

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2019

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, 2018	December 20, 2018	January 24, 2019
Cycle II: May 31, 2019	June 27, 2019	July 25, 2019

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: DSC@SDMWOOD@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
McKINNEY CHAMBER of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: DENNIS WILLIAMS

Title: CHAIRMAN FOR 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 FOR TRIATHLON

Mailing Address: 406 BROOK LN

City: MCKINNEY ST: TX

Zip: 75069

Phone 214 680-1374

Fax:

Email: DSCUSTOMWOOD@GMAIL.COM

FUNDING

Total amount requested: \$2500

Matching Funds Available (Y/N and amount): NO

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?

☒ Yes

☐ No

Please provide details and funding requested:

MCVB

PROMOTIONAL/COMMUNITY EVENT

Start Date: SEP 2019 29TH 2019 Completion Date: Sep 2019 29TH 2019

BOARD OF DIRECTORS (may be included as an attachment)

JULIE LICHTER	BILL ROSNETT
MARTIN RUEHL	SHANE COWAN
SANDRA WILLIAMS	JARED COLE
ASHLEY SINE	
JOVANY COSSIO	
MARY I MINNIS	
JAYME PEDIGO	
JENNIFER ALGUIRE	

LEADERSHIP STAFF (may be included as an attachment)

DENNIS WILLIAMS	MARK CARSWELL
PAYTON BROOKS	BRIAN HAZELWOOD
MIKE LIVERBY	
JIM CAIRO	

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.
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned. **(Please note: if admission/registration fees are charged, they must be limited to \$35 or less; event must be open to the public.)**
- 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.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- 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):

2010 – 2018

Financial

- Provide an overview of the organization's financial status including the impact of this event 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.

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$ 51,000
Projected Expenses	\$ 31,000
Net Revenue	\$ 20,000

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

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

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 advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

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.

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.

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

DENNIS R. WILLIAMS

Printed Name

Date 11-28-18

Representative Completing Application

Signature

Printed Name

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 the MCDC goal(s) that will be supported by this Promotional/Community Event
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall 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 for current 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.

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 1st. 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 and scholarships.

II. Special Event Project, Campaign or Initiative

Triathlons are the modern-day test of endurance. This year we have moved our Triathlon to the Stonebridge Ranch beach club. Athletes will swim in the lake, bike approximately 12 miles or 24 miles and run a 5K or 10K course. 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.

We plan on having approximately 750 in the triathlon. This would mean over 1,500 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. 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

Kiwanis is a global organization of volunteers dedicated to



changing the world one child and one community at a time.

TRIATHLON 2018

Triathlon expenses and income from 2018

EXPENSES

Referee 255

Pool 1109.94

Police 2340

Barricades 3950

Permit fee 50

T shirts 3374.29

Food 193.53

Ice 100

Motorcycle for race 319.92

Awards 1870

Race director 7978.97

Misc 756.44

Total expenses 22298.09

INCOME FROM SPONSORS AND ATHLETES

SPONSORS 15750

ATHLETES 27645.5

TOTAL 43395.50

McKinney Kiwanis Foundation

Budget vs. Actual for 2017 - 2018 Fiscal Year

Budget

	<u>FY 2016 - 2017</u>	<u>YTD 2017-2018</u>		<u>FY - 2018 - 2019</u>
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Income:				
B-B-Q	\$ 9,680.00	\$ 9,000.00	\$ 10,000.00	\$ 9,500.00
Pancake Breakfast	\$ 4,867.00	\$ 5,000.00	\$ 6,156.00	\$ 5,500.00
Triathlon	\$ 41,118.14	\$ 37,000.00	\$ 43,395.50	\$ 44,000.00
S-F-T-F	\$ 39,537.18	\$ 30,000.00	\$ 46,292.50	\$ 46,500.00
Other	\$ 3,790.32	\$ -	\$ 2,850.58	\$ -
Total Income:	<u>\$ 98,992.64</u>	<u>\$ 81,000.00</u>	<u>\$ 108,694.58</u>	<u>\$ 105,500.00</u>
Expenses				
Events				
B-B-Q	\$ 2,664.27	\$ 2,750.00	\$ 2,480.72	\$ 2,750.00
Pancake Breakfast	\$ 1,455.42	\$ 4,600.00	\$ 1,622.86	\$ 1,500.00
Triathlon	\$ 19,043.16	\$ 18,750.00	\$ 22,298.09	\$ 20,000.00
S-F-T-F	\$ 19,968.71	\$ 29,000.00	\$ 20,568.09	\$ 20,000.00
Key Clubs	\$ 4,637.71	\$ 7,500.00	\$ 3,923.87	\$ 7,500.00
Terrific Kids	\$ 2,901.52	\$ 3,400.00	\$ 3,792.96	\$ 4,800.00
Scholarships	\$ 13,250.00	\$ 6,750.00	\$ 6,422.00	\$ 6,750.00
Halos	\$ 582.00	\$ 1,000.00	\$ 607.75	\$ 1,000.00
Seniors Helping Seniors		\$ -	\$ 500.00	\$ 500.00
Ramps	\$ 332.95	\$ 750.00	\$ 167.01	\$ 500.00
Dallas Ramps	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Board Approved Grants	\$ 7,084.67	\$ -	\$ 11,584.00	\$ 10,000.00
Designated Gifts	\$ 23,070.00	\$ -	\$ 26,500.00	\$ 26,500.00
Christmas Food	\$ 548.32	\$ 1,000.00	\$ 892.48	\$ 1,000.00
Other Expenses				
International/District	\$ 1,269.40	\$ -	\$ 920.00	\$ 1,000.00
Club Expenses	\$ 458.33	\$ -	\$ 393.79	\$ 300.00
National Drug & Safety	\$ 144.00	\$ 144.00	\$ 250.00	\$ 250.00
Event Expenses	\$ 240.00	\$ 1,100.00	\$ 743.34	\$ 750.00
Total Expenses:	<u>\$ 100,150.46</u>	<u>\$ 79,244.00</u>	<u>\$ 106,166.96</u>	<u>\$ 107,600.00</u>
Net Increase(Decrease):	<u>\$ (1,157.82)</u>	<u>\$ 1,756.00</u>	<u>\$ 2,533.62</u>	<u>\$ (2,094.00)</u>

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In reply refer to: 0248164841
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MCKINNEY KIWANIS FOUNDATION INC
PO BOX 667
MCKINNEY TX 75070



006150

Employer Identification Number: 27-3890253
Person to Contact: B. Hall
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 11, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in September 2014.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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MCKINNEY KIWANIS FOUNDATION INC
PO BOX 667
MCKINNEY TX 75070

If you have any questions, please call us at the telephone number
shown in the heading of this letter.

Sincerely yours,

Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1