

CITY OF FOUNTAINS  
HEART OF THE NATION



KANSAS CITY  
MISSOURI

### Neighborhood and Community Services Department

Office of the Director

4th Floor, City Hall  
414 E. 12th Street  
Kansas City, Missouri 64106-2768

(816) 513-3200  
Fax: (816) 513-3201

August 6, 2007

Metropolitan Community College Foundation Alumni

### Notice of Neighborhood Tourist and Development Fund Recommendation

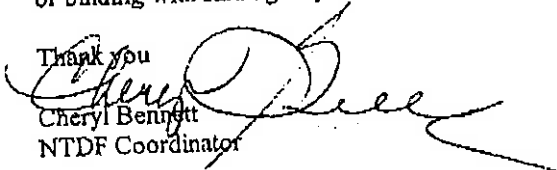
RE: **Kansas City Magic**

Dear Chris Butler:

Congratulations! I am pleased to inform you that a reimbursement grant in the amount of \$22,897.00 is recommended for the above reference-project.

Please note that at this point of the contract process, this is only a recommendation. There is nothing legal or binding with said agency.

Thank you

  
Cheryl Bennett  
NTDF Coordinator

VENDOR NUMBER:
----------------

**NEIGHBORHOOD TOURIST DEVELOPMENT FUND APPLICATION**

**Application Cycle Due Dates:**

- Annual      October 15
- Quarterly      May 1
- August 1
- November 1
- February 1

**IMPORTANT** All proposals must be submitted using this application form. Applications should be filed with the Director of Neighborhood and Community Services before 5:00 p.m. on the date due. Funds are only available for not-for-profit neighborhood organizations, which qualify under applicable regulations for use of Neighborhood Tourist Development Funds.

ACTIVITY: Kansas City Magic		DATE(S) OF ACTIVITY: Sept. 22		
LOCATION: Metropolitan Community College Business and Technology Exhibit Hall 1775 Universal		COUNCIL DISTRICT: 4 and 2	AMOUNT REQUESTED: \$22,897	
NEIGHBORHOOD ORGANIZATION: Metropolitan Community College Foundation				
OFFICE ADDRESS:	STREET	CITY	STATE	ZIP
	3200 Broadway	Kansas City	MO	64111
PHONE: 816-759-1196		FAX: 816-759-1408	EMAIL: Sandy.Sanders@mccck.edu	
NUMBER OF PAID EMPLOYEES: 0		FEDERAL TAX ID NUMBER: 51 0181875		
CONTACT PERSON: Sandy Sanders		PHONE: 816-759-1196	FAX: 816-759-1408	EMAIL: sandy.sanders@mccck.edu
BOARD MEMBERS	On a separate sheet, list names, addresses and phone numbers of all officers and board members of the organization.			
<p>1. <b>ELIGIBILITY:</b> Describe your organization's mission as it relates to, neighborhood and community development, or tourism promotion.</p> <p>The roots of the Metropolitan Community Colleges go back to 1915, when the Kansas City Polytechnic Institute was founded at 11th and Locust Street. MCC has been serving the community as an educational institution as well as a facilitator for community development, growth and improvement. Currently there are 5 campuses serving over 43,000 students. MCC hosts sporting events, theatrical performances, art exhibitions and many other community events as part of the mission. Serving as a host to the US Olympic Gymnastics Classic Challenge will further reinforce the message that MCC welcomes the community onto our campus and helps dreams become reality for students, student athletes, and life long learners of all ages.</p>				
<p>2. <b>PLANNING AND TIMETABLE:</b> Describe planning and organizing activities leading up to the event and provide a timetable for their completion.</p> <p>March 07- Confirm attendance by Magic Johnson          April 07- Line up media sponsors, secure sites, and identify other non profit partners          May 07- Create sponsor packages, identify in-kind support          June 07 – Confirm celebrity attendance at events          July 07 – Solicit sponsors and continue to promote events          Aug 07 - Begin advertising on the radio          Aug 07 – By the middle of the month, tickets will go on sale          Aug 07 – Registration for the basketball clinic and workshop begins          Sept 07 – Arrange transportation for visiting celebrities          Sept 07 – Continue advertising and ticket sales</p>				

3. **ACTIVITY:** Describe the activity or event. State whether it will be open to the public for free admission. If not, will there be a limited number of tickets available?

The events are a basketball clinic, fathering/parenting workshop and a celebrity basketball game at Municipal Auditorium. The clinic will be hosted at Penn Valley Community College as well as the fathering workshop. Both of these events are free and open to the public. There are a limited number of spots available and registration will be on a first come first served basis. The workshop will be coordinated by the National Center for Fathering and Kansas City Healthy Start, and Penn Valley Community College.

4. **NEIGHBORHOOD:** Geographic description of the neighborhood sponsoring and benefiting from the activity: The neighborhoods benefiting are Valentine, Crossroads district, downtown and city wide.

5. **NEIGHBORHOOD BENEFIT:** Describe how the activity will promote the neighborhood and how the activity will benefit the neighborhood, both long term and short term. And, how is the neighborhood supporting the activity?

This event will draw thousands of tourists to the city which will promote the new downtown area, midtown, and tourist attractions across the area as well. The morning events are being hosted on the Penn Valley campus. These activities will receive national media exposure and highlight the excellent academic opportunities available in Kansas City. We will utilize several dozen volunteers from Penn Valley and other supporting organizations including Kansas City Healthy Start and the National Council for Fathering.

6. **TOURIST APPEAL:** Why will the following tourists want to attend the activity: 1. A Kansas City resident from another neighborhood, 2. A nonresident who comes to Kansas City specifically to participate in the activity, and, 3. A nonresident visiting the city for another reason who happens to hear about the activity?

- 1- Any Kansas City resident would find it interesting to attend to see nationally known athletes and coaches
- 2- All participants will want to watch the activities as they will be entertaining and will feature famous athletes, some of whom grew up in the community and have moved to follow their professional athletic careers
- 3- Again, this event is appealing to the public at large and will capture the interest and attention of tourists and local residents.

7. **PROMOTION:** Describe how the activity will be promoted on a local, regional, and/or national basis. Include plans for advertising through brochures, radio, television, newspapers and other media. How will the activity, or its promotion, be coordinated with the convention and tourism industry?

**The meet will be promoted through the following:**

- 1) Flyers will be distributed to summer league basketball programs and community events
- 2) Advertisements or stories will be placed in Kansas City Sports and Fitness magazine
- 3) Promotions and interviews on Time Warner's Metro Sports
- 4) Listing on Kansas City Sports Commission web site
- 5) Listing on KPRS radio station's web site
- 6) We are working with the Kansas City Sports Commission to coordinate all activities
- 7) The event will have their own web site [www.kansascitymagic.net](http://www.kansascitymagic.net)

8. PAST HISTORY OF ACTIVITY	PREVIOUS YEAR	2 <sup>ND</sup> PREVIOUS YEAR	3 <sup>RD</sup> PREVIOUS YEAR
A. Date(s) of Activity	N/A		
B. NTDF Received	N/A		
C. Other Revenue	N/A		
D. Total Revenue	N/A		
E. NTDF Percent	N/A		
F. Total Expenses	N/A		
G. Attendance	N/A		
H. Total Cost per Attendee (total expenses ÷ attendance)	N/A		

**AGREEMENTS**

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.

Signed:

\_\_\_\_\_  
Applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Previous Year Revenue and Expenses**

<b>*Revenue/Expenses Sources</b>	<b>Revenue Amount Received (\$)</b>	<b>Total Expenses</b>
Contributions	\$1,280,010	
Contributed services	\$257,000	
Investment return	\$336,318	
Other income	\$72,354	
Net assets released from restrictions, satisfaction of program restrictions	\$673,430	
Scholarships and grants		\$294,415
Foundation projects		\$1,243,148
Management and general		\$257,982
<b>TOTALS</b>	<b>\$1,946,664</b>	<b>\$1,750,545</b>

**Second Previous Year Revenue and Expenses**

<b>*Revenue/Expenses Sources</b>	<b>Revenue Amount Received (\$)</b>	<b>Total Expenses</b>
Contributions	\$1,346,861	
Contributed services	\$266,082	
Investment return	\$193,409	
Other income	\$35,560	
Net assets released from restrictions	\$337,546	
Scholarships and grants		\$176,202
Foundation projects		\$842,877
Management and general		\$266,082
<b>TOTAL</b>	<b>\$1,841,912</b>	<b>\$1,285,161</b>

**If the revenue source is a City of K.C. MO. Contract, please provide the contract number.**

**NEIGHBORHOOD TOURIST DEVELOPMENT FUND  
ACTIVITY BUDGET**

AGENCY: Metropolitan Community College Foundation
PROJECT/EVENT: Kansas City Magic
DATE OF EVENT: Saturday, Sept 22
NET REVENUE from PREVIOUS ACTIVITY: NA
PROJECTED ATTENDANCE: 2,000-4,000

REVENUE				FUND SOURCE		
Source				NTDF	OTHER	TOTAL
Grants and Donations				22,897		
Other (specify)					2,200	
Other (specify)					5,000	
Merchandise Sales (list items)	Your Cost	# Sold	Sale Price			
1						
2						
3						
4						
5						
Ticket Sales		3000	\$10			30,000
<b>TOTAL REVENUE:</b>				22,897	7,200	30,000
<b>PERCENT OF TOTAL:</b>				38%	12%	50%

EXPENSES				FUND SOURCE		
Item				NTDF	OTHER	TOTAL
Postage					500	500
Entertainment1						
Printing				5,500		5,500
Permits						
Security				2,607		2,607
Trophies/Awards2					2,500	2,500
Equipment Rental						
Facility Rental				7,103		7,103
Advertising				2,187	1,600	3,787
Office Supplies						
Long Distance Calls					400	400
Costume Rental						
Catering				2,800		2,800
Insurance				750		750
Exhibit Rentals						
Minor Equipment				450		450
CPA Expenses						
Other, specify. (tee shirts and water bottles)				600	2,200	2,800
Other, specify. (ticketmaster fee)				900		900
Other, specify.						
Other, specify.						
<b>TOTAL EXPENSES:</b>				22,897	6,700	30,097
<b>NET REVENUE</b>				<b>\$30,000</b>		
How will net revenue be utilized?				Net revenue will be utilized for youth programming under the Clay Johnson Foundation		

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. Cash awards are not eligible for reimbursement.

**EXPENDITURE JUSTIFICATION**

Provide a statement for each expense category where NTFD is listed as a source of funds to pay the expense. The statement should describe the nature of the expense and explain the need for the amount requested.

Item		NTDF
Postage		
Entertainment <sup>1</sup>		
Printing	This includes flyers, postcards, invitations, and program books. We have bids for these items with quantities but we may need additional copies of items so this is a low estimate.	5,500
Permits		
Security	This includes security on the Penn Valley campus and security at Municipal Auditorium. The estimate is based upon an hourly rate from each provider.	2,607
Trophies/Awards <sup>2</sup>		
Equipment Rental		
Facility Rental	This includes arena rental and gymnasium rental and is based upon fees per event.	7,103
Advertising	This includes design and launch of the web site for the event, press releases and other promotions.	2,187
Office Supplies		
Long Distance Calls		
Costume Rental		
Catering	Fees are included for box lunches for basketball clinic and workshop participants (350 estimated attendees).	2,800
Insurance	Required by the City of Kansas City for coverage of spectators, etc at Municipal Auditorium. Bid provided by Bukaty Insurance.	750
Exhibit Rentals		
Minor Equipment	Fees for audio and visual equipment to be used at Penn Valley	450
CPA Expenses		
Other, specify. (tee shirts and water bottles)	Giveaways provided to basketball clinic participants.	600
Other, specify. (ticketmaster fee)	Fees for services at Ticketmaster as required by the City of Kansas City.	900