

THE MCKINNEY LACROSSE CLUB

—
TURLAXIN'

McKinney Community Development
Corporation Grant Request – 2023

Invest in McKinney's Quality of Life





Introduction



Who is McKinney Lacrosse Club?

- Established in 2005
- Community-based, non-profit organization
- Supports over 200 boys and girls ages K-12 from McKinney & Melissa School Districts – not affiliated with either district
- Volunteer lead and managed
- Multiple former athletes have gone on to compete at the collegiate level in DI, DII, DIII, and NAIA (National Association of Intercollegiate Athletics).

Our Mission:

- *Build character, integrity and sportsmanship*
- *Skill development and competition*
- *Foster teamwork and trust*
- *Respect for the game and teammates*
- *Memorable family experiences*
- *Have fun*



Introduction



What is TurLaxin'??

- All Ages Lacrosse Tournament for boys and girls
- Founded in 2012
- Three Weekend/Overnight tournament dates annually each October
- Off Season Play Dates
- Volunteer Managed
- Play on McKinney Parks and Recreation fields throughout McKinney
- Attracts teams from across Texas and the Southwest region
- Has become a premier fall tournament for the Southwest region



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



In past years 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 major 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:



Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/of tourism.**

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 in areas surrounding the venue and book hotel rooms in proximity to the tournament.

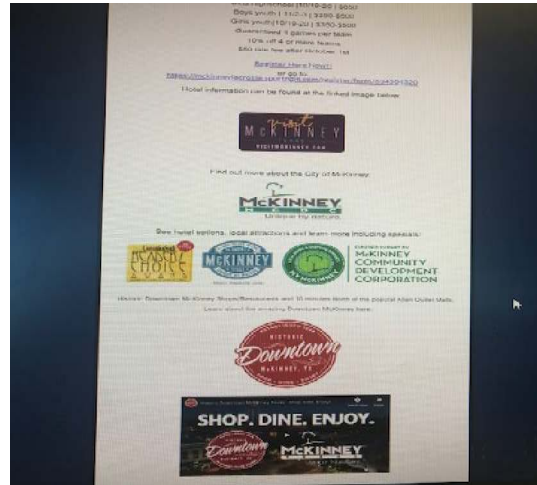
Teams typically schedule recurring tournaments for their annual calendar. This is a unique opportunity to capture recurring annual traffic.

National Exposure for McKinney!

US Lacrosse Magazine Circulation:
2.4 million

40% of parents spend over \$1,000 annually on lacrosse club teams, camps and clinics/ private lessons

54% of parents travel over 100 miles to a lacrosse tournament



MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



Grant Funds – TurLaxin' Marketing



The McKinney Lacrosse Club is Requesting \$3,100 for Tournament Marketing

US Club Lacrosse	\$1,000 (\$500 x Two Runs)	Social Media Outlet with over 75,000 active tournament participants
USA Lacrosse	\$1,100 Email Blast to Members	National governing body with an email distro. List of 270,000+
USA Lacrosse Texas	\$500 Social Media Campaign	State Governing Body for the promotion of lacrosse as a sport
Google	\$500 budget	Paid word search for Clubs searching tournaments
	Total: \$3,100	

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



Club Successes



How the Club Generates Texas and National Exposure for McKinney!

- 2015 TX High School Men's DII State Semi Finalists
- 2015 TX High School Women's DII State Champions
- 2016 TX High School Men's DII State Runner Up
- 2021 TX High School Women's DII State Champions
- 2021 TGHSL Women's North District Champions
- Current Collegiate Representation:
 - American University
 - Central Michigan University
 - Notre Dame College
 - Syracuse University
 - Radford University



Club Accolades



How the Club Generates Texas and National Exposure for McKinney!

- **2021 Adrenalin All American:** Faith Wooters
- **2022 USA Select Men's U16 Team:** Jace Johnson
- **2022 TGHSLL All State Honors & All-District:** Faith Wooters & Kate Bruechner
- **2022 USA Lacrosse Texas:** Jace Johnson
- **2023 Adrenalin All American Watchlist:** Peyton Tallo
- **2023 American Select Texas Team:** Carrington Chandler
- **2023 All-American Lacrosse Southwest:** Kati Hensley
- **2023 All-State:** Peyton Tallo
 - **Honorable Mention:** Caleb Hensley



2023 Club Updates



How the Club Generates Texas and National Exposure for McKinney!

- 193 players - K-12
 - 25 Non-McKinney Residents
- Over 150 teams registered for annual fall TurLaxin' tournament
- HS boys team advanced to state tournament
- HS girls team advanced to district playoff
- 5 seniors committed to play lacrosse in college next year (and one junior already committed)
- 2nd annual new and returning player clinics (K-8) each Monday this summer in June and July



Q&A

