

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2018

### 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.**

**Please indicate the type of funding you are requesting:**

- Project Grant**  
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.

- Promotional or Community Event Grant (maximum \$15,000)**  
Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2017	December 2017	January 2018
Cycle II: May 31, 2018	June 2018	July 2018

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2018	January 2018	February 2018
Cycle II: March 30, 2018	April 2018	May 2018
Cycle III: June 29, 2018	July 2018	August 2018

### APPLICATION

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: KIWANIS CLUB OF MCKINNEY

Federal Tax I.D.: 27-3890253

Incorporation Date: NOV 4 2010

Mailing Address: P.O BOX 667

City MCKINNEY

ST: TX

Zip: 75070

Phone: 214 680-1374

Fax:

Email: DSCUSTOMWOOD@GMAIL.COM

Website:

**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

MCKINNEY CHAMBER OF COMMERCE

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: DENNIS WILLIAMS

Title: CHAIRMAN, KIWANIS TRIATHLON

Mailing Address: 406 BROOK LN

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  
Title: CHAIRMAN, KIEWIT TRIATHLON  
Mailing Address: 406 BROOK LN  
City: MCKINNEY ST: TX Zip: 75069  
Phone: 214 680-1374 Fax: Email: DS customwoods@gmail.com

**FUNDING**

Total amount requested: \$5000  
Matching Funds Available (Y/N and amount): NO  
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?  
 Yes  No

Please provide details and funding requested:  
MCUB

**PROJECT/PROMOTIONAL/COMMUNITY EVENT**

Start Date: APR 22, 2018 Completion Date: APR 22, 2018

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

BILL ROBERTT ASHLEY SING  
JULIE LICHTER MARTIN RUEHL  
MARGARET MARSON KATHY STRINGER  
SANDRA WILLIAMS MICHELLE BOATY  
ROB NELSON  
SIM CAHO  
MARY MIPNIS  
TERRY SANNOR

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

DENNIS WILLIAMS  
PAYTON BROOKS  
MIKE LUTZKY  
SIM CAIRO

MARK CARSWELL  
ROB NELSON  
BRIAN HAROLDWOOD

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. Project or Promotional/Community Event (whichever is applicable)**

- Outline details of the Project/Promotional/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/Promotional/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/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/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 checked="" type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input checked="" 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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- 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/Promotional/Event:**

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

Yes                       No

**Date(s):** 2010 - 2016

**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 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 Project/Promotional/Community Event?**

\$ 28000

**(Please provide a budget specific to the proposed Project/Promotional/Community Event.)**

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?** 0

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 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 Project/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 Project/Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

#### **Acknowledgements**

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

- The Project/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 purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/Promotional/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/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 120<sup>th</sup> 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**

Mark Carswell  
Signature

Printed Name  
MARK CARSWELL

Date  
11-30-17

**Representative Completing Application**

Dennis R. Williams  
Signature

Printed Name  
DENNIS R. WILLIAMS

Date  
11-30-17

**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/Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- Project/Promotional/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/Promotional/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/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.***



# Kiwanis

Texas/Oklahoma District

Kiwanis Club of McKinney P. O. Box 1565 McKinney, Texas 75070

## I. Applying organization

The Kiwanis Club of McKinney is a non-profit service organization. We are a member of Kiwanis International which is a global organization dedicated to changing the world, one child and one community at a time. We meet every Thursday at noon for lunch and a program. We have a board meeting once a month and planning meetings as needed during the month. Our officers change each year on October 1<sup>st</sup>. This project will not see a change of our board or committee members.

We are incorporated as a 501c 3 under the Federal Tax guidelines and dedicated to serving the needs of McKinney and Collin County. There is no paid staff in our organization. All money that is raised from our fund raising events goes back to the community. Last year we were able to make significant donations to CASA, Community Lifeline, The Food Pantry, and our Scholarship fund through MEF. Other donations went to building wheel chair ramps for the needy (free of charge to the recipients), our Terrific Kids programs in the Elementary schools and the Key Clubs in the High Schools.

## II. Special Event Project, Campaign or Initiative

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 are hoping for 450 applicants with an entrance fee of \$50.00 each. We anticipate an average of two people coming with each applicant. The event is on the internet on Triathlon web sites and magazines. We are giving the information out to health clubs, hospitals, sporting stores and centers. We are giving the applicants names of the hotels and restaurant available in McKinney. The success of this event will be measured in attendance, safety, and profit. This year we are adding a Duathlon and 5K run to increase attendance and to incorporate more levels of athletes.

For the seventh year, we are incorporating the Kids Triathlon to encourage young children to stay physically fit. The Kids Triathlon will follow immediately after the adult Triathlon. They will have a 50-yard swim, 2-mile bike course and a 1 mile run. All of this will occur around McKinney High School. We start in January contacting the Physical Education departments in the schools to encourage them to get children interested in physical fitness and possibly entering the event. Last year we had 250 children participate.

We plan on having approximately 400 in the triathlon and 250 in the children's triathlon, plus 100 new entrants for the Duathlon and 5K run. This would mean over 1,200 participants and spectators.

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 as we grow this event into a weekend of fitness.

### III. Marketing and Outreach

This event is already posted on the internet on Triathlon web sites and goes out to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines and we will be posting information about the event in running stores and health clubs, hospitals, sporting stores and centers. The participants will be provided with information on the restaurants and hotels in McKinney.

### IV. Metrics to Evaluate Success

The success will be measured in attendance, safety and profit.

### V. Financial Information

Attached



## HISTORIC MCKINNEY KIWANIS TRIATHLON & RUN

		2018 Budget	11/1/2017
<b>EXPENSES: (Based on 750+ competitors)</b>			
ITEM	EXPLANATION	PROJECTED	ACTUAL
Advertising		\$2,750.00	
Signs and Banners	\$1,000		
Competitor Triathlon Magazine	\$500		
Flyers & Printing	\$1,000		
Newspaper Ads	\$250		
T-Shirts- Athletes	750 @ 9	\$6,750.00	
T-Shirts - Volunteers		\$0.00	
Awards		\$1,700.00	
McKinney High Pool		\$1,100.00	
Food pre & post event		\$1,000.00	
Ice		\$100.00	
Officials		\$1,000.00	
Permits		\$50.00	
Police		\$3,100.00	
Cones/ Barricades rental		\$150.00	
Race event		\$500.00	
Timing		\$3,300.00	
Toilets 2		\$400.00	
Motor Escorts		\$150.00	
Race Director/Set up/Racks		\$5,500.00	
Ambulance Svc		\$450.00	
USAT Sanction		\$150.00	
Misc		\$500.00	
<b>TOTAL</b>		<b>\$28,650.00</b>	<b>\$ -</b>
<b>INCOME</b>			
Entrants		\$30,000.00	
Sponsors		\$25,000.00	
<b>TOTAL</b>		<b>\$55,000.00</b>	<b>\$ -</b>
<b>NET INCOME</b>		<b>\$26,350.00</b>	<b>\$ -</b>