 @ 3 members
New Memberships	736.00	66.91	-	-	Assume 0 net gain
Meals					
Guests	619.00	56.27	32.00	384.00	\$8 @ 4 per month
Installation Banquet	1,140.00	103.64		1,200.00	\$15 @ 80 people
Inter-Club Guests	21.00	1.91	8.00	96.00	\$8 @ 1 per month
Seniors	389.00	35.36	32.00	384.00	\$8 @ 4 per month
Brags & Fines	758.00	68.91	70.00	840.00	Based on Prior Year
Merchandise Sales	109.00	9.91	10.00	120.00	Based on Prior Year
Background Checks	22.00	2.00			Club pays for interim checks
Wierd Thursday Auction	256.00	23.27	25.00	375.00	5 events @ \$75 each
Interest Income	14.00	1.27		-	
Total Income	36,271.00			42,063.00	
Cost of Goods Sold					
Installation Banquet Costs	1,916.00	-		2,300.00	80 @ \$29
Meal/Food Costs					
Lunch Costs	15,748.00	1431.64	1,600.00	19,200.00	\$400 x 4 w/ 2 off weeks
Room Fees	3,825.00	347.73	340.00	4,080.00	\$85 per week
Special Meal Costs	687.00	62.45		625.00	Fish Fry, etc.
Merchandise Purchases	757.00	63.08	65.00	780.00	Based on Prior Year
Total COGS	22,933.00			26,985.00	
Gross Profit	13,338.00			15,078.00	
Expense					
Advertising/Marketing	325.00	27.08		500.00	
Awards	500.00	41.67		500.00	CT Bush Award
Bank Charges	9.00	0.75		-	
Dues & Subscriptions		0.00	21.00	300.00	
Gifts	87.00	7.25		100.00	
Inter-Club Expenses	337.00	28.08	40.00	480.00	1 a month
Kiwanis Foundation Donation	5,000.00	416.67		-	Optional
License & Fees	103.00	8.58	10.00	120.00	
Membership Fees					
TX/OK District				-	
Kiwanis Int'l	8,303.00	691.92		8,500.00	\$88.50 x 95 members
Miscellaneous	65.00	5.42	10.00	300.00	Miscellaneous Items
Office Supplies	34.00	2.83	20.00	240.00	
Postage & Delivery		0.00		100.00	
Repairs		0.00		-	
Screening - Members	73.00	6.08	8.00	96.00	12 screenings
Travel					
Int'l Convention	2,319.00	193.25		2,000.00	4 members @ \$700
TX/OK Conventions	1,183.00	98.58		1,000.00	4 members @ \$400
Website Costs	176.00	14.67		250.00	Annual fees
Total Expense	18,514.00			14,486.00	
Net Income	(5,176.00)			592.00	

CASH ON HAND @ 8/27/12

\$ 2,000.00

**Kiwanis Club of McKinney - Service
Fiscal Year 2012 - 2013**

	<u>Prior Year</u>	<u>Activities Budget</u>	<u>Triathlon Event</u>	<u>TOTAL BUDGET</u>
Income				
Transfer from Administrative Acct	5,000	-	-	-
Merchandise Sales	70	-	-	-
Investment Income	67	70	-	70
Community Donations	450	450	-	450
Key Club Income	400	400	-	400
Member Donations		-	-	-
Fundraiser Event Income				
BBQ Dinner	10,212	10,000		10,000
Pancake Breakfast	6,248	6,250		6,250
Triathlon	39,847		35,000	35,000
Total Income	62,294	17,170	35,000	52,170
Fundraising Event Costs				
BBQ Dinner	2,457	2,500		2,500
Pancake Breakfast	865	1,250		1,250
Triathlon	21,952		22,000	22,000
Total Fundraising Event Costs	25,274	3,750	22,000	25,750
Net Fundraising Revenues	37,020	13,420	13,000	26,420
Community Support Donations				
Children Projects				
Children's & Community Clinic	1,000	1,000		1,000
Children's Miracle Network	150	1,000		1,000
McKinney Police Child Safety	500	500		500
Terrific Kids				
Caldwell	1,503		1,000	1,000
Finch	516		1,000	1,000
Webb	983	1,000		1,000
Total Children Projects	4,652	3,500	2,000	5,500
Community Assistance Projects				
Angel League	1,247	1,000		1,000
CASA	3,500		3,000	3,000
Challenge Air		500		500
Christmas Food Distribution		200		200
Community Lifeline Center	1,000	750		750
Eliminate Program		1,250		1,250
Food Pantry	1,000	750		750
Holy Family School		500		500
Mane Gait	1,000	500		500

**Kiwanis Club of McKinney - Service
Fiscal Year 2012 - 2013**

	<u>Prior Year</u>	<u>Activities Budget</u>	<u>Triathlon Event</u>	<u>TOTAL BUDGET</u>
Key Club Support				
McKinney North				
Stipen	250	500		500
Activities	675	750		750
Boyd				
Stipen	500	500		500
Activities	988	750		750
Miscellaneous	1,888		1,000	1,000
Salvation Army				-
Samaritan Inn	1,000	1,000		1,000
Scholarships				
Scholarship Endowment			3,000	3,000
Sophomore of the Year	250	250		250
Key Club Scholarship	2,000		2,000	2,000
Collin College	2,000		2,000	2,000
Total Community Assistance Projects	17,298	9,200	11,000	20,200
Community Services				
Bingo	330	360	-	360
Ramp Building			-	-
Kiwanis Club of Richardson	3,500	3,500	-	3,500
Supplies & Materials	378	600	-	600
Mileage Reimbursements	384	600	-	600
Total Community Services	4,592	5,060	-	5,060
Kiwanis Int'l Service Projects				
Kiwanis Int'l Foundation	435	450	-	450
TX/OK District Foundation	435	450	-	450
Division 37	305	325	-	325
Total Kiwanis Int'l Service Projects	1,175	1,225	-	1,225
Total Community Support Donations	27,717	18,985	13,000	31,985
Expense				
Insurance	500	500	-	500
Bank Charges	91		-	-
Licenses & Fees			-	-
Miscellaneous	74	100	-	100
Total Expense	665	600	-	600
Budget Surplus (Deficit)	8,638	(6,165)	-	(6,165)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: 'AUG 19 2011

MCKINNEY KIWANIS FOUNDATION INC
PO BOX 667
MCKINNEY, TX 75070

Employer Identification Number:
27-3890253
DLN:
401081148
Contact Person:
JOHN C RICE ID# 31615
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
September 30
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 4, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)