

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2022

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Lacrosse Club

Federal Tax I.D.: 20-2324072

Incorporation Date: 2010

Mailing Address: PO Box 6387

City McKinney

ST: Texas

Zip: 75071

Phone: 972 489 5550

Fax: None

Email: president@mckinneylacrosse.com

Website: mckinneylacrosse.com

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: USA Lacrosse Association, Texas High School Lacrosse League, Texas Girls Lacrosse League

REPRESENTATIVE COMPLETING APPLICATION:

Name: Scott Wooters

Title: Vice President

Mailing Address: PO Box 6387

City: McKinney

ST: TX

Zip: 75071

Phone: 973 489 5550

Fax: None

Email: Scott.Wooters@matrixres.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Scott Wooters

Title: Vice President

Mailing Address: PO Box 6387

City: McKinney

ST: TX

Zip: 75071

Phone 972 489 5550

Fax: None

Email: Scott.Wooters@matrixres.com

FUNDING

Total amount requested: \$3,100

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

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: McKinney Lacrosse hosts an annual fall tournament each October/November and draws an average of 150 teams totaling over 4,000 visitors to McKinney. We will use grant funding to advertise outside of the metroplex to attract teams from outside of DFW to register and participate. This will contribute to tourism and city exposure as a destination. The Club is a non-profit not affiliated with the MISD so all expenses to include field rentals are borne by the Club. McKinney Lacrosse is requesting \$3,100 to advertise and promote the 2022 Turlaxin tournament nationally to attract team registrations from across the United States which will capture tourism dollars for the City.

The Club has benefitted from a prior MCDC grant which was leveraged to advertise to lacrosse organizations across the country. The Club received favorable responses from far away teams to include New England, Delaware, Michigan and California to name a few. Teams from Arizona did participate in Turlaxin thanks to the funding but most all teams had to decline due to COVID restrictions on travel and their state quarantine requirements. We feel there will be significant pent-up demand for a Fall tournament and need to reach out to remind Clubs to visit McKinney this October.

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 15

Completion Date: October 29

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

Jeremy Schultz

Program Director

Karin Sanchez

Social Media and Marketing Director

Kellie Chandler

Treasurer

Fred Nickens

Recruiting

Kalani Willoughby

Special Programs

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

Owen Lancaster

President

Scott Wooters

Vice President

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.**

Turlaxin historically brings in over 4,000 people into McKinney. With increased marketing we may be able to attract a larger population of registering teams from out of state to visit.

- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

Turlaxin revenue subsidizes player registration fee to ensure interested players can continue to play or try the sport for the first time. Additionally the tournament brings recognition to the sport due to its scale which provides visibility to a sport not promoted by the UIL. Additionally, the tournament revenue is used to fund field rentals for in season play and associated game operational expenses. Reminder – no Club Board members or volunteers are paid.

- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.

There is a team registration fee but spectators and visitors are free.

- **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). Below in chart
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned. Food trucks and vendors will be solicited to add to the attraction along with guest clinics. Estimated attendance is 4,000+ visitors (players, parents and fans). Registration fees are to be determined and have historically been well below market for comparable tournaments. There are no fees for admission to the event.
- Include the venue/location for the proposed event. A combination of Bonnie Wenk, Al R and the Fields at Gabe Nesbitt. Alternative locations are being sourced based on potential conflicts with other sports teams needing access to fields.
- Provide a timeline for the production of the event. October 10 – October 31, 2022
- Detail goals for growth/expansion in future years. Lacrosse is a Spring and Summer sport – the goal is to continue to put on a best in class event that will provide teams across the country to an avenue to participate in a competitive event off-season. We would like to see 500+ teams registered in the near future.

- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue. To attract more visitors Marketing is a priority. Increasing marketing spend and capturing interest and incremental registrations will drive tourism. **Special Note** – based on the success of the tournament over the past several years the Club has been awarded a State Championship and a State Super Regional tournament as the host City. These events drive 2,000+ visitors from across Texas to McKinney.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue. Hard expenses are negotiated such as field rentals, referee fees, medical staffing, and supplies.

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

Yes

No

Date(s): 5/2019 & 11//2019

Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.

No paid staff. The McKinney Lacrosse Club is a non-profit organization formed to develop the lacrosse skills and talent of the players who participate on its teams, educating them about the sport and competition and developing their love of the game. We seek to provide a positive and enriching lacrosse experience for all players, with appropriate opportunity for growth and competition. We strongly believe that the following are an integral part of any player's lacrosse experience:

- character, integrity and sportsmanship
- skill development and competition
- teamwork
- respect for the game and teammates
- memorable family experiences
- fun

Our objective is to provide a safe, competitive environment for student athletes and families and grow exposure and participation in Club programs. Youth lacrosse is not a UIL sport in the state of Texas. Club’s such as the McKinney Lacrosse Club are the sole venue for players/fans to participate in league play. Our Club provides players an option beyond school sanctioned sports to belong to a team and provides a safe environment to develop physical ability and participate in community events and activities.

Day to day operations include registering club members, promoting Club sponsorships, connecting with the community to gain exposure, securing fields and operations of the games which include scheduling, referee coordination, securing and preparing fields and running efficient games and practices.

- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

To reduce expenses the Club does not have audited financials completed – we are willing to share tax returns if requested.

- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Turlaxin	Expense	Revenue
2016	\$31,000	\$64,000
2017	\$32,000	\$68,000
2018	\$25,000	\$51,000*
2019	\$35,000	\$70,00E
*Note: 2018 affected by weather and field closures		

Note – 2020 & 2021 attached. Surplus dollars are utilized for game equipment, field rentals, referee and medical staff fees and operational expenses going into Fall seasons. Coaches salaries at the High School level are also budgeted.

Overview of Promotional/Community Event financial goal?

Expense	Item	Projected
	Field Rentals	\$ 2,000
	Referee Fees	\$ 28,000
	Game Supplies (nets, balls)	\$ 3,000
	Field Prep Supplies (Paint, Line Painting/ Labor)	\$ 2,000
	Total Expenses	\$ 35,000
Revenue	Item	Projected
	Team Registrations	\$ 65,000
	Sponsorships	\$ 2,000
	Total Revenue	\$ 67,000
	PROJ Net Revenue	\$ 32,000

Please note – Field Rental expenses are likely to be significantly higher as McKinney Parks and Recreation has allocated our host location to soccer. We may be moving all or a significant portion of the event to Melissa while still reserving hotels in McKinney for out of town visitors.

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? 100% will be funded through prior year Turlaxin registration fees revenue

Sponsorship Revenue	\$0
Registration Fees	\$68,500 projected
Donations	\$1,000
Other (raffle, auction, etc.)	\$10,000 (T-Shirt vendor revenue share)
Net Revenue	\$79,500

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.

Currently the majority of promotions are done via word of mouth from prior participating teams. The Club will email prior participating teams invitations to the tournament.

With grant funding we will designate monies to advertising in Lacrosse publications and online outlets. 2019 grant monies were used to promote in national lacrosse specific publications and digital outlets.

2019 saw new teams were attracted to the event to include teams from Oklahoma. New teams from the Houston area also attended. Advertising began post MCDC grant award in August 2019.

Advertising will be via national lacrosse channels that target Clubs, members, and league directors.

Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

US Club Lacrosse	\$1,000 (\$500 x Two Runs)	Social Media Outlet with over 75,000 active tournament participants
USA Lacrosse	\$1,100 Email Blast to Members	National governing body with an email distro. List of 270,000+
USA Lacrosse Texas	\$500 Social Media Campaign	State Governing Body for the promotion of lacrosse as a sport
Google	\$500 budget	Paid word search for Clubs searching tournaments
	\$3,100	

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.
 - 2022 New Team Registrations = X
 - New States represented

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Owen Lancaster

Signature

Owen Lancaster
Printed Name

May 20, 2022
Date

Representative Completing Application

Scott Wooters

Signature

Scott Wooters
Printed Name

May 20, 2022
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 how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** 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 and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- 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

McKinney Lacrosse Club

Profit and Loss

July 1, 2021 - May 18, 2022

	TOTAL
Income	
47100 Registration Fees	
47200 Fall Registration Fees	37,499.15
47300 Spring Registration Fees	88,812.46
Total 47100 Registration Fees	126,311.61
47600 Fundraising	
47400 Clinics Revenue	300.00
47410 Clinic Expenses	-3,862.00
Total 47400 Clinics Revenue	-3,562.00
47500 Sponsorships	1,505.44
47630 Spiritwear Revenue	17,250.69
47639 Spiritwear expense	-16,830.87
Total 47630 Spiritwear Revenue	419.82
47700 Raffle Revenue	6,259.20
47799 Raffle Expenses	-50.51
Total 47700 Raffle Revenue	6,208.69
47800 Turlaxin	76,000.64
47899 Turlaxin expenses	-43,019.47
Total 47800 Turlaxin	32,981.17
47900 LaxBackers Revenue	38,192.76
47999 LaxBackers Expenses	-18,028.18
Total 47900 LaxBackers Revenue	20,164.58
48000 Other Fundraising 1	30.49
49200 Golf Tournament Revenue	9,049.18
Total 47600 Fundraising	66,797.37
48100 Game admissions - HSG	1,314.00
48200 Game admissions - HSB	522.00
Total Income	\$194,944.98
GROSS PROFIT	\$194,944.98
Expenses	
60000 Uniforms	5,356.60
60100 Field and Facility Expenses	
60110 Fields	2,027.10
Total 60100 Field and Facility Expenses	2,027.10
60200 Club and Team Equipment	
60210 Storage Unit	6,338.91
60220 Equipment	6,695.73
Total 60200 Club and Team Equipment	13,034.64
60300 League Fees	4,451.00

McKinney Lacrosse Club

Profit and Loss

July 1, 2021 - May 18, 2022

	TOTAL
60400 Tournaments	
60410 Tournament Registration	3,075.34
60420 Tournament Travel	5,172.81
Total 60400 Tournaments	8,248.15
60600 Trainers	2,047.50
60700 Referees	7,699.60
60800 Coach Stipends	85,080.38
60900 Banquets and Team Parties	6,858.93
62000 Publicity, Advertising, Recruit	1,689.02
62100 Contract Services	
62110 Accounting Fees	1,135.00
Total 62100 Contract Services	1,135.00
63000 Development	
63100 Clinics Expenses	1,601.31
Total 63000 Development	1,601.31
65000 Administrative	228.00
65010 Books, Subscriptions, Reference	3,265.29
65020 Postage, Mailing Costs	257.00
65030 Printing and Copying	447.07
65040 Supplies	1,137.03
65060 Banking Fees	
65062 Website	700.00
Total 65060 Banking Fees	700.00
65070 Website	12.00
Total 65000 Administrative	6,046.39
68300 Travel and Meetings	439.88
69999 Refunds due to COVID19	485.00
Total Expenses	\$146,200.50
NET OPERATING INCOME	\$48,744.48
Other Income	
49100 THSLL Tournament Revenues	11,090.60
Total Other Income	\$11,090.60
Other Expenses	
69100 THSLL Tournament Expenses	2,332.72
Total Other Expenses	\$2,332.72
NET OTHER INCOME	\$8,757.88
NET INCOME	\$57,502.36

McKinney Lacrosse Club

Profit and Loss

July 2020 - June 2021

	TOTAL
Income	
47100 Registration Fees	
47200 Fall Registration Fees	37,318.28
47300 Spring Registration Fees	84,314.21
Total 47100 Registration Fees	121,632.49
47600 Fundraising	
47500 Sponsorships	5,000.00
47630 Spiritwear Revenue	4,855.57
47639 Spiritwear expense	-1,580.00
Total 47630 Spiritwear Revenue	3,275.57
47800 Turlaxin	65,661.87
47899 Turlaxin expenses	-36,843.02
Total 47800 Turlaxin	28,818.85
48000 Other Fundraising 1	39.00
Total 47600 Fundraising	37,133.42
48100 Game admissions - HSG	1,025.00
48200 Game admissions - HSB	2,224.00
Total Income	\$162,014.91
GROSS PROFIT	\$162,014.91
Expenses	
60000 Uniforms	1,808.63
60100 Field and Facility Expenses	
60110 Fields	13,407.10
Total 60100 Field and Facility Expenses	13,407.10
60200 Club and Team Equipment	1,194.93
60210 Storage Unit	5,385.50
60220 Equipment	3,874.87
Total 60200 Club and Team Equipment	10,455.30
60300 League Fees	2,385.00
60400 Tournaments	1,229.70
60410 Tournament Registration	6,780.12
60420 Tournament Travel	1,388.25
Total 60400 Tournaments	9,398.07
60600 Trainers	1,251.25
60700 Referees	10,427.38
60800 Coach Stipends	104,160.98
60900 Banquets and Team Parties	5,197.33
62000 Publicity, Advertising, Recruit	140.28

McKinney Lacrosse Club

Profit and Loss

July 2020 - June 2021

	TOTAL
62100 Contract Services	307.01
62110 Accounting Fees	1,035.00
Total 62100 Contract Services	1,342.01
63000 Development	
63100 Clinics Expenses	473.79
63200 Performance Course	1,500.00
Total 63000 Development	1,973.79
65000 Administrative	355.50
65010 Books, Subscriptions, Reference	1,942.44
65020 Postage, Mailing Costs	168.00
65030 Printing and Copying	483.00
65040 Supplies	28.90
Total 65000 Administrative	2,977.84
68300 Travel and Meetings	
68320 Tournament Travel	0.00
Total 68300 Travel and Meetings	0.00
Uncategorized Expense	0.00
Total Expenses	\$164,924.96
NET OPERATING INCOME	\$ -2,910.05
NET INCOME	\$ -2,910.05