



City of Kansas City, Mo.
Neighborhoods and Housing Services Department
Neighborhood Tourist Development Fund
 414 E. 12th St., fourth floor
 Kansas City, MO 64106
 (816) 513-3200 (phone), (816) 513-3201 (fax)

Eligibility application

This eligibility application must be received and approved by the Neighborhood Tourist Development Fund staff before funding will be issued. Funding applications must be submitted at least 120 days before the date of the proposed event.

Check one

- New agency (if you have not previously applied to the Neighborhood Tourist Development Fund)
- Inactive agency (if you have received money from the Neighborhood Tourist Development Fund)

Section A — Organization information

- A.1. Project director Kim R. Riley
 Name and title of person responsible for completion of the project — this will be the official contact for all correspondence
- A.2. Organization name Foundation of teh Metropolitan Community College
 Official name of participating organization as stated on certificate of incorporation
- A.3. Street address 3200 Broadway
 City, State and ZIP Kansas City, Missouri 64111
 Phone (816) 604-1348 Fax (816) 759-1408 E-mail address nance.mccalum@mccckc.edu
 Address where the organization is officially located
- A.4. County Jackson
 County where the organization is officially located
- A.5. FEIN 51-0181875
 Federal employee identification number
- A.6. Bank name Bank of America
 Name of bank where Neighborhood Tourist Development Fund money would be deposited
- A.7. Bank account number 354009101452
 Bank account number for A.6.
- A.8. Number of employees 4
 Number of paid employees — do not include volunteers
- A.9. Event City Council District All
 City Council District where the event will be held
- A.10. Organization City Council District All
 City Council District where the organization is located
- A.11. Project/Event name MLK Basketball Tournament
 Name of the proposed project/event
- A.12. Responsible parties Kim R. Riley

_____ List the individuals responsible for the execution and successful completion of the proposed project

A.13. NTDF funding —	Last year	Two years ago	Three years ago
Dates of activity	_____	_____	_____
Amount	_____	_____	_____
Contract number	_____	_____	_____



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A.14. Other City funding —	Last year	Two years ago	Three years ago
City department	_____	_____	_____
Amount	_____	_____	_____
Contract number	_____	_____	_____
Purpose	_____	_____	_____

Section B — Application requirements and responsibilities (pre- and post-eligibility) For a detailed explanation/description of each item, refer to the eligibility application checklist. The following items actions are required prior to submitting the eligibility application.

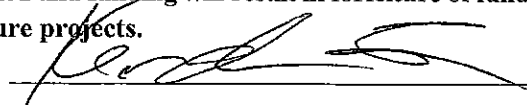
Initial each item to indicate that you have fulfilled the requirements as indicated. Original eligibility documents are required as indicated below. Initial each item to indicate that you have attached the required documents with this application.

- KE B.1. Certificate of corporate good standing issued within the past 12 months
- KE B.2. Revenue clearance request
- KE B.3. Organization's goal/mission statement
- KE B.4. Names, addresses and phone numbers of board members
- KE B.5. Resolution from corporate board authorizing application for funds
- N/A B.6. Voided check from bank account into which Neighborhood Tourist Development Fund money would be deposited
- KE B.7. Audited financial statements for the past two years

All applicants must fulfill the requirements listed below to continue with the application process after being deemed eligible. Initial each item to indicate that you understand your organization's responsibility to complete these requirements if you are deemed eligible.

- KE B.8. Financial information detailing sources of all revenue and expenses for the past two years
- KE B.9. Agency is a registered vendor in good standing with the City of Kansas City, Mo.
- KE B.10. Will provide the NTDF program with a \$2 million certificate of general liability insurance, which includes the City of Kansas City MO as an additional insured, within 30 days of funding approval
- KE B.11. Agree to incur and request reimbursement for all approved expenses within the contract period
- KE B.12. Provide the Neighborhood Tourist Development Fund staff with a City revenue clearance letter issued no more than 60 days prior to the request for reimbursement of expenses
- KE B.13. Transmit the request for reimbursement on the required form and provide copies front and back of the canceled check with an invoice for every expense — Reimbursement requests are submitted in duplicate
- KE B.14. Submit all final reports no later than 90 days after completion of the project but before the contract expiration date
- KE B.15. Include the Neighborhood Tourist Development Fund logo and credit the Neighborhood Tourist Development Fund in all marketing and advertising, and provide Neighborhood Tourist Development Fund staff with copies

I understand that failure to comply with these terms and those required under any contract for Neighborhood Tourist Development Fund funding will result in forfeiture of funds for this project and may result in ineligibility for future projects.

Applicant's signature  Date 10/15/13

Vendor No. _____	Neighborhood Tourist Development Fund staff use only <input type="checkbox"/> Agency approved to apply for funding <input type="checkbox"/> Agency ineligible <input type="checkbox"/> Application mailed to agency
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 www.kcmo.org/neigh

Funding application

Application cycle due dates

Annual

Oct. 15

Quarterly

Feb. 1

May 1

Aug. 1

Oct. 1

Important – All proposals must be submitted using this application form. Applications should be filed with the Neighborhood and Community Services Department before 5 p.m. on the date due. Three ways to submit application: (1) Hand delivered to City Hall, 4th Floor, Suite 402, KCMO (2) Mail to Neighborhood Tourist Development Fund, 414 E. 12th Street, 4th Floor, KCMO 64106 (*applications must be postmarked on or before due date*) (3) On-line at <http://www.kcmo.org/CKCMO/Depts/NeighborhoodAndCommunityServices/NTDF/index.htm>
 Faxed or emailed applications are not accepted and will be ineligible for funding.

Please attach additional sheets as needed

Name of event: MLK Basketball Tournament		Date(s) of activity: January 20, 2014			
Location of /event: MCC- Penn Valley		City Council District: 4 th	Amount requested: \$8,054		
Name of organization: Foundation of the Metropolitan Community Colleges					
Office address 3200	Street Broadway	City Kansas City	State MO	ZIP 64111	
Phone: 816-604-1348		Fax: 816-759-1408	E-mail: nancy.mccallum@mccckc.edu		
Number of paid employees: 4		Federal employee identification number: 51-0181875			
Contact person: Lisa Bray		Phone: 816-604-1536	Fax: 816-759-1150	E-mail: lisa.bray@mccckc.edu	
Board members	See Attachment A				

Eligibility

Does your organization's mission include neighborhood and community development, or tourism promotion?

Yes No Please explain (400 words or less)

In operation since 1915, the Metropolitan Community College District (MCC) is a public two-year system of higher education that serves 12 urban, rural and suburban school districts across four counties in Western Missouri. As the largest higher education institution in the area (with 31,000 students enrolling annually), MCC provides affordable, quality education, connecting with the community and powering workforce and economic development. With a mission of Preparing students, Serving communities, and Creating opportunities, MCC provides educational opportunities as well as artistic and entertainment events designed to engage the student population, campus neighbors and beyond. The five campuses draw visitors and guests from all parts of the metropolitan area as well as visitors from outside the state including international speakers, visitors and guests.

The five campuses house meeting space, sporting fields and arenas, performance theaters, and festival space that is available for internal and external use. Every year, thousands of people are drawn to the campuses for activities outside of regularly scheduled classes including the Kite Festival at the Longview campus, attracting more than 20,000 residents and tourists, Snake Saturday fair and baseball and soccer games as well as youth baseball and soccer camps at Maple Woods, martial arts workshops at Blue River campus, job fairs on all five campuses, World Food Day at Penn

Valley, volleyball and cross country meets at Longview, basketball at Penn Valley, live theater at the Longview Cultural Arts Center and many more events attracting diverse audiences.

Each campus is a community anchor providing a neighborhood hub for residents in surrounding communities. Opening its doors to health fairs, area nonprofits presenting a wide array of free services and information and a key partner in the Mid-America Regional Council's Emergency Preparedness Plan, MCC is a well-known, highly-regarded partner of neighborhood and community development. Capital efforts to expand campuses have solicited community input and created jobs for Kansas Citizens.

2. Planning and Timetable

Outline the planning and organizing procedures that will take place prior to your event and the timeline for their completion

MLK Basketball Tournament

November 7, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

November 10, 2014 - Assemble planning committee of PV, Coleman-Highlands Neighborhood Association, to get the word out to promote the event.

November 17, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

November 21, 2014 - Promote to community groups, college basketball fans, etc. via e-blasts, presentations, flyers, social media, etc.

December 8, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

January 5-20, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

November 21, 2014 - Ad runs in The Pitch

January 20, 2014 - Media interviews on TV stations & other local outlets

3. Activity

Name of Activity/Event: **MCC Storytelling Celebration**

Type of Activity/Event: One-time Event Series of Events Annual Event Capital Event

Purpose of Activity/Event: Cultural Social Ethnic Historic Educational Recreational

Is the activity/event free and open to the public? Yes No

If not, how many complimentary tickets will be available to the public? 50

What is the cost of admission/attendance? \$5

Event/activity Description: *(In 400 words or less, please explain what will occur during the activity/event.)*

Kansas City college basketball fans are in for a treat on King's Holiday 2014. A daylong regional community college showdown will be hosted at MCC-Penn Valley.

Area men's basketball teams will compete for top honors at the inaugural Martin Luther King Jr. Basketball Tournament. Competing teams include: Wentworth Academy v. Central Nebraska, North Arkansas vs. North Central Community College and MCC-Penn Valley vs. Kansas City, Kansas Community College.

Here's a birds' eye view of what attendees can expect:

- Wentworth Academy players will be well-coached, patient and run the offense.
- Central Nebraska went to nationals and has a standout 6'11 player who's really good.
- North Arkansas has a team of really big players, including a 7-footer.
- North Central is quick and shoots the ball well.

- MCC-Penn Valley is coming off an appearance in the NJCAA national tournament. They're young, but aggressive.
- Kansas City, Kansas Community College is a new team that's coming back off a good season with a new coach.

College hoops fans looking for show stopping lineups need to look no further than MCC-Penn Valley where the MLK Tournament will bring the best and brightest in NJCAA talent to our city. Each team will also bring fans to our city to cheer them on. This tournament is definitely one to catch!

4. Neighborhood

In what neighborhood is the event/activity to occur? *(Please provide the organizational name and boundaries)*

The neighborhoods benefitting from this event include the City of Kansas City, Missouri, with special emphasis on all Council Districts within the geographic area. Further impact will be felt throughout the entire Kansas City Metropolitan area through this event because of increased community participation and media exposure. The event is hosted by MCC Penn Valley with the support of the Coleman-Highlands Neighborhood.

- Roanoke: 34th Street to Westport Road. Roanoke Road to Southwest Trafficway.
- Valentine: 31st Street to 39th Street. Southwest Trafficway to Broadway.
- Volker: 31st Street on the north and Westport Road/43rd Street on the south. The western boundary is State Line Road. On the east, the boundaries are Roanoke Road on the north side of 39th and Southwest Trafficway south of 39th.

Has the register neighborhood group been informed of the event? Yes No

Does the register neighborhood group support the event/activity? Yes No

(Please attach a letter of support from the register neighborhood group or a letter of notification to the register neighborhood group)

Will the neighborhood organization have a role in organizing or hosting the activity/event? Yes No

Describe this role:

Coleman-Highlands Neighborhood Association will co-hosting the event and will serve on the planning committee. The association will also play a key role in promoting the event to other neighborhood associations.

Will the activity/event promote the register neighborhood group? Yes No

If so, how

Publicity will detail that the competition is being held at MCC-Penn Valley - in the heart of the Coleman Highlands neighborhood. As invaluable partners, neighborhood groups are thanked and recognized via signage at the event and acknowledgement by the teller.

Will the activity benefit the neighborhood? Yes No

Short-term benefits: The event will be heavily promoted and will bring positive awareness to Coleman-Highlands Neighborhood as a flourishing community that offers a variety of events for persons from all walks of life.

Long-term benefits: The event will position Coleman-Highlands Neighborhood as an attractive neighborhood that offers enriching programs that promote personal enhancement and family fun. The events/activities can also be a selling point to realtors that the neighborhood is an ideal location for prospective buyers.

5. Tourist appeal

Will this event attract Kansas City residents from other neighborhoods? Yes No

Why? The Coleman Highlands Neighborhood Association is on the planning committee and will help get the word out to neighborhood associations. Since the event features players from schools across the Metro, it will attract fans from the Kansas City area.

How? The MLK Basketball Tournament will be hosted at the MCC – Penn Valley campus. The Penn Valley campus is located in the heart of the neighborhoods close to major highways. MCC is the ideal location to maximize participation.

Will this event attract non-residents of Kansas City who are already visiting for another reason and hear about the event?

Yes No

Why? Non-Kansas City residents who love basketball will love the opportunity to catch some basketball action. The tournament is more than a game. It's a chance to witness four different games with teams going head-to-head for bragging rights for this inaugural tournament championship. For students and sport fans, it provides a family friendly activity that is fun and entertaining.

How? The events will be well-publicized throughout the Kansas City, Missouri area; students and sport fans are likely to hear about the event and will find it easy to attend. We want to promote this event across so that sports fans visiting the area want to see what all the hype is about. Trash-talking and college sports rivalry are a combination that's hard to pass up.

Will this event attract non-residents of Kansas City solely in and of itself? Yes No

Why? Basketball has broad appeal and this event will catch the attention of fans who want to watch a great competition. The tournament is a chance to catch live action during a holiday. Each team brings a different flavor to the tournament and it will be intriguing to see who brings home top honors.

How? In addition to MCC's extensive marketing and publicity, students, neighborhood organizations and community groups across the Kansas City Metropolitan area will publicize and attract non-residents.

What is the estimated number of tourists to be attracted by this activity/event? 500

Please explain how the number of tourists is calculated and estimated financial impact of this activity.

We will work closely with the Kansas City Convention and Visitors Bureau to create a plan for each event that involves targeting specific tourist audiences visiting the city for area conventions, meetings and events.

6 Promotion

How will the activity event be promoted? Newspaper Radio Ad Magazine TV Mailers
 Social Media Flyers Brochures Web-based Advertisement Email blasts Web blogs
 Other (please explain):

Will the promotional campaign be: Local Regional National

What is your target audience? The MLK Basketball Tournament will reach student, basketball fans, families and individuals from dissimilar social, economic, racial and cultural backgrounds, and all ages from throughout the urban, rural, and suburban area. To increase expansion, improvement and diversification, MCC continues to organize events that will appeal to various groups as well as reaching out to other ethnic groups that make up the multicultural population of Kansas City.

Have you coordinated your event with the convention and tourism industry? Yes No

If so, how? The event will be promoted through annual presentations to various area Chambers of Commerce and Convention and Visitors Bureaus, foremost, Kansas City, Missouri. After presentations, MCC provides the Chamber

and Bureaus with detailed information about the upcoming event and works to coordinate promotional activities. The event will be posted on visitkc.com calendar of events & coordinated with KC Convention & Visitors Association Communications Department

If not, do you plan to?

7. History of activity	Last year	Two years ago	Three years ago
A. Date(s) of activity	N/A	N/A	N/A
B. Neighborhood Tourist Development Fund money received	0	0	0
C. Other revenue	0	0	0
D. Total revenue	0	0	0
E. Neighborhood Tourist Development Fund percent	0	0	0
F. Total expenses	0	0	0
G. Attendance	0	0	0
H. Total cost per attendee (total expenses ÷ attendance)	0	0	0

The undersigned applicant agrees that

1. Funds will be used for the purpose and intent herein stated
2. The organization will adhere to the regulations defined in the City's administrative regulations and the Neighborhood Tourist Development Fund committee ordinance (Sections 2-931 through 2-938)
3. All documents required to determine applicant eligibility have been submitted
4. All information presented in this application and supporting documentation is true and accurate.


Applicant's signature

Director of Resource Development
Title

10/15/13
Date

Organization Revenues and Expenses
(please see note below revenue & expenses)

Revenues and Expenses (last year)

Revenue Sources	Amount Received (\$)
Contributions	\$1,234,390
Contributed Services	\$375,228
Expenses	Total Expenses (\$)
Scholarships and grants	\$287,167
Foundation projects	\$1,407,545
Management and general	\$150,091
Grand Total (Revenues - Expenditures)	-\$235,185

Revenues and Expenses (two years ago)

Revenue Sources	Amount Received (\$)
Contributions	\$1,579,120
Contributed Services	\$344,838
Expenses	Total Expenses (\$)
Scholarships and grants	\$247,514
Foundation projects	\$1,314,087
Management and general	\$237,935
Grand Total (Revenues - Expenditures)	(\$124,422)

If a City of Kansas City, Mo., contract is a source of revenue, provide the contract number.

For MCC, state funding remained steady during FY2013 with a slight increase budgeted for FY2014. Enrollment has dropped the last three years since reaching its highest points in FY11 during the peak of the recession. Due to state aid funding remaining stagnant, significant decline in enrollment and limitations on tuition and fee increases, MCC is restructuring our financial plan. Consequently, we can no longer afford to fully subsidize several ancillary programs, including Storytelling.

Metropolitan Community College has been committed to underwriting the costs of the program when outside funds are not available. As the program grows, we hope to expand the support from community organizations, private donors, and corporate donors that understand the importance of engaging the public in the art form of storytelling. While the program has a significant impact on our community and future students, because of several years of economic downturn, cuts in state funding and a decrease in enrollment, MCC can no longer provide the funding level it has afforded the Storytelling program in the past. To keep the Storytelling program alive, scaling back on the program may be a necessary consideration in a time of tight budgets. We are aggressively seeking external funding in hopes the scale back will not occur. Without philanthropic support, expansion of the program to a more diverse population will not be possible.

Activity Budget

Agency Metropolitan Community College Foundation
Project/Event MLK Basketball Tournament
Date of project/event January 20, 2014
Net revenue from previous activity 0
Projected attendance 500

Revenue

Merchandise sales (list items)	Your cost (\$)	Units Sold (#)	Sale Price (\$)	Profit (\$)	% of Grand Total
1					0.0%
2					0.0%
3					0.0%
4					0.0%
5					0.0%
Funding Sources				Amount Received (\$)	
NTDF				\$8,045.00	0.0%
Grants and Donations				\$0.00	0.0%
Sponsor (specify)				\$32,500.00	0.0%
Sponsor (specify)				\$0.00	0.0%
Grand Total Revenue <small>(Sales + Funding)</small>				\$40,554.00	100%

Expenses

Item	Funding source		
	NTDF	Other	Total
Postage	\$ \$0.00	\$ \$0.00	\$ \$0.00
Entertainment ¹	\$ \$0.00	\$ \$0.00	\$ \$0.00
Printing	\$ \$0.00	\$ \$0.00	\$ \$0.00
Permits	\$ \$0.00	\$ \$0.00	\$ \$0.00
Security	\$ \$504.00	\$ \$0.00	\$ \$504.00
Trophies/Awards ²	\$ \$0.00	\$ \$0.00	\$ \$0.00
Equipment rental	\$ \$0.00	\$ \$0.00	\$ \$0.00
Facility rental	\$ \$0.00	\$ \$2,000.00	\$ \$2,000.00
Advertising	\$ \$5,000.00	\$ \$30,000.00	\$ \$35,000.00
Office supplies	\$ \$0.00	\$ \$0.00	\$ \$0.00
Long distance calls	\$ \$0.00	\$ \$0.00	\$ \$0.00
Costume rental/purchase	\$ \$0.00	\$ \$0.00	\$ \$0.00
Catering	\$ \$0.00	\$ \$0.00	\$ \$0.00
Insurance	\$ \$0.00	\$ \$500.00	\$ \$500.00
Promotional material	\$ \$0.00	\$ \$0.00	\$ \$0.00
Exhibit rental	\$ \$0.00	\$ \$0.00	\$ \$0.00
Minor equipment	\$ \$0.00	\$ \$0.00	\$ \$0.00
Publicity	\$ \$0.00	\$ \$0.00	\$ \$0.00
Other (specify) officials, scorekeepers, ticket takers, trainers	\$ \$2,550.00	\$ \$0.00	\$ \$2,550.00
Total Expenses	\$ \$8,054.00	\$ \$32,500.00	\$ \$40,554.00
Net Revenue	\$		

How will net revenue be used?

General operations
 Donated to a beneficiary organization: _____
 Funding of future activity/event
 Other please explain: _____

¹ Contracts with entertainers should be developed to include their fee and any expenses for lodging and/or transportation. Travel expenses for staff or members associated with the project are not eligible for reimbursement. ² Cash awards are not eligible for reimbursement.

Expense justification

Please provide a statement for each expense category where NTDF is listed as the funding source.
The statement should describe the nature of the expense and explain the need for the amount requested.

Expense	Officials
Statement	3 officials (\$150 each/game) are needed to officiate the 4 games for a total of \$1800.
Expense	Scorekeepers
Statement	3 scorekeepers (\$25 each/game) are needed to officiate the 4 games for a total of \$300.
Expense	Ticket takers
Statement	2 ticket takers (\$25 each/game) are needed to officiate the 4 games for a total of \$200.
Expense	Trainers
Statement	1 trainer (\$250 each/day) is needed to officiate the 4 games for a total of \$250.
Expense	Advertising
Statement	Hot 103 JAMZ has agreed to be our radio sponsor and donate \$30,000 in on-air promotion. This generous time will promote the tournament during off-peak times. We would like to supplement the sponsorship with \$5,000 in advertising during the peak listenership times - morning and late afternoon drive-time.
Expense	
Statement	