



19-0537

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Lacrosse Club (PC #19-16) in the Amount of \$9,400 for the Advertising, Marketing and Promotion of the 2019 Fall Tournament.

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** June 27, 2019

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Lacrosse hosts an annual fall tournament that draws an average of 160 teams.
- The target audience for the fall tournament is K - High School lacrosse clubs and "select" teams across the U.S.
- Teams will play on McKinney Parks and Rec fields over three weekends in October/November 2019 (High School boys; Boys K-8; Girls).
- If awarded a grant, funds will be used to advertise in national and regional lacrosse publications, develop a Tournament-specific website and connect directly with coaches.
- Admission to the event will be free for spectators.

**BACKGROUND INFORMATION:**

- McKinney Lacrosse is a nonprofit organization formed to develop the lacrosse skills and talent of the players who participate on its teams - educating them about the sport, competition and love of the game.
- McKinney Lacrosse is not affiliated with MISD and covers all expenses including field rentals for the tournament.
- The primary objective for McKinney Lacrosse is to provide a safe, competitive environment for student athletes and families and to increase exposure and participation in Club programs.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$76,125.
- This is the first application received from McKinney Lacrosse.

**SUPPORTING MATERIALS:**

[Application Packet](#)  
[Presentation](#)