

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2020

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 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: [The Crape Myrtle Trails of McKinney Foundation](#)

Federal Tax I.D.: [75-2788771](#)

Incorporation Date: [September 1998](#)

Mailing Address: [8751 Collin McKinney Parkway, Suite 903 \(NOTE - NEW ADDRESS\)](#)

City [McKinney](#)

ST: [TX](#)

Zip: [75070](#)

Phone: [214.385.2415](#)

Fax: [214.385.2434](#)

Email: pdwheat@unitedplanners.com

Website: <https://crapemyrtletrails.org/> (NOTE – NEW UPDATED WEBSITE)

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: U.S. National Arboretum (Washington, D.C.), Texas Nursery and Landscape Association (TNLA) (Austin, TX), Dallas Arboretum and Botanical Garden (Dallas, TX), Crape Myrtle Society of America, McKinney Chamber of Commerce, and designation by the U.S. Congress, State of Texas, and City of McKinney as "America's Crape Myrtle City".

REPRESENTATIVE COMPLETING APPLICATION:

Name: Susan Shuttleworth

Title: CMT Board Vice President

Mailing Address: 2214 Old McGarrah Rd

City: McKinney

ST: TX

Zip: 75072 (Note – New Zip)

Phone: 972.342.1413

Fax: 214.385.2434

Email: shuttleworth.susan@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Phil Wheat

Title: CMT Board President

Mailing Address: 8751 Collin McKinney Parkway, Suite 903 (Note – New business address)

City: McKinney

ST: TX

Zip: 75070

Phone 214.385.2415

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

FUNDING

Total amount requested: \$10,000.00 Matching Funds Available (Y/N and amount): No - \$0

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: See details below for proposed 2020 Sept 26 Pre-Event Promotional for Crape Myrtle Run/Festival MCDC Grant Request Budget:

2020 Sept 26 Crape Myrtle Run/Festival MCDC Grant Request

Pre-Event Promotional Items	Estimates
Printing	
School Posters (2-sided, color, 500 qty) 2 posters per school	\$400
Postcards (aka windshield/rack/save-the-date, 1-sided, color, 1000 qty)	\$200
Radio Ads with Digital Online Component	
KLAK McKinney - 130 spots & on-air interview - \$3,000	\$3,000
WAY FM Dallas - \$3,000	\$3,000
Print & Digital Ads	
Community Impact - McKinney - Print/digital (Sept) 1/4 pg (or \$575 1/8 pg)	\$980
Community Impact – Dallas METRO Digital (Sept), includes 8 markets	\$1,600
Community Impact - McKinney Digital (August & Sept) \$250/month	\$500
Facebook CMT event page - 2020 Crape Myrtle Run & Festival boosting/ad	\$320
Total MCDC Grant Request for Crape Myrtle Run & Festival Sept 26, 2020	\$10,000

PROMOTIONAL/COMMUNITY EVENT

Start Date: 09/26/2020

Completion Date: 09/26/2020

BOARD OF DIRECTORS (may be included as an attachment)

Phil Wheat, Neil Sperry, Lynn Sperry, Laura Camarillo, Susan Shuttleworth, Barbra Dutton, Karin Klemm, Elizabeth Smidt, Roger Smidt, Mark Bates, Roy Ponder, Martyn Lucas (12)

Associate Board (non-voting): Dr. Rick McDaniel, Bram Franklin, Betty Comegys, Kari McDaniel, Kerry Cassuto, Melanie Hedrick (6)

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

Phil Wheat, Board President

Susan Shuttleworth, Board Vice President

Laura Camarillo, Board Treasurer

Lynn Sperry, Board Secretary

Using the outline below, provide a written narrative no longer than 7 pages in length:

- **Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

Strategic goals, objectives, and scope of services are described below with "day to day operations" shown parenthetically:

- Continual development and improvement of McKinney's World Collection Park! (Our horticulture team works with the city Parks Department to maintain and improve the park; we provide professional landscape architectural design, fertilization, and pruning of the park's Crape Myrtle plants, as well as replacing Crape Myrtle plants as needed.)
- Design, promoting, and funding strategic plantings of Crape Myrtles within the Crape Myrtle Trails of McKinney as well as key venues throughout the city. (We work with McKinney businesses, schools, and the city to implement and/or professionally provide or assist in the landscape architectural design of Crape Myrtle plantings within their landscapes.)
- Continuing to award cash grants through CMT School Run Grant Program to the Physical Education Departments of McKinney schools as well as all schools outside MISD to promote the health of our youth! (The CMT Board award grants of \$5 to the PE department of each school based on every student and/or adult who participates in our annual run and registers under the school's name. For 2019, \$5,550 in CMT School Grants was school grants awarded).
- Growing the positive impact our annual events have on our city's culture and tradition! (We continually strive to improve our Crape Myrtle Run & Festival event every year. (In past years we have added "Myrtle Village," which includes a world-class petting zoo, an inflated obstacle course, face painting, photo booth, and other attractions. Our stage show engages audience participation with musical pre-run calisthenics, a chicken dance contest, and a kiss-the-pig ceremony. Our run recognition awards include medals and trophies for the top three finishers in their age-class for all three of the runs (1-mile, 5k, and 10k). Last year we added a virtual runner category. We also coordinate promotional efforts with McKinney's Oktoberfest celebration, which is the same weekend as our event. And we work with several local businesses to generate awareness of our run.)
- Providing Crape Myrtles to all MISD 5th grade students on the Friday immediately prior to Mothers' Day to take home to Mom! (This year, since all MISD schools were closed, we were unable to hold our Annual Mother's Day event. Our 2020 Mother's Day trees (1950 quantity) had to be ordered one year in advance through Ran Pro Farms who specifically grow these for the Crape Myrtle Trails of McKinney Foundation to ensure the highest quality trees with proven variety hardiness for our North Texas growing zone. With the 5th grade MISD Mother's Day event cancelled, the CMT's Mother's Day Project team led by Lynn Sperry

created a backup plan to “give away free Crape Myrtles” on Saturday, May 23 in an open parking lot contracted free from Cottonwood Church near 121 and Lake Forest. The CMT board and volunteer Scouts placed 1950 one-gallon plants in vehicle trunks to comply with Covid19 safe distancing requirements. This event was open to the public from 10am to noon with priority to any MISD 5th grade families from 9am to noon. Our event was a huge success as all plants were distributed free of charge

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

Number of paid CMT staff and volunteers – The Crape Myrtle Trails of McKinney Foundation has no paid staff or paid volunteers. We are 100% volunteer based.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested. – Due to specific personal business workloads/travel, six members of our CMT board asked to be re-assigned to a new board member category created by Phil Wheat, CMT president, called Associate Board members. These associate board members are non-voting members but are still involved as Associate Board members. This will not negatively impact our Crape Myrtle Run or any other events or projects with the Crape Myrtle Trails of McKinney Foundation.

Also Covid19 status could impact our Sept 26 event. As of today, MISD has not made a decision if MISD schools will open in August 2020 or what the guidelines will be if the schools do open. With our current September 26, 2020 event date, CMT boards, which currently includes several MISD employees, we are watching MISD announcements related to the upcoming school openings. The CMT board and Run Team are also monitoring several government websites related to the pandemic. CMT’s primary objective is to keep all participants safe.

In addition, several backup plans are currently being discussed and considered by the CMT Board and 2020 Run Team ranging from moving to a date in the 4th quarter to converting to an all-virtual run.

- **Promotional/Community Event**

Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

- The scope of our event is a combination of a fun, family run (Fun Run, 5K and 10), a school-focused fitness and team spirit-building event, a free community festival open to everyone, a professional runners’ event with a timed and USATF-Certified 10K and 5K courses, and a CMT School Run Grant program.
- The goals and objectives are to raise funds for our 2020 CMT School Run Grants Program awarded before yearend, and CMT’s 2021 programs (Mother’s Day Program, World Collection Park, Crape Myrtle Trails throughout McKinney, and our program to position McKinney as America’s Crape Myrtle City while increasing the positive influence our event has on the local culture and families of McKinney). Other goals include promoting our financial supporters, to bring a substantial number of visitors outside McKinney/Collin County to McKinney for the day or weekend, and to continue to grow the positive influence our Crape Myrtle Run & Festival has on the culture of our City. As related to MCDC, our specific goal is provide a return on investment of 100 percent or more.

- The primary target audience for this event include students and their families from McKinney, statewide, and professional runners throughout the United States and beyond to “come, run, stay, and see” McKinney, Texas.

Describe how this event will showcase McKinney and promote the City for the purpose of business development and/or tourism.

- To increase business development and/or tourism, the CMT run team is taking steps to generate awareness nationwide by promoting this event as a USATF-Certified run to attract professional runners throughout the world to McKinney. The event is placed on more than 68 event calendars specifically targeting professional runners who look for fall USATF-certified races to qualify them for their upcoming winter races.
- In conjunction with McKinney’s Oktoberfest (held same weekend), the CMT team works with McKinney’s Communication and Marketing team lead by CoCo Good to increase awareness of both events. Our Crape Myrtle Run & Festival is promoted as the “healthy morning option to burn off a few calories before indulging in Oktoberfest”. And an Oktoberfest incentive is given to all runners by wearing or showing their Crape Myrtle Runner’s bib for free food and drink coupons.
- We also negotiate with local business to provide a discount to runners and residents who wear our 2020 Crape Myrtle Run shirt or show/wear their 2020 Runners Bib.
- These efforts are used to increase tourism from outside McKinney and Collin County and to encourage trade with all McKinney businesses. In addition, CMT generates awareness of our financial supporters and their business for the purpose of business development and to increase tourism.
- In regard to promoting McKinney, our 15th Annual Crape Myrtle Run & Festival has evolved into a highly-anticipated community family event. Last year’s event resulted in a 25.2% increase in runners which generate awareness of McKinney and its shops, hotels, and restaurants. And our Annual Crape Myrtle School Run Grant Program resulted in a huge spike in healthy competition between the MISD schools last year.
- The combination of these efforts results in promoting McKinney while increasing tourism.

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

- Having a positive impact on the image of our City is one of our strategic goals, as is growing the positive impact our annual event has on our City’s culture and traditions! In addition, this event is our only major fundraiser which is responsible for CMT being able to maintain and improve McKinney’s World Collection Park, monetarily contribute to the physical health of our school children through CMTs School Run Grant Program awarded to PE departments, combine forces with City staff and private businesses to further beautify medians, parks, corporate and school properties, and other landscape areas, continue to supply our annual Mother’s Day Program of providing free crape myrtles to every MISD fifth grader, and while continuing to be a “piece in the puzzle” for McKinney’s national recognition as one of the very finest cities in America!

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

- Our 2020 community event offers a free family festival that is open to the public to encourage families regardless of income level. Our free festival portion of our event opens at 7am and closes when the races finish. The free festival area includes a world-class petting zoo, an inflatable obstacle course and bounce house, a photo booth with lots of prizes and contests open to everyone.
- The runner registration fees for our 1-Mile Fun Run, 10K, 5K, & Virtual Run will maintain the same prices as last year’s event - \$15 student runner fee through race day, \$25 Adult 1-Mile or 5K runner,

\$30 Adult 10K runner. On race day, onsite registration fees increase by \$5 except for the \$15 student runners fee which never increases in price to encourage and allow more students to participate

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). **Not applicable.**

Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

- Planned event activities in support of our event began just after our 2019 Crape Myrtle Run in September 2019. The promotion of our Crape Myrtle Run & Festival has already started by adding our event to more than 71 event calendars throughout the country. Promotional is added to media event calendars each month starting with racing calendars to reach out-of-state professional runners to allow runners to begin training, secure transportation/land bookings to McKinney, Texas for the Sept 26 race day. Event calendar insertions continue each month through September by our CMT volunteers. Additionally, our event is promoted on other event city calendars, things to do lists, and out of state event calendars to generate awareness of this event. Out of state event calendars are added with our information to promote our run with links to Visit McKinney.
- For 2020, we estimated a total of 1267 runners. This reflects a 10% projected increase from our 2019 runner count of 1152. Our 2020 runner count goal of 1267 does not include visitors attending our free family festival which we project to be another 1000 visitors. Admission to the festival area of our event is free and open to everyone. The runner registration fees for our 1-Mile Fun Run, 10K, 5K, & Virtual Run will maintain the same prices as last year's event - \$15 student runner fee through race day, \$25 Adult 1-Mile or 5K runner, \$35 Adult 10K runner. On race day, onsite registration fees increase by \$5 except for the \$15 student runners' fee which never increases to encourage and allow last-minute student runners to participate.

Include the venue/location for the proposed event.

- Venue and location for our 2020 event will be the same as last year's event – McKinney Boyd High School parking area (north east parking area). And 2020 run trails will be the same location as last year to allow local runners to begin training as early as possible. See our attached USATF-Certified 10K and 5K trails for specific trail routes.

Provide a timeline for the production of the event.

- Event production timeline of our Sept 26 2020 Crape Myrtle Run & Festival began just after our 2019 Crape Myrtle Run & Event and is included below.

2019/2020 Monthly Production for Crape Myrtle Run 2020 Sept 26:

October 2019 – 2019 Run "What Worked, Where Can We Improve" Meeting (CMT Board), CMT 2020 Run Team Launch Meeting, 2019 MDCDC Final Report due before October 28, 2019 (CMT Executive Team), Thank You Letters to 2019 Financial Supporters, add financial supporters to CMT website and Facebook (CMT Social Media Team), begin to add 2020 Sept 26 CMT Run information to out of state run event calendars

November 2019 – Research 2020 run sites and timing vendors (Run Team), consider new 2020 run trail locations (Run Team/Board), confirm 2019 School Run Grant List Amounts to Board for final approval (CMT Treasurer), book booth space for 2020 The Garden Show March 14/15 at Myers Show Barn & request CMT Board volunteers for booth duty at March Garden Show (Susan)

December 2019 – No CMT Board meeting this month, CMT treasurer ensures all 2019 School Run Grants (\$5,500 total) are distributed before yearend, CMT treasurer to mail/email yearend donation statements to all 2019 CMT financial supporters, draft proposed 2020 financial supporters for new website pages, draft 2020 sponsor flyer (Susan) and sponsor contact (Laura) for 2020 events.

January 2020 – Design CMT booth to promote 2020 Crape Myrtle Mother’s Day Event (Friday, May 8) and 2020 Crape Myrtle Run & Festival (Saturday, Sept 26), seek volunteers, donations, & new board members, add Facebook text to promote CMT booth for the March 14/15 The Garden Show and Mother’s Day event. Continue to add Crape Myrtle Run & Festival on local calendars and surrounding calendars, draft Facebook text to target PTA’s to generate interest of School Run Grant potential for the 2020 Crape Myrtle Run & Festival and to engage the competitive spirit of the schools.

February 2020 - Update 2020 Crape Myrtle Run & Festival boilerplate and news release, gather promotional images from last year’s run, CMT pending as McKinney Chamber 10-minute presentation/~~breakfast sponsor~~ to promote 2020 Run.

March 2020 – Recruit/confirm CMT Board volunteers to staff CMT booth at March 14/15 The Garden Show at Myers Park (event cancelled due to Covid 2019), confirm GMR run site and timing vendors , Facebook postings targeting PTA organization re 2020 School Run Grant potential (Barbra), Create 2020 QR codes for CMT run GMR site (Susan), CMT sponsor/run page site, & Run Volunteer Site (Susan), CMT run event sponsor page, and run volunteer site to be included in promotions, begin MCDC’s Grant application draft (Phil, Susan, Laura), draft final documents required for MCDC’s grant application.

April 2020 – Finalize run flyer design (postcard , rack or save the date card or bookmark) to promote Crape Myrtle Run to schools/parents with paper enrollment forms (Susan, Gretchen, Karin & Phil), and sponsor/booth exhibitor contact (Laura)

May 2020 – CMT Run Team Meeting to discuss “Go/No Go” event due to Covid19, CMT’s MCDC Grant application is due by Friday, 5pm May 29, 2020, brainstorm new CMT fundraising ideas (CMT Board), create 2020 Run Volunteer site on Signup Genius & Volunteer McKinney (Susan), confirm details for 2020 Runners’ Swag Bag program (Run Team & Barbra), register CMT for North Texas Giving Day & confirm with Volunteer McKinney (Susan/Barbra & Laura)

June 2020 – Tentatively (pending) book run Myrtle Village vendors (Rodney, Susan & Laura) tents/chairs/table, petting zoo with baby pig (Rodney), inflatable obstacle course/bounce house (Rodney), stage rental (Rodney), face paint booth (Susan), CMT booth (Laura/Elizabeth), Onsite Registrations (Matthew Compton, Gretchen Drew & Susan), Race Results booth with kiosks (Matthew Compton & Susan), confirm pre-packet pickup days/times with local vendor & confirm volunteers (Mark, Rodney, Susan, confirm CMT is confirmed for fall Giving Tuesday event at Volunteer McKinney and North Texas Giving Day (Susan, Barbra), present/meet with local service clubs to secure 2020 run supporters (look online first to complete any applications) (Phil/Susan/Rick), add run event to our CMR Facebook page with paid boosting for Sept) (Susan/Barbra/Laura), finalize QR codes needed to promote run

July 2020 – CMT Run Team, Executive Team, and CMT School Teams meet to discuss “Go/No Go” or alternatives (as related to Covid19 status, school status, & safety concerns). Results of this meeting will be presented to the CMT Board Meeting for voting on Monday July 20 Board Meeting, check on MISD school status for re-opening of schools and any event related guidelines/rules (Run Team & School Team), ensure all school run promotional docs are ready (poster, postcard, paper school list) (Susan, Barbra, Phil and others), research area run events to distribute postcards with QR codes to promote our run (Susan, Rodney, Mark)

August 2020 – Research alternative run dates and/or other options if MISD schools are still closed this month (Run Team), draft welcome sponsor letter/booth instructions (Laura/Susan), confirm Myrtle Village sponsor booth counts for tents/tables/chairs/sponsor signs to confirm order (Susan/Laura/Rodney/Mark), draft year-end sponsor donation email and proposed text for our website text to all past financial supports to include CMT support in their 2021 budget (Laura, Lynn, Susan), Volunteer McKinney Make a Difference Day enrollment for WCP volunteer work day(Elizabeth, Susan, Laura)

September 2020 – Confirm 2020 paid Run Sponsor List (Susan/Laura), confirm sponsor logos (Susan), confirm past sponsor signs have current logo & add new 2020 sponsors/logos for signs (Run Team), email school contact to reach Green Cord and other student volunteer organization (Karin & Susan), Consider CMT at Oktoberfest booth to promote our healthy option run with in-booth QR registration codes to our GMR site,

October 2020 – Finalize MCDC's final report with presentation deadline October 26, 2020 (Executive Team), finalize 2020 Crape Myrtle School Run Grants list/amounts (Laura, Gretchen, Susan), confirm 2020 Crape Myrtle Run stats/counts data from our GMR site for MCDC final report requirements (Susan, Laura, Gretchen Drew, Matthew Compton)

November 2020 – Draft 2021 Crape Myrtle Run & Festival plan/budget (Run Team),

December 2020 - No CMT Board meetings held, CMT treasurer ensures all 2020 school grants are mailed before yearend, CMT treasurer to mail/email year-end donation statements to all 2020 CMT financial supporters, confirm 2020 financial supports are recognized on CMT website/Facebook site and Neil Sperry website based on qualifying financial support level, draft 2021 sponsor flyer (Susan) and sponsor contact (Laura) for 2021 events.

Detail goals for growth/expansion in future years.

- Run Team meets after 2020 Sept 26 event to discuss what worked, where we can improve, and reviews Run List of Growth/Expansion Ideas for the future (Run Team and all CMT Board members). Below is ongoing Run Growth/Expansion Ideas List:
 1. CMTs USATF-certification for 10K & 5K race trails expires 2025 on Dec 31, Logan A Burgess is the certification provider. Work with Matthew Compton who is also qualified to provide USATF certification, consider new trail and event location at new McKinney Stadium.
 2. Consider adding new run levels or categories to encourage citizens who may feel left out or uncomfortable at this event (senior runners, handicapped runners, students from low socioeconomic areas, families with strollers, runners/walkers with dogs, hand-cycle categories, bike category.
 3. Add dog, pig or other related contests (best dog costume with possible sponsors for local pet-related business, Best Pig Costume, Best runner costume, etc)to improve Run's contest programs, recruit board volunteers to lead this effort.
 4. Reach runners outside MISD by generating more awareness and excitement of our CMT School Run Grant program where the CMT Board donates \$5 per runner who lists a school during online runner registrations, need new tactics to generate more competition between the schools or other cities (MISD vs. Frisco ISD or Plano ISD), recognize the "most improved school (aka school who had the highest increase in runners versus the previous years) with a new School Spirit Award), top schools outside McKinney, top schools outside Collin County, etc.).
 5. Improve Run's runners timing/winners announcement process at event, need CMT board member to own this project, confirm timing kiosks are up and working, get final winners list on large, easier to read list for MC to read on stage, and revise plan for faster or shorter winner announcements from stage or write or post list white board at Time & Measure booth. Simultaneously upload final times link to GMR site, Compton site, CMT website, Facebook, etc. (need CMT board volunteer to own this task.
 6. Consider adding a fun element at our event to bring in school representatives from local and all surrounding areas for a fun onsite contest (tug-a-war between ISDs (McKinney vs. Frisco, etc, tricycle race between schools or principals, water balloon toss, masked runner or add unique festival attendee contest, etc)

7. Add fun "bacon/pig related" element in festival, Food truck vendor offering bacon
8. Consider food trucks vendor area
9. Create discount run program with local businesses (hotels, restaurants, downtown businesses, airlines, etc) to encourage out-of-state runners to spend the weekend in McKinney with a Shop, Run & Stay program
10. Consider a new program to recognize grandparents of runners who attend the event
11. Bring more mascots into our event, currently we have Myrtle Village Mayor and First Lady, consider a pig costume, etc.
12. Need to recognize or reward scouts in our flag ceremony
13. Recognize top 2019 schools and post all schools runner counts and grant amounts to heat up the school competition (post on GMR signup site), CMT website & Facebook event page
14. Consider adding top three 2019 schools to our 2020 run shirts to encourage school participation
15. Need new ideas to keep school competition at record level high (25.2% runner increase in 2019), virtual run was added in 2019 which was very successful
16. Add new elements to photo booth to encourage family photos with postings to CMT Facebook, Twitter (image of large crape myrtle with cutout for family faces to appear in tree branches)
17. Add new signage "Great Photo Opp Here" signs around key elements within Myrtle Village by CMT metal sign at CMT booth (Laura, Elizabeth & Roger), by face painting area, by Photo booth area with new elements to encourage family photos (Barbra and Susan)
18. Add run promotional element within or near McKinney's World Collection Park to promote/generate awareness of our Run, need CMT board team, consider adding new street light banner signs month of Sept along Collin McKinney Parkway from Alma to Stacy only.
19. Add promotional signs along McKinney's Crape Myrtle Trails street promoting our Run and/or Crape Myrtles peak blooming season by adding custom street light banner signs recognizing McKinney as America's Crape Myrtle City.
20. Partnering with civic clubs, PTAs or area business to "adopt an elementary or middle school" specifically in socioeconomical areas to donate 100 \$15 Student Runner (totaling \$1,500) to encourage our students to a life-long habit of fun exercise.

Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

- Strong MISD school competition hit a record high at our 2019 event with 1152 runners or 25.2%, CMT school team (Karen Klemm, Phil Wheat, Susan) are considering ideas to build on this runner count moment urn by creating a plan to reach schools outside McKinney and outside Collin County
- The Run Social Media Team (Barbra, Laura, & Susan) currently promotes this run on more than 71 event calendars which includes out-of-state event calendars with text to encourage a weekend trip to McKinney for this healthy family event and enjoy Oktoberfest
- Negotiate with local businesses to provide discount rates or coupons for runners swag bags and to increase out-of-state and residential participation in our run or free festival.

Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

- See attached 2019 P&L, 2020 P&L Jan 1 – May 28, 2020, 2020 Overall Run Budget, and our 2020 Pre-Event Promotional Budget with tactics.
- Use of net revenue from our 2020 event includes a portion of the net revenue to award cash grants from our 2020 Crape Myrtle Run Grants to schools before year end. In 2019, \$5,550 total School Run Grants were awarded before 2019 year end. Since this event is held at the end of 3rd quarter 2020, net revenue will be carried over into 2020 to fund CMT’s projects including: 2021 Mother’s Day Program, World Collection Park Program, Crape Myrtle Trails of McKinney Program, increase awareness of McKinney as America’s Crape Myrtle City, and initial expenses for our 2021 Crape Myrtle Run & Festival.

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

Yes

No

Date(s): 2009 - 2019

Financial

Provide an overview of the organization's financial status including the impact of this event on organization mission and goals.

- See attached 2019 P&L and 2020 P&L from Jan 1 through May 28, 2020.
- This event is currently the only major fundraiser of the CMT. A portion of the net revenue from this event is used to award cash grants from our 2020 Crape Myrtle Run Grants to schools before yearend. In 2019, \$5,550 total School Run Grants were awarded before 2019 year end. Since this event is held at the end of 3rd quarter 2020, net revenue will be carried over into 2020 to fund CMT's projects including: 2021 Mother's Day Program, World Collection Park Program, Crape Myrtle Trails of McKinney Program, increase awareness of McKinney as America's Crape Myrtle City, and initial expenses for our 2021 Crape Myrtle Run & Festival.

Please attach your organization's budget and profit and loss statements for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

- See attached overall budget, P&L from 2019, and P&L from Jan 2020 to May 28. Audited financial statements are not available as our nonprofit does not earn enough revenue for audited financial statements.

Overview of Promotional/Community Event financial goal See attached 2020 Run Budget reflecting our promotional/community event financial goal.

Gross Revenue	\$63,775.00
Projected Expenses	\$35,765.60
Net Revenue	\$28,009.40

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

See attached 2020 Run Budget reflecting the amounts above. And see our 2020 Sept 26 Crape Myrtle Run/Festival MCDC Grant Request reflecting pre-event promotional estimates totaling \$10K.

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

Are Matching Funds available? Yes No

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

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected. Other than MCDC, the primary sources of funding are the businesses and citizenry of McKinney.

IV. Marketing and Outreach

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

- Advertising, marketing, and outreach strategies include run posters distributed throughout the city and surrounding cities. Local schools and surrounding area schools receive 2 posters the first two weeks after school starts, digital posters are also uploaded for social media promotion targeting schools, PTAs, private and charter schools to general awareness of CMT School Run Grant Program. CMT's School Team will visit each school to provide posters and postcards.
- Flyer and exhibitor contracts will be distributed to gather Myrtle Village booth participants
- Postcards will be distributed at local and surrounding area run events and runner stores to increase awareness of our run.
- CMT will present at area city chamber meetings and civic organization groups to increase awareness of our event
- Promotion of our event will be added to more than 71 online calendar to generate awareness of our event, out-of-state event calendars and run calendars are specifically targeted
- Local and surrounding area runner stores will be visited to add posters and postcards to target runners

Our advertising, marketing, and outreach strategies are specifically designed to increase demographics of our event by bringing more non-McKinney runners and visitors to our event. This goal of this outreach is to expand and generate new runners and new festival participants to our McKinney event. And with our goal to exceed a 10% growth this year, our efforts will result in more revenue for CMT's 2020 and 2021 CMT projects.

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

- School posters, 500 qty, \$400 – All area schools (MISD, private, charter, etc) will receive posters and cards to promote our run and generate awareness of our school grant program. Digital images will also be added to social media targeting schools, PTA, civic groups, area city chambers, etc.
- Postcards, 1000 qty, \$200 – Distributed with posters to schools as indicated above, postcards also distributed to local and surrounding area run events and other events, running groups and stores
- Run flyers and exhibitor contracts are created by the CMT marketing team and no charge, used to reach past supporters to secure booth vendors for Myrtle Village.
- KLAK McKinney \$3K - 130 spots including a live online interview with CMT board president, Phil Wheat, to promote our run - \$3K
- WAY FM Dallas - \$3K – with on-air commercial promoting our run and providing digital promote on their website and event calendar
- Print ad - \$980 for ¼ page in Community Impact – McKinney for Sept issue which includes digital in the online version
- Digital ad - \$1,600 Community Impact - Dallas METRO (includes 8 markets) to specifically reach non-McKinney demographics
- Digital only - \$500, August and Sept. Community Impact McKinney to generate awareness to local residents
- Social media postings - \$320 for Sept boosting of CMT's event page for the Crape Myrtle Run & Festival
- Currently more than 71 online event calendars will be uploaded with information and images to promote our event

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. –

- Our 2020 event metrics to evaluate success of our event is to exceed our 10% blanket increase as compared to our 2019 results revenue, runners, runner demographic (McKinney, outside McKinney, outside Collin County, number of states, etc.
- Increase 2020 CMT School Run Grants by 10% over 2019
- Increase 2020 total school counts by 10% over 2019
- Increase 2020 total non-McKinney schools by 10% over 2019
- Increase 2020 non-McKinney city participants by 10% over 2019
- Increase 2020 non-Collin County participants by 10% over 2019
- Provide an excellent ROI for MCDC grant dollars
- Our final report summarizing the success of our event will be provided to MCDC

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. YES
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application. YES
- 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. YES
- The Organization officials who have signed the application are authorized by the organization to submit the application; YES
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received. YES
- 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. YES
- 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. YES
- Funds granted must be used within one year of the date the grant is approved by the MCDC board. YES

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

Phil Wheat, CMT Board President

Susan Shuttleworth, CMT Board Vice President

Printed Name

Printed Name

Date

May 29, 2020

Date

May 29, 2020

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget 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: The Crape Myrtle Trails of McKinney Foundation (aka CMT, Crape Myrtle Trails)

Funding Amount: (Final MCDC amount awarded to CMT on Jun 25, 2020 with approved documentation.)

Project/Promotional/Community Event: Crape Myrtle Run & Festival

Start Date: 09/26/2020 **Completion Date:** 09/26/2020

Location of Project/Promotional/Community Event: Run start/finish and festival located at parking area of McKinney Boyd High School. For run trail locations, see attached USATF-Certified trail maps for 10K and 5K.

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

Original Signatures Document

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer



Signature

Phil Wheat, CMT Board President
Printed Name

Date
May 29, 2020

Representative Completing Application



Signature

Susan Shuttleworth, CMT Board Vice President
Printed Name

Date
May 29, 2020

2020 Sept 26 Crape Myrtle Run/Festival MCDC Grant Request			
Pre-Event Promotional Tactics		Estimates	Actuals
Printing			
	School Posters (2-sided, color, 500 qty) 2 Posters per school	\$400	
	Postcards (aka windshield/rack/save-the-date) (1-sided, color, 1000 qty)	\$200	
Radio Ads with Digital Online Calendar			
	KLAK McKinney - 130 spots & on-air interview - \$3,000	\$3,000	
	WAY FM Dallas - \$3,000	\$3,000	
Print & Digital Ads			
	Community Impact - McKinney - Print/digital(Sept) 1/4 page (\$575 1/4 pg)	\$980	
	Community Impact - METRO Digital (Sept), 8 markets	\$1,600	
	Community Impact - McKinney Digital (August & Sept) \$250/month	\$500	
	Facebook CMT event - 2020 Crape Myrtle Run & Festival boosting/ad	\$320	
Total MCDC Grant Request for Crape Myrtle Run & Festival Sept 26, 2020		\$10,000	

2020 Run Budget

BUDGET 2020 RUN

Race Mg Team	\$ 4,000.00
City/MISD Fees	\$ 1,235.00
Promo Materials	\$ 10,150.00
"Day of" Sponsor Signs	\$ 455.60
Security	\$ 180.00
Myrtle Village Fees & Rentals	\$ 8,000.00
Medals & Trophies	\$ 645.00
Tshirts	\$ 4,900.00
School Grants	\$ 6,100.00
Misc	\$ 100.00

TOTAL EXPENSES \$ 35,765.60

\$ 25,000.00

\$ 28,775.00

\$ 10,000.00

TOTAL INCLOME \$ 63,775.00

Sponsors
Run Registrations
MCDC

May 28 2020 per Laura

PROFIT \$ 28,009.40

THE CRAPE MYRTLE TRAILS OF MCKINNEY FOUNDATION

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
Mother's Day Event	0.00
Donations	10,251.00
Total Mother's Day Event	10,251.00
Poster Sales	28.00
Run Event	0.00
MCDC	14,887.29
Registration Fees	26,160.00
Sponsorship	16,028.00
Total Run Event	57,075.29
Sales of Product Income	18.00
Unapplied Cash Payment Income	0.00
Total Income	\$67,372.29
GROSS PROFIT	\$67,372.29
Expenses	
Bank Charges	7.50
Mother's Day Event - Exp	0.00
Mother's Day Event - Expenses	8,799.00
Total Mother's Day Event - Exp	8,799.00
Operations - Exp	0.00
Credit Card Fees	409.54
Dues & Subscriptions	300.00
Insurance	1,131.75
Marketing & Promotion	150.73
Postage & PO Box	256.00
Tax Preparations	300.00
Website	2,497.22
Total Operations - Exp	5,045.24
Run Event - Exp	0.00
Extra Help, etc	200.00
Grants to Schools	5,540.00
Medals & Trophies	645.00
Misc. - Run - Exp	1,349.36
Myrtle Village Fees & Rentals	5,225.52
Promo Materials/Expenses	13,820.41
Race Mg Team, Signs	4,243.60
Security	160.00
Stage, Toilets, etc.	1,965.00
Total Run Event - Exp	33,148.89
World Collection Park - Exp	3,066.00
Total Expenses	\$50,066.63
NET OPERATING INCOME	\$17,305.66
Other Income	
Miscellaneous Income	135.70
Total Other Income	\$135.70
NET OTHER INCOME	\$135.70
NET INCOME	\$17,441.36

THE CRAPE MYRTLE TRAILS OF MCKINNEY FOUNDATION

PROFIT AND LOSS

January 1 - May 28, 2020

	TOTAL
Income	
Mother's Day Event	0.00
Donations	7,049.80
Total Mother's Day Event	7,049.80
Run Event	0.00
Sponsorship	1,500.00
Total Run Event	1,500.00
Sales of Product Income	28.00
Total Income	\$8,577.80
GROSS PROFIT	\$8,577.80
Expenses	
Advertising	127.00
Mother's Day Event - Exp	0.00
Mother's Day Event - Expenses	7,800.00
Total Mother's Day Event - Exp	7,800.00
Operations - Exp	0.00
Credit Card Fees	121.74
Dues & Subscriptions	275.00
Office Expenses	287.82
Tax Preparations	325.00
Website	3,500.00
Total Operations - Exp	4,509.56
World Collection Park - Exp	905.58
Total Expenses	\$13,342.14
NET OPERATING INCOME	\$ -4,764.34
NET INCOME	\$ -4,764.34

Request for Taxpayer Identification Number and Certification

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

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

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

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

Sign Here	Signature of U.S. person ▶	Date ▶ 04/15/2013
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General Instructions
Section references are to the Internal Revenue Code unless otherwise noted.

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

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

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

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

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

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

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

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

DEPARTMENT OF THE TREASURY

Date **SEP 13 1999**

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

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

Dear Applicant:

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

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

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

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

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

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

Letter 1045 (DO/CG)

**The Crape Myrtle Trails of McKinney Foundation
Monthly Treasurer's Report
For Month Ending 05/31/2020**

Beginning Balance (4/30/20)		\$	57,244.38	
Income	Mothers Day		\$ 6,223.80	
			\$ 6,223.80	
Expenses				
	The Crape Myrtle Co		\$ 171.83	
	Lions Club Returned Check		\$ 500.00	
	Merki & Assoc (taxes)		\$ 325.00	
	Ran Pro Farms		\$ 389.75	
	Mck Chamber of Commerce		\$ 275.00	
	Ran Pro Farms		\$ 7,800.00	
Cleared Checks			\$ 9,461.58	
Ending Balance (May 31, 2020)		\$	54,006.60	
Checks that have not cleared yet				
Check #				
1300	Story Elem		\$ 5.00	
1294	McSpeddin Elem		\$ 10.00	
1292	Melissa HS		\$ 15.00	
1280	Caldwell Elem		\$ 5.00	
1298	Bolin Elem		\$ 5.00	
	Grants 2019		\$ 30.00	
			\$ 70.00	
Reconciled Balance BB&T		\$	53,936.60	\$ 53,936.60
Beginning Balance First United (4/30/2020)		\$	17,717.44	
Income			\$ -	
			\$ -	
Expenses				
	Credit Card Fees		\$ 20.00	
			\$ 20.00	
Cleared Checks			\$ -	
Ending Balance (May 31, 2020)		\$	17,697.44	\$ 17,697.44
TOTAL ASSETS				\$ 71,634.04

**The Crape Myrtle Trails of McKinney Foundation
Monthly Treasurer's Report
For Month Ending 05/31/2020**

2020 Run Overall Run Budget - Laura 6/17/2020-8:54 PM

Crape Myrtle Trails Foundtion OVERALL 2020 RUN BUDGET (Laura)				
Race Mg Team			\$ 4,000.00	
City/MISD Fees			\$ 1,235.00	
CMT MCDC Grant Request for Pre-Event Promo -			\$10,000	
Pre-event promotional yard signs (non-grant related promo)			\$ 455.60	
Security			\$ 180.00	
Myrtle Village Fees & Rentals			\$ 8,000.00	
Medals & Trophies			\$ 645.00	
Tshirts - pre-event promotional (non-grant related)			\$ 4,900.00	
School Grants			\$ 6,100.00	
Misc			\$ 100.00	
		TOTAL EXPENSES	\$ 35,615.60	
	Sponsors		\$ 25,000.00	Sponsors
	Runner Registrations		\$ 28,775.00	Run Registrations
	MCDC potential grant		\$ 10,000.00	MCDC
		TOTAL INCOME	\$ 63,775.00	
		PROFIT	\$ 28,159.40	