

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2021

## 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](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

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

## Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

## 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: P.O. BOX 2909

City MCKINNEY

ST: TX

Zip: 75070

Phone: 972.342.1413

Fax: 214.385.2434

Email: [administrator@crapemyrtletrails.org](mailto:administrator@crapemyrtletrails.org)

Website: <https://crapemyrtletrails.org/>

### Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter and nonprofit status.
- 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; 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

Phone: 972.342.1413

Fax:

Email: shuttleworth.susan@gmail.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Susan Shuttleworth

Title: CMT Board Vice President

Mailing Address: 2214 Old McGarrah Rd

City: McKinney

ST: TX

Zip: 75072

Phone: 972.342.1413

Fax:

Email: shuttleworth.susan@gmail.com

## FUNDING

Total amount requested: \$10,000

Matching Funds Available (Y/N and amount): No - \$0 Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested:

### 15<sup>th</sup> Annual CRAPE MYRTLE RUN & FREE FAMILY FESTIVAL

#### Pre-Event Promotional Items

The Crape Myrtle Trails of McKinney Foundation respectfully requests promotional support for the CRAPE MYRTLE RUN & FESTIVAL, September 25, 2021 (same weekend as McKinney Oktoberfest, our 2021 Run partner).

On-line Ads, Boosts	\$3,500
Print ads	\$2,000
Radio ads	\$2,500
Yard Signs	\$ 500
Banners, Posters, Flyers, Cards	\$1,000
Billboards	\$ 500
Total	<u>\$10,000</u>

## PROMOTIONAL/COMMUNITY EVENT

Start Date: September 25, 2021

Completion Date: September 25, 2021

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

- |                        |                   |                       |
|------------------------|-------------------|-----------------------|
| 1. Adrian Huehlstein   | 7. Barbra Dutton  | 13. Karin Klemm       |
| 2. Elizabeth Smidt     | 8. Jenny Moots    | 14. Mark Bates*       |
| 3. Laura Camarillo*    | 9. Lynn Sperry    | 15. Robin Vestal      |
| 4. Neil Sperry         | 10. Phil Wheat    | 16. Susan Owens       |
| 5. Rodney Haynes       | 11. Roger Smidt*  |                       |
| 6. Susan Shuttleworth* | 12. Bram Franklin | *Board executive team |

### Associate Board Members (non-voting rights)

- |                    |                      |                  |
|--------------------|----------------------|------------------|
| 1. Melanie Hedrick | 3. Betty Aston       | 5. Kerry Cassuto |
| 2. Kari McDaniel   | 4. Dr. Rick McDaniel |                  |

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

1. Roger Smidt, President
2. Susan Shuttleworth, Vice President

3. Laura Camarillo, Treasurer
4. Mark Bates, Secretary

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## 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.

**Mission** - The Crape Myrtle Trails of McKinney Foundation's (CMT) mission 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 the City as "McKinney - America's Crape Myrtle City!"

### **CMT's Strategic Goals and Objectives, Scope of Services, Day-to-Day Operations and Number of Paid Staff and Volunteers:**

#### **Strategic Goals:**

- Position CMT as the global expert on crape myrtles.
- Leverage existing partnerships with City's Parks Departments to develop strategy to enhance McKinney's World Collection Park (WCP) and Crape Myrtle Trails of McKinney to increase tourism and quality of life.
- Recognition of McKinney's World Collection Park as a living laboratory of the genetic protoplasm for future hybridization – as no other such collection exists in the world.
- Increase awareness of McKinney's World Collection Park as a beloved and essential public space to relax and breathe a little easier.
- Increase community involvement at our fundraising events and expand reach outside McKinney and Collin County to increase tourism and fuel the economy.

#### **Objectives:**

- Create plan to add new signs at key City entrances starting with Downtown entrance off Virginia, recognizing "McKinney, Texas as America's Crape Myrtle City".
- Develop steps to replace circa 1998 Crape Myrtle Trails signs along City meridians and/or trails (requested by City replace due to the fading on current signs).
- Research promotional options to generate awareness of McKinney, Texas as a summer tourist attraction during peak crape bloom season.
- Inspect WCP quarterly to update crape status/action plan.
- Create an alternative recommendation to "safely" inspect all crape within the medians of the Crape Myrtle Trails of McKinney on the most heavily-congested corridors.
- Ensure crape are ready for summer tourists during peak bloom season at WCP and for crape within Crape Myrtle Trails.
- Recommend a QR code identification plan for each WCP crape to allow visitors immediate identification, care, etc., with data hosted on CMT website for fast/easy updates.

#### **Scope of Services:**

- Secure vendor bids to replace faded Crape Myrtle Trails' signs with City-provided logo update with Congress proclamation of McKinney as America's Crape Myrtle City.
- Partner with City's marketing/communication on CMT logo branding on proposed new City median replacement signs for Crape Myrtle Trails of McKinney with slogan America's Crape Myrtle City (possible USPTO protection).
- Arrange for actionable list of services as outlined in WCP latest inspection report.
- Create plan to encourage civic organizations or individuals to considering "adopting" key crape or areas at WCP to help with care.
- Research vendors for light-pole signs to promote WCP peak bloom season & along Crape Myrtle Trails.

**Day-to-Day Operations:**

- WCP rotation maintenance schedule to include: turf aerated, shrubs pruned, weed removal, irrigation inspected, and plant inspections, trash/waste removal.
- CMT website updates to increase awareness of crape summer peak blooming months
- CMT Annual Crape Myrtle Run & Festival action items.
- CMT Mother's Day action items.
- CMT "Make a Difference Day" at World Collection Park (October), annual volunteer cleanup.
- CMT "Alternative Spring Break" at World Collection Park" (March), annual volunteer cleanup.
- CMT "Collin County Sherriff Department detainees at WCP" (Spring & Fall), maintenance.

**Number of paid staff and volunteers** – The Crape Myrtle Trails of McKinney Foundation board is a 100% volunteered-based nonprofit. We do have any paid staff or any paid volunteers.

Currently, the CMT board consists of 16 board members, 5 associate board members (non-voting rights) with a CMT executive team consisting of 4 board members.

The CMT board meets on the 3<sup>rd</sup> Monday of every month at 5 pm at the McKinney ISD Administration Bldg. However, due to the pandemic, our CMT board meetings are being held on Zoom.

**Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.**

CMT's Phil Wheat received pre-approval from Dr. McDaniel, MISD Superintendent, to hold this year's September 25<sup>th</sup> Crape Myrtle Run & Festival. However, if COVID19 rates increase over the summer that could impact this year's Crape Myrtle Run & Festival with a cancellation. Our 2021 Co-Run Chairs, with a priority on the safety of our event's participants, volunteers, and staff, created a COVID19 backup plan option to convert our September 25<sup>th</sup> Crape Myrtle Run & Festival to a 100% virtual event and/or moving our 2021 Run to the last quarter of 2021.

After serving more than ten years as president of the Crape Myrtle Board, Phil Wheat announced that he would step down at the end of 2020 as CMT board president but would remain an active CMT board member. Mr. Wheat welcomed Roger Smidt as CMT's new board president and offered his assistance to ensure a seamless transition. The CMT board does not see any potential impact on our Crape Myrtle Run & Festival.

## **II. Promotional/Community Event**

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

**Scope** - Annual Crape Myrtle Run & Festival:

- A combination of a fun, family fitness, school-focused event, with a school/team spirit-building competition.
- 2021 runner category options: Timed 1-Mile Fun Run; USATF-certified 5K or 10K Run; Virtual Run.
- Running trails are on paved trails through McKinney's Crape Myrtle Trails.
- The "Festival" part of our Crape Myrtle Run & Festival is a free, open-to-the-public area called "Myrtle Village".

- Myrtle Village includes a Kid Zone with a petting zoo, inflatable obstacle course, face painting, bounce house, photo booth, calisthenics exercises, chicken dance contest, and other contests and prizes.
- Myrtle Village also includes sponsor booths featuring McKinney's small business owners with a face-to-face marketing (F2F) opportunity with their target audience which may be the business owner's first F2F first marketing opportunity since the pandemic lockdown in March 2020.
- MISD school band orchestra is provided a booth to allow event participants to "try or test various musical instruments". This orchestra will also play our national anthem when a local scout troop or Collin County Sheriff Department presents the colors for our pledge of allegiance.
- CMT will also have a booth to generate interest in McKinney's World Collection Park and Crape Myrtle Trails of McKinney, along with information on our Mother's Day Program, and other CMT upcoming events.
- From the main stage, also within Myrtle Village, there will be entertainment, individual recognition and thank you to CMT's 2021 sponsors and 150 volunteers.
- Top 2021 Runners per age category will be announced with presentation of medals for students. Our Run Time/Measure vendor will have a booth at the event with employees and kiosks to allow runners to quickly check their times. Runner times/measures will also be uploaded immediately to our run registration site, CMT website, and social media platforms.
- The Top 2021 Winning School(s) will be announced as winning school students watch their principal kiss "Myrtle the Pig" (a wiggly, baby pig)!
- CMT's board also gives back to our schools with our 2021 Crape Myrtle Run School Grants based on runner registrations. These grants are awarded by yearend to schools' PE departments to encourage a healthy lifestyle and life-long habit of exercise in our youth. Note: *Since 2020 Run (our only major fundraiser) was cancelled due to the pandemic, Phil Wheat, CMT president, urged the CMT board with a proposed motion "although the pandemic caused the cancellation of our 2020 Run, our schools, teachers, and students and families are going through an extremely difficult time. I am proposing we award our MISD schools 2020 CMT Run School Grant total of \$4,000 before 2020 year end."* CMT board unanimously passed the motion and the 2020 Grants were distributed.
- Debuting this year, our Crape Myrtle Run & Festival Run T-shirt Design Contest with the winning artwork featured on our 2021 Crape Myrtle Run & Festival T-shirts. This is a new tactic to increase high school students' participation/interest in our Run; this year's contest will be limited to MISD High School students.
- With our Oktoberfest partner, our 2021 Crape Myrtle Run & Festival runners' bibs can be redeemed for free food/drink coupons at McKinney's 2021 Oktoberfest (September 24-25-26, 2021) in the nationally-recognized Historic Downtown McKinney.

**Goals - Annual Crape Myrtle Run & Festival:**

- 10% profit increase over our 2019 Run.
- Generate 10% more "high school runners" in 2021 Run.
- 10% increase in runners outside of McKinney, outside Collin County, and outside Texas.
- 10% increase over our 2021 Crape Myrtle School Run Grants awarded before yearend 2021.
- To fully fund CMT's 2022 programs including: 1. Mother's Day Free Tree Giveaway to MISD 5<sup>th</sup>-graders on Friday, May 6, 2022; 2. World Collection Park's maintenance/inspections, crape replacements, professional landscape architect designs; 3. New QR code crape identification project for World Collection Park; 4. Four Volunteer Days to Cleanup WCP, 5. Inspect crapes in the miles of McKinney's Crape Myrtle Trails medians or recommend a plan; 6. Replace circa 1998 faded

Crape Myrtle Trails of McKinney signs (city request) along the miles of key medians in McKinney; 7. Update the faded Crape Myrtle Trails of McKinney signs with new logo artwork created by McKinney's Communication/Marketing Department (CoCo Good) with first sign installation targeted at McKinney's downtown entry off Virginia; 8. 2022 Crape Myrtle Run & Festival, Saturday, Sept 24, 2022.

**Objectives - Annual Crape Myrtle Run & Festival:**

- Generate/signup 2021 runners on Friday, September 24 2021, at McKinney's Oktoberfest with a CMT booth focusing on "last day for early-bird runner rates ending midnight today". All rates will go up by \$5 (except student runners at \$15) for onsite, race-day registrations, provide ability to signup runners in our booth.
- With our partnership with Oktoberfest, CMT will promote Oktoberfest with links in Run promotional items to promote Oktoberfest.
- Accept Food Truck vendors in 2021 year with a focus on healthy, morning options. Develop plan/form with sale percent to CMT.
- 2021 Sponsor Gathering - Target new corporate sponsors in McKinney, Frisco, Plano, Allen, Fairview, and Prosper areas; revise new sponsor levels to our 2021 Crape Myrtle Run & Festival Sponsor/Exhibitor Form. Include on CMT website and social media platforms.
- Debut new plan for 2021 T-Shirt Design Contest targeting MISD high school students.
- Debut revised, new 2021 Crape Myrtle Run & Festival yard sign design; maintain previous year's yard signs to also use along run trails.
- Continue to support our past year's Run Sponsors by hand-delivering our newly created 2021 Run Sponsor Signs to sponsors with storefront locations along with 2021 sponsor gathering form.
- Process CMT's event permit with the City and secure liability coverage.
- Research online or app options to upload run trail routes to assist serious runners training routines with virtual option.

**Target Audience - Annual Crape Myrtle Run & Festival:**

- Any school students regardless of age and their families and friends – Within McKinney, Collin County, and Texas and outside McKinney, Collin County, and Texas – and all U.S. states and Canada.
- Any type of school – public, private, charter, online, home school, etc. – Within McKinney, Collin County, and Texas and outside McKinney, Collin County, and Texas – and all U.S. states and Canada.
- Families with students, single parents with children. – Within McKinney, Collin County, and Texas and outside McKinney, Collin County, and Texas – and all U.S. states and Canada.
- Parents looking for "free events/activities" for their kids. – Within McKinney, Collin County, and Texas and outside McKinney, Collin County, and Texas – and all U.S. states and Canada.
- Professional runners, run/walk clubs – Within McKinney, Collin County, and Texas and outside McKinney, Collin County, and Texas – and all U.S. states and Canada.

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

- CMT social media team currently promotes our Crape Myrtle Run & Festival on more than 70 event calendars including out-of-state event calendars and Professional Runners Registration sites (mostly out-of-state) with boilerplate copy to also promote our Run partner, Oktoberfest 2021, and



promotion of the nationally-recognized historic downtown McKinney which will increase tourism and business development.

- CMT "Shop, Run, Stay, & Play" discount program featuring area businesses (hotels, B&Bs, restaurants, downtown business, etc.) to encourage out-of-state runners to spend the weekend in McKinney which will increase tourism and business development.
- CMT will have a wave email campaign to all past runners to increase registration numbers. Our wave campaign will include promotional boilerplate for Oktoberfest and historic downtown McKinney which will increase business development.
- As a new 2021 tactic to build on our 2019 school runner competition success (increased by 25.2% over 2018), Individual School Counts from 2019 Run will be featured on our registration run site, CMT website event landing page, and CMT social media platforms. "as the number to beat" for each school.

**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 CMT's strategic goals, as is growing the positive impact of our annual event has on McKinney's culture and traditions! This event has evolved into a community favorite for families to spend the morning exercising or just enjoying our free Festival.
- With 2021 being the 15<sup>th</sup> year of our Crape Myrtle Run & Festival, this event is our only major fundraiser which allows CMT to maintain and improve McKinney's World Collection Park. Our Run fundraiser also allows CMT to monetarily contribute to the physical health of our school children through our CMT School Run Grant Program awarded to schools' PE departments, to combine forces with City staff and private businesses to further beautify City medians, parks, corporate and school properties, and other area landscapes, continue to supply crapes to every MISD 5<sup>th</sup>-grade student for our annual Mother's Day Program, and continuing to be the "piece of the puzzle" to support McKinney's national recognition as one of the finest cities in America and recognition of McKinney as America's Crape Myrtle City destination.

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

- The "Festival" part of our Crape Myrtle Run & Festival is free and open to everyone. CMT promotes this as a "free event" to reach families/students that do not have the funds to participate in the race, but can seamlessly join their school team to enjoy the free festival area.
- CMT's does not intend to increase our 2021 race fees as a way to lessen the financial burden to our runners during this global pandemic. There are no 2021 race fees above \$35 for this event.
- Our student runner registration fee is \$15 regardless of which run category they select during the online registration process. Our student runner cost has not increased since our first Run in 2006.

**If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X \$15 per entry; X% of overall revenue; X% of net revenue). NA – CMT does not profit for this run.

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

Crape Myrtle Run & Festival timeline and production:

- JUNE & JULY 2021 – Secure sponsors and funding, sponsor/exhibit contract design/distribution, school flyer/poster design, reserve media buys. Confirm registration site and time/measure company. Update CMT website and social media platforms, begin City permit process and confirm

liability insurance. Schedule/book pre-packet pickup location/dates, notify McKinney Boyd of Sept 25 morning event.

- AUGUST 2021 – Reserve Myrtle Village infrastructure, confirm vendors and entertainment. high concentration of promotions, confirm running trail is open/COVID-safe conditions, design festival footprint with Myrtle Village layout with COVID-safe distance, onsite registration area and equipment, secure volunteer site (pre-packet pickup and run day), secure first aid booth sponsor, secure police, secure color guards,
- SEPTEMBER 2021 – High concentration of promotion at schools throughout North Texas, hold pre-packet pickups, confirm t-shirt order/medal order, order new sponsor signs. Event opens Saturday morning, September 25<sup>th</sup>.
- October 2021 – CMT Board to meet or provide list of What Worked and Where We Can Improve.

#### **Event estimated attendance and admission/registration fees:**

- 1267 total estimated event runners for 2021 Run
- 1772 total estimated attendance of the “Free Family Festival” participants and 150 volunteers.
- 2021 Runner Registration Fees – Note: Due to the financial burden the pandemic has placed on student families, we are not proposing fee increases on any of our run categories. And our 2021 run fees are significantly lower than other area running events.
  - \$15 Student runner registration fee
  - \$25 Adult 1-Mile runner registration fee
  - \$30 Adult 5K runner registration fee
  - \$35 Adult 10K runner registration fee – Note: 2021 10K may be cancelled due to trail safety issue on one of the turns. The Run Team is researching options to correct.
  - \$25 Adult Virtual Run registration fee

#### **Include the venue/location for the proposed event.**

- 2021 Crape Myrtle Run 1-Mile Fun Run is timed, the 5K and 10K are USATF-certified (both certifications attached) and the majority of the run trails are through McKinney’s beautiful trails. The Crape Myrtle “Festival” venue is McKinney Boyd High School’s north parking area with Run’s Start/Finish line.

#### **Provide a timeline for the production of the event.**

- JUNE & JULY 2021 – Create CMT’s MCDC Grant Presentation by June 16 for 2021 Crape Myrtle Run [no more than 3 minutes] on June 24, Secure sponsors and funding, sponsor/exhibit contract design/distribution, school flyer/poster design, reserve media buys. Confirm registration site and time/measure company. Update CMT website and social media platforms, begin City permit process and confirm liability insurance. Schedule/book pre-packet pickup location/dates, notify McKinney Boyd of Sept 25 morning event.
- AUGUST 2021 – Reserve Myrtle Village infrastructure, confirm vendors and entertainment. high concentration of promotions, confirm running trail is open/COVID-safe conditions, design festival footprint with Myrtle Village layout with COVID-safe distance, onsite registration area and equipment, secure volunteer site (pre-packet pickup and run day), secure first aid booth sponsor, secure police, secure color guards, all sponsors are acknowledged and added to CMT website Run event landing page and social media platforms to remain for an entire year.
- SEPTEMBER 2021 – High concentration of promotion at schools throughout North Texas, hold pre-packet pickups, confirm all sponsors logos, secure Oktoberfest booth, provide booth promotional

items, QR code to registered in our booth items to promote Run, confirm t-shirt order/medal order, order new sponsor signs, confirm Run Volunteers Event opens Saturday morning, September 25<sup>th</sup>.

- OCTOBER 2021 – Begin review of raw Run data from registration site, begin CMT’s final MCDC grant report due no later than October 25, 2021, confirm 2021 CMT’s Crape Myrtle School Run Grants list of schools with grant totals.
- NOVEMBER 2021 – Draft 2022 Crape Myrtle Run & Festival scheduled for September 24, 2022.
- DECEMBER 2021 – No CMT board meeting, CMT ensures all 2021 Run Grants are distributed before yearend, all 2021 sponsors

### **Detail goals for growth/expansion in future years.**

- Run Team meets directly after the 2021 run event to discuss what work and where we can improve and reviews list of Run Growth/Expansion Ideas for new possible 2022 Run elements. Below is a list of ongoing Growth/Expansion Ideas for Crape Myrtle Run & Festival:
  - Research apps or ways to increase Virtual Runner Category to make it more fun/competitive, research app options to upload our USATF-certified run trails, research options to add virtual trail video).
  - Research plan for runner swag bags to generate more value for our sponsors.
  - Consider creating new promotional elements to generate awareness of our Run with new street light banner signs.
  - Research options to replace student silicone bracelets to help promote our run at schools.
  - Add new options to increase school student competition.
  - Partner with civic clubs, PTAs or area businesses to “adopt a school program” for specifically to target schools in socioeconomically areas to “sponsor” 100 student runner (\$15 X 100 runners = \$1,500) to encourage our students in developing a life-long habit of fun exercise.
  - Research new Photo booth elements to encourage fun family photos to CMT Facebook large Crape Myrtle tree image with cutouts at various heights for family faces to appear in tree branches, new signs to be placed around photo booth, face-painting, CMT booth, etc.
  - Research new signs that say “Great Photo Opp Here” with our CMT social media handles,
  - CMTs USATF-certification for 10K and 5K expire on December 31, 2025. Logan A. Burgess provided our current certification, but Matthew Compton is also qualified to provide new or updated USATF-certification if new trail, changes, or location are considered.
  - Consider new run categories to encourage citizens who may feel left out of this event (seniors, disabled, handicapped, students in low socioeconomic areas, runners with strollers, runner/walkers with dogs, and hand-cycle cycles.
  - Add dog, pig, or other related contests (best dog costume sponsored by local pet-related business, best pig costume (has been very popular at past runs), best runner costume (for various ages), add Contest for Best Improved School Outside McKinney and Best Improved MISD School, add Top School for Team Spirit Award.
  - Reach non-MISD student runners in McKinney and Collin County and Outside Collin County by increasing awareness of CMT School Run Grant opportunity, need new tactics to increase competition between schools and other cities (MISD vs. Frisco ISD or Plano ISD), Recognize the Most Improved School from MISD and outside MISD.
  - Provide plan to significantly improve runners’ timing/winners announcement process at

Run, provide 3-4 kiosks to allow runners to check their own timing/placement, upload run stats on the best known runner platforms, our CMT website, our runner registration site, our time/measure vendor site, CMT social media platforms.

- Consider adding fun element to run by bringing in school representatives from local/surrounding ISDs (tug-a-war, tricycle race, water balloon toss, masked runner costume, etc).
- Add bacon-related element to festival area (food truck vendor offering bacon-related items,
- Add scratch and sniff bacon patch to our run t-shirts.
- Secure discount program with local businesses to encourage out-of-state runners to spend the weekend in McKinney for Run and Oktoberfest (McKinney's Run, Shop, and Stay program).
- Consider new program to recognize grandparents of student runners attending our Run.
- Research/book more mascots to Run (pig costume, police dog, etc.)
- Need plan to recognize scouts color guard at our event or Collin County Sheriff Skinner's color guards (recognize from stage,
- Consider adding top 3 schools on our run shirts to encourage competition (as space permits)

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

- Before the pandemic hit in 2020 which forced the cancellation of our 2020 Run, our 2019 MISD school competition hit an all-time high with 1152 runners, a 25.2% increase over 2018. We're not sure how our runners will respond in 2021 with the pandemic. But CMT has several plans in place to increase runners from outside McKinney and Collin County.
- To generate more runners from high schools, in 2021 we are providing a 2021 contest to design our t-shirt image specifically targeting MISD high school students. We encourage our 2021 entries to bring their family to our free festival area and to Oktoberfest – which contributes to boosts our downtown area businesses.
- CMT social media team promotes this Run and Oktoberfest on more than 72 event calendars, running calendars including out-of-state event calendars across the U.S. and Canada – to increase tourism.
- Negotiate with our past sponsors and local businesses to provide discounts rates, coupons, runner swag bag contents to increase out-of-state runners and residential participation at our run or free festival.

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

- See attached P&L statements for 2019, 2020, and current 2021,
- See our 2021 Overall Run Budget, and CMT Overall Budget
- Use of net revenue from our 2021 event includes a portion of the net revenue to award cash grants to schools for our 2021 Crape Myrtle Run School Grants to be awarded before 2021 year end. In 2019, \$5,550 total School Run Grants were awarded before year end 2019.
- Since this event is held in at the end of 3<sup>rd</sup> quarter 2021, net revenue will be carried over into 2022 to fund CMTs aggressive plans for McKinney's World Collection Park Program, Crape Myrtle Trails

of McKinney Program, and CMT program to position McKinney as America's Crape Myrtle City.

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

Yes

No

**Date(s):** 2019, 2018 (2020 Run event was canceled)

**This area is intentionally blank.**

## Financial

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

- See attached P&Ls for 2019, 2020, and 2021. Note: *CMT’s 2020 Run was cancelled due to the pandemic.*
- Historically this event accounts for approximately 75% of our annual income and nets of a profit of \$20,000 or more. Last year, due to COVID and cancellation of our 2020 Crape Myrtle Run, we did realize a loss in revenue, but we still remain financially solvent and were able to hand out 2,000 free crape myrtles to the community and to continue our annual tradition of awarding PE department grants. Even with the cancellation of our 2020 Crape Myrtle Run & Festival, CMT’s board still awarded \$4,000 in 2020 Crape Myrtle Run School Grants to MISD schools.
- We are relying on the income from this year’s Run to finance CMT’s very aggressive goals of improving and upgrading McKinney’s World Collection Park and McKinney’s Crape Myrtle Trails, and enhancing other City parks, school and business campuses with crapes as requested; positioning McKinney as America’s Crape Myrtle City which will increase citizens’ quality of life and tourism which boosts the local economy.

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

CMT Financial Statements attached:

- 2021 CMT Current Budget
- 2021, 2020, 2019 CMT Profit and Loss statements – *Note: In 2020, our Run was cancelled.*
- 2021 Crape Myrtle Run & Festival Detailed Budget
- CMT’s audited financial statements are not required as our nonprofit does not earn enough revenue for audited financial statements.

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

- 2021 Crape Myrtle Run & Festival Detailed Budget - Attached

**Overview of Promotional/Community Event financial goal?**

<b>Gross Revenue</b>	<b>\$63,775</b>
<b>Projected Expenses</b>	<b>\$35,616</b>
<b>Net Revenue</b>	<b>\$28,159</b>

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

\$35,616 or 100% of our estimated event funding will be paid by sponsors, runner registration fees, and estimated pending grant award dollars.

Sponsorship Revenue	\$25,000
Registration Fees	\$28,775
Donations [Potential MCDC Grant]	\$10,000
Other (raffle, auction, etc.)	\$ <u>0</u>
Net Revenue	\$ <u>63,775</u>

**IV. Marketing and Outreach**

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

**15<sup>th</sup> Annual CRAPE MYRTLE RUN & FREE FAMILY FESTIVAL**

**Pre-Event Promotional Items**

The Crape Myrtle Trails of McKinney Foundation respectfully requests promotional support for the CRAPE MYRTLE RUN & FESTIVAL, September 25, 2021 (same weekend as McKinney Oktoberfest, our 2021 Run partner).

On-line Ads, Boosts	\$3,500
Print ads	\$2,000
Radio ads	\$2,500
Yard Signs	\$ 500
Banners, Posters, Flyers, Cards	\$1,000
Billboards	\$ <u>500</u>
Total	\$ <u>10,000</u>

**Event advertising, marketing plans and outreach strategies:**

- Save-the Date post cards, Flyers, and Posters are provided at running events, runner-related stores, past sponsors with storefronts, with digital versions uploaded to runner registration sites throughout the USA and Canada and to specifically increase runners outside of McKinney and Collin County.
- Run flyers and exhibitor contracts are distributed to past Run sponsors after our Mother’s Day event. Aggressive outreach program to obtain new and larger corporate sponsors in 2021 from outside McKinney but within Collin County.
- Digital versions of cards and posters are also posted to social media targeting PTAs, private, charter schools to increase awareness of CMT School Run Grant Program.
- CMT board and volunteers also visit each MISD school to provide 2 posters and cards no earlier than 2 weeks after school start (request from MISD to allow students time to reacclimate).
- Promotion of our event is added to more than 70 plus online calendar events pages to specifically target out-of-state runners.
- Advertising print, newspaper, radio, yard signs, social media, and television begin in September to coincide with September 25<sup>th</sup> Run/Festival. Target demographics primarily include McKinney, Collin County with secondary demographics including cities/counties surrounding Collin County and throughout North Texas and surrounding states.
- Outreach strategies are designed to exceed 2019’s Run ZIP codes outside McKinney by 10%.
- CMT PR Team present to area city chamber meetings and civic organizations to increase awareness.

**V. Metrics to Evaluate Success**

## **Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event.**

Evaluation to determine the success of our 2021 Crape Myrtle Run & Festival will consist of detailed runner registration data and our 2021 CMT Final Event Budget. Our success criteria include:

1. 10% increase in total runners over 2019 run results (*note 2020 event cancelled*).
2. 10% increase in total runners from McKinney, Collin County, Texas AND Outside McKinney, Collin County, and Texas. [*ZIP code data will be required question.*]
3. 10% increase in total runners at each MISD school
4. 10% increase in net revenue over 2019 run results
5. 10% increase in sponsor revenue over 2019

## **If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

- Yes – CMT Final Run Report summarizing event will be provided no later than October 25, 2021.

## **VI. Presentation to MCDC Board of Directors**

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

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



## Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization. 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

**THIS AREA IS INTENTIONALLY LEFT BLANK  
TO ALLOW INDIVIDUAL SIGNATURE PAGE  
ON NEXT PAGE.**

**See individual PDF of CMTs Executed Signature Page as attachment.**

**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

Roger Smidt, CMT Board President  
Printed Name

Susan Shuttleworth, CMT Board Vice President  
Printed Name

May 27, 2021  
Date

May 27, 2021  
Date

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

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

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

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

**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

Roger Smidt, CMT Board President  
Printed Name

May 27, 2021  
Date

**Representative Completing Application**

  
\_\_\_\_\_  
Signature

Susan Shuttleworth, CMT Board Vice President  
Printed Name

May 27, 2021  
Date

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

		2021			
		Carry Over	Budget	Actual YTD	Variance
<b>INCOME</b>					
	Run Income		50,000	0	
	MCDC Grant		0	0	
	M-Day Donations		10,000	9,878	
	Other Fundraising Efforts (TBD)		7,500	0	
<b>Total Income</b>			<b>67,500</b>	<b>9,878</b>	

<b>EXPENSES</b>					
	WC Park (w carry-over 2015 & 16)	600	3,000	0	3,000
	WC Park Plaques /Signs	3,800	2,000	0	2,000
	Plantings (w carry-over 2015 - 17)	3,000	3,000	0	3,000
	Marketing and Promotion		2,000	0	2,000
	Mother's Day project		9,000	0	9,000
	Run Expenses		25,000	0	25,000
	Office Supplies, Equipment		500	364	136
	Postage & PO Box		350	0	350
	Website		250	0	250
	Credit Card Fees		450	102	348
	Tax Preparation		350	0	350
	Grants to Schools		2,500	0	2,500
	Dues		300	0	300
	Insurance		800	0	800
	Misc		100	0	100
<b>Total Expenses</b>		<b>7,400</b>	<b>49,600</b>	<b>466</b>	<b>49,134</b>

<b>PROFIT</b>			<b>17,900</b>	<b>9,412</b>	<b>49,134</b>
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**Balances** (end of reporting time frame)

First United Checking	\$17,455
BBT Checking	\$52,542
<b>Total Bank Account Balances</b>	<b>\$69,997</b>
<b>Dedicated Funds (2021 Budget)</b>	<b>\$57,000 = Carry Over Budget + Current Budget</b>
<b>Budgeted Income</b>	<b>\$67,500 = Budget Revenue - Actual Revenue + MCDC</b>
<b>Budgeted Surplus</b>	<b>\$80,497</b>