

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

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 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

- | | |
|--|---|
| <p><input checked="" type="checkbox"/> Project Grant Quality of Life 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.</p> | <p><input type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000) Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.</p> |
|--|---|

Promotional and Community Event Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|--------------------------|----------------------------|-----------------------------------|
| Cycle I: January 2, 2015 | January 2015 | February 2015 |
| Cycle II: June 30 2015 | July 2015 | August 2015 |

Project Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|---------------------------|----------------------------|-----------------------------------|
| Cycle I: January 30, 2015 | February 2015 | March 2015 |
| Cycle II: April 30, 2015 | May 2015 | June 2015 |
| Cycle III: July 31, 2015 | August 2015 | September 2015 |

APPLICATION

ORGANIZATION INFORMATION

Name: City of McKinney Parks and Recreation Department

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: 1611 N. Stonebridge Drive

City : McKinney

ST: TX

Zip: 75070

Phone: 214 547 7480

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

Website: www.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 Parks and Recreation Association; National Recreation and Parks Association; World Waterpark Association

REPRESENTATIVE COMPLETING APPLICATION:

Name: Rhoda L. Savage

Title: Director of Parks and Recreation

City : McKinney

ST: TX

Zip: 75070

Phone: 214 547 7481

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

Website: www.mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Rhoda L. Savage

Title: Director of Parks and Recreation

City : McKinney

ST: TX

Zip: 75070

Phone: 214 547 7481

Fax: 972 547 7487

Email: rsavage@mckinneytexas.org

Website: www.mckinneytexas.org

FUNDING

Total amount requested: \$5,500,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: Varying Dates

Completion Date: Varying Dates

BOARD OF DIRECTORS (*may be included as an attachment*)**PROS Board****City Council****Mike Arnold****Mayor Brian Loughmiller****Jackie Brewer****Mayor Pro-tem Travis Ussery****Richard Moreno****Chuck Branch****Kip Dixon****Don Day****Bryan Perkins****Rainey Rogers****C. Larry Pereira****Randy Pogue****Wayne Warren-Alternate****Tracy Rath****Melanie Butler**

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

Tom Muehlenbeck

Barry Shelton

Rhoda L. Savage

Interim City Manager

Assistant City Manager

Parks & 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/Promotion/Community Event for which funds are requested.

The Parks and Recreation Board currently consist of 55 full time employees and over 100 part time and seasonal staff. In addition we work with hundreds of volunteers annually to provide parks and recreation services to persons of virtually all ages.

Our department manages over 2000 acres of developed parkland and several city facilities, streets, medians and public rights-of-way. We are currently proposing that the upcoming budget allow for additional staff as needed to not only address growth, but allow staff to upgrade the level of maintenance currently provided to be more comparable to adjoining cities. All future capital projects will be maintained with general fund budgets. The funding for maintenance and operation of all projects included in the PROS 10-year capital improvement plan have been included in the general fund 10-year financial forecast.

The parks 10-year CIP has been prepared utilizing projects included in the existing parks master plan. That plan includes recommendations for growth within our parks and trail system based on community input and the desires of our residents as reflected in a statistically valid survey.

The proposed projects are part of the 10-year CIP and will allow growth in areas that meet to most immediate needs of our community in the most cost effective manner. All proposed projects support other planned projects, or supplement them to allow compliance with the Americans with Disabilities Act.

In addition to the parks master plan, staff is also requesting projects that will allow us to help fulfil the vision of the City Council and the Parks, Recreation and Open Space (PROS) Board. Earlier this year, the PROS Board voted to approve a vision and goals to help become more visionary leaders. Copies of those are attached herein:

PROS Board Vision

Develop a City that is truly "Unique by Nature" that allows development to occur in a manner that is harmonious with the natural environment, maximizes the ability to generate revenues for City operations, minimizes the demand on City resources, provides the greatest benefit to the entire community, and results in a balanced community with a high quality of living in a safe and beautiful environment.

Goals and Relationship to Council Goals and Strategies (these have been underscored)

Direction for Strategic Growth

Update Parks, Recreation, Trails and Open Space Master Plan to address the expressed interest of our

residents; identify areas of deficit; consider other plans and / or planning activities; and create a strategy for addressing growth in a comprehensive and responsive manner

Establish priorities for growth in a manner that eliminates existing facility shortfalls

Inventory, evaluate and fund needed repairs and upgrades to existing infrastructure including facilities and parks

Preserve Integrity of the Floodplains especially in the Northwest Quadrant (minimize impact from development)

Provide facilities that are constructed well and at a time when funding is available for proper maintenance

Partner with others within the organization and / or within the City, including the ISD, to plan more comprehensively as needed to maximize parks and recreational opportunities in the most cost effective manner possible

Provide alternative modes of transportation enabling area youth with ample opportunities to hike or bike to various sites safely and without the need for vehicular transport

Identify trails and implement development of them in a manner that maximizes connectivity locally and regionally

Operational Excellence

Provide and keep current rules and regulations that enhance the departmental operations as well as the user experience

Review Existing Ordinances, Rules and Regulations to ensure Consistency with Council and City direction

Focus on the customer's needs and treat others with courtesy and respect

Develop policy and support development of the City in a manner that provides the greatest long term benefit to the entire community

Treat all residents in a fair and equitable manner

Seek opportunities to provide outreach and development opportunities to enhance the lives of area youths

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

- Please refer to the attached presentation for details related to each project.

Project Grants – please complete the section below:

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

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

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact “buying local” has on quality of life in McKinney

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

Yes No

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

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

Westridge Elementary School \$500,000
+ Community Center ADA Enhancement \$250,000
+ Gabe Nesbitt Park Parking Lot Expansion \$1,500,000
+ Gabe Nesbitt Park Tennis Court Expansion \$3,000,000
+ Misc. Fees Associated with Each Project \$250,000
= \$5,500,000 Total

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? *NA*

Are Matching Funds available? Yes No

| | | |
|------------|--------|------------|
| Cash \$ | Source | % of Total |
| In-Kind \$ | Source | % of Total |

Are other sources of funding available? *If so, please list source and amount.*

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/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/Promotion/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/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/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/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/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/Promotion/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

Acknowledgements - *continued*

- 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

Rhoda L. Savage
Printed Name

Date

July 17, 2015
Date

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/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.