

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2023

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
7300 SH 121, SB, Suite 200
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, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Lacrosse Club

Federal Tax I.D.: 20-2324072

Incorporation Date: 2010

Mailing Address: PO Box 6387

City McKinney

ST: TX

Zip: 75071

Phone: 802-595-3945

Fax: none

Email: president@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: USA Lacrosse Association, Texas High School Lacrosse League, Texas Girls Lacrosse League

REPRESENTATIVE COMPLETING APPLICATION:

Name: Kelly Majdan

Title: Board Member - Sponsorships

Mailing Address: PO Box 6387

City: McKinney

ST: TX

Zip: 75071

Phone: 469-301-8057

Fax: none

Email: kelly@majdan.us

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Kelly Majdan

Title: Board Member - Sponsorships

Mailing Address: PO Box 6387

City: McKinney

ST: TX

Zip: 75071

Phone: 469-301-8057

Fax: none

Email: kelly@majdan.us

FUNDING

Total amount requested: \$3,100

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☐ Yes

☒ No

Please provide details and funding requested:

McKinney Lacrosse hosts an annual fall tournament each October/November and draws an average of 150 teams totaling over 4,000 visitors to McKinney. We will use grant funding to advertise outside of the metroplex to attract teams from outside of DFW to register and participate. This will contribute to tourism and city exposure as a destination. The Club is a non-profit not affiliated with the MISD so all expenses to include field rentals are borne by the Club. McKinney Lacrosse is requesting \$3,100 to advertise and promote the 2023 Turlaxin tournament nationally to attract team registrations from across the United States which will capture tourism dollars for the City.

The Club has benefitted from a prior MCDC grant which was leveraged to advertise to lacrosse organizations across the country. The Club received favorable responses from far away teams to include New England, Delaware, Michigan and California to name a few. Teams from Arizona did participate in Turlaxin thanks to the funding but most all teams had to decline due to COVID restrictions on travel and their state quarantine requirements. We feel there will be significant pent-up demand for a Fall tournament and need to reach out to remind Clubs to visit McKinney this October.

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 15

Completion Date: October 30

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

Melissa Cobb

Community Liaison

Karin Sanchez

Social Media and Marketing Director

Frederick Nickens

Player Recruitment

Kelly Majdan

Sponsorships

Kellie Chandler

Treasurer

Dave Perry

LaxBacker Chair

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

Jeremy Schultz

President

Owen Lancaster

Vice President

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 MCDC 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Signature

Jeremy Schultz
Printed Name

May 16th, 2023
Date

Representative Completing Application

Signature

Kelly Majdan
Printed Name

May 16th, 2023
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

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.

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.

Our only paid staff is our high school coaches, all other positions are filled with volunteers. We have 6 paid coaches. 31 volunteer coaches and team coordinators & 9 unpaid board members.

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 4 new officers – officer terms are two years (Board of nine) and they must have children participating in the club as either as a player or coach.

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. Up until 2019 “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. Beginning in 2019 we expanded our marketing reach to include teams from all over the mid-central region. We increase our tournament participation to hosting between 130-160 teams each tournament by increasing our 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. Past MCDC grants have helped us successfully do this. 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.

- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.

There is a team registration fee but spectators and visitors are free.

- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).

Below in chart

Turlaxin	Expense	Revenue
2016	\$31,000	\$64,000
2017	\$32,000	\$68,000
2018	\$25,000	\$51,000*
2019	\$35,000	\$67,300
2020	\$35,500	\$65,700
2021	\$44,500	\$76,000
2022	\$34,700	\$51,000*
*Note: 2018 & 2022 affected by weather and field closures		

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

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

- 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.

- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

Teams typically schedule recurring tournaments for their annual calendar. This is a unique opportunity to capture recurring annual visitors to McKinney from all over the mid-central region. Plus as the tournament grows there is an opportunity for national teams to add this tournament to their calendars. By hosting we provide an opportunity for our local kids to experience high performance tournament play which further prepares them for larger national tournaments and college scholarship opportunities.

- 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 coaching needs – to attract & retain players we need to have quality coaches at the high school level. We are competing against high school programs that have more funding than we do.

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

☒ Yes

☐ No

Date(s): 5/2019 & 11/2019

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill 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 or if weather cancels games like it did for our tournament in 2022.

- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal 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.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Turlaxin	Expense	Revenue
2016	\$31,000	\$64,000
2017	\$32,000	\$68,000
2018	\$25,000	\$51,000*
2019	\$35,000	\$70,000
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2021	\$44,500	\$76,000
2022	\$34,700	\$51,000*
*Note: 2018 & 2022 affected by weather and field closures		

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

2023 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

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
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 and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

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
	\$3,100	

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.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

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CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate how this event will showcase the City of McKinney for business development/tourism
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall organization **and** 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 and P&L statement for current and previous 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 Lacrosse Club

Profit and Loss
July 2022 - June 2023

	TOTAL
Income	
47100 Registration Fees	
47200 Fall Registration Fees	15,755.00
48300 Full Year Registration Fees	40,187.07
Total 47100 Registration Fees	55,942.07
47600 Fundraising	4,301.14
47400 Clinics Revenue	8,560.00
47410 Clinic Expenses	-1,630.00
Total 47400 Clinics Revenue	6,930.00
47500 Sponsorships	500.00
47599 Sponsorship expenses	-48.69
Total 47500 Sponsorships	451.31
47630 Spiritwear Revenue	2,949.63
47700 Raffle Revenue	
47799 Raffle Expenses	-500.00
Total 47700 Raffle Revenue	-500.00
47800 Turlaxin	50,942.05
47899 Turlaxin expenses	-34,685.87
Total 47800 Turlaxin	16,256.18
47900 LaxBackers Revenue	
47999 LaxBackers Expenses	-2,917.37
Total 47900 LaxBackers Revenue	-2,917.37
48000 Other Fundraising 1	12.35
49200 Golf Tournament Revenue	9,203.20
49299 Golf Expenses	-6,080.23
Total 49200 Golf Tournament Revenue	3,122.97
Total 47600 Fundraising	30,606.21
Uncategorized Income	96.59
Total Income	\$86,644.87
GROSS PROFIT	\$86,644.87
Expenses	
60200 Club and Team Equipment	9,261.51
60210 Storage Unit	3,254.02
60220 Equipment	1,563.69
Total 60200 Club and Team Equipment	14,079.22
60400 Tournaments	
60410 Tournament Registration	4,850.00
Total 60400 Tournaments	4,850.00
60600 Trainers	430.62

McKinney Lacrosse Club

Profit and Loss

July 2022 - June 2023

	TOTAL
60700 Referees	736.50
60800 Coach Stipends	34,833.26
60900 Banquets and Team Parties	206.00
61000 Fundraising Costs	
61630 Spiritwear Costs	3,211.00
Total 61000 Fundraising Costs	3,211.00
62000 Publicity, Advertising, Recruit	60.00
65000 Administrative	
65010 Books, Subscriptions, Reference	2,356.87
65020 Postage, Mailing Costs	88.09
65070 Website	621.57
Total 65000 Administrative	3,066.53
69200 Other Business Expenses	84.94
Uncategorized Expense	423.19
Total Expenses	\$61,981.26
NET OPERATING INCOME	\$24,663.61
NET INCOME	\$24,663.61

McKinney Lacrosse Club

Profit and Loss
July 2021 - June 2022

	TOTAL
Income	
47100 Registration Fees	
47200 Fall Registration Fees	37,499.15
47300 Spring Registration Fees	88,812.46
Total 47100 Registration Fees	126,311.61
47600 Fundraising	
47400 Clinics Revenue	1,520.00
47410 Clinic Expenses	-6,893.67
Total 47400 Clinics Revenue	-5,373.67
47500 Sponsorships	1,717.44
47630 Spiritwear Revenue	17,250.69
47639 Spiritwear expense	-17,330.87
Total 47630 Spiritwear Revenue	-80.18
47700 Raffle Revenue	6,259.20
47799 Raffle Expenses	-50.51
Total 47700 Raffle Revenue	6,208.69
47800 Turlaxin	76,000.64
47899 Turlaxin expenses	-43,019.47
Total 47800 Turlaxin	32,981.17
47900 LaxBackers Revenue	38,192.76
47999 LaxBackers Expenses	-17,698.90
Total 47900 LaxBackers Revenue	20,493.86
48000 Other Fundraising 1	2,897.30
49200 Golf Tournament Revenue	9,049.18
Total 47600 Fundraising	67,893.79
48100 Game admissions - HSG	1,314.00
48200 Game admissions - HSB	522.00
Total Income	\$196,041.40
GROSS PROFIT	\$196,041.40
Expenses	
60000 Uniforms	5,356.60
60100 Field and Facility Expenses	
60110 Fields	18,042.20
60120 Other field expenses - painting	4,232.29
Total 60100 Field and Facility Expenses	22,274.49
60200 Club and Team Equipment	
60210 Storage Unit	6,963.91
60220 Equipment	6,695.73
Total 60200 Club and Team Equipment	13,659.64
60300 League Fees	4,451.00

McKinney Lacrosse Club

Profit and Loss
July 2021 - June 2022

	TOTAL
60400 Tournaments	
60410 Tournament Registration	3,075.34
60420 Tournament Travel	9,828.44
Total 60400 Tournaments	12,903.78
60600 Trainers	2,047.50
60700 Referees	8,099.60
60800 Coach Stipends	90,080.38
60900 Banquets and Team Parties	9,083.11
62000 Publicity, Advertising, Recruit	2,195.74
62100 Contract Services	307.01
62110 Accounting Fees	1,135.00
Total 62100 Contract Services	1,442.01
63000 Development	
63100 Clinics Expenses	1,601.31
Total 63000 Development	1,601.31
65000 Administrative	228.00
65010 Books, Subscriptions, Reference	3,350.57
65020 Postage, Mailing Costs	257.00
65030 Printing and Copying	447.07
65040 Supplies	1,137.03
65060 Banking Fees	
65062 Website	700.00
Total 65060 Banking Fees	700.00
65070 Website	12.00
Total 65000 Administrative	6,131.67
68300 Travel and Meetings	439.88
69999 Refunds due to COVID19	485.00
Total Expenses	\$180,251.71
NET OPERATING INCOME	\$15,789.69
Other Income	
49100 THSLL Tournament Revenues	11,090.60
Total Other Income	\$11,090.60
Other Expenses	
69100 THSLL Tournament Expenses	3,798.18
Total Other Expenses	\$3,798.18
NET OTHER INCOME	\$7,292.42
NET INCOME	\$23,082.11

Texas Sales and Use Tax Exemption Certification

This certificate does not require a number to be valid.

Name of purchaser, firm or agency McKinney Lacrosse Club	
Address (Street & number, P.O. Box or Route number) PO Box 6387	Phone (Area code and number) 469.215.3913
City, State, ZIP code McKinney, TX 75071	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: _____

Street address: _____ City, State, ZIP code: _____

Description of items to be purchased or on the attached order or invoice:

Miscellaneous items to be used at a McKinney Lacrosse event

Purchaser claims this exemption for the following reason:

McKinney Lacrosse Club is a 501c-3 organization. We are a not for profit lacrosse club.

I understand that I will be liable for payment of all state and local sales or use taxes which may become due for failure to comply with the provisions of the Tax Code and/or all applicable law.

I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

sign here	Purchaser <i>Kellie Chandler</i>	Title Treasurer/Co-Registrar	Date 3/21/23

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist.

**This certificate should be furnished to the supplier.
Do not send the completed certificate to the Comptroller of Public Accounts.**