



20-0070

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Lacrosse Club (PC #20-09) in the Amount of \$9,150 for the Advertising, Marketing and Promotion of the Fall 2020 Turlaxin' Lacrosse Tournament.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Lacrosse hosts an annual fall tournament that draws an average of 150 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 2020 (High School boys; Boys K-8; Girls).
- If awarded a grant, funds will be used to advertise in Lacrosse publications and online outlets.
- 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 grow exposure and participation in Club programs.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants is \$75,000.
- MCDC awarded a promotional grant in the amount of \$6,000.

SUPPORTING MATERIALS:

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