

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; 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 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: Kiwanis club of McKinney

Federal Tax I.D.: 27-3890253

Incorporation Date: 1-12-2012

Mailing Address: P.O box 667

City McKinney

ST: TX

Zip: 75069

Phone: 214-680-1374

Fax:

Email: dscustomwood@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 and Texas/Oklahoma District of Kiwanis International

REPRESENTATIVE COMPLETING APPLICATION:

Name: Dennis Williams

Title: Chairman McKinney Kiwanis Triathlon

Mailing Address: 406 Brook Lane

City: McKinney

ST: Tx

Zip: 75069

Phone: 214-680-1374

Fax:

Email: dscustomwood@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Dennis Williams (the rest is the same as representative)

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$2500

Matching Funds Available (Y/N and amount): N

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?

X Yes

No

Please provide details and funding requested: MCVB application will be submitted shortly

PROMOTIONAL/COMMUNITY EVENT

Start Date: 4/25/2021

Completion Date: 4/25/2021

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

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

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

I. Applying Organization

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

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

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **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).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

Date(s): Every year since 2007

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

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$42,000
Projected Expenses	\$26,000
Net Revenue	\$16,000

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.? 0

Sponsorship Revenue	\$16,000
Registration Fees	\$26,000
Donations	\$
Other (raffle, auction, etc.)	\$0
Net Revenue	\$16,000

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

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.

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

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

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Dennis R. Williams
Printed Name

Date

11-02-2020
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

Triathlon Leadership Staff

Ashley Sine Chairman Emeritus

Dennis Williams Chairman

Mark Carswell Co-chairman

Jim Cairo

Payton Brooks

Tim McWilliams

Lori Bhargava

Brian Hazelwood

Terry Sanner

Varsh Vartian

Glynn Wingard

KIWANIS BOARD OF DIRECTORS

President	Ashley Sine
VP	Jared Cole
President Elect	Glynn Wingard
Secretary	Sandra Williams
Treasurer	Lori Bhargava
Directors	Jaymie Pedigo
	Shane Cowan
	Rob Nelson
	Norm Dotson
Past President	Jovany Cossio

Applying Organization

The mission of Kiwanis clubs is serving the children of the world. We provide funding to agencies where the available revenue from the government and or local entities does not solve an immediate need. We have no paid staff; everyone is a volunteer. We pay dues to belong to the organization and the dues goes to district and international fees and the rest goes to lunch, once a week. We make money to fill the gaps and then give all the money away.

We are a service organization. We are proud to have started the first Angel's league in the area. This is a T-ball league for special needs children. Other Kiwanis clubs have adopted our model and run their own leagues. We provide an opportunity for children with all different challenges to play ball. These are not children with disabilities, but children with different abilities.

Additionally, we build wheelchair ramps, free of charge, for those who are homebound and it is a burden to get them out of their residence to attend any appointments.

These are the major programs we provide but we also have a significant influence in the education of our youth by our presence in programs at the elementary school level and high school. We deliver meals on wheels two days a week.

Bottom line: We do service and sometimes service needs funds to operate properly.

McKinney Kiwanis Triathlon

The Kiwanis Triathlon is a swim, bike and run event. We have been using this event as our primary fund raiser since 2007. It draws usually 300 adult athletes and usually 150 family members to the event. Originally at Town Lake, it was moved to the APEX center this year.

Using a 30 mile radius as the mileage for tourism, there were over 40% of the applicants this year from out of town. We had entrants from as far away as Hawaii and in the continental US from 4 different states. The better we treat the entrants the more they enjoy the atmosphere of our city and return to visit.

Our expenses for the event exceed \$26,000. The entry fees paid by the athletes covers most of the expense. We had \$16,000 in sponsorships from various entities and this ended up being our income for the year. We have had to cancel our Barbecue fund raiser and pancakes this year due to the Covid 19 crisis and now we solely rely on this income.

There are no admission fees to view the event. It is scheduled to be held on Sunday April 25th of 2021. Last year we added a run, bike, run event for those who do not like to swim and we also had a 5K for the runners only.

The athletes all look for the venues that serve their training plan and make them feel appreciated. Our local Chicken Express has given out free sandwiches to the participants and their families each year.

We try to have one of the first events in the Spring in order to help the athletes prepare themselves for the bigger competitions like the Iron Man.

Bottom line is we bring tourists to our city, provide a save venue to play in, and hope this encourages them to visit us on their leisure time.

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.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. McKINNEY KIWANIS FOUNDATION, INC		
	2 Business name/disregarded entity name, if different from above		
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____		<input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate
			4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.) P.O. BOX 667		Requester's name and address (optional)
	6 City, state, and ZIP code McKINNEY, TEXAS 75070		
	7 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 line 1 to avoid backup withholding. For individuals, this is generally 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 *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
2	7	-	3	8	9	0	2	5	3

Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

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 3.

Sign Here	Signature of U.S. person ▶ <i>Sandra J. Williams</i>	Date ▶ 10-7-20
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- 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, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

**McKinney Kiwanis Foundation
Budget 2020 - 2021 Fiscal Year**

	FY - 2018 - 2019			FY 2019 - 2020		FY 2019 - 2020		FY 2020-2021	
	Original Budget	Revised Budget	Actual	Budget	Actual	Proposed			
Income:									
B-B-Q	\$ 9,500.00	\$ 9,500.00	\$ 10,396.00	\$ 10,000.00	\$ 9,370.50	\$ 10,000.00			
Pancake Breakfast	\$ 5,500.00	\$ 5,500.00	\$ 6,096.00	\$ 6,000.00	\$ 5,644.00	\$ 6,000.00			
Triathlon	\$ 44,000.00	\$ 2,500.00	\$ 2,500.00	\$ 35,000.00	\$ 28,288.00	\$ 35,000.00			
S-F-T-F	\$ 46,500.00	\$ 46,500.00	\$ 28,500.00	\$ 46,500.00	\$ 3,100.00	\$ 46,500.00			
Other	\$ -	\$ -	\$ 1,770.61	\$ -	\$ 11,139.97	\$ -			
Total Income:	\$ 105,500.00	\$ 64,000.00	\$ 47,264.61	\$ 97,500.00	\$ 57,548.47	\$ 97,500.00			
Expenses									
B-B-Q	\$ 2,750.00	\$ 2,750.00	\$ 2,486.98	\$ 2,750.00	\$ 2,499.44	\$ 2,750.00			
Pancake Breakfast	\$ 1,500.00	\$ 1,500.00	\$ 1,611.38	\$ 1,600.00	\$ 880.81	\$ 1,600.00			
Triathlon	\$ 20,000.00	\$ 66.55	\$ 1,396.55	\$ 20,000.00	\$ 20,032.18	\$ 20,000.00			
S-F-T-F	\$ 20,000.00	\$ 20,000.00	\$ 5,875.70	\$ 22,500.00	\$ 1,800.00	\$ 22,500.00			
Key Clubs	\$ 7,500.00	\$ 3,750.00	\$ 3,965.84	\$ 4,500.00	\$ 2,100.33	\$ 4,500.00			
Terrific Kids	\$ 4,800.00	\$ 4,800.00	\$ 3,917.99	\$ 3,000.00	\$ 3,156.69	\$ 3,000.00			
Scholarships	\$ 6,750.00	\$ 4,250.00	\$ 4,250.00	\$ 6,750.00	\$ 6,750.00	\$ 6,750.00			
Halos	\$ 1,000.00	\$ 1,000.00	\$ 1,470.90	\$ 1,000.00	\$ 669.70	\$ 1,000.00			
Seniors Helping Seniors	\$ 500.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ -	\$ 250.00			
Ramps	\$ 500.00	\$ 500.00	\$ 360.25	\$ 500.00	\$ 32.41	\$ 500.00			
Dallas Ramps	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00			
Board Approved Grants	\$ 10,000.00	\$ 6,000.00	\$ 3,800.00	\$ 3,500.00	\$ 6,050.00	\$ 5,000.00			
Designated Gifts	\$ 28,500.00	\$ 27,450.00	\$ 4,400.00	\$ 25,600.00	\$ -	\$ 25,600.00			
Christmas Food	\$ 1,000.00	\$ 1,000.00	\$ 779.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			
Other Expenses									
International/District	\$ 1,000.00	\$ 1,000.00	\$ 900.00	\$ 1,400.00	\$ 1,330.00	\$ 1,400.00			
Club Expenses	\$ 300.00	\$ 300.00	\$ -	\$ -	\$ 201.66	\$ -			
National Drug & Safety	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00			
Event Expenses	\$ 750.00	\$ 750.00	\$ 118.39	\$ 500.00	\$ -	\$ 500.00			
Total Expenses:	\$ 107,600.00	\$ 78,116.55	\$ 38,335.78	\$ 97,600.00	\$ 49,253.20	\$ 99,100.00			
Net Increase(Decrease):	\$ (2,094.00)	\$ (14,110.55)	\$ 8,928.83	\$ (100.00)	\$ 8,293.27	\$ (1,600.00)			

PLAYTRI

MULTISPORT • Coaching • Camps • Races

To: Kiwanis Club of McKinney
From: Staci Brode, Playtri Racing

Date: Bid/Quote 1/4/19

Invoice #: McKinneyKiwanis1-2018
Invoice Due Date: n/a

Description of Services:	Cost:
Marketing and Advertising Planning for 2021	
3 ads in print publications - targets	\$600.00
3 digital social media ads to run from Dec to April	\$600.00
Flyers at 25 Ironman events across the US	\$400.00
Digital marketing via Playtri online store	\$200.00
Runner Triathlete News E-blast	\$750.00
Total Due	\$2,550.00

Please remit Payment to Playtri Racing, 6333 E. Mockingbird Ln, Suite 147 PMB 876, Dallas, TX 75214.