



22-0541

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Lacrosse Club (PC #22-14) in the Amount of \$3,100.00 for the Advertising, Marketing and Promotion of the 2022 Fall Turlaxin' Tournament.

COUNCIL GOAL: 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Lacrosse hosts an annual fall tournament that draws an average of 160 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 2022 (High School boys; Boys K-8; Girls).
- If awarded, grant funds will be used to advertise in national and regional Lacrosse publications, develop a tournament-specific website and connect directly with coaches.
- 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 annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- McKinney Lacrosse Club was awarded \$6,000 for the 2019 Turlaxin' Tournament.

SUPPORTING MATERIALS:

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