



dfw SERIES

McKinney Community Development Corporation

2022 Grant Proposal

DFW Series Mission

To provide an inclusive, safe and family friendly event that promotes a healthy lifestyle and appreciation of our natural world.

Our events are local, community driven and showcase the Unique by Nature brand of McKinney Texas.

Grant funds will be used to elevate event awareness and increase participation in our Adult, Youth and Kids sports programs.



About the DFW Series

The DFW Summer Series started hosting races at Erwin Park in McKinney Texas in 2013. Our goal was to provide local, family friendly weeknight racing for the mountain biking community. It's been a true highlight and passion since.

After 8 years of racing, the DFW Series has become the feature of mountain bike racing in North Texas. Hosting these events has helped cement Erwin Park as one of the most desired destinations for mountain biking in North Texas.

Our events bring attention and awareness to the rest of the state. We believe this showcases McKinney as truly being Unique by Nature.



2021 Successes

After being shut down due to Covid precautions in 2020 we were excited to get back on bikes with our friends.

- **Successes in 2021**
 - Largest attendance ever for the DFW Racing Series. Average of 200 attendees per week.
 - Added a Preschool Stryder bike race!
 - Developed and promoted a North Texas NICA High School and Middle School partnership.
 - Partnered with private individuals and racing clubs to raise funding, purchase and donate “GrassSquatch” a commercial lawn mower to the Erwin Park trail crew.
 - Coordinated trail management with over 150 hours of work volunteered during the 2021 series.





DFW Series Youth Racing Program

Offering FREE racing for youth 13 and under.

We provide a safe, inclusive opportunity for our youth to compete.

Partners In Youth Racing

North Texas NICA

National Interscholastic Cycling Association
Local 501c3 non-profit providing middle school and high school racing leagues.

Recycles McKinney

Local 501c3 non-profit providing free bicycles to communities in need.



2022 McKinney Events



DFW Summer Series

- June 2 – 30 & July 21 – August 18, 2022
- Thursday night short track XC race
- Estimated 200+ per week in attendance



DFW Winter Series

- January 20 – February 24, 2022
- Thursday night short track XC race (lights required and available for rental)
- Estimated 150+ per week in attendance



Ray Porter Memorial

- August 13, 2022
- 6 Hour Endurance Race
- All proceeds go to local McKinney 501c3 Big Pig Cancer Foundation
- Estimated 300+ in attendance

Visitors To McKinney TX

84% of DFW Series Participants are from neighboring communities.

Visitors come directly from work and school. Spending their outside tax dollars on dinners, fuel and convenience here in McKinney.



Trail Stewardship of Our Open Spaces

Trails don't maintain themselves.

The DFW Series contributed \$7,481 in equipment, materials and labor in 2021 to maintain Erwin Park in McKinney

\$3,200
Equipment

\$4,281
Volunteer Labor



MCDC Grant Funding Use

The DFW Series is requesting a \$3,000 grant for the promotion and marketing of the McKinney Texas events.

Funding will be spent on the following

- Direct Mail
- Event Signage
- Online Advertising for McKinney Events



MCDC

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

25 years of improving McKinney.



2022 Signage

Examples of signage for the 2022 season.

- Finish Line Banner
- Barrier Banners
- Podium Banner
- Number Plates
- Direct Mailing Campaign to Past Participants



dfw SERIES

McKinney Community Development Corporation

2022 Grant Proposal