



Metropolitan Community College

October 15, 2013

Barbara O'Shea
Neighborhood and Housing Services Department
Neighborhood Tourist Development Fund
414 E. 12th Street Fourth Floor
Kansas City, Missouri 64106

RE: NTDF Application – Truth & Triumphs: MCC-Penn Valley Speaker Series

Dear Mrs. O'Shea

Please find enclosed the NTDF Funding Application and required documents.

- Eligibility application
- Certificate of corporate good standing
- Revenue clearance letter
- Our mission statement with signature
- List of Board of Directors (Attachment A)
- For, 990 (2010 & 2011)
- Funding Application

The following two items are not included.

- Void check –MCC does not use checks. The ACH/direct deposit account information can be found on the Eligibility Application
- The corporate board resolution authorizing the NTDF funding application (The board meeting is scheduled for October 17, you will receive the official resolution no later than October 25, 2013.

Please let me know if you have any questions, or need additional information. I can be reached at 816-607-1574 or Kendra.edwards@mccckc.edu.

Sincerely,

A handwritten signature in black ink, appearing to read "Kendra Edwards", is written over a horizontal line.

Kendra Edwards
Director of Resource Development



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 Truths & Triumphs: MCC-Penn Valley Speakers Series
 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 | _____ | _____ | _____ |



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)

| 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

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

STATE OF MISSOURI



Robin Carnahan
Secretary of State

CORPORATION DIVISION
CERTIFICATE OF GOOD STANDING

I, ROBIN CARNAHAN, Secretary of the State of Missouri, do hereby certify that the records in my office and in my care and custody reveal that

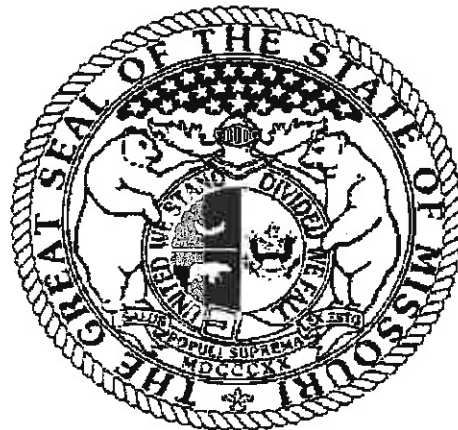
THE METROPOLITAN COMMUNITY COLLEGES FOUNDATION.ALUMNI
ASSOCIATION
N00017769

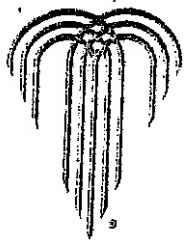
was created under the laws of this State on the 1st day of April, 1976, and is in good standing, having fully complied with all requirements of this office.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 26th day of June, 2012

A handwritten signature in cursive script that reads "Robin Carnahan".

Secretary of State





KANSAS CITY
MISSOURI

Finance Department

Revenue Division

1118 Oak Street
Kansas City, MO 64106-2786

Phone: (816) 513-1135
Fax: (816) 513-1264
Email: revenue@kcmo.org
www.kcmo.org/revenue

METROPOLITAN COMMUNITY COLLEGES FOUNDATION ALUMNI
ASSOC
3200 BROADWAY ST
KANSAS CITY MO 64111-2408

Letter Id: L0569893376
Date: 11-Oct-2013
Taxpayer Id: **1875



This notice certifies that METROPOLITAN COMMUNITY COLLEGES FOUNDATION ALUMNI ASSOCIATION is current as of this date with all taxes and licenses under the jurisdiction of the City of Kansas City, Mo., Finance Department/Revenue Division.

Jacqueline Prelow
Taxpayer Specialist

Mari Ruck
Commissioner of Revenue

IMPORTANT INFORMATION:

Due to the confidential nature of tax information, this notice is provided directly to the taxpayer.



| EXECUTIVE COMMITTEE (Officers) | | | | | | | | | | | |
|--|--------------|-----------------------------|--------|------|------------------|--------------------------------|------------------------|-----------|-----------------|--------------|-----------|
| Affiliation/Address | Phone | Email | Gender | Term | African American | American Indian/Alaskan Native | Asian/Pacific Islander | Caucasian | Hispanic/Latino | Date Elected | Term Ends |
| Chair | | | | | | | | | | | |
| Carolyn Watley President, CBIZ Benefits & Insurance Service 11440 Tomahawk Circle Leawood, KS 66211 | 913-234-1715 | cwatley@cbiz.com | F | 2 | | | | X | | 10/1/2009 | 2015 |
| Secretary | | | | | | | | | | | |
| Jason Dalen The Civic Council of Greater Kansas City 1200 Main Street, Ste 230 Kansas City, MO 64105 | 816-221-2263 | jdalen@kcciviccouncil.org | M | 1 | | | | X | | 10/1/2011 | 2014 |
| Vice Chair | | | | | | | | | | | |
| Thomas Brusnahan UMB One Victory Drive Liberty, MO 64068 | 816-860-3310 | thomas.brusnahan@umb.com | M | 3 | | | | X | | 2/1/2005 | 2014 |
| Treasurer | | | | | | | | | | | |
| Jim Martin Medaccuracy, LLC 14720 West 80th St Lenexa, KS 66215-4218 | 913-541-2568 | kcjimandlinda@earthlink.net | M | 3 | | | | X | | 1/12/2005 | 2014 |
| Chair Elect | | | | | | | | | | | |
| Open | | | | | | | | | | | |
| DIRECTORS | | | | | | | | | | | |
| Carl L. Chinnery Chinnery Evans & Nail 800 NE Vanderbilt Lane Lee's Summit, MO 64064 | 816-525-2050 | schinnery@chinnery.com | M | 2 | | | | X | | 1/30/2007 | 2016 |
| John A. Dillingham Dillingham Enterprises Livestock Exchange Bldg Kansas City, MO 64102 | 816-842-5504 | no email | M | 6 | | | | X | | 7/1/1996 | 2014 |
| John Fierro President/CEO Mattie Rhodes 1721 Jefferson Kansas City, MO 64108 | 816-918-8852 | jfierro@mattierhodes.org | M | 2 | | | | | X | 6/1/2011 | 2014 |
| Mary Hunkeler 5335 Mission Woods Road Shawnee Mission, KS 66205 | 816-604-1195 | mhunkeler@hunkeler.com | F | 4 | | | | X | | 6/1/2002 | 2014 |
| David Levy Consultant, Broadfield Media 5400 W. 133rd Pl. Overland Park, KS 66209 | 816-204-4187 | david@broadfieldmedia.com | M | 2 | | | | X | | 4/15/2009 | 2015 |

| Affiliation/Address | Phone | Email | Gender | Term | African American | American Indian/Alaskan Native | Asian/Pacific Islander | Caucasian | Hispanic/Latino | Date Elected | Term Ends 6/30 |
|--|--------------|-----------------------------------|--------|------|------------------|--------------------------------|------------------------|-----------|-----------------|--------------|----------------|
| Anita L. Malbia Director, Green Impact Zone 4600 The Paseo Kansas City, MO 64110 | 816-474-4240 | amaltbia@marc.org | F | 6 | X | | | | | 7/1/1996 | 2014 |
| Matt McFadden Sr. Vice President -Principal Director of Corporate Services Zimmer Real Estate 1220 Washington St., Suite 100 Kansas City MO 64141 | 816-268-4239 | mmcfadden@zimmercos.com | M | 1 | | | | X | | 6/12/2013 | 2016 |
| Tony Rohr National Managing Principal Gould Evans Associates 4041 Mill St Kansas City, MO 64111-3008 | 816-931-6655 | tonyrohr@gould-evans.com | M | 2 | | | | X | | 8/1/2009 | 2015 |
| CiCi Rojas CEO & President Central Exchange 1020 Central Kansas City, MO 64108 | 816 471-7560 | crojas@centralexchange.org | F | 1 | | | | | X | 2/7/2011 | 2014 |
| Charlie Shields Chief Operating Officer Truman Medical Center Lakewood 7900 Lee's Summit Road Kansas City, MO 64139 | 816-404-8015 | charlie.shield@trumanmed.org | M | 1 | | | | X | | 4/3/2013 | 2016 |
| Maurice Watson Husch Blackwell LLP 4801 Main St, #1000 Kansas City, MO 64112 | 816-983-8138 | maurice.watson@huschblackwell.com | M | 1 | X | | | | | 12/14/2011 | 2014 |
| Karen Zecy American Micro Company 1933 Troost Kansas City, MO 64108 | 816-221-0123 | kzeczy@americanmicrokc.com | F | 1 | | | | X | | 10/12/2011 | 2014 |

NON-VOTING MEMBERS

| | | | | | | | | | | | |
|--|--------------|------------------------|---|---|--|--|--|---|--|--|-----|
| Kent Huyser Executive Director, MCC Foundation 3200 Broadway Kansas City, MO 64111 | 816-604-1411 | kent.huyser@mccckc.edu | M | 1 | | | | X | | | N/A |
| Mark James Chancellor, MCC 3200 Broadway Kansas City, MO 64111 | 816-604-1011 | mark.james@mccckc.edu | M | 2 | | | | X | | | N/A |

| Affiliation/Address | Phone | Email | Gender | Term | African American | American Indian/Alaskan Native | Asian/Pacific Islander | Caucasian | Hispanic/Latino | Date Elected | Term Ends 6/30 |
|--|--------------|----------|--------|------|------------------|--------------------------------|------------------------|-----------|-----------------|--------------|----------------|
| Marianm Tow MCC Trustee Representative | 816-604-1195 | no email | F | 1 | | | | X | | 6/1/2012 | N/A |

ADVISORY BOARD MEMBERS

| | | | | | | | | | | | |
|--------------------------|---|--------------|--|---|---|--|--|---|--|-----------|-----|
| Dr. Don R. Blim | 13820 Metcalf Ave. Unit 11120 Overland Park, KS 66223-7868 | 816-604-1195 | no email | M | 4 | | | X | | | N/A |
| Herb Kramer | 305 SW White Ridge Dr Lee's Summit, MO 64081 | 816-604-1195 | aftermath@kc.rr.com | M | 4 | | | X | | 5/1/2006 | N/A |
| DIRECTOR EMERITUS | | | | | | | | | | | |
| Carl J. DiCapo | 2525 Main Street, Apt #215 Kansas City, MO 64108 | 816-784-1940 | carljdicapo@gmail.com | M | 3 | | | X | | 7/13/2005 | N/A |
| William H. Dunn | J. E. Dunn Construction Co. 1001 Locust Kansas City, MO 64106 | 816-391-2604 | bill.dunn jr@jedunn.com | M | 4 | | | X | | 9/13/2001 | N/A |



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: Truths & Triumphs: MCC-Penn Valley Speakers Series | | | Date(s) of activity: May 2014 – April 2015 | |
| Location of /event: MCC- Penn Valley | | City Council District: 4 th | | Amount requested: \$80,000 |
| 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@mccck.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.brav@mccck.edu |
| Board members | See Attachment A | | | |

1. 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

Three Doctors

January 20, 2014 - Recruit Planning Committee chairperson (i.e. John Bluford, Truman Medical Center CEO) will lead efforts to reach out to leaders and youth serving community organizations about attending this event.

January 23, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

April 7, 2014 - Assemble Penn Valley Planning Committee and the Coleman-Highlands Neighborhood Association, Concerned Clergy Coalition, LINC, youth agencies to get the word out to promote the event.

April 21-June 19, 2014 - Promote to community groups via e-blasts, presentations, flyers, social media, etc.

May 19, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

June 5-19, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

June 13, 2014 - Ad runs in KC Call & KC Globe

June 19, 2014 - Media interviews on Hot 103 JAMZ & 1590, TV stations & other local outlets

Consuelo Castillo Kickbusch

January 20, 2014 - Recruit planning committee chairperson (i.e. Chris Medina, Guadalupe Center CEO) to lead efforts to reach out to leaders and youth serving community organizations about attending this event.

January 23, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

April 7, 2014, 2014 - Assemble planning committee of PV, Coleman-Highlands Neighborhood Association, Guadalupe Center, Alta Vista Charter School, Cristo Rey Charter School & other youth serving community agencies to get the word out to promote the event.

June 2-September 18 - Promote to community groups via e-blasts, presentations, flyers, social media, etc.

August 18, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

September 4-18, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

September 12, 2014 - Ad runs in Dos Mundos & KC Hispanic News

September 18, 2014 - Media interviews on Hot 103 JAMZ & 1590, TV stations & other local outlets

Greg Louganis

August 3, 2014 - Recruit planning committee chairperson (i.e. Sherie Wood, Kansas City Free Health Clinic Executive Director) to lead efforts to reach out to leaders and youth serving community organizations about attending this event.

August 3, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

September 8, 2014 - Assemble planning committee of PV, Coleman-Highlands Neighborhood Association, Lesbian-Gay Community Center, Mid-American Gay and Lesbian Chamber of Commerce, Free Health Clinic & other HIV/AIDS, LGBT community agencies to get the word out to promote the event.

August 3-December 1 - Promote to community groups via e-blasts, presentations, flyers, social media, etc.

August 18, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

September 4-18, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

November 21, 2014 - Ad runs in The Pitch

December 1, 2014 - Media interviews on TV stations & other local outlets events

Donna Brazile

August 3, 2014 - Recruit planning committee chairperson (i.e. Congressman Emanuel Cleaver) to lead efforts to reach out to leaders and political organizations.

September 8, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

September 8, 2014 - Assemble planning committee of PV, Coleman-Highlands Neighborhood Association, Freedom Inc., Kansas City Democratic Party, Greater Kansas City Women's Political Caucus, the LINKS, and other political organizations to get the word out to promote the event.

November 21-February 5 - Promote to community groups via e-blasts, presentations, flyers, social media, etc.

December 2, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

January 22-February 5 - Promos run on Hot 103 JAMZ & 1590 AM

January 30, 2014 - Ad runs in KC Call & KC Globe

February 5, 2015 - Media interviews on TV stations & other local outlets events

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?

What is the cost of admission/attendance?

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

MCC-Penn Valley will launch a speakers' series called "Truths & Triumphs," and will feature keynote addresses by the following influential American leaders:

1st Qtr. January- June 2014

The Three Doctors will speak on June 19, 2013. Fondly known as The Three Doctors, Doctors George Jenkins, Rameck Hunt and Sampson Davis deliver a well-needed and urgent message of hope and inspiration everywhere they go. As teenage boys growing up on the tough inner-city streets of Newark, New Jersey these three kindred spirits made a pact: they would stick together-go to college-graduate-and become doctors. Today Dr. Hunt is a Board certified internist at University Medical Center at Princeton and Assistant Professor of Medicine at Robert Wood Johnson Medical School. Dr. Jenkins serves as Assistant Professor of Clinical Dentistry at Columbia University. Dr. Davis is a Board Certified Emergency Medicine Physician at St. Michaels Medical Center. The doctors have additionally authored two inspiring books about their lives: The Pact, for adults, and We Beat the Streets, for children.

2nd Qtr. August-October 2014

Consuelo Castillo Kickbusch will speak on September 18, 2014 as part of Hispanic Heritage Month. Born and raised in a tiny barrio in Laredo, Texas where she overcame the fierce challenges of poverty, discrimination and illiteracy, Consuelo Castillo Kickbusch grew to become a successful leadership role model for her community. Breaking barriers and setting records in the military, Lieutenant Colonel (Retired) Consuelo Kickbusch rose to senior officer position and became the highest-ranking Hispanic woman in the Combat Support Field of the United States Army.

3rd Qtr. November 2014-January 2015

Greg Louganis will speak on December 1, 2014 – World AIDS Day. In 1988, Louganis won Olympic Gold and tested positive for HIV. Louganis recounted his story in his best-selling book Breaking the Surface, which spent five weeks at number one on the New York Times Bestseller List. In the years since his diagnosis, Louganis has been an outspoken

HIV awareness advocate and openly gay athlete.

4th Qtr. February-April 2015

Donna Brazile will speak on February 6, 2014 as part of African-American History Month. The veteran Democratic political strategist is vice chair of voter registration and participation at the Democratic National Committee and the former chair of the DNC's Voting Rights Institute. She is also the author of the best-selling memoir *Cooking with Grease: Stirring the Pots in American Politics*, an adjunct professor at Georgetown University, a syndicated newspaper columnist for *Universal Uclick*, a columnist for *Ms. Magazine*, and an on-air contributor to CNN, NPR, and ABC, where she regularly appears on *This Week*.

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 even, 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 features national public figures that have track records for drawing large audiences. The event will attract a broad section of audiences because they feature real-life success stories of notable Americans who have become succeeded against the odds. The speakers will draw a cross-section of citizens including persons interested in HIV/AIDS awareness, Hispanic culture, politics and urban youth who long to defy the odds and become positive persons making great contributions to the community at large. Each speaker is a well-know. The event is a chance to meet them in person, hear their stories and be inspired to achieve great things in spite of the obstacles in your way.

How? The Truths & Triumphs: MCC-Penn Valley Speakers Series 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? The event features public figures/celebrities that are recognizable and have reputations for drawing large audiences. Most of the speakers' names are recognizable and their stories are known. Tourists will definitely want to meet these famous Americans who have achieved remarkable feats in the face of daunting circumstances.

How?

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

Why? The event features public figures/celebrities that are easily recognizable and have reputations for drawing large audiences. Everyone can identify with being dealt a harsh hand. It's also broadly admired to hear how persons showed remarkable courage by facing their demons and fighting the odds. Non-Kansas City residents will definitely want to travel to the heart of Kansas City to see and hear these stories for themselves and accept the call of action to face their challenges with courage and vigor.

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. We will rely on radio promotion, social media and word of mouth through our robust grassroots and traditional promotion plans.

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 target audiences are persons of various age groups and demographics in the Kansas City Metropolitan community, surrounding areas and visitors to Kansas City who are interested in topics and well-known national speakers who have made headlines for their ability to overcome obstacles and achieve stellar achievements.

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 Truths & Triumphs: MCC-Penn Valley Speakers Series |
| Date of project/event |
| Net revenue from previous activity 0 |
| Projected attendance 1000 |

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 | | | | \$81,000.00 | 0.0% |
| Grants and Donations | | | | | 0.0% |
| Sponsor (specify) | | | | \$139,812.00 | 0.0% |
| Sponsor (specify) | | | | | 0.0% |
| Grand Total Revenue <small>(Sales + Funding)</small> | | | | \$220,812.00 | 100% |

Expenses

| Item | Funding source | | | |
|--|----------------|-----------------------|------------------------|------------------------|
| | NTDF | Other | Total | |
| Postage | \$ | \$ | \$ | |
| Entertainment ¹ | \$ \$61,000.00 | \$ | \$ \$61,000 | |
| Printing | \$ | \$ | \$ | |
| Permits | \$ | \$ | \$ | |
| Security | \$ | \$ | \$ | |
| Trophies/Awards ² | \$ | \$ | \$ | |
| Equipment rental | \$ | \$ | \$ | |
| Facility rental | \$ | \$ \$5,004.00 | \$ \$5,004.00 | |
| Advertising | \$ \$20,000.00 | \$ \$120,000.00 | \$ \$140,000 | |
| Office supplies | \$ | \$ | \$ | |
| Long distance calls | \$ | \$ | \$ | |
| Costume rental/purchase | \$ | \$ | \$ | |
| Catering | \$ | \$ \$308.00 | \$ \$308.00 | |
| Insurance | \$ | \$ | \$ | |
| Promotional material | \$ | \$ | \$ | |
| Exhibit rental | \$ | \$ | \$ | |
| Minor equipment | \$ | \$ | \$ | |
| Publicity | \$ | \$ | \$ | |
| Other (specify) Travel (first-class airfare and lodging) | \$ | \$ \$14,500.00 | \$ \$14,500 | |
| Total Expenses | | \$ \$81,000.00 | \$ \$139,812.00 | \$ \$220,812.00 |

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 | Entertainment |
| Statement | Three Doctors speakers fees are \$24,000. Donna Brazil's speakers fee is \$12,500. Greg Louganis speakers fee is \$12,500. Counselo Kickbusch speakers fee is \$12,000. The grand total for all speakers is \$61,000. |
| Expense | Advertising |
| Statement | Hot 103 JAMZ has agreed to be our radio sponsor and donate \$30,000 per event in on-air promotion for a total of \$120,000. This generous time will promote the tournament during off-peak times. We would like to supplement the sponsorship with \$20,000 in advertising during the peak listenership times - morning and late afternoon drive-time. |
| Expense | |
| Statement | |
| Expense | |
| Statement | |
| Expense | |
| Statement | |
| Expense | |
| Statement | |

Carter Broadcast Group, Inc.

1131 COLORADO AVENUE • KANSAS CITY, MO 64127
(816) 765-2040 • FAX (816) 966-1059

TO: Kim Riley - PVCC
FR: Rich McCauley
DT: 1-15-14
RE: MCC Foundation Speaker Series

Kim, per our conversation, KPRS is excited to be the official radio partner of the MCC Foundation quarterly Speaker Series.

Our agreement calls for KPRS - KPRT to provide a \$30,000 promotional campaign for each Speaker Series event along with you spending the NTDF dollars with us for each Speaker Series event.

If you need anything else from me please let me know.

Thank you!

Rich McCauley
Promotions Director
Carter Broadcast Group, Inc.

HOT 103 JAMZ!
KPRS-FM

Gospel 1590
KPRT-AM