

The McKinney Lacrosse Club - The TurLaxin'

McKinney Community Development
Corporation Grant Request – 2019

Invest in McKinney's Quality of Life





Introduction



Who is McKinney Lacrosse and What is TurLaxin'??

McKinney Lacrosse Club

- Non-Profit Sports Club
- Founded in 2010
- Not affiliated with MISD
- Volunteer Managed

Mission:

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

TurLaxin' Fall Tournament

- All Ages Lacrosse Tournament
- Founded in 2012
- Three Weekend/Overnight tournament dates annually each October & November
- Off Season Play Dates
- Volunteer Managed
- Continued Expansion
- Al R and/or Bonnie Wenk
- Teams from across Texas



TurLaxin' Fall Lacrosse Tournament

Overview of Event Benefits for the City of McKinney



Unique opportunity to promote the positive image of the City of McKinney for business development and tourism



TurLaxin' attendance has averaged 3,000+ participants and fans coming from all parts of Texas and beyond



Significant positive ANNUAL economic impact on hotels*, restaurants and retail with the downtown area in close proximity to all venues



Recently hosted the THSLL State Championship which produced local/statewide media coverage including live-streaming of the games

* "It went really well. We picked up 26 rooms on peak." Steven Yearwood, Group Sales Manager, Sheraton McKinney



Grant Request - TurLaxin' Fall Lacrosse

Grow TurLaxin' Team Participation deeper in Texas and Beyond therefore bringing in large groups of visitors to our community

Significant opportunity to grow visitors – currently word of mouth is our only marketing channel

Proof of Concept Exists – Palm Springs, Towson, Harrisburg, Aspen have well more than double the participating teams – our players go!!!

Off Season Events are a differentiator

To grow team registrations and overnight visitors to McKinney we need to promote the event beyond word of mouth

Requesting Grant Funds to promote TurLaxin' to our targeted audience





MCDC Grant Questions Answered:



- 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.



Grant Funds – TurLaxin' Marketing



The McKinney Lacrosse Club is Requesting \$9,400 for Tournament Marketing

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

Club Success Metric – Increased Tournament participation from non-DFW team registrations and Club registrations from neighboring communities without a Lacrosse Club



Club Fun Facts

How the Club Generates Texas and National Exposure for McKinney!

- ✓ Women's US Lacrosse U19 National Team (~ Olympic Team):

Name	Hometown	High School	Club	College
Megan Carney	McKinney, Texas	John Paul II '18	GRIT Dallas	Syracuse

- ✓ Under Armour High School Girls SW All-American Team honors – Kate Bruechner & Faith Wooters
- ✓ US Lacrosse Team North Texas – Kate Bruechner and Faith Wooters
- ✓ Under Armour High School Boys West All-American Team – Cameron Johnson
- ✓ All State – Ali van der Zeil; All District - Faith Wooters
- ✓ Texas All-Star – Cole Vollmer and Gavin Wilson

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