

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2012

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 on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
321 N. Central Expressway, Suite 240
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, on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><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).</p> | <p><input checked="" type="checkbox"/> Promotional Activity or Community Event Grant (up to \$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.</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Promotional Activity and/or Community Event Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: December 16, 2011 | January 2012 | February 2012 |
| Cycle II: June 29, 2012 | July 2012 | August 2012 |

Project Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|---------------------------|----------------------------|-----------------------------------|
| Cycle I: January 31, 2012 | February 2012 | March 2012 |
| Cycle II: April 30, 2012 | May 2012 | June 2012 |
| Cycle III: July 31, 2012 | August 2012 | September 2012 |

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: 214.542.1550

Fax: 214-544-1278

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: Vice President of Crape Myrtle Trails and Fun Run Chair

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: Vice President of Cape Myrtle Trails and Fun Run Chair

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

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: 11-17-2012

Completion Date: 11-17-2012

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

Please see attachment.

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

John Rattan, president

Phil Wheat, vice president and acting treasurer

Melanie Hedrick, secretary

Neil Sperry, founding president 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: *Not applicable to Fun Run.*

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • 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 the City’s parks and physical amenities for recreational, leisure and tourism opportunities.
- Preserve the historic character of McKinney.
- Promote the City of McKinney as one of the best places to live or visit in the United States, enhance quality of life for our residents and draw visitors and prospective businesses to our area.
- Provide access to affordable housing.
- Collaborate with others to develop new and expanded business enterprises.

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?

\$21,675

(Please attach 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? 31 percent

Are Matching Funds available? Yes No

| | | |
|---------------|------------------------|------------------------------|
| Cash \$18,000 | Source <u>Sponsors</u> | % of Total <u>69 percent</u> |
| 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

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

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;
- 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

John Rattan
Printed Name

Phil Wheat
Printed Name

6-28-2012
Date

6-28-2012
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
321 N. Central Expressway, Suite 240
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org