

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2011

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
- 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 Intent** 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:

X 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).



Promotional or Community Event Grant (up to \$15,000)

Initiatives, activities or events that enhance quality of life for McKinney residents, attract visitors to our area and promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or enterprises.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 17, 2010	January 2011	February 2011
Cycle II: June 30, 2011	July 2011	August 2011

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2011	February 2011	March 2011
Cycle II: April 30, 2011	May 2011	June 2011
Cycle III: July 31, 2011	August 2011	September 2011

APPLICATION

ORGANIZATION INFORMATION

Name: G.H. Sports Group LLC (The Centre of Excellence)

Federal Tax I.D.: 26-4279564

Incorporation Date: December 28, 2007

Mailing Address: 2729 Creek Crossing Drive

City McKinney

ST: Texas

Zip: 75070

Phone: 972 542 0414

Fax: 972 542 0414 Email gordonhill@sbcglobal.net

Website: under construction

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: None

REPRESENTATIVE COMPLETING APPLICATION:

Name: Gordon Hill

Title: Chairman

Mailing Address: 2729 Creek Crossing Drive

City: McKinney

ST: Texas

Zip: 75070

Phone: 972 542 0414

Fax: same

Email: gordonhill@sbcglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Gordon Hill

Title: Chairman

Mailing Address: 2729 Creek Crossing Drive

City: McKinney

ST: Texas

Zip: 75070

Phone: 972 542 0414

Fax: same

Email: gordonhill@sbcglobal.net

FUNDING

Total amount requested: \$300,000

PROJECT/EVENT

Start Date: January 2011

Completion Date: March 2011

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

Gordon Hill

Chairman

Scott Fanatico

C.E.O.

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

Same as above

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.

The goal of **The Centre** is to aid in the development of the next generation of athletes by helping them acquire an appreciation for sports and build upon their skills and abilities. **The Centre** will provide support and training for coaches, enforce professional codes of conduct, and encourage parents to participate in the development of players all in an effort to create a positive experience for participants.

The Centre will provide essential sports services and programs necessary for the positive development and well being for the residents of both McKinney and the surrounding area. Open year round, **The Centre** will provide a clean and safe meeting place for sports, fitness, and activities for kids, adults, and families of all ages. Outdoor sports activities and events will provide local businesses the opportunity to grow with the facility. **The Centre** will be dedicated to customer service.

At least 4 full time and 25 to 35 part time jobs will be created for McKinney residents adding over \$200,000 in salaries per year to our local economy.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the project for which funds are requested.

None.

II. Project, Promotion or Community Event (whichever is applicable)

- Outline details of the project for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Centre will provide the community with a unique first class venue for the large and growing number of youth and adult athletes who currently reside in McKinney and the surrounding communities in North Texas. With over 20,000 recreational soccer players registered in McKinney and the surrounding communities, McKinney is the ideal place for a facility such as this.

There are more than 10,000 registered Select youth soccer players in McKinney and the surrounding North Texas communities playing on over 800 paying teams. The Premiere Academy League and SDL, which are pre-select level leagues for players ages 10 and under, have over 300 teams alone in the aforementioned age group. Adult leagues have over 250 teams playing in the North Texas region. More than 1,000 players per week and 4,000 per month (both youth and adult combined) will participate in scheduled events and/or games at **The Centre**.

Over half of the teams competing at **The Centre** will come from outside the City of McKinney, bringing additional revenue to the city's restaurants, bars and retail operators. Soccer tournaments and other special events will draw participants and spectators from all over the North Texas area, as well as from other parts of Texas and neighboring states. In Texas, soccer participation is growing ten percent annually in all age and gender groups.

The North Texas Lacrosse Association currently has 68 youth teams registered in their 2010, 1st – 8th grade leagues. In the last five years, the number of North Texas Lacrosse players has doubled to nearly 5,000 players. In 2010, women's lacrosse teams are being introduced as a new program.

- Describe how the proposed project fulfills strategic goals and objectives for the organization.

The goal of **The Centre** is to aid in the development of the next generation of athletes by helping them acquire an appreciation for sports and build upon their skills and abilities. **The Centre** will provide support and training for coaches, enforce professional codes of conduct, and encourage parents to participate in the development of players all in an effort to create a positive experience for participants.

The Centre will provide essential sports services and programs necessary for the positive development and well being for the residents of both McKinney and the surrounding area. Open year round, **The Centre** will provide a clean and safe meeting place for sports, fitness, and activities for kids, adults, and families of all ages. Outdoor sports activities and events will provide local businesses the opportunity to grow with the facility. **The Centre** will be dedicated to customer service.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

There are more than 10,000 registered youth soccer players in the surrounding North Texas communities. Approximately 500-750 players per week and 3,000-4,000 per month (both youth and adult combined) will participate in scheduled events and/or games at **The Centre**. League play and tournaments for youth and adults will be the focal point of the facility, however, ample time for team training sessions in all sports, seniors activities, and toddler programs will be available. Hours of operation are projected to be as follows:

5:00 p.m. to 11:00 p.m. - Monday-Thursday
5:00 p.m. to midnight – Friday
8:00 a.m. to midnight – Saturday
Noon to 10:00 p.m. – Sunday

Revenues will be generated through league fees, tournament fees, and hourly rentals of the individual fields. Hourly rental for one of the small fields will be \$75/hour. The batting cages for Cricket will be available for rental at \$50/hour. No admission fees will be charged for spectators coming to watch events being held at **The Centre**.

- What is the venue/location for project or event?

On 3.00 acres, **The Centre** will be located on Stacy Road, just north of the 65-acre McKinney Soccer Complex at Craig Ranch. The first facility of its kind in the United States, it will be a professionally managed, state-of-the-art, highly maintained facility that is upscale and at the same time, all-inclusive. It will serve as a "hub" for family participation and community-oriented activities. A vibrant sports atmosphere shall be prevalent in the facility that will have multiple uses with the capability of catering to both youth and adults. Through the strategic placement of the playing surfaces, a concessions/commons area, and a second level mezzanine, the facility will have a relaxed and natural flow as patrons move throughout the complex.

The Centre will consist of four state-of-the-art artificial turf fields, each field being floodlit which will ensure maximum availability for training and playing time in all weather conditions. From a soccer perspective, it will effectively provide high impact player development in critical areas such as control, passing, movement and shooting, increased levels of participation and most importantly – fun! Players will be able to play and train in all the following team formats: 3v3, 4v4, 5v5, 6v6, and 7v7. A site plan for The Centre has been attached for review.

- Provide a timeline for the project or event.

Construction will start in January 2011 and is expected to be completed by March 31, 2011 provided no extended weather delays are encountered during construction.

- Detail goals for growth/expansion in future years.

G.H. Sports Group, LLC has the right of first refusal on the adjacent 3.0 acres of land for future growth/expansion. We hope to exercise this option within the next 24 months after The Centre's grand opening provided the success and popularity of the venue goes as projected.

Is this Project:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | X No |
| • A replacement/repair? | <input type="checkbox"/> Yes | X No |
| • A multi-phase project? | <input type="checkbox"/> Yes | X No |
| • A new project? | x Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project?

A copy of the Executive Summary of the economic impact study prepared by Elizabeth Morris has been attached. A full copy of the report is available upon request.

Provide specific information to illustrate how this project will advance the mission and strategic goals of MCDC and the impact to the community as a whole.

The Centre will support three of the MCDC’s four goals as follows:

- **Develop and strengthen the City’s physical amenities for recreational and leisure opportunities.**

Due to its rapid growth, the City of McKinney has lacked adequate opportunities for organized sports and individual recreational opportunities. The nearest multi-sport use artificial surfaces are located in Frisco, Plano, Richardson, and The Colony and all are heavily used by local and regional teams and citizens.

The Centre will boast a large parking lot, a clubhouse with full amenities, and four Five-a-Side modular soccer fields with the latest development in artificial turf. The fields can be converted to host full-size soccer, lacrosse, and football, as well as lawn bowling, cricket and other outdoor activities. The expertly designed open clubhouse will have a meeting space, a food service café area, retail space, locker rooms, and a second floor mezzanine for the optimal spectator experience. This facility is something that is currently lacking in the community and will be a great amenity for the city’s residents and a huge draw to the city for those coming from the neighboring communities.

In addition, **The Centre** will provide the City of McKinney with one (1) four-hour block of use of one small field (each measuring 100’ x 150’) every week between the hours of 4:00 p.m. and 10:00 p.m. and one hour daily for one of the small fields with the specific times to be determined by the City and the centre.

- **Develop quality community-wide focal points**

The Centre will be an integral part of the Craig Ranch area sports and recreation attractions. Located in southwest McKinney on Stacy Road near the crossroads of four major North Texas cities (McKinney, Frisco, Allen and Plano), **The Centre** will attract players and spectators from all over Collin County, the state of Texas and the United States. **The Centre** will promote the international flavor of the sport of soccer as we will invite soccer teams from England and Europe to play and affiliate with us in McKinney and we will become known abroad as a destination to visit and play.

Sports venues in close proximity of the site include the 13-field McKinney Soccer Complex at Craig Ranch, which is one of the city’s two large soccer league venues and The Michael Johnson Performance Center, which attracts high performing athletes from around the world. An Olympic sized track is

anticipated as an expansion of the Michael Johnson facility, which may also be used for community events. The Ballfields at Craig Ranch is the home field for the McKinney Marshals Texas Collegiate League and are used by local youth and adult leagues as well.

Including soccer, which will be the primary focus, possible uses of **The Centre** are:

Soccer:

Youth and adult leagues will be offered on a year round basis and tournaments will be held throughout the year. Teams can also reserve **The Centre** on an hourly basis to train/practice. Select teams and groups will be able to use **The Centre** for development, conditioning, and training camps. With the dramatic growth of soccer in this country, more and more children are recognizing the value of playing the game. This growth is creating huge demands on suitable playing facilities across the state and most venues have growing waiting lists for registration. Soccer, like other sports such as lacrosse, football, basketball and baseball, requires continual practice in order for one to become proficient. All of these teams strive for the same thing – the best training and playing facilities available. A year-round facility in our community is vital for player development.

In Europe and South America, soccer is played year round with only a couple of weeks off. The simple fact is that soccer is the world's most popular sport, and its popularity within this country will only continue to grow as more schools at the junior high and high school levels begin offering programs, colleges continue to provide more scholarships, and additional facilities and playing surfaces are made available.

Senior Wellness Programs:

The Centre will provide a safe and comfortable setting for seniors to meet and exercise. Lawn Bowling, a leisure sport similar to bocce ball, will be introduced in an innovative way to give seniors the opportunity to participate in competitive matches as well as engaging social gatherings. The outdoor setting is also an excellent venue for exercise classes, walking and enjoying time with family.



Special Needs Programs:

Created by Gordon Hill, the *SWANS* program for *Students with Additional Needs* will be a major component of **The Centre** and will have a profound impact on the lives of students who want to participate in athletics, yet face different challenges when doing so. *SWANS* is a community-based program for young athletes with disabilities. It will work closely with *TOPS (The Outreach Program for Soccer)* which is a program that the United States Soccer Federation has in place. The *SWANS* program will work with any group, no matter how large or small, to bring the opportunity of learning to play any sport to any boy or girl, ages 5 – 19, who has a learning or physical challenge.

Individuals will benefit by developing a sense of belonging to a community, learn the value of being part of a team, and will experience improved self-esteem, fitness, and social skills. Families of *SWANS* will be part of a fun and meaningful experience for the entire family with games and activities adapted to ensure every child's participation takes place in a safe and healthy environment. **The Centre** will bring together parents and families that share the same challenges to build a stronger community.

Lacrosse:

Lacrosse is muscling its way into the North Texas sports scene as many High Schools are creating lacrosse programs. The modular fields at **The Centre** will be an ideal location for both training and

competitive games. In the last five years, the number of North Texas Lacrosse players has doubled to nearly 5,000 players. In 2010, women's lacrosse teams are being introduced as a new program.

Other Sports:

The Centre will be available to local Elementary, Middle, High Schools and Colleges for use by their athletic programs. The artificial surface is designed for year-round use and can be used for football, baseball, and cricket as well as soccer and lacrosse.

Toddler Programs:

Physical development programs that use a variety of fun games to delight and engage kids in physical activity will be offered. Classes, camps and pre-school programs professionally designed to develop motor skills, promote physical fitness and create self-confidence in kids and younger children will all be available. Pre-kindergarten programs with an introduction to soccer will be available for children and their guardians.

Educational Programs:

The clubhouse/support building during the down time will contain classroom/meeting room facilities that will be used for educational programs such as referee training and certification, coaching seminars, and licensing classes. Local sports associations can also reserve **The Centre** for their organization's meetings.

Group Rentals:

Churches, local organizations, businesses and individuals will be encouraged to utilize **The Centre** for meetings, parties, and other business when larger space is required.

- **Promote and encourage the safe and attractive image of McKinney.**

Sports and recreation venues create a positive, healthful image of the community, and provide residents of all ages with activities for their leisure time. Community recreational facilities are an important consideration for businesses seeking to relocate or expand in any community. Recreational venues make a positive statement about a community's commitment to quality of life for residents.

Through targeted programming and superb service, **The Centre** will make a significant impact on the lives of area residents and serve as a beacon in the community for healthy lifestyles, social participation, athletic competition, teamwork, leadership, development, and entertainment.

Local businesses such as hotels and restaurants will benefit from the attraction of thousands of visitors from outside of McKinney. **The Centre** will reach out and forge significant partnerships with McKinney businesses and organizations so that the entire community can benefit from the influx of out of town visitors. The City of McKinney will benefit from the increase in sales tax revenue created by **The Centre**. This will come from direct sales at the facility, the creation of jobs, and the positive impact the Centre will have on sales at restaurants, hotels, and other local businesses.

Has a request for funding, for this project, been submitted to MCDC in the past?

Yes No

Funding was previously approved for The Centre by the MCDC in 2010. A total of \$600,000 was awarded - \$300,000 in a grant and \$300,000 in the form of a five year loan. Due to unforeseen delays, construction of the facility was unable to be completed by the 12/31/10 deadline in the previous approval so the MCDC board has asked G.H. Sports Group, LLC to re-submit the proposed funding request due to the December expiration of the prior approval.

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request.

This project will be funded through a combination of a bank loan from Southwest Bank, a SBA 504 loan, and personal equity from Scott Fanatico and Gordon Hill. This is a start-up organization formed to construct and operate the facility. The impact of the grant request will allow for the ownership group to have funds in reserve for working capital while the facility begins operations and becomes a profitable entity. In return for the grant from the MCDC, the facility will be available for public use at no charge as follows:

1. One four-hour block of time for one of the four fields each week.
2. One one-hour block of time daily for one of the four fields with the daily time to be determined.
3. Seniors will be available to use the facility at no charge weekdays during the hours of 10:00 a.m. – 2:00 p.m.

- 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.

The five year pro-forma for the project is attached to this application. Prior years’ financials are not available as this is a brand new project with no operating history.

What is the estimated total cost for this Project? \$2,033,354

Land cost (3.00 acres)	\$ 706,979
G.H. Sports Centre building construction	\$1,092,675
Parking construction	<u>\$ 233,700</u>
Total estimated cost	\$2,033,354

A complete project budget has been attached.

What percentage of Project funding will be provided by the Applicant? 85.2%

Are Matching Funds available? Yes No

Cash \$	Source Ad Valorem Tax Revenues	% of Total 100%
In-Kind \$	Source	% of Total

Are other sources of funding available?

No.

Have any other federal, state, or municipal entities or foundations been approached for funding?

Yes – a portion of the financing will be provided in the form of a SBA 504 loan.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

The marketing plan involves advertising in local and regional papers in the North Texas area, contacting all the various League Associations in the different sports. We will also be contacting all of the sports clubs who have teams at both the Recreational and Select levels. Additional marketing and outreach strategies will be as follows:

1. Gordon Hill will access all of his personal sporting contacts (which are many through his well-known international professional soccer career)
2. Television interviews and Internet publicity will play a big part
3. Putting on promotions and holding events during the year at The Centre
4. The Centre will work closely with Gordon Hill’s Swans Outreach program, which will include the TOPS soccer program run by the USSF.
5. Marketing of the wellness program for seniors will be achieved through personal visits to the various senior living facilities in the Allen/McKinney/Frisco/Plano area and dropping of promotional flyers.
6. Education courses for both coaches and referees in all sports will be offered which will draw attention to The Centre.

Through the above, and most importantly word of mouth, The Centre will be able to achieve its goals and expand their whole program. The key word here is **Development** over time to reach and achieve the present and future goals of The Centre.

V. Metrics to Evaluate Success

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

- Number of Teams in League
- Number of athletes
- Number of Regional and National Tournaments
- Number of Active Programs
- Development of surrounding commercial property

Acknowledgements

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

- The event/project/program 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 event/project/program described in the application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the event/project. 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 event/project for which funds were received.
- A final report detailing the success of the project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the event/completion of project.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to project/program conclusion 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 project/program/event report.
- 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 event/project plan description, goals and objectives
- Event/Project timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; event/project 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.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.