



City of Kansas City, Mo.
 Neighborhood and Community Services Department
 Neighborhood Tourist Development Fund
 414 E. 12th St., Fourth floor
 Kansas City, MO 64106
 (816) 513-3200 (p), (816) 513-3201 (f)
 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: Jackson County v. Johnson County Border War			Date(s) of activity: January 17, 2014		
Location of /event: MCC- Penn Valley		City Council District: 4 th	Amount requested: \$6,904		
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: nancv.mccallum@meckc.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@meckc.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

Jackson County vs. Johnson County Border War

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

December 1, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

January 1-17, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

January 16-17, 2014 - TV & radio interviews promoting the game

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, Missouri residents love sports team rivalries. Whether it's the Chiefs versus the Raiders, or the Royals versus the Cardinals, KC fans cheer the loudest when our teams face off with our fiercest competitors.

Even though MU & KU are in different tournaments, who says the Border War is over? It's just beginning. In January MCC-Penn Valley will represent Jackson County as they defend their home turf advantage in this epic battle against Johnson County Community College. The rivalry is real. Now let's settle it on the court – Jackson County vs. Johnson County.

The MCC-Penn Valley Scouts men's team advanced to the National Junior College Athletic Association (NJCAA) men's basketball Division 2 national championships during the last season and ended with a 22-14 record. The Lady Scouts were Division 2 regional runner ups and ended the season 15-11. JCCC's men's team record was 10-21 and the women's team ended last season with a 30-2 record. The rivalry is personal to Metropolitan Community College who recently lost the "largest college in the metro" designation to JCCC, according to Ingram's "Top Public Colleges (MO & KS)" list, which is ranked by undergrad enrollment for Fall 2012.

Game day is Friday, January 17, 2014. Tipoff is 5 p.m. for the Lady Scouts & Lady Cavs. The men's teams go head-to-head at 7 p.m. Both games will be held in the Pohlman Gymnasium at MCC-Penn Valley, 3201 Southwest Trafficway.

Kansas City knows the rivalry between Jackson County and Johnson County all too well. It's time to settle the score once and for all. The last time the teams faced each other was three years ago with around 250 fans cheering them on. Surprisingly Johnson County fans outnumbered Penn Valley fans in the stands. But the Scouts defeated the Cavs and upheld Jackson County pride. Let's see if this remains the case at the Border War!

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-host the event and 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 event will highlight players from Jackson and Johnson County and will attract students, basketball fans, family and friends from Missouri and Kansas. Residents, nonresidents and tourist would find it fun and entertaining to

attend event and cheer on the players.

How? The Jackson County v. Johnson County Border War 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? This event will appeal to the surrounding communities and will capture the interest and attention of tourists and locals. Students and sport fans will attend the event to support their team. It's also a family event that is fun and entertaining.

How? With events 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? Non-Kansas City residents who love basketball will love the opportunity to catch some basketball action. The competition is more than a game. It's a chance to watch the city vs. the elite suburbs settle the score on the courts once and for all. Whichever category (city dwellers or suburbanites) tourists fall in, they can definitely understand the appeal of such a rivalry because the city vs. suburb competition is played out in communities across the country. Basketball has broad appeal and this event will catch the attention of fans who want to catch a great competition.

How? With events 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. 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 KC 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 Jackson County v. Johnson County Border War 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 also 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

Activity Budget

Agency Metropolitan Community College Foundation
Project/Event Jackson County vs. Johnson County Border War
Date of project/event January 17, 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 (\$)	% of Grand Total
NTDF				\$6,904.00	0.0%
Grants and Donations					0.0%
Sponsor (specify)				\$32,500.00	0.0%
Sponsor (specify)					0.0%
Grand Total Revenue <small>(Sales + Funding)</small>				\$39,404.00	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	\$ \$1,400.00	\$ \$0.00	\$ \$1,400.00
Total Expenses	\$ \$6,904.00	\$ \$32,500.00	\$ \$39,404.00
Net Revenue	\$		
How will net revenue be used?			
<input type="checkbox"/> General operations <input type="checkbox"/> Donated to a beneficiary organization: _____ <input checked="" type="checkbox"/> Funding of future activity/event <input type="checkbox"/> 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 2 games for a total of \$900.
Expense	Scorekeepers
Statement	3 scorekeepers (\$25 each/game) are needed to officiate the 2 games for a total of \$150.
Expense	Ticket takers
Statement	2 ticket takers (\$25 each/game) are needed to officiate the 2 games for a total of \$100.
Expense	Trainers
Statement	1 trainer (\$250 each/day) is needed to officiate the 2 games for a total of \$250.
Expense	
Statement	
Expense	
Statement	