

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2018

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.

Please indicate the type of funding you are requesting:

- Project Grant**
Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

X Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2017	December 2017	January 2018
Cycle II: May 31, 2018	June 2018	July 2018

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2018	January 2018	February 2018
Cycle II: March 30, 2018	April 2018	May 2018
Cycle III: June 29, 2018	July 2018	August 2018

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: City of McKinney Parks and Recreation

Federal Tax I.D.: 75-6000-599

Incorporation Date:

Mailing Address: 3003 Alma Rd

City McKinney

ST: TX

Zip: 75070

Phone: 972-547-9026

Fax:

Email: tthomason@mckinneytexas.org

Website: <http://mckinneytexas.org/>

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs: Texas Recreation and Parks Society, National Recreation and Parks Association

REPRESENTATIVE COMPLETING APPLICATION:

Name: Teresa Thomason

Title: Manager

Mailing Address: 3003 Alma Rd

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-9026

Fax:

Email: tthomason@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Teresa Thomason

Title: Manager

Mailing Address: Apex Centre 3003 Alma Rd

City: McKinney

ST: TX

Zip: 75070

Phone 972-547-9026

Fax:

Email: tthomason@mckinneytexas.org

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): Yes, \$15,000

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

Yes

No

Please provide details and funding requested: The City of McKinney Parks and Recreation Department will be sponsoring a Christmas light walk through display in Gabe Nesbitt Park December 1 – 24, 2018. Proceeds from this event will go to the Apex Centre Scholarship Program to support programming opportunities for those in financial need. The RFP for this project will be executed early next year, with an anticipated vendor selection by April 2018. Staff will be asking for sponsorship dollars from the community businesses to off-set costs associated with the event. Anticipated costs at this time are \$210,000.

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: 12/01/2018

Completion Date: 12/24/18

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

Kip Dixon

Rich Szecy

Boyd Pelley

Kelvin Thomas

Melanie Butler

James DeLozier

Sean Nance

LEADERSHIP STAFF (may be included as an attachment)

Michael Kowski – Parks and Recreation Director

Ryan Mullins – Assistant Parks and Recreation Director

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. Project or Promotional/Community Event (whichever is applicable)

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

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

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

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

Yes

No

Date(s):

Financial

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

What is the total estimated cost for this Project/Promotional/Community Event?

\$210,000

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 92.5%

Are Matching Funds available? Yes No

Cash \$15,000	Source Apex Budget	8% of Total
In-Kind \$100,000	Source sponsorships	48% of Total
Cash \$165,000	Source – Event attendees	79% of Total

(above reflects overage which will go to scholarship program)

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.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

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

Acknowledgements

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

- The Project/Promotional/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

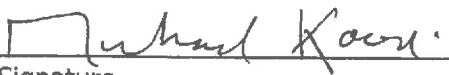
be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.


- 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

Michael Kowski
Printed Name

Teresa Thomason
Printed Name

11/30/17
Date

11/30/17
Date

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

- i. Applying Organization: Mission, strategic goals and objectives, scope of services, day to day operations, and number of paid staff and volunteers.

Organization: Apex Centre, City of McKinney Parks and Recreation Department

Mission: Lead and serve the community by providing captivating experiences through operational excellence and fiscal success.

Strategic Goals and Objectives:

The strategic objectives can be summarized in the following categories:

1. **Customer/Community** – Develop and maintain a strong customer base represented by members and day pass users in our community. Introduce programming that exceeds our customer expectations and creates a “one stop shop” for our participants. Have a “home away from home” for our members and guests to enjoy an active lifestyle with other members of the community.
2. **Operational** – Develop and maintain a safe environment for members, guests and employees. Capitalize on physical facilities, location and capacity. Manage communication and create an environment of service and acceptance. Marketing management to develop and continually increase usage. Create business partnerships to support the City of McKinney.
3. **Employees** – Be the employer of choice for our community by creating a fun and respectful working environment for all team members. Train our team to grow, develop skill sets and leadership abilities. Instill a culture of R.I.S.E. (Respect, Integrity, Service and Excellence) for all that are involved in the organization. Continual learning and development of best practices.
4. **Financial** – Sound financial practices, consistent financial growth through obtaining and retaining a strong customer base, managing revenue and expenses to show continual bottom line growth.

Scope of Services, Day to Day Operations and staff:

The Apex Centre is an 80,000 sq ft aquatics and fitness facility that includes an indoor competition pool, indoor and outdoor leisure waters area, supervised playroom, and party rooms. It features two levels of fitness equipment including Precor cardio machines, LifeFitness and Hammer Strength equipment for strength training, a gymnasium with basketball and volleyball courts and an elevated 1/8 of a mile indoor track. The facility is on target to operate on a 100% cost recovery basis and offers annual, monthly and daily memberships for youth, adults, seniors and families.

The team at the Apex Centre serve the community with fitness and wellness programming. Programs include, but are not limited to, group exercise, swim lessons, synchronized swimming, tennis, dance, nutrition, personal training, and soccer. Metroplex and MISD Boyd swim teams call the Apex Centre their home.

The facility employs 11 full time staff and up to 300 part time staff, depending on the time of year. (Summer mandates additional employees to service the community).

Currently the Parks and Recreation Department employs 315 people (both full time and part time) and we have 60-80 volunteers that work regularly throughout the year.

At this time there are not any scheduled organizational changes that would impact the event for which the grant is being requested.

II. Community Event

At the time the Apex Centre was being constructed, discussion of having a scholarship program for those in financial need was considered. In order to provide funding for the scholarship program, the team proposed hosting a community event to support the funding for the scholarship program. Currently, The City of McKinney does not host any light displays during the holiday season. An exhibit is attached that identifies potential areas in Gabe Nesbitt Park, and includes a conceptual layout to highlight the scale and features of the event. The event is projected to run from December 1 – December 24, 2018. Employees and volunteers will work the event. Parking lots around the park will be utilized, as well as flat grass areas. Staff is currently researching carriage rides for far away parking and to assist with getting to the event. The Sales and Marketing team will reach out to local businesses for sponsorship dollars to off-set the costs of the lights and operations. (Attached you will find a sample layout of the entry way, light displays, market row for vendors to sell products and Santa house for pictures with Santa) The projected cost of this light display is \$200,000.

Entry fee structure is still under discussion, but sample fees are below:

Individual - \$10/person

Family - \$28/family

Seniors/Military/Vets - \$8/person

Other funds:

Projected Sponsorship funds - \$100,000

Vendor Booths - \$10,000

Concessions - \$5,000

Admission - \$150,000

The RFP for the light vendor will include two options for staff consideration. Option #1: the vendor will cover the costs of the light display and do a revenue split at the door once costs are covered. Option 2: the City of McKinney will cover the costs of the display, and all revenue will come directly to the city. After review of the options, staff will select the best course of action.

Main Street events on a weekend see between 15,000 and 30,000 people over a three day occasion. The light display is scheduled to operate for three weeks, and based on attendance numbers above, feel a projection of 50,000 is reasonable.

The target audience for this event would be families. Displays will be family friendly, and provide an environment of fun for children and adults alike.

Due to the limited light displays in the north part of the Dallas Metroplex, this event will allow residents both in McKinney, as well as surrounding communities to come to Gabe Nesbitt for a little "holiday magic" close to home. Businesses currently in McKinney can play a vital role in the success of our event with their presence, and gain benefit of exposure to many future patrons. This promotes both tourism and business development with our sponsors. An added benefit for the sponsoring businesses is marketing within the Apex Centre. Marketing screens and business information distribution are just a few of the additional perks.

Describe how the proposed community event fulfills strategic goals and objectives of our organization.

The mission of the Apex Centre is to lead and serve the community. In order to serve all, we want to have the capability of including those who need our financial assistance. Raising funds to be able to offer these services is vital to our mission.

The mission also includes "providing captivating experiences". A holiday light display can be one of those family and friends experiences to remember for a lifetime.

Based on the first year attendance and revenue generation, future years can include an expansion utilizing additional ball fields. Growing the event to one that people will travel for miles to see is a reasonable goal. There may also be opportunity to partner with Main Street and Home for the Holidays to grow both events together.

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development

*Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue.

Light displays historically attract both residents and non-residents alike. Grand Prairie light display (a drive through display) started in 2007 with 19,157 vehicles and gross gate receipts of \$270,495. Today they see twice that many visits (unsure of gate receipts at this time). We would anticipate growth at 10% per year from both from advertising the event, as well as the resident growth the City anticipates. Business involvement from sponsorship as well as participation will contribute to development and growth as well.

*Highlight and promote McKinney as a unique destination for residents and visitors alike.

Having a display in McKinney will provide a north Metroplex option for light display and participation in a family event.

*Meet citizen needs for quality of life improvements, business development, and sustainable economic growth for residents in the City of McKinney.

There is quality of life improvement provided with a family friendly activity and an event the community can be proud of. By establishing a seasonal tradition, the business community is provided the opportunity to promote and enhance their community presence. Community ties lead to economic growth.

Financial

*Overview of organizations financial status including the impact of this grant on organization mission and goals.

The Parks and Recreation Department and the City of McKinney are well known for their excellence in financial reporting and budget management. The City of McKinney's Core Values include Respect, Integrity, Service and Excellence. The event we are proposing would not only show the Excellence of our community, but it would provide a service to those in financial need for the next fiscal year. The goal is to be able to serve all of our community members, and providing a scholarship program will facilitate achievement of this goal.

Budget for event:

Revenues:

Sponsorships and Grants:	\$100,000
Admission:	\$150,000
Concessions:	\$5,000
Vendor Booths:	\$10,000
Total Revenue:	\$265,000

Expenses:

Light Display/mgmt	\$200,000
Staff	\$10,000

Details for potential sources of funding:

Because this is the first year for this event, all sources stated below are projections of what the team has placed for funding. Pending the outcome of the RFP, we may not have any out of pocket costs if we chose a vendors' proposal who is willing to pay for the set up and run the event, with a revenue share. We are currently placing this proposal to the board with the assumption that Parks and Recreation/Apex will be funding the payment to the vendor and 100% of the revenues will come to the department for the Apex scholarship fund.

Below are current projected sponsorship packages (final approval pending):

Sponsorship packages will include the following options:

Platinum - \$100,000+

Title Sponsor for the event
Lighted display with company name and sponsorship
5 light displays with company information
2 20x20 booths at the event
Logo included on all marketing pieces
Private access radio for 1 year at the Apex Centre
Digital marketing screens for 1 year at the Apex Centre
Exercise equipment scrolling banners for 1 year at the Apex Centre
3 Vendor Days at Special Events

Diamond - \$50,000+

2 20x20 booths at the event
5 of the light displays with company information
Logo included on all marketing pieces
Private access radio for 1 year at the Apex Centre
Digital marketing screens for 1 year at the Apex Centre
Exercise Equipment scrolling banners for 1 year at the Apex Centre
3 Vendor Days at Special Events

Gold - \$25,000+

20X20 booth at the event
3 light displays with company information
Logo included on all marketing pieces
Private access radio for 6 months at the Apex Centre
Digital Marketing Screens for 6 months at the Apex Centre
Exercise Equipment scrolling banners for 6 months at the Apex Centre
Vendor Day at the Apex Centre

Silver - \$10,000+

20x20 booth at the event
Logo included on marketing pieces
1 lighted display with company name
Private access radio for 6 months at Apex Centre
Digital marketing screens for 6 months at the Apex Centre

Exercise equipment scrolling banners for 6 months

Vendor Day

Bronze - \$5,000+

10x10 booth at the event

Logo included on marketing pieces

1 lighted display with company name

Private access radio for 6 months at the Apex Centre

Digital marketing screens for 6 months at the Apex Centre

Exercise Equipment scrolling banners for 6 months

Vendor Day

Event Booths

\$2500

(limits apply)

Light Display

\$1500 - \$5000 pending light display size and location

Marketing and Outreach

The Sales and Marketing Supervisor will be reaching out to potential sponsors over the year to secure funds for the event. A goal of 7 businesses per week to be touched each week until sponsorships are full. Letters, email, face to face meetings will be strategies utilized. Luncheon in May to invite potential sponsors to show the site, introduce the selected vendor of the RFP, and the Apex Centre marketing opportunities.

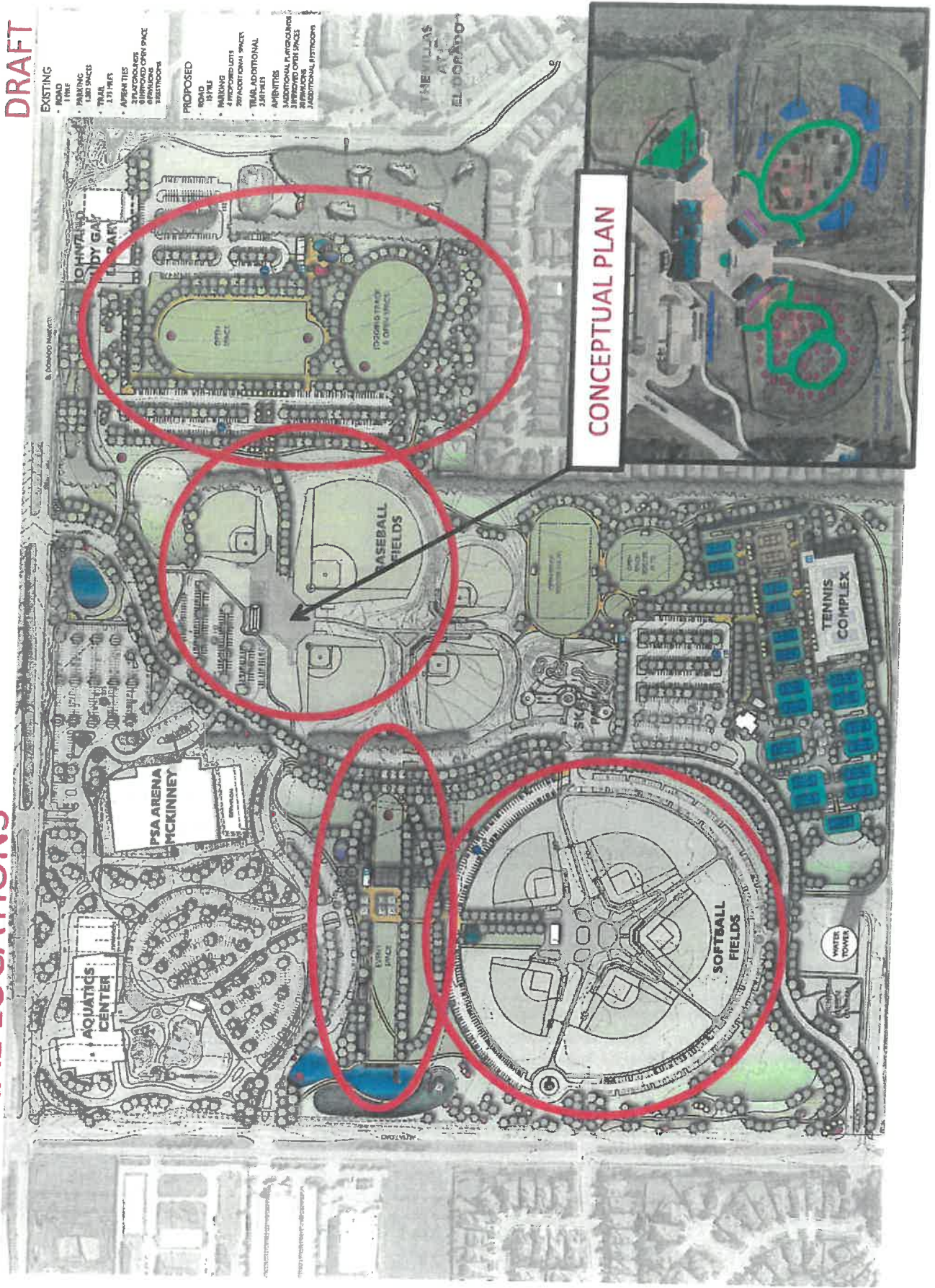
Metrics to Evaluate Success

- 1- Total sponsorship dollars raised for the event
- 2- Event attendance
- 3- Total funds raised at the event, and net number to contribute to the scholarship fund.
Goal \$55,000 for the first year.
- 4- Community satisfaction – measured with event survey

Marketing specific to the event will be done through City of McKinney marketing team. Radio ads (internal and external), posters, flyers, social media and presence at current McKinney events will be utilized to publicize the event.

The awareness of this event will allow more visualization to the Parks and Recreation Department for the City of McKinney.

POTENTIAL LOCATIONS



DRAFT

City of McKinney Financial Reports

<http://www.mckinneytexas.org/ArchiveCenter/ViewFile/Item/1184>

<http://www.mckinneytexas.org/DocumentCenter/View/9571>