

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: McKinney Lacrosse Club

Federal Tax I.D.: 20-2324072

Incorporation Date: 2010

Mailing Address: 4100 El Dorado Suite 100, PMB 154

City McKinney

ST: TX

Zip: 75070

Phone: Board Member Phones

Fax: none

Email: treasurer@mckinneylacrosse.com

Website: www.mckinneylacrosse.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: US Lacrosse

REPRESENTATIVE COMPLETING APPLICATION:

Name: Scott Wooters

Title: Board Member

Mailing Address: 4100 El Dorado

City: McKinney

ST: TX

Zip: 75070

Phone: 972 489 5550

Fax: None

Email: scott@thewooters.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Owen Lancaster

Title: President

Mailing Address: 4100 El Dorado

City: McKinney

ST: TX

Zip: 75070

Phone 469 222 3299

Fax: none

Email: president@mckinneylacrosse.com

FUNDING

Total amount requested: \$9,400

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: [McKinney Lacrosse hosts an annual fall tournament each October/November and draws an average of 160 teams. We will use grant funding to advertise outside of the metroplex to attract teams from outside of DFW to register and participate. The Club is a non-profit not affiliated with the MISD so all expenses to include field rentals are borne by the Club.](#)

PROMOTIONAL/COMMUNITY EVENT

Start Date: Oct 2019

Completion Date: Nov 2019

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

- Owen Lancaster - President**
- Jim Kehoe – Vice President**
- Todd Kelly - Treasurer**
- Scott Wooters - Corresponding Secretary**
- Barbara Barany - Recording Secretary / Registrar**
- Lee Fox - Youth Boys**
- Jeremy Schultz - Youth Girls**
- Kim Dawson - at large (Booster Club)**
- Reggie Jeffrey - at large (website, social media)**

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

- | | |
|-----------------------------------|---|
| Owen Lancaster - President | Todd Kelly - Treasurer |
| Jim Kehoe -VP | Scott Wooters – Corresponding Sec. |

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. No paid staff. The McKinney Lacrosse Club is a non-profit organization formed to develop the lacrosse skills and talent of the players who participate on its teams, educating them about the sport and competition and developing their love of the game. We seek to provide a positive and enriching lacrosse experience for all players, with appropriate opportunity for growth and competition. We strongly believe that the following are an integral part of any player's lacrosse experience:

- character, integrity and sportsmanship
- skill development and competition
- teamwork
- respect for the game and teammates
- memorable family experiences
- fun

Our objective is to provide a safe, competitive environment for student athletes and families and grow exposure and participation in the Club programs.

Day to day operations include registering club members, promoting Club sponsorships, connecting with the community to gain exposure, securing fields and operations of the games which include scheduling, referee coordination, securing and preparing fields and running efficient games and practices.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

The Annual Club meeting in May will elect 5 new officers – officer terms are two years (Board of nine).

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience. Each Fall the Club hosts an annual tournament which includes registration of teams, schedule coordination, securing operational volunteers, and field/game operations. To date "marketing" has consisted of word of mouth and we feel confident with marketing dollars invested we can attract teams from distances which will directly impact McKinney Hotels, shops and restaurants positive sales. Our scope is to apply grant funds to advertising in national and regional Lacrosse publications, develop a Tournament specific website, and directly connect via marketing with Coaches who determine their Clubs games and tournament participation. Within Lacrosse there are tournaments that attract national participation such as Sandstorm in California and Aspen Shootout in Colorado and the Navy Rivalry in Maryland. Our target audience is K – high School lacrosse clubs and "select" teams across the US.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.** Travel teams will have to stay overnight in the McKinney area as the tournament is over a Saturday and Sunday. Teams will play on McKinney Parks and Recreation fields and an opportunity exists with coordination of McKinney associations to promote visits to downtown.

- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization. Increased participation cultivates awareness of lacrosse to attract new players as well as provides registration fees which are used to defray Club registration investments by our members.

III. 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.)** Planned activities include establishing the registration process for team and communicating schedules and lodging. Game operations include securing and preparing fields and soliciting volunteers for scoring, field set up, time keeping etc. Registration fees for team participation will off-set field rentals and referee expenses. Admission is free for spectators.

- Include the venue/location for the proposed event. Al Ruschaupt Park in McKinney (possible inclusion of Bonnie Wenk in McKinney in addition to Al R)
- Provide a timeline for the production of the event. Planning begins in June, tournament October-November over three weekends. One weekend each for High School Boys; Boys K-8; Girls Weekend

IV. Detail goals for growth/expansion in future years. Grow out of region and out of state participation. Equally as important is the scale of the tournament may create community interest to attract more player for our Club.

- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue. By the Club hosting tournaments we attract traveling teams to the City which in turn promotes sales for McKinney businesses. Additionally as the tournament games are scheduled over a weekend it provides time for parents and players to explore the City in between games as well as overnight. Teams will find places to eat surrounding the venue and book hotel rooms in proximity to the tournament.
- Highlight and promote McKinney as a unique destination for residents and visitors alike. Teams typically schedule recurring tournaments for their annual calendar. This is a unique opportunity to capture recurring annual traffic.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue. Budgeting is approved by the Board, Revenue is captured via participating Club Team registration, and net revenue is utilized to off-set our Club members’ registration fees and fund operations from field sales to equipment purchases. Additionally revenue is set aside when available to fund improvements.

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

Yes

No

Date(s): n/a

Financial

- Provide an overview of the organization’s financial status including the impact of this event on organization mission and goals. **The Club is financially stable. Registration income and Turlaxin revenue support Club and game operations with excess funds being invested into supplies/uniforms/improvements where available. This event is a main contributor to revenue and provides a means to help reduce risk in years where player registration may not be strong.**
- 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. To reduce expenses the Club does not have audited financials completed – we are willing to share tax returns if requested.**

Overview of Promotional/Community Event financial goal?

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

Actual Event Roll-Up

| Turlaxin | Expense | Revenue |
|----------|----------|-----------|
| 2016 | \$31,000 | \$64,000 |
| 2017 | \$32,000 | \$68,000 |
| 2018 | \$25,000 | \$51,000* |

*Note: 2018 affected by weather and field closures

2019 Projected Revenue:

| Expense | Item | Projected |
|---------|--|------------------|
| | Field Rentals | \$ 2,000 |
| | Referee Fees | \$ 28,000 |
| | Game Supplies (nets, balls) | \$ 3,000 |
| | Field Prep Supplies (Paint, Line Painting/Labor) | \$ 2,000 |
| | Total Expenses | \$ 35,000 |
| Revenue | Item | Projected |
| | Team Registrations | \$ 65,000 |
| | Sponsorships | \$ 2,000 |
| | Total Revenue | \$ 67,000 |
| | PROJ Net Revenue | \$ 32,000 |

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 100%

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. Currently all promotions are done via word of mouth from prior participating teams. With grant funding we will designate monies to advertising in Lacrosse publications and online outlets as well as contemplate a Turlaxin specific website along with paid word search.

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

| Promotion | Projected Investment | Details |
|---|----------------------|---|
| US Lacrosse Magazine/Online | \$4,500 | 3 Electronic Newsletter Banners 2 Coaches Newsletter Banners |
| US Club Lacrosse | \$400 | Social Media Blasts |
| Copy Creation | \$500 | Marketing expense |
| Promotional Video – City of McK and Event video | \$1,000 | Showcase McKinney as a destination and the Event |
| Turlaxin Website | \$2,000 | Site to drive traffic and registration |
| Paid Word Search | \$500 | To target Clubs seeking tournaments |
| Regional Marketing/Signage | \$500 | Melissa, Anna, surrounding communities are eligible to play on McKinney’s teams – enrollment brings them into McKinney weekly for practice/events/games |

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.

Success will be measured in New Club/Team registration.


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

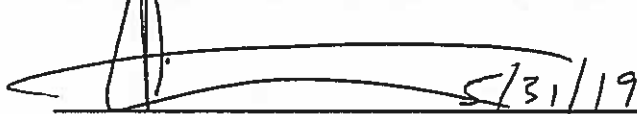

5/31/19

Signature

Owen Lancaster
Printed Name

5/31/2019
Date

Representative Completing Application


5/31/19

Signature

Scott Wooters
Printed Name

5/31/2019
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.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: The McKinney Lacrosse Club – Turlaxin Tournament

Funding Amount: \$9,400

Project/Promotional/Community Event: Turlaxin Lacrosse Tournament – State Wide

Start Date: October 2019

Completion Date: November 2019

Location of Project/Promotional/Community Event: Al Ruschaupt Park in McKinney (possible inclusion of Bonnie Wenk)

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

MCKINNEY LACROSSE RECENTLY HOSTED THE BOY'S HIGH SCHOOL STATE CHAMPIONSHIPS. COMMENTS BELOW REFLECT THE IMPRESSION THE EVENT MADE OF THE CITY OF MCKINNEY:

Good Afternoon Scott,

It went really well. We picked up 26 rooms on peak. How did the Championship go?

Best Regards,

STEVEN YEARWOOD

Group Sales Manager

SHERATON MCKINNEY

1900 Gateway Blvd McKinney, TX 75070

ADDITIONALLY, WE KNOW THE TEAM FROM KLINE TEXAS (30 FAMILIES) VISITED THE YARD AS DIRECTED THERE BY CLUB STAFF; CHRISTINA'S, PER A CONTACT AT OUR VISITORS BUREAU, BENEFITED AS WELL WITH VISITING TEAM FAMILY VISITS.

Quotes from Event participants leadership:

Hi Owen,

You and the rest of the your team at McKinney did an outstanding job hosting the 2019 THSLL Championships. On behalf of the THSLL Board of Directors, I would like to express our gratitude to the McKinney program's willingness to step forward and host this event and to your professionalism in its execution. The facility, organization of the teams, game operations, handling of adverse weather on Saturday and the hospitality shown to the teams, officials and THSLL Board members and staff was exceptional.

Thank you again and we look forward to any information that you can share to help us and next year's host plan the 2020 THSLL Championships.

Best regards,

Joe Donoghue

THSLL Interim Commissioner

A big thank you to the wonderful volunteers of the THSLL and the McKinney lacrosse board for taking the time to host a wonderful final four this past weekend. Because of your selflessness, my players and their families will have some wonderful memories that will last a lifetime. I cannot thank you enough for hosting such a first class event. All of you did a terrific job. Thanks again.

Chris Surran

I think this was the best State Champs we've had since I've been involved.

Owen, on behalf of the THSLL and all it's members, I just want to thank you again. Your team did an outstanding job.

Look forward to working with all of you this next year to grow the game.

Best Regards,

John

McKinney Lacrosse Club

PROFIT AND LOSS

July 2017 - June 2018

| | TOTAL |
|--|---------------------|
| Income | |
| 47100 Registration Fees | |
| 47200 Fall Registration Fees | 52,167.96 |
| 47300 Spring Registration Fees | 76,871.25 |
| Total 47100 Registration Fees | 129,039.21 |
| 47600 Fundraising | 1,005.00 |
| 47500 Sponsorships | 6,100.00 |
| 47599 Sponsorship expenses | -434.10 |
| Total 47500 Sponsorships | 5,665.90 |
| 47610 Program Sales | 4,114.66 |
| 47619 Program Sales expenses | -4,570.00 |
| Total 47610 Program Sales | -455.34 |
| 47630 Spiritwear | -174.50 |
| 47639 Spiritwear expense | -56.49 |
| Total 47630 Spiritwear | -230.99 |
| 47800 Turlaxin | 68,297.93 |
| 47899 Turlaxin expenses | -31,872.71 |
| Total 47800 Turlaxin | 36,425.22 |
| 47900 Booster Club | 6,028.51 |
| 48000 Other Fundraising 1 | 18,941.83 |
| 48999 Other Fundraising expenses | -11,542.68 |
| Total 48000 Other Fundraising 1 | 7,399.15 |
| 49000 Special Events Income | 12.46 |
| Total 47600 Fundraising | 55,849.91 |
| 48100 Game admissions - HSG | 962.06 |
| 48200 Game admissions - HSB | 2,017.00 |
| Total Income | \$187,868.18 |
| GROSS PROFIT | \$187,868.18 |
| Expenses | |
| 60000 Uniforms | 2,776.17 |
| 60100 Field and Facility Expenses | |
| 60110 Fields | 17,572.37 |
| 60120 Other field expenses - painting | 5,261.57 |
| Total 60100 Field and Facility Expenses | 22,833.94 |
| 60200 Club and Team Equipment | 109.98 |
| 60210 Storage Unit | 2,857.55 |
| 60220 Equipment | 2,603.75 |
| Total 60200 Club and Team Equipment | 5,571.28 |
| 60300 League Fees | 3,440.00 |
| 60400 Tournaments | 250.00 |
| 60410 Tournament Registration | 9,951.48 |
| 60420 Tournament Travel | 7,211.12 |

| | TOTAL |
|---------------------------------------|---------------------|
| Total 60400 Tournaments | 17,412.60 |
| 60600 Trainers | 1,746.88 |
| 60700 Referees | 11,587.00 |
| 60800 Coach Stipends | 97,218.69 |
| 60900 Banquets and Team Parties | 3,792.73 |
| 60900* Business Expenses | |
| 60990 Insurance - Liability, D and O | 495.00 |
| Total 60900* Business Expenses | 495.00 |
| 62000 Publicity, Advertising, Recruit | 3,023.18 |
| 62100 Contract Services | |
| 62110 Accounting Fees | 1,000.00 |
| Total 62100 Contract Services | 1,000.00 |
| 63000 Development | 800.00 |
| 63100 Clinics | 799.80 |
| Total 63000 Development | 1,599.80 |
| 65000 Administrative | |
| 65010 Books, Subscriptions, Reference | 270.25 |
| 65020 Postage, Mailing Costs | 99.00 |
| 65040 Supplies | 127.24 |
| 65060 Banking Fees | 419.76 |
| 65061 BofA | -70.16 |
| 65062 Website | 1,236.13 |
| 65063 PayPal | 2,854.73 |
| Total 65060 Banking Fees | 4,440.46 |
| 65070 Website | 1,175.00 |
| Total 65000 Administrative | 6,111.95 |
| 68300 Travel and Meetings | 498.43 |
| Total Expenses | \$179,107.65 |
| NET OPERATING INCOME | \$8,760.53 |
| NET INCOME | \$8,760.53 |