

## GRANT APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: Kiwanis Club of McKinney

Federal Tax I.D.: 27-3890253

Incorporation Date: January 12, 2012

Mailing Address: P.O. Box 667

City: McKinney

ST: Texas

Zip: 75070

Phone: 972-562-7219

Fax:

Email: dseustomwood@gmail.com

Website: mckinneykiwanis.org

### Check One:

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

Professional affiliations and organizations to which your organization belongs:

Kiwanis International

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Dennis Williams

Title: Chairman Historic McKinney Kiwanis Triathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-562-7219

Fax (optional):

Email: dseustomwood@gmail.com

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

Name: Dennis Williams

Title: Chairman Historic McKinney Kiwanis Triathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Texas

Zip: 75069

Phone 972-562-7219

Fax:

Email: dscustomwood@gmail.com

**FUNDING**

Total amount requested: \$ 5,000

Matching Funds Available (Y/N and if yes, please indicate amount):

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes

No

Please provide details and funding requested:

Request From MCDC \$3,500.00. MCDC Funds are restricted in their use. Cannot be used for shirts and other promotional items.

**ADVERTISING/PROMOTIONAL/COMMUNITY EVENT**

Start Date: 4-22-2018

Completion Date: 4-22-2018

**APPLICANT'S BOARD OF DIRECTORS** (list may be included as an attachment) BOARD MEMBERS

BILL ROSNETT (PRESIDENT)  
JULIE LICHTER (PRES ELECT)  
MARGARET HARSH (VICE PRESIDENT)  
SANDRA WILLIAMS (SECRETARY)  
MARTIN RUEHL (TREASUROR)

JIM CAIRO  
ASHLEY SING  
TERRY SANNOR  
MARY MINNIS  
MICHELLE BEATTY  
ROB NELSON  
KATHY STRINGER

**APPLICANT'S LEADERSHIP STAFF** (may be included as an attachment)

DENNIS WILLIAMS (CHAIRMAN)	KIRK SAXON (BIKE ROUTE)
MARK CARSWELL (CHAIRMAN)	GLEN COLEMAN (SWIM)
BILL BRADSHAW (RUN COURSE)	MIKE MALONE (SWIM)
MIKE LUGGON (RUN COURSE)	BRIAN HAZZOWOOD (TRANSITION)
PAYTON BROOKS (BIKE ROUTE)	SIM CAIRO (TRANSITION)

Use the outline below to prepare a written narrative no more 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

**II. Advertising/Promotional/Community Event**

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

**Project Grants – please complete the section below:**

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

## PROJECT DISCRPTION

Triathlons are the modern-day test of endurance. Applicants will swim 300 yards in the McKinney High School pool. They will then bike approximately 13 miles and run 3 miles. The event will begin at the McKinney High School pool and end at the school. We plan on 500 adult applicants with an entrance fee of \$50 each. The fee for the children is \$35. About 70% of the athletes are from outside the McKinney area with 65% outside 30 miles. An average of two people come with each applicant. The event is on the internet on Triathlon web sites and magazines. We provide the applicants with the names of the hotels and restaurants available in McKinney. The success of the event will be measured in attendance, safety, and profit.

We incorporate a Kids Triathlon following the Adults to encourage young children to stay physically fit. They have a 50-yard swim, 2 mile bike course and 1 mile run. All of the children activities occur around McKinney High School.

Last year we had over 400 adults and 250 children participating in the event. With spectators and participants, we had over 1000 people visiting McKinney.

We feel that we are making a significant impact on the quality of life in McKinney by promoting the physical aspect of wellness and have chosen our triathlon route to incorporate the historic nature of McKinney and bring in new visitors to our town. We hope a significant number will use the hotels and restaurants in McKinney.

The Kiwanis Club is service organization dedicated to "serving the children of the world". We have no paid employees and all profits from our fund raising events go back to local entities such as MEF for scholarships, wheel chair ramps to provide mobility to the needy, and local charities. We meet weekly and have four major fundraisers to support the community

Advertising is through Triathlon magazines and web sites. We start in November of 2017 and continue until the day of the race. Our success is determined on how well we manage the race course, the safety of the participants and how they are treated while in McKinney.

We have increased participation in our 10 years of this event from less than 200 participants in the adult race to over 400 and the children to over 200. Hopefully, the positive experience we provide in the planning, execution of the event and the after race festivities shows that we care about our visitors and hopefully they will return to see our unique city at its fullest. They compare it with the other events they participate in and how they are treated.

The participants usually arrive on Saturday to pick up their packets and leave Sunday afternoon.

This event starts on April 20 with set up of the event site and is finished around 3 P.M. on the 22<sup>nd</sup>.

With more sponsors and funds to defray costs, we can do more in the community. Expansion depends on participants and more participants depends on the quality experience.

### **Metrics to Evaluate Success**

Participation is the metric we monitor. We have doubled our attendance in 10 years of operation. This is significant because there has been a tremendous growth in the number of Triathlons so we are competing for participants to attend ours over the other choices.

**Budgets are attached**

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

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.\***

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

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

Yes                       No

**Date(s):**

**Financial**

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

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

*\$8,500*

*(Please provide a budget for the proposed Advertising, Promotional, or Community Event.)*

**What percentage of Advertising/Promotional/Community Event funding will be provided by the Applicant?**

*All is no Funding is received from McDC and MCVB*

**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 the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.***

**IV. Marketing and Outreach**

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

**V. Metrics to Evaluate Success**

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

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

- The Advertising/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Advertising/Promotional/Community Event. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement.
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Advertising /Promotional/Community Event for which funds were received.
- A final report detailing the success of the Advertising/Promotional/Community Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Advertising/Promotional/Community Event.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Project/Promotional/Community Event have been submitted and approved by the MCVB in its sole discretion.

# Kiwanis

Texas/Oklahoma District

Kiwanis Club of McKinney P. O. Box 667 McKinney, Texas 75070

The Annual Historic McKinney Kiwanis Triathlon was held on Sunday April 23<sup>rd</sup> 2017 for both the Adults event and then the Kids event ages 5-15. These events are USATF Certified Triathlons. The weather turned out great for the weekend.

Our participants came from all over Texas and other states like Arkansas, Oklahoma, Louisiana, Arizona, and Minnesota. Most of them have family and friends there to cheer the competitors on. From Texas large groups came from cities like Austin, Houston, and Fort Worth. Over 72% of the competitors came from outside of McKinney. They spent the night and ate at our restaurants and shopped at our stores. Several came to bring their children to the Kids Triathlon, while they participated in the adult triathlon. Based on the average cost per person that our Tourism Department says this event brought in over \$150,000 for the McKinney area. Many commented that they had a great time while in McKinney; they loved the event and would be back next year with more friends.

The kids were split into two groups 5-10 year olds and 11-15 year olds. The event was broken down as follows: 5 – 10yrs old: 100 yard pool swim – 2.5 mile bike – 0.5mile run. The 11-15yrs old: 200 yard pool swim – 5 mile bike – 1mile run.

The adult was a sprint triathlon and was broken down as follows: 300 yard pool swim – 13 mile bike – 3.2 mile run. There were over 241 kids signed up and over 247 adults.

This event was a complete success! We are very proud of all the hard work from our club members, city workers, police, response teams and the City of McKinney.

Thank you for helping us promote this event for our club Kids projects and our great city.

**100% of all profits from this event go to local charities to support those in need in our area.**