

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2016

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 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:



Project Grant

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

X Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: 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: 972.768.7155

Fax: 214.3845.2434

Email: pdwheat@unitedplanners.com

Website: www.crapemyrtletrails.com

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,

headquarters in Austin, TX), Dallas Arboretum and Botanical Garden (Dallas, TX),

Crape Myrtle Society of America.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Phil Wheat

Title: Board President

Mailing Address: 6401 S. Custer Rd. #2000

City: McKinney

ST: TX

Zip: 75070

Phone: 972.768.7155

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Phil Wheat

Title: Board President

Mailing Address: 6401 S. Custer Rd. #2000

City: McKinney

ST: TX

Zip: 75070

Phone: 972.768.7155

Fax: 214.385.2434

Email: pdwheat@unitedplanners.com

FUNDING

Total amount requested: \$6,000

Matching Funds Available: No

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 09/24/2016

Completion Date: 09/24/2016

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

Neil Sperry	Rick McDaniel	Kerry Cassuto	Rodney Haynes
Lynn Sperry	Kari McDaniel	Matt Latham	Phil Wheat
Carolyn Skei	Barbra Dutton	Mark Bates	Bram Franklin
Melanie Hedrick	Jessica Olson	Susan Shuttleworth	

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

Phil Wheat, President & Treasurer

Melanie Hedrick, Vice President

Susan Shuttleworth, Secretary

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

I. Applying Organization (*Our Narrative immediately follows this instructive outline.*)

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/Promotion/Community Event for which funds are requested.

II. Project or Promotion/Community Event (whichever is applicable)

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

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input 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 |

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/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development: *See Narrative*

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike

- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

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

Yes No

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.
- Please attach your 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 estimated total cost for this Project/Promotion/Community Event?

(Include a budget for the proposed Project/Promotion/Community Event.)

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?

Are Matching Funds available? Yes No

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

Are other sources of funding available? *If so, please list source and amount.*

See Narrative

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

See Narrative

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/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 Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Narrative

The Crape Myrtle Trails of McKinney Foundation is the Applying Organization

Our mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers are as follows

The Crape Myrtle Trails of McKinney Foundation is an all-volunteer organization made up of 15 McKinney citizens at this time. Most of us own businesses or are in McKinney public service roles. The names of our board members and those in leadership positions are shown on another part of this application. We have no paid staff.

Our formal mission is as follows:

The mission of the Crape Myrtle Trails of McKinney Board 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!!

Our 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 fertilization and pruning of the park’s crape myrtle plants, as well as replacing crape myrtle plants as needed.)
- Promoting and funding strategic plantings of crape myrtles in key venues throughout the city!
(We work with McKinney businesses and schools to implement and/or help design crape myrtle plantings within their landscapes.)
- Continuing to award cash grants to the Physical Education Departments of McKinney schools to promote the health of our youth! (We donate \$5 to the PE department of each school for every student and adult who participates in our annual run and registers under the school’s name).
- Growing the positive impact our annual event has on our city’s culture and tradition! (We continually strive to improve our Crape Myrtle *Run the Trails* event. In the past four years we have added “Myrtle Village,” which includes a world-class petting zoo, an inflated obstacle course, face painting and other attractions. Our stage show engages audience participation with musical pre-run calisthenics, a chicken dance contest and a kiss-the-pig show. Our awards include medals for all children who participate in the 1-mile fun run; and medals in age-based categories for winners of the 5 and 10K races. We also

coordinate promotional efforts with McKinney's Oktoberfest celebration, which is the same weekend as our event.)

- Providing Crape Myrtles to 5th grade students of McKinney elementary schools the Friday immediately prior to Mothers' Day to take home to Mom! (With the help of several McKinney service clubs, we now provide a crape myrtle plant to every 5th grade student in the McKinney Independent School District. This is a major milestone for us, and a great "feel-good" tradition for McKinney.)
- 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 Texas Senate and the United States Congress. 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!)

Summary of significant, planned organizational changes and their potential impact on the Project/Promotional Activity/Community Event for which funds are requested.

We have not had nor do we anticipate any organizational changes. The evolution and changes pertaining to our event are described in the previous section.

Our Community Event – Scope, Goals and Target Audiences

- i. The scope of our event can be described as a combination of a family fun run, a school-centered fitness and spirit-building endeavor, a community festival and two competitive races along officially registered 5K and 10K courses.
 - ii. The goals and objectives of our event are to raise funds for our annual budget, to promote the objectives of our financial supporters, to bring a substantial number of visitors to McKinney for the day or weekend and to increase the positive influence our annual event has on the culture of our city. Our specific goal for the MCDC grant is to provide a return on its investment amount of 100 percent or more.
 - iii. The primary target audiences for our event are the school children and their families from the McKinney Independent School District and those of our neighboring districts, plus runners from North Texas and beyond who would be attracted to a combination of our event and staying over for McKinney's Oktoberfest.
- **How our event will promote the City of McKinney for the purpose of business development and/or tourism.**
 - i. With regard to business development and tourism, our Fun Run and Festival event is taking bold steps to increase our citywide appeal and attract visitors to McKinney. In 2014 we moved the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which marks the end of summer. We also added a 10K run to our race format. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to our run and festival. For example, we encourage runners to stay for Oktoberfest by arranging for them to show their "runner bib" to get food and beverage tickets at Oktoberfest! In 2016, we would like to expand our radio advertising, post on national "runners' calendars, and promote our event in runners' publications. All of this is intended to increase tourism and encourage trade

with McKinney businesses.

- ii. With regard to the promotion of the City of McKinney, our event itself has become a family-oriented part of our culture. For example, McClure Elementary School has won the coveted traveling “Myrtle Trophy” for five consecutive years for having the most participants of all McKinney schools. For achieving their first four consecutive “titles”, they were awarded a permanent version of the “Myrtle Trophy” at a school assembly in October, 2014. Myrtle the pig was among the honored guests, and yes, she kissed Coach Niki one more time in front of over 500 **very enthusiastic** McClure students! The coach at McClure has informed us of concerted efforts by their sister schools to unseat them. We arrange to award the checks to the schools’ PE departments, as well as the Mothers Day crape myrtle plants, during their Friday assemblies. The enthusiasm is fantastic! Believe us, these kiddos are building lasting memories of something really cool about growing up in McKinney! Oh, and did we mention that both Texas legislative bodies and the U.S. Congress have proclaimed McKinney, Texas, as “America’s Crape Myrtle City”?
- How our Community Event fulfills strategic goals and objectives for the organization.
 - i. Having a positive impact of 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, our event is our only fund raiser, which is responsible for our being able to maintain and improve McKinney’s World Collection Park, monetarily contribute to the physical health of our school children (through grants to PE departments), cooperate with city staff and private businesses to further beautify medians, parks, corporate properties, and other landscapes, continue to supply the Mothers Day crape myrtle gift to every McKinney 5th grade student and to continue to be a “piece in the puzzle” for McKinney being recognized as one of the very finest cities in America!
 - Planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
 - i. Our event’s activities (in scheduled order) are: on-site registration and opening of Myrtle Village (7 a.m.); welcome and instructions (7 a.m.); musical calisthenics (7:30 a.m.); 1-mile fun run start (8 a.m.); 5K and 10K race start (8:30 a.m.); chicken dance contest (9:45 a.m.); School Spirit awards and kiss the pig show (10 a.m.); run awards (10:30 a.m.). In addition, prizes (such as gift cards from local businesses) will be given out from the stage throughout the morning with random drawings of registered participants.
 - ii. Our entire event will take place the morning of September 24, 2016. We plan for our fee structure to remain as it has been. Participant fees are \$15 for students, \$25 for adult 5K runners and \$30 for adult 10K runners. The fees go up by \$5 for adult runners who register after September 16.
 - The venue/location for Project/Promotional Activity/Community Event?
 - i. Our venue for the start/finish line of the runs, the event stage, Myrtle Village and parking will be the North parking lot of McKinney Boyd High School, which is located at 600 North Lake Forest Drive, McKinney, TX 75071. The runs will all take place on the McKinney “hike and bike” trail, which is adjacent to and just North of the parking lot.
 - Timeline for the Project/Promotional Activity/Community Event.
 - i. The timeline for the project itself starts February 1. Rodney Haynes, Barbra Dutton, Susan

Shuttleworth and Mark Bates are event co-chairs. They will start interacting with the RunOn organization to coordinate marketing and promotional efforts. They will continue to evaluate the positions of the stage, the start/finish line and Myrtle Village to cultivate more enthusiasm as participants finish.

RunOn has already been contracted to time our runs as well as promoting us on their website and calendar.

Our sponsor solicitation will start in May 2016, and the deadline for sponsorships is September 1. Posters will be distributed to schools and businesses in August and September. Six email blasts will go out, spread out evenly between August 1 and September 22nd.

MISD has agreed to include our event in their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.

Board members Kari McDaniel and Lynn Sperry will coordinate our efforts with McKinney schools, as well as our neighboring districts. They will start their communication efforts the second week of August.

Lifelong runner Lisa Higgins has agreed to serve in an advisory capacity to our Run-Team. Her vast experience and love of the sport will help us attract more out-of-town runners. as well as greatly help our passion to move from “good to great” in the perceived quality of our event!

- Detail goals for growth/expansion in future years.
 - i. We had 709 registered participants in 2015. Our goal is to register 800 participants in 2016 and 850 in 2017. Considering that many or most participants (especially students) bring other (non-runner) family members, our total attendance and impact exceed what participant numbers would otherwise indicate.

How this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support a key MCDC’s goal:

Contributing to economic development and/or tourism within McKinney

With regard to economic development and tourism within McKinney, our Fun Run and Festival staff is taking bold steps to increase our citywide appeal and attract visitors to McKinney. In 2014 we moved the date from the beginning of the Thanksgiving holiday to the McKinney Oktoberfest weekend, which is at the end of summer. We also added a 10K run to our race format to attract more serious out-of-town runners. In conjunction with Oktoberfest, we are teaming with downtown merchants and local hotels to draw customers and overnight guests to enjoy both our Run and Festival and Oktoberfest. For example, we encourage runners to stay for Oktoberfest by arranging for them to show their “runner bib” to get free food and beverage tickets at Oktoberfest! In 2016, we will expand our radio advertising, post on national runners’ calendars and advertise in national runners’ publications. All of this is intended to increase tourism and encourage trade with McKinney businesses.

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

x Yes

No

Financial

- Our latest balance sheet report (November 2015) is attached, as are the 2016 operations budget and run budget. All of our operational budget is funded by our annual event, and the impact the MCDC grant has on this is shown on the 2016 Run Budget.
- As stated above, our 2016 Budget is attached. Due to the size of our organization and net worth, the audited financial statement requirement has been waived in all past years. Our latest year-end (2014) profit and loss statement is attached.

The estimated total cost for our Community Event:

The expenses related to our event are \$21,000.

Percentage of Event Expenses Provided by Crape Myrtle Trails

If the MCDC grant is approved, CMT will raise 67% of the expenses through runner fees and sponsorships.

Matching Funds are **NOT** available?

NO other federal, state, or municipal entities or foundations have been approached for funding.

Marketing and Outreach

The marketing plans and outreach strategies for our event and how they are designed to help us achieve current and future goals are as follows:

- ii. Our marketing and outreach goals will primarily include a combination of high-touch personal promotion and sponsorship solicitation efforts and high-tech social media and email efforts.

Board member Kerry Cassuto is in charge of the email blasts and social media campaign, as well as promotion through our website. Media outreach will involve expanded radio advertising and increasing the number of our press releases.

RunOn (our run timer and consultant) will promote our event on their website and calendar, as well as send an email promoting our event to their 60,000-runner list.

Our high-touch effort will again include personal solicitation of sponsorships. Posters will be distributed to businesses throughout August and September. Six email blasts will go out, spread evenly between August 1 and September 22.

MISD has agreed to include our event on their on-line communications to students and parents. This will take place in early September. We will visit each McKinney campus the first week of September to speak with the PE coaches and deliver three posters per school.

Board members Kari McDaniel and Lynn Sperry will coordinate our efforts with McKinney schools as well as our neighboring districts. They will start her communication efforts the second week of August.

Lifelong running enthusiast Lisa Higgins is providing consulting services for our Run Team's efforts to attract runners from outside of McKinney. Her initiatives already include getting on local, state and national runner calendars starting January 2016.

Metrics to Evaluate Success

The metrics that will be used to evaluate success of our proposed Community Event are shown below. We understand that if funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

- i. The metrics we will use to evaluate success of our event include the following:
 1. Sponsor Donations Goal = \$21,000
 2. Runner Fees Goal = \$15,000
 3. MCDC Return on Investment Goal = 100%+
 4. Participant Count Goal = 800
 5. Non-McKinney Participants Goal = 35%
 6. Broad Sponsorship Base Goal = 40
 7. Profit Goal = \$21,000

Acknowledgements

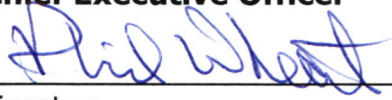
If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotion/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 purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's 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 Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the

Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

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

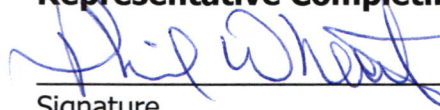


Signature

Phil Wheat
Printed Name

December 30, 2015
Date

Representative Completing Application



Signature

Phil Wheat
Printed Name

December 30, 2015
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 Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/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.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org