

**Crape Myrtle Trails Requested 2019 MCDC Promotional Grant Items & Total Amount Requested  
(MCDC Grant Application below)**

**Printing (Total = \$4,993)**

- Sponsor/Exhibitor Documents, 2-sided, 300 qty/\$243,
- School Posters (2 for each of McKinney's 30 schools; including MCA and Serenity High; 1 in the gyms and the other in the front offices) 2-sided, 300 qty/\$400 +private schools, and posters (or 8-1/2x11 posters) to elementary schools in surrounding cities: Plano (47 elementary schools, Celina, Allen, Anna, Farmersville, Princeton, Melissa, Murphy, Fairview, Lucas, Lavon, Parker, Weston, Frisco ++ Outside Collin County – Frisco, Little Elm, The Colony, etc.)
- Silicone bracelets for elementary schools in and around McKinney, 10,500 qty/\$1,750
- “Windshield/Rack Cards” Event-Save-the-Date Cards (placed on windshields at prior local runs, at McKinney Convention/Visitor Bureau, local hotels ): 1000 qty/\$400
- Pre-Event Yard Signs (placed on the hike/bike trails we use for the run two weeks prior to our event): Minuteman Press = \$200.00
- Pre-event Yard Signs (like the ones candidates put out before elections): \$2,000

**Radio Spots (Total = \$6,000)**

- McKinney Station (KLAK) = \$3,000.
- Dallas (WAY FM Station) = \$3,000

**Print & Digital Advertising (Total = \$6,490)**

- Digital ad, Community Impact – McKinney, July/Aug/Sep - \$750
- Digital ad, Community Impact METRO, July/Aug/Sept - \$2,000
- Print ad, Community Impact – McKinney, ¼ page, July/Aug/Sept - \$2,940
- Print ad, Coffee News, ¼ page, Jul/Aug/Sept - \$800

**Total Amount Requested = \$15,000 – (\$17,483 is total run pre-event promotional)**

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION  
Promotional and Community Event Grant Application  
Fiscal Year 2019**

**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](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto: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:

- 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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto: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.**

**Promotional and Community Event Grant Calendar:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2018	December 20, 2018	January 24, 2019
Cycle II: May 31, 2019	June 27, 2019	July 25, 2019

**APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: **The Crape Myrtle Trails of McKinney Foundation**

Federal Tax I.D.: **75-2788771**

Incorporation Date: **September 1998**

Mailing Address: **6401 S. CUSTER RD**

City **McKinney**

ST: **TX**

Zip: **75070**

Phone: **214.385.2415**

Fax: **214.385.2434**

Email: **pdwheat@unitedplanners.com**

Website: <http://crapemyrtletrails.org>

**Check One:**

- Nonprofit – 501(c)3 Attach a copy of IRS Determination Letter (**on file with MCDC & attached**)
- 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, McKinney Chamber Member, designated by U.S. Congress and State of Texas that McKinney, Texas is America's Crape Myrtle City.**

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: **Susan Shuttleworth**

Title: **Board Secretary**

Mailing Address: **2214 Old McGarrah Rd**

City: **McKinney**

ST: **TX**

Zip: **75070**

Phone: **972.342.1413**

Fax: 214.385.2434

Email: Shuttleworth.susan@gmail.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: **Phil Wheat**

Title: **Board President**

Mailing Address: **6401 S. Custer Road #2000**

City: **McKinney**

ST: **TX**

Zip: **75070**

Phone: **214.385.2415**

Fax: **214.385.2434**

Email: **pdwheat@unitedplanners.com**

**FUNDING**

Total amount requested: **\$15,000.00**

Matching Funds Available (Y/N and amount): **No**

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

Yes                       No

Please provide details and funding requested: **Details are shown at the top part of the first page of this application.**

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: 09/28/2019

Completion Date: 09/28/2019

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

Daryl Blackwell; Susan Shuttleworth; Barbara Dutton; Lynn Sperry; Neil Sperry; Elizabeth Smidt; Mark Bates; Laura Camarillo; Roy Ponder; Martyn Lucas; Cheryl Miller; Andrea Harvey; Melanie Hedrick; Rick McDaniel; Kari McDaniel; Betty Comegys; Karin Klemm; and Phil Wheat

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

**Phil Wheat, Board President**

**Andrea Harvey, Board Vice-President**

**Susan Shuttleworth, Board Secretary**

**Laura Camarillo, Board Treasurer**

**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/Community Event for which funds are requested.

**II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.
- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

**Date(s): 2009 - 2018**

## Financial

- Provide an overview of the organization's financial status including the impact of this event 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.

### Overview of Promotional/Community Event financial goal

<b>Gross Revenue</b>	<b>\$57,000</b>
<b>Projected Expenses</b>	<b>\$30,983</b>
<b>Net Revenue</b>	<b>\$26,017</b>

**(Attach a detailed budget specific to the proposed Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? Approximately 10% will be donated by our Board members**

**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.*** Other than MCDC, the primary sources of funding are the businesses and citizenry of McKinney.

## IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

## V. Metrics to Evaluate Success

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

## The Crape Myrtle Trails of McKinney Foundation is the Applying Organization

The Crape Myrtle Trails of McKinney Foundation is an all-volunteer organization made up of 18 McKinney citizens at this time. Most of us own businesses or are in McKinney public service roles. The names of our board members and those in leadership positions are shown on another part of this application. We have no paid staff.

Our formal mission is as follows:

The mission of the Crape Myrtle Trails of McKinney Board is to be an integral part of elevating the beauty and appeal of our great city to the highest levels by showcasing the premier flowering plant of the South throughout our community in a thoughtful and meaningful manner and by promoting ***McKinney, Texas as America's Crape Myrtle City!!***

Our goals, objectives and “scope of services” are described below, with “day-to-day operations” shown parenthetically:

- Continual development and improvement of McKinney’s World Collection Park!  
(Our horticulture team works with the city Parks Department to maintain and improve the park; we provide professional landscape architectural design, fertilization and pruning of the park’s Crape Myrtle plants, as well as replacing Crape Myrtle plants as needed.)
- Design, promoting, and funding strategic plantings of Crape Myrtles in the Crape Myrtle Trails of McKinney as well as key venues throughout the city. (We work with McKinney businesses, schools, and the city to implement and/or professionally provide or assist in the landscape architectural design of Crape Myrtle plantings within their landscapes.)
- Continuing to award cash grants to the Physical Education Departments of McKinney schools as well as all schools outside MISD to promote the health of our youth! (We donate \$5 to the PE department of each school for every student and adult who participates in our annual run and registers under the school’s name).
- Growing the positive impact our annual events have on our city’s culture and tradition! (We continually strive to improve our *Crape Myrtle Run & Festival* event every year. In the past seven years we have added “Myrtle Village,” which includes a world-class petting zoo, an inflated obstacle course, face painting and other attractions. Our stage show engages audience participation with musical pre-run calisthenics, a chicken dance contest and a kiss-the-pig show. Our awards include medals and trophies for top three finishers in their age-class for all three of the runs (1-mile, 5k and 10k). We also coordinate promotional efforts with McKinney’s Oktoberfest celebration, which is the same weekend as our event. A new tactic added this year is to secure a Crape Myrtle booth at Oktoberfest to target audience by generating awareness of our race and festival on Friday at Oktoberfest and to provide last-minute runner registrations in our booth before the Saturday morning onsite race.
- Providing Crape Myrtles to 5<sup>th</sup> grade students of McKinney elementary schools the Friday immediately prior to Mothers’ Day to take home to Mom! (With the help of local businesses, individuals, and McKinney service clubs, we now provide a Crape Myrtle plant to every 5<sup>th</sup> grade student in the McKinney Independent School District. This is a major milestone for us, a great “feel-good” tradition for McKinney, and highly anticipated “right-of-passage” for our MISD 5<sup>th</sup>-graders.
- Continuing to promote McKinney as America’s Crape Myrtle City and to be a special “piece in the puzzle”

of McKinney's continued and improving national recognition! Our promotional efforts have resulted in McKinney being officially proclaimed as "America's Crape Myrtle City" by the Texas House of Representatives, the Texas Senate and the United States Congress. Great cities have a "heart and soul" element, and we are committed to being an ever-growing part of this piece of the puzzle for McKinney!

Summary of significant, planned organizational changes and their potential impact on the Project/Promotional Activity/Community Event for which funds are requested.

**The CMT Board recently named a new volunteer board member and officer, Laura Camarillo, as Treasurer. Laura has more than 35 years of experience. With a committed treasurer, who has an extensive accounting background, we can now track expenditures and provide materials to make sure the MCDC paperwork submitted is accurate and fully documented. The evolution and changes pertaining to our event are described in the previous section.**

### **Our Community Event – Scope, Goals and Target Audiences**

- The scope of our event can be described as a combination of a family fun run, a school-centered fitness and spirit-building endeavor, a free community festival, and three competitive races, with the 5K and 10K runs being all USATF-certified run trails .
- The goals and objectives of our event are to raise funds for our annual budget, to promote the objectives of our financial supporters, to bring a substantial number of "outside McKinney/Collin County" visitors to McKinney for the day or weekend and to increase the positive influence our annual event has on the culture of our city. Our specific goal for the MCDC grant is to provide a return on its investment amount of 100 percent or more.
- The primary target audiences for our event are the school children and their families from the McKinney Independent School District and all statewide schools, plus professional runners from Texas and throughout the United States and beyond who would be attracted to a combination of our event and staying over for McKinney's Oktoberfest.
- **How our event will promote the City of McKinney for the purpose of business development and/or tourism.**
  - i. With regard to business development and tourism, our Run & Festival event is taking bold steps to increase our nationwide appeal and attract visitors to McKinney. This year, we are extending our reach to attract runners and festival participants with an aggressive digital and print advertising plan along with a new Dallas radio station – WAY FM. We have also expanded our promotion to include all MISD schools, private school, elementary schools in surrounding school districts, and schools outside Collin County. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to our run and festival. For example, we'll generate awareness of our run at hotels and visitor centers across north Texas. And at our event, we encourage runners to stay for Oktoberfest by arranging for them to show their "runner bib" to get food and beverage tickets at Oktoberfest! We also post on national "runners' calendars, the McKinney Chamber web-based communications and promote our event in runners' publications. All of this is intended to increase tourism from outside McKinney and Collin County and encourage trade with McKinney businesses.
  - ii. With regard to the promotion of the City of McKinney, our event itself has become a highly-anticipated family-oriented part of our culture. For example, McClure Elementary School has won the coveted traveling "Myrtle Trophy" for seven consecutive years for having the most participants of all McKinney schools. For achieving their first four consecutive "titles", they were awarded a permanent version of the "Myrtle Trophy" at a school assembly. Myrtle the



pig was among the honored guests, and yes, she kissed Coach Niki one more time in front of over 500 **very enthusiastic** McClure students, and many of their parents/grandparents! The coach at McClure has informed us of concerted efforts by their sister schools to unseat them. Coach Niki is getting nervous! We arrange to award the checks to the schools' PE departments, as well as the Mothers Day crape myrtle plants, during their Friday assemblies. The enthusiasm is fantastic! Believe us, these kiddos are building lasting memories of something really cool about growing up in McKinney! Oh, and did we mention that both Texas legislative bodies and the U.S. Congress have proclaimed McKinney, Texas, as "America's Crape Myrtle City"?

- How our Community Event fulfills strategic goals and objectives for the organization.
  - i. Having a positive impact on the image of our city is one of our strategic goals, as is growing the positive impact our annual event has on our city's culture and traditions! In addition, our event is our only fund raiser, which is responsible for our being able to maintain and improve McKinney's World Collection Park, monetarily contribute to the physical health of our school children (through annual grants to PE departments), cooperate with city staff and private businesses to further beautify medians, parks, corporate properties, and other landscapes, continue to supply the Mother's Day Crape Myrtle gift to every McKinney 5<sup>th</sup> grade student and to continue to be a "piece in the puzzle" for McKinney being recognized as one of the very finest cities in America!
- Planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
  - i. Our event's activities (in scheduled order) are: on-site registration and opening of Myrtle Village (7 a.m.); welcome and instructions (7 a.m.); musical calisthenics (7:30 a.m.); 1-mile fun run start (8 a.m.); 5K and 10K race start (8:30 a.m.); chicken dance contest (9:45 a.m.); School Spirit awards and kiss the pig show (10 a.m.); run awards (10:30 a.m.). In addition, prizes (such as gift cards from local businesses) will be given out from the stage throughout the morning with random drawings of registered participants.
  - ii. Our entire event will take place the morning of September 28, 2019. We plan for our fee structure to remain as it has been. Runner participant fees are \$15 for students which never changes, \$25 for adult 5K runners and \$30 for adult 10K runners. The fees go up by \$5 for adult runners who register after September 21.
- The venue/location for Project/Promotional Activity/Community Event?
  - i. Our venue for the start/finish line of the runs, the event stage, Myrtle Village and parking will be the North parking area of McKinney Boyd High School, located at 600 North Lake Forest Drive, McKinney, TX 75071. The runs will all take place on the McKinney "hike and bike" trail, which is adjacent to and just North of the parking area.
- Timeline for the Project/Promotional Activity/Community Event.
  - i. The timeline for the project itself starts January 1. Mark Bates and Susan Shuttleworth are event co-chairs with Rodney Haynes as advisor. They have confirmed contracts with [Get Me Registered](#) and [Compton Time and Measure](#) the organizations that promote our event, process online/onsite runner registrations, and times/measurement.. All of the marketing and promotional efforts are headed by our all-volunteer board with planning and first-phase

implementation during the first quarter. Onsite, the team will continue to evaluate the positions of the stage, the start/finish line and Myrtle Village to cultivate more enthusiasm as participants finish.

Compton Time and Measure as well as Get Me Registered will also promote us on their websites and event calendars.

Our sponsor solicitation starts in May, and the deadline for sponsorships is September 1. Posters will be distributed to schools and businesses in August and September. Six email blasts will go out, spread out evenly between August 1 and September 27th.

MISD has agreed to include our event in their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus (30 schools) as well as other North Texas schools the first week of September to speak with the PE coaches and deliver two posters per school and other promotional items to generate awareness of the run and festival.

Board members Karin Klemm, Kari McDaniel, and Lynn Sperry will coordinate our efforts with all 30 McKinney schools, as well as our elementary schools in neighboring districts - inside Collin County and outside Collin County. They will start their communication efforts the second week of August.

- Detail goals for growth/expansion in future years.
  - i. Our registered runner participants in 2018 was 920 up from 835 in 2017. We are taking bold steps this year to increase registered runners by targeting all 30 MISD schools (rather than just elementary). Another 2019 new tactic is to specifically target elementary schools in neighboring districts both inside and out Collin County. Our target reach will expand in future years.
  - ii. In 2017 we had registered runners from 3 states (Oklahoma, Arkansas, and Texas), and in 2018 we had registered runners from 8 states (Georgia, Iowa, Illinois, Louisiana, Missouri, Louisiana, Oklahoma, and Texas). We will continue to expand in future years.
  - iii. Our goal for 2019 is to have over 1,100 registered runner participants with runners from 10 states by continuing to post our run on runner sites nationwide . Two new tactics have been added this year to extend out marketing reach - to use digital/print advertising this year and the addition of a new radio station – WAY-FM. Our primary sources of McKinney participants are people who are at and/or linked to our schools. The McKinney schools do not want us to start promoting our event at the schools until the second week of school. This combination of factors reduces our promotion time at our primary participant source to about four weeks. It is also important to emphasize that many of the younger participants are accompanied by their parents and/or grandparents, who do not register or participate as runners but stay to enjoy the free festival. There is no doubt that the number of attendees exceeds the number of registered participants by a considerable amount.

**How this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support a key MCDC's goal:**

**Contributing to economic development and/or tourism within McKinney**

With regard to economic development and tourism within McKinney, our Run and Festival staff is taking

participants by a considerable amount.

**How this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support a key MCDC's goal:**

**Contributing to economic development and/or tourism within McKinney**

With regard to economic development and tourism within McKinney, our Run and Festival staff is taking bold steps to increase our nation-wide appeal and attract visitors to McKinney. In 2014 we moved the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which is at the end of summer. We also added a 10K run to our race format to attract more serious out-of-town runners. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to enjoy both our Run and Festival and Oktoberfest. For example, we encourage runners to stay for Oktoberfest by arranging for them to show their "runner bib" to get free food and beverage tickets at Oktoberfest! In 2019, we would like to expand our radio advertising, and print ads Community Impact post on national runners' calendars and advertise in national runners' publications. All of this is intended to increase tourism and encourage trade with McKinney businesses.

**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.

## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The 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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.

**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

Phil Wheat  
Printed Name

5-28-19  
Date

**Representative Completing Application**



Signature

Susan Shuttleworth < CMT Board Secretary  
Printed Name

5-28-19  
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 Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget for current fiscal year; Promotional/Community Event budget; audited financial statements are provided (**CMT does not meet the revenue level for audited financial statements**)
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST 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 FOR THE FINAL REPORT.***



## **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. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

## 2019 Crape Myrtle Trails of McKinney "Crape Myrtle Run & Festival" Budget

### REVENUE

	Goal	Received	To Receive
<b>Registration Fees</b>			
1,100 runners @ \$20*	\$22,000.00		\$22,000.00
<b>Sponsorships</b>	\$20,000.00		\$20,000.00
MCDC	\$15,000.00		\$15,000.00
<b>Totals</b>	<b>\$57,000.00</b>		<b>\$57,000.00</b>

*\*based on historical averages of different ages and price structure.*

### REVENUE TOTAL

### EXPENSES

	Budget
Race Mg Team	\$3,500.00
Promo Material	\$17,483.00
(\$15,000 MCDC for Pre-Event Only)	
"Day of" Sponsor Signs	\$1,250.00
Security	\$360.00
Stage, Toilets, etc.	\$1,200.00
Myrtle Village Fees & Rentals	\$5,200.00
Prizes	\$300.00
Medals & Trophies	\$720.00
Misc	\$500.00
Water, Food for Volunteers, etc	\$470.00

### BUDGET EXPENSE TOTAL

**\$30,983.00**

### Expense Actual

### Revenue Anticipated

**\$57,000.00**

### Projected Profit

**\$26,017.00**

2019 Crape Myrtle Trails of McKinney "Crape Myrtle Run & Festival" Budget

**CRAPE MYRTLE TRAILS OF MCKINNEY**

			2019		
		Carry Over	Budget	Actual YTD	Variance
<b>REVENUE</b>					
	Run Profits		26,000		
	M-Day Donations		10,750	10750*	
	Other (poster sales, etc.)		175		
<b>Total Revenue</b>			<b>36,925</b>		

\*Note - actual amount pledged. Not all funds have been deposited yet

<b>EXPENSES</b>					
	WC Park (w carry-over 2015 & 16)	3,600		0	0
	WC Park Plaques	3,800		0	0
	Plantings (w carry-over 2015 - 17)	9,000	3,000	1,959	1,041
	Marketing and Promotion		500		500
	Mother's Day project		8,799	8,799	0
	Office Supplies, Equipment		250		250
	Postage & PO Box		350		350
	Website		6,250	333	5,917
	Credit Card Fees		450	100	350
	Tax Preparation		300	300	0
	Grants to Schools		4,000		4,000
	Dues		450	275	175
	Insurance		1,150		1,150
	Misc		100		100
<b>Total Expenses</b>		<b>16,400</b>	<b>25,599</b>		<b>13,833</b>

<b>Net Revenue</b>			<b>11,326</b>	<b>0</b>	<b>13,833</b>
--------------------	--	--	---------------	----------	---------------

**Balances** (end of reporting time frame)

First United Checking	\$15,267
BBT Checking	\$44,442
<b>Total</b>	<b>\$59,709</b>
<b>Dedicated Funds (2019 Budget)</b>	<b>\$41,999</b>
<b>Contingency Surplus</b>	<b>\$17,710</b>
<b>Run Expenses (2019 Budget)</b>	<b>\$30,983</b>



## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

<b>Print or type See Specific Instructions on page 2.</b>	Name (as shown on your income tax return) <b>Crape Myrtle Trails of McKinney Foundation</b>	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Non-Profit, 501-C3</b>	
	<input type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) <b>6401 South Custer Road, Suite 2000</b>		Requester's name and address (optional)
City, state, and ZIP code <b>McKinney, Texas 75070</b>		
List account number(s) here (optional)		

<b>Part I Taxpayer Identification Number (TIN)</b>																				
Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.																				
	<table border="1" style="margin: auto;"> <tr><td colspan="9" style="text-align: center;"><b>Social security number</b></td></tr> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>	<b>Social security number</b>																		
<b>Social security number</b>																				
<b>Note.</b> If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.	<table border="1" style="margin: auto;"> <tr><td colspan="9" style="text-align: center;"><b>Employer identification number</b></td></tr> <tr> <td style="width: 20px; height: 20px; text-align: center;">7</td> <td style="width: 20px; height: 20px; text-align: center;">5</td> <td style="width: 20px; height: 20px; text-align: center;">-</td> <td style="width: 20px; height: 20px; text-align: center;">2</td> <td style="width: 20px; height: 20px; text-align: center;">7</td> <td style="width: 20px; height: 20px; text-align: center;">8</td> <td style="width: 20px; height: 20px; text-align: center;">8</td> <td style="width: 20px; height: 20px; text-align: center;">7</td> <td style="width: 20px; height: 20px; text-align: center;">7</td> <td style="width: 20px; height: 20px; text-align: center;">1</td> </tr> </table>	<b>Employer identification number</b>									7	5	-	2	7	8	8	7	7	1
<b>Employer identification number</b>																				
7	5	-	2	7	8	8	7	7	1											

<b>Part II Certification</b>	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and 3. I am a U.S. citizen or other U.S. person (defined below).	
<b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.	

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <b>04/15/2013</b>
------------------	----------------------------	--------------------------

**General Instructions**  
Section references are to the Internal Revenue Code unless otherwise noted.

**Purpose of Form**  
A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

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

DEPARTMENT OF THE TREASURY

Date **SEP 13 1999**

THE CRAPE MYRTLE TRAILS OF MCKINNEY  
FOUNDATION  
ONE NATURE PLACE  
MCKINNEY, TX 75069

Employer Identification Number:  
75-2788771  
DLN:  
17053215016049  
Contact Person:  
GARY MUTHERT ID# 31518  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Foundation Status Classification:  
509(a) (1)  
Advance Ruling Period Begins:  
September 31, 2002  
Addendum Applies:  
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c) (3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a) (1) and 170(b) (1) (A) (vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a) (1) or 509(a) (2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the

Letter 1045 (DO/CG)