



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: High School Girls Basketball Holiday Tournament		Date(s) of activity: December 27-29, 2013			
Location of /event: MCC- Penn Valley		City Council District: 4 th	Amount requested: \$25,598		
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@mecke.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@mecke.edu	
Board members	See Attachment A				
Eligibility					
Does your organization's mission include neighborhood and community development, or tourism promotion? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Please explain (400 words or less)					
<p>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 <u>mission of Preparing students, Serving communities, and Creating opportunities</u>, 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.</p> <p>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</p>					

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

High School Girls Holiday Basketball Tournament

November 10, 2014 - Post event on visitkc.com calendar of events & coordinate promotion with KC Convention & Visitors Association Communications Department

November 10-December 29 - Promote to community groups, high school basketball fans, etc. via e-blasts, flyers, social media, etc.

November 3, 2014 - Submit script to Hot 103 JAMZ & 1590 AM to record promos

December 15-29, 2014 - Promos run on Hot 103 JAMZ & 1590 AM

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.)*

Twenty-four metro high school women's basketball teams compete for bragging rights at the High School Girls Basketball Holiday Tournament. The tournament will be a 3-day showdown with 8 teams compete daily.

Among this year's expected participants are: Raytown, St. Teresa's Academy, Smithville, Lincoln College Preparatory Academy, Center, Grandview, Northeast, Southwest, Central, ACE, Columbia-Hickman, Sedalia, Notre Dame de Sion and Cristo Rey.

Of course the tournament represents a competition to crown the best team in high school girls' basketball. But there are other advantages to supporting this event which spotlights athleticism in girls. For example, did you know that high school girls who play sports are less likely to be involved in an unwanted pregnancy? Also female athletes are more likely to get better grades in school and more likely to graduate than girls who do not play sports. And, as little as four hours of exercise a week may reduce a teenage girl's risk of breast cancer by up to 60%. The tournament has proven to be crowd-pleaser year after year because the girls play tough, head-to-head competition.

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 will highlight local players from around the Kansas City Metropolitan area. This event 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 Girls 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? 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? Basketball has broad appeal and this event will catch the attention of fans who want to catch a great competition. Non-residents of Kansas City who love girls basketball will love to spend time during the holiday weekend catching

head-on-head competition of girls vying for top honors. This is a serious competition that's about bragging rights for being the best team in the area. There's a lot at stake and fans will love to witness a true down-to-the-buzzer tournament of champions.

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 High School Girls Basketball Holiday Tournament will reach hundreds of student from the participating high schools, 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

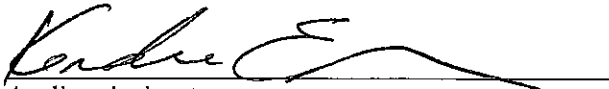
If so, how? The event will be promoted through annual presentations to various area Chambers of Commerce and Convention and Visitors Bureaus, foremost, Kansas City, Missouri. After presentations, MCC provides the Chamber and Bureaus with detailed information about the upcoming event and works to coordinate 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	December 28-30, 2012	Dec. 30 – Jan. 1, 2011	Dec. 30 – Jan. 1, 2011
B. Neighborhood Tourist Development Fund money received	0	0	0
C. Other revenue	\$6,500	\$6,500	\$6,500
D. Total revenue	\$6,500	\$6,500	\$6,500
E. Neighborhood Tourist Development Fund percent	0%	0%	0%
F. Total expenses	\$20,598	\$20,598	\$20,598
G. Attendance	2000	2000	2000
H. Total cost per attendee (total expenses ÷ attendance)	\$10.30	\$10.30	\$10.30

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

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 High School Girls Holiday Basketball Tournament
Date of project/event December 27-29, 2013
Net revenue from previous activity -14098
Projected attendance 2000

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				\$25,598.00	0.0%
Grants and Donations					0.0%
Sponsor (specify)				\$38,400.00	0.0%
Sponsor (specify)					0.0%
Grand Total Revenue <small>(Sales + Funding)</small>				\$63,998.00	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	\$ \$6,048.00	\$ \$0.00	\$ \$6,048.00
Trophies/Awards ²	\$ \$0.00	\$ \$900.00	\$ \$900.00
Equipment rental	\$ \$0.00	\$ \$0.00	\$ \$0.00
Facility rental	\$ \$0.00	\$ \$6,000.00	\$ \$6,000.00
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	\$ \$1,500.00	\$ \$1,500.00
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	\$ \$14,550.00	\$ \$0.00	\$ \$14,550.00
Total Expenses	\$ \$25,598.00	\$ \$38,400.00	\$ \$63,998.00
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/game needed for 24-game/3-day tournament=\$10,800
Expense	Scorekeepers
Statement	3 scorekeepers/game needed for 24-game/3-day tournament=\$6048
Expense	Ticket takers
Statement	2 ticket takers/game needed for 24-game/3-day tournament=\$1200
Expense	Trainers
Statement	1 trainer at \$250/day needed for the 3-day tournament = \$750.
Expense	
Statement	
Expense	
Statement	