

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
 Fiscal Year 2013

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
 5900 S. Lake Forest Blvd., Suite 110
 McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cgibson@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

Project Grant
 Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).

Promotional Activity or Community Event Grant (maximum \$15,000)
 Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional Activity and/or Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 20, 2012	January 2013	February 2013
Cycle II: June 28, 2013	July 2013	August 2013

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2013	February 2013	March 2013
Cycle II: April 30, 2013	May 2013	June 2013
Cycle III: July 31, 2013	August 2013	September 2013

APPLICATION

ORGANIZATION INFORMATION

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@chestnutsquare.org

Website: chestnutsquare.org

Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs: McKinney Chamber of Commerce, Texas Association of Museums, Texas Lakes Trails

REPRESENTATIVE COMPLETING APPLICATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@chestnutsquare.org

FUNDING

Total amount requested: \$15,000

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: 03/1/2013

Completion Date: 12/31/2013

BOARD OF DIRECTORS *(may be included as an attachment)*

Pat Rodgers, Board Chair

Hamilton Doak, Vice Chair

Travis Ussery, Treasurer

Rene Teague-Osuna, Secretary

Tim Baker

James West

Guy Giersch

Edna Brown

JoAmrah Dillingham

LEADERSHIP STAFF *(may be included as an attachment)*

Cindy Johnson, Executive Director

L.C. Tobey, Bookkeeper

Alice Yeager, Volunteer and Membership

Elaine Bay, Curation

Terri Monk, Education

Kim Ducote, Facilities Sales

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

The mission of The Heritage Guild of Collin County is: "To preserve and perpetuate the heritage of Collin County." The Heritage Guild was organized 39 years ago and exists to support Chestnut Square Historic Village. Chestnut Square has grown from two houses to seven houses, a general store, a school house and a chapel. These ten historic buildings span a century from 1854 to 1930. Chestnut Square now covers 2.5 acres on two city blocks.

Chestnut Square has become a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists from across North Texas and southern Oklahoma. Events such as the Historic McKinney Farmers Market, Civil War Days, Old Fashioned Ice-Cream Festival Featuring the Killis Melton Ice Cream Crank-Off, The Spirit of the Cowboy, The Legends of McKinney Ghost Walk and the Holiday Tour of Homes bring people to McKinney to shop, eat and stay at our local hotels and bed and breakfasts. The Historic McKinney Farmers Market at Chestnut Square and Adriatica are popular weekly markets from April through mid-October. The Historic McKinney Farmers Market at Chestnut Square was voted the #2 market in Texas (overall) and #3 in the country (small markets) in the 2012 Farmland Trust America's Favorite Farmers Market Contest. In 2007, Chestnut Square stepped forward to provide a home for the Doc & Clyde's Ice Cream Freezer Exhibit which is a part of McKinney's heritage and was cited in the Guinness Book of World Records as the largest ice cream freezer exhibit in the world.

Chestnut Square Historic Village is open to the public 9:00 – 3:00 Tuesday through Friday and 8:00 – 12:00 on Saturdays, with guided tours of the homes provided on Tuesdays, Thursdays and Saturdays at 11:00 a.m. Group tours may be scheduled daily Tuesday through Saturday by reservation. Chestnut Square began offering trolley tours of McKinney's Historic District in 2011 on the second and fourth Saturday of each month. The trolley tour was created with grant funding from the Collin County Historical Commission. The 90 minute tour showcases the history of McKinney and the architecture in the historic district. Attendance at our guided tours continues to increase with revenues of \$11,387 in 2010 to \$16,129 in 2011.

Our living history programs are offered during Farmers Markets, School Tours and on select weekends during the year. All structures are open to the public and entertainment and educational programs are held around an historic theme. Members of the Living History Group, an organization created to support historical programs at Chestnut Square, provide craft demonstrations in historically appropriate costumes throughout the village. Different organizations provide re-enactments, musical presentations and storytelling. Organizations that have performed in the past include the Collin County Civil War Living Historians, the Collin County Storytelling Guild, the Trinity River Desperados, Mustang Swing Cowboy Band, North Texas Gunslingers and the Hogwallow Boys. In 2013 we will focus on two Living History Days, one in the spring which will present Civil War re-enactments and one in the fall that will present cowboy history. Our Spirit of the Cowboy Festival premiered in 2012 and drew over 3,000 people from across the US, Europe and Asia.

Every Saturday morning from 8:00 a.m. until noon, April through mid-October, Chestnut Square hosts the Historic Downtown McKinney Farmers' Market. More than 30 vendors participate in each market offering locally grown produce, locally raised meat and eggs, fresh blueberries, peaches and more! The market was well-attended in 2012 with over 1,000 people attending each market. 2012 customer surveys show that 50% of the visitors were first time visitors and 33% are from outside Collin County. In October 2009, The Heritage Guild of Collin County launched the McKinney Farmers Market at Adriatica on Thursday and Sunday afternoons to provide the same sense of community and local vendors to West McKinney. That market's growth has been slow and we have focused down on Thursday and will attempt to grow the market in 2013. The Historic McKinney Farmers Market was voted #2 in Texas and #3 in the country in Farmland Trust's America's Favorite Farmers Market Contest. Over 350 voters left comments about the market. The following is one example:

"Chestnut Square is the most unique, friendly, and comprehensive farmers market we have seen in our travels throughout the United States and Internationally. Chestnut Square is very special because it is situated in a courtyard between historic buildings including a country store, a church, a one room schoolhouse, and several other houses. Activities that can be seen during the market are live music, stagecoach rides,

old settlers in period costumes, and Dutch oven cooking over an open fire. Absolutely wonderful! Everything we need to feed our family in one place all year round!"

In 2008, Clyde Geer donated the Doc & Clyde's Ice Cream Freezer exhibit to Chestnut Square and asked that future Killis Melton Ice Cream Crank-offs be held at Chestnut Square each year. This free event includes entertainment on the MCDC stage, children's activities in the Wilmeth Schoolhouse and old-fashioned amusement rides. In 2011 we expanded the Crank-Off to incorporate it into an "Old-Fashioned Ice Cream Festival" featuring the Killis Melton Ice Cream Crank-Off with expanded ice cream offerings and activities. The expansion resulted in record crowds and exciting new sponsorships with Henry's Homemade Ice Cream and Market Street in McKinney. The winning ice cream from the Crank-Off was offered for sale at Local Yocal, Market Street and The Pantry all during the summer. The same format was used in 2012 with over 3,000 people in attendance.

In October 2008, Chestnut Square launched the first annual Legends of McKinney Ghost Walk. Storytellers share legends and the history of haunted sites around downtown McKinney and Chestnut Square. The 2008 Ghost Walk drew over 1,000 people. In 2009 the Ghost Walk was expanded to two nights and the 2009 and 2010 Ghost Walks drew over 1,500 people each year from throughout the Metroplex. The Ghost Walk continues to grow in popularity and in 2011 we added haunted trolley tours to the Ghost Walks. In 2011, we also added "behind the scenes" Ghostly Hauntings tours of Chestnut Square on the third Saturday of each month. These tours have sold out each month.

School groups tour the village during the school year with a focus on elementary students in grades 1-3. In 2011 Chestnut Square partnered with MISD to pilot outreach programs for 4th and 5th graders. Ten schools received visits from the stagecoach and Civil War re-enactors. The program was a success and is offered in 2012-2013 to all MISD 4th and 5th graders. This unique offering from Chestnut Square allows schools to continue to experience Chestnut Square programs despite recent budget cuts.

During the summer, a very popular Prairie Adventure Camp is held for children ages 7-12. During this 9 hour camp students "de-modernize" and learn how people lived in the 19th century through history classes in the one-room school house and hands on demonstrations in the various houses. The camp has drawn children from Oklahoma, Louisiana, Houston and Austin. In 2012 Chestnut Square committed to a dedicated education director chartered with growing camps, scout programs and school programs.

Our annual Historic Home Tour is always extremely popular, drawing visitors from throughout North Texas to tour the holiday decorations throughout Chestnut Square and in 4-6 historic homes throughout McKinney. The Home Tour is not only a key fundraiser for Chestnut Square, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney's downtown square, Chestnut Square and McKinney's Historic District. The 2012 tour was attended by 1,800 people.

Chestnut Square is also a popular venue for weddings. The Chapel at Chestnut Square (formerly the Foote Baptist Church located in Stonebridge Ranch) can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House (circa: 1930) can host over 150 for wedding receptions. During 2012 Chestnut Square hosted over 150 events including 100 weddings and receptions.

All told, the programs at Chestnut Square bring over 50,000 visitors annually to the Square to experience over 150 years of McKinney history. Current staff consists of an Executive Director, part-time volunteer coordinator, part-time bookkeeper, part-time wedding manager, and part-time curator and part-time educator. All programs are supported by volunteers who will contribute over 10,000 hours in 2012.

Project or Promotional Activity/Community Event

We are requesting promotional funding to support the following events:

- The Historic McKinney Farmers Market at Chestnut Square and Adriatica
- Four Living History Weekends: Civil War Days, the Spirit of the Cowboy Days, Legends of McKinney Ghost Walk (2 weekends)
- The Old-Fashioned Ice Cream Crank-Off featuring The Killis Melton Ice Cream Crank-Off
- Trolley Tours of McKinney's Historic District

The Historic McKinney Farmers Market at Chestnut Square and Adriatica will be held weekly on Thursdays and Saturdays from April 6 through October 5. The goal of the market is to recreate an old-fashioned shopping experience with local products, entertainment and a community feel. The target audience is "foodies and families" from across North Texas. The objective for 2012 is to expand our vendor offerings at both Chestnut Square and Adriatica and to maintain our position as the most popular market in North Texas.

Our Living History Weekends will be held on the following dates:

- Civil War Days: April 20-21, 2013
- The Spirit of the Cowboy Days: October 12-13, 2012
- Legends of McKinney Ghost Walks: October 19 and October 26, 2013

The goals of our Living History Weekends are to provide historically accurate, fun and family friendly programming that enhances McKinney's reputation. The target audience is families from across Texas that are looking for fun and educational events. The objective for 2013 is to build both the Civil War Days into a signature event like the Legends of McKinney Ghost Walks and draw 1,000 – 1,500 or more to the events. The 2012 debut of the Spirit of the Cowboy drew over 3,000 people. The objective for the 2013 Legends of McKinney Ghost Walk is to continue to draw crowds of 1,200-1,500 each Saturday and to add new attractions that bring repeat customers. In 2011 we added a trolley tour of Pecan Grove cemetery that sold out three weeks before the event! In 2012 our trolley tour of Finch Park was equally successful.

Our goals for the Old-Fashioned Ice Cream Festival featuring The Killis Melton Ice Cream Crank-Off is build on last year's success to draw even more contestants in the Crank-Off and visitors the Festival. We plan on marketing the Crank-Off more heavily to community groups in 2012 to draw contestants. We successfully added carnival rides in the nearby green space in 2011 and hope to add additional children's activities in 2013. Our partnership with the National Charity League has provided over 100 mothers and daughters to develop fun, old-fashioned games for the event.

With the help of a Collin County grant we developed the Trolley Tours of the Historic District and launched them in February 2011. The tours are offered on the second and fourth Saturdays of each month and tour the downtown square northwest section of McKinney's Historic District. In 2012 we developed a child-oriented tour of the southeast McKinney featuring the Flour Mill, Cotton Mill and downtown McKinney with a fun stop at Goodies in downtown McKinney where the kids learn about the history of the old pharmacy building. In 2013 we hope to promote this new offering to homeschool and scout groups.

For Promotional Grants/Community Events – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.

The Farmers Market, Living History Days, Ice Cream Festival and Historic Trolley Tours all draw people from throughout McKinney, Collin County and North Texas. They consistently provide a quality experience for visitors and promote the history of McKinney. Visitors to the Farmers Market and for the Trolley Tours consistently report that they are attending for an "outing" (50% in a recent survey) and that they plan to shop or eat on the McKinney square while they are in town.

Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.

The following goals are goals and objectives of The Heritage Guild of Collin County. The MCDC Promotional Grant supports our ability to meet our goals to be recognized for excellence in delivering our mission, to be more community oriented, to expand our offerings and to achieve and sustain operational self-sufficiency. With the help of prior MCDC grants, we were financially in the black in 2012 and all of our program activities were self-sufficient. We hope to grow and build on this success.

The goals of the Heritage Guild of Collin County are:

- Continue to be recognized for excellence in delivering our mission of preserving and perpetuating the heritage of Collin County.
- Continue to become more community oriented through inclusive programming and events
- Expand our offerings to the community so that we are considered a true asset to McKinney and Collin County.
- Achieve and sustain operational self-sufficiency.
- Explore options to grow Chestnut Square .

Our objectives include:

Excellence in Delivering our Mission

- Partnering with MISD to provide local, TEKS oriented educational programs for grades 1-5.
- Increasing utilization of our facilities throughout the week.
- Offering self-guided phone and IPOD tours.
- Acquisition of key community historical properties as they become available.

Community and Expanded Offerings

- Seek input from the community on programs that will provide value to citizens and visitors.
- Continue to build on our program offerings to draw repeat and new visitors to Chestnut Square and downtown McKinney.
- Continue to offer free admission events to allow visitors to enjoy the history of Collin County.
- Work toward more collaborative efforts with other entities with like missions so that citizens and visitors can enjoy access to new programming and exhibits.

Operational Self-Sufficiency

- Look at new revenue streams to utilize to support operations.
- Continue to build sponsorships for the organization throughout the community.
- Launch an expanded endowment campaign.

Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

- Farmers Market: 8:00 a.m. – 12:00 p.m. on Saturdays and 3:00 – 7:00 p.m. on Thursdays. Entertainment weekly includes local bands, childrens' activities and educational programs. Estimated attendance weekly is

1,200 people, the markets are free.

- Living History weekends: (For schedule see above). Living History crafters, re-enactors, musical entertainment, and storytelling. Estimated attendance at each event 1,000-3,000. Civil War Days is free, Spirit of the Cowboy Days is \$12 for adults, \$6 for children, Legends of McKinney Ghost Walk is \$12 for adults, \$6 for children.
- Killis Melton Ice Cream Crank-Off: June 8, 2013, 9:00 – 3:00. Killis Melton Ice Cream Crank-Off, Amusement Rides, musical entertainment and lots of ice cream to taste. Tasting Tickets are \$20, scoops of homemade ice cream are \$2. Games and rides are \$1-\$3. Admission is free.
- Trolley Tour of the Historic District: Second and Fourth Saturday of each month at 11:00 a.m. Docent presentation of the history of McKinney with historic pictures, 30 people per tour, \$10 per person, \$7 for children and seniors. Children’s tour of the Cotton Mill, Flour Mill and downtown McKinney, \$10/person.

What is the venue/location for Project/Promotional Activity/Community Event?

Farmers Market, Living History Weekends, Killis Melton Ice Cream Crank-Off: Chestnut Square. Trolley Tour of the Historic District: Historic District

Provide a timeline for the Project/Promotional Activity/Community Event.

See schedule above.

Detail goals for growth/expansion in future years.

Our goals are to continue to grow attendance at these events by 20% per year, profitably.

Provide specific information to illustrate how this Project/Promotional Activity/Event will enhance quality of life and further business development in the City of McKinney, and support one or more of MCDC’s goals:

These events help MCDC meet their goal of enhancing the historic quality of McKinney both by making historic and our historic setting accessible to everyone in McKinney and visitors to McKinney. Chestnut Square has become a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families.

Has a request for funding, for this Project/Promotional Activity/Community Event, been submitted to MCDC in the past?

Yes No

Financial

Provide an overview of the organization’s financial status including the impact of this grant request.

2012 will be our first profitable year in a decade. This while we’re growing at a rapid rate – 56% in operational revenues and 70% in total revenues (including grants). The following are the revenues for 2010, 2011 and 2012:

	2010	2011	2012
Total Revenues	\$228,044	\$336,410	\$388,395
Operational (non-grant) Revenues	\$212,044	\$225,732	\$330,511

This grant will allow us to continue to grow the operational revenues and we will leverage the money to get the greatest impact for McKinney and the organization.

What is the estimated total cost for this Project/Promotional Activity/Community Event?

\$100,000

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? 80%

Are Matching Funds available? Yes No

Cash \$35,000	Source Sponsorships	% of Total	35%
In-Kind \$50,000	Source Volunteers	% of Total	50%

Are other sources of funding available? *If so, please list source and amount.*

Have any other federal, state, or municipal entities or foundations been approached for funding?

At this time we have not approached any other organizations, but we plan to apply for a GoTexan promotional grant and the Texas Department of Agriculture for a grant to support implementation of EBT at the Farmers Market.

Marketing and Outreach

To promote the events at Chestnut Square, "rack cards" with 2013 activities are distributed throughout McKinney, Collin County and at travel centers throughout Texas. Posters for each event are distributed throughout Collin County. Advertising is focused on childrens', food and tour magazines with spot ads in local papers (when "good deals" present itself) and on KLAK radio. Cowboy days are advertised on The Range radio. Staff attends education and farmers market related exhibitions to distribute materials. Facebook and website updates continue to drive visitors and select Groupons and Living Social campaigns have promoted profitable.

Metrics to Evaluate Success

- # of people who attended events – grow 20% year to year.
- Customer satisfaction – measured by feedback from customers and ratings on social media sites.
- Financial results – profitable growth of 30%.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotional Activity/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;

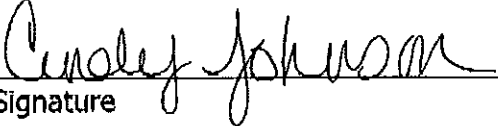
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed Performance Agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

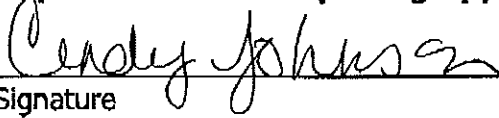
Chief Executive Officer


Signature

Cindy Johnson
Printed Name

12/20/12
Date

Representative Completing Application


Signature

Cindy Johnson
Printed Name

12/20/12
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotional Activity/Community Event; description, goals and objectives
- Project/Promotional Activity/Community Event timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotional Activity/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Internal Revenue Service

Department of the Treasury

District
Director

Heritage Guild of Collin County Texas
909 West Howell
McKinney, TX 75069

Person to Contact.
ECMF Tax Examiner
Telephone Number

214-767-1766
Refer Reply to

RM:CS8:1200 DAL
Date NOV 20 1985

EO: 75-1602150

Gentlemen:

Our records show that Heritage Guild of Collin County Texas is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code. This exemption was granted September, 1979, and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by Section 170 of the Code.

We have classified your organization as one that is not a private foundation within the meaning of Section 509(a) of the Internal Revenue Code because you are an organization as described in Section 170(b)(1)(A)(vi).

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Tax Examiner

2013
Budget

INCOME	
Donations	\$15,000
Investments	\$6
Grants	\$275,000
Weddings	\$170,914
Rentals	\$33,000
Events	\$100,000
Store	\$25,000
Farmers Market	\$50,000
Pecan Grove	\$0
Other Income	\$500
Arcadia Royalties	\$150
Membership Dues	\$5,000
Tours	\$20,000
Education	\$30,000
TOTAL INCOME	\$724,570
TOTAL INCOME W/O GRANTS	\$449,570

EXPENSES	
Volunteer Relations	\$5,000
Staff & Board Relations	\$2,500
Registration Fees	\$1,000
Marketing	\$12,500
Tours	\$8,000
Weddings	\$50,000
Pecan Grove	\$0
Rentals	\$1,500
Events	\$50,000
Education	\$35,000
Store	\$15,000
Farmers Market	\$25,000

Fundraising	\$0
Accounting Fees	\$2,500
Yard	\$5,000
Structures - Grant	\$200,000
Structures - Other	\$10,000
Building/Equip Maint	\$2,500
Curation	\$25,000
Property Insurance	\$6,000
Utilities	\$23,000
Subscriptions	\$100
Postage	\$500
Printing/Copying	\$4,000
Supplies	\$1,200
Telephone/Telecom	\$3,500
IT	\$2,500
ED Reimbursement	\$1,200
Insurance - Liab, D&O	\$6,000
Credit Card Fees	\$5,000
Finance Charges	\$500
Other/Interest	\$2,000
Salaries	\$100,000
Payroll Taxes	\$30,000
Payroll Expenses	\$900
Reconciliation	\$0
Travel & Meetings	\$500
TOTAL EXPENSES	\$637,400
TOTAL EXPENSES W/O GRANTS	\$362,400
NET INCOME	\$87,170

The Heritage Guild of Collin County
Profit & Loss
 January 1 through December 20, 2012

Jan 1 - Dec 20, 12

Ordinary Income/Expense		
Income		
43400 · Direct Public Support		
43450 · Individ, Business Contributions	6,557.03	
43460 · Endowment Contributions	0.00	
Total 43400 · Direct Public Support	6,557.03	
44800 · Grants and Gov't Contributions		
44820 · MCDC	45,473.96	
44800 · Grants and Gov't Contributions - Other	12,359.61	
Total 44800 · Grants and Gov't Contributions	57,833.57	
45000 · Investments		
45030 · Interest-Savings, Short-term CD	8.31	
Total 45000 · Investments	8.31	
46400 · Other Types of Income		
46410 · Weddings	141,031.08	
46420 · Rentals	23,626.70	
46430 · Event Revenues	75,089.31	
46440 · Store	17,391.61	
46450 · Farmers' Market	30,546.77	
46470 · Pecan Grove Income	350.00	
46400 · Other Types of Income - Other	20.00	
Total 46400 · Other Types of Income	288,055.47	
46480 · Arcadia Book Royalties		
47200 · Program Income	133.34	
47230 · Membership Dues	2,446.39	
47240 · Tours	16,189.91	
47260 · Education Programs	16,819.68	
Total 47200 · Program Income	36,455.98	
49900 · Uncategorized Income	351.03	
Total Income	388,394.73	
Gross Profit	388,394.73	

The Heritage Guild of Collin County Profit & Loss

January 1 through December 20, 2012

Jan 1 - Dec 20, 12

Expense		
60900 · Business Expenses		2,322.85
609040 · Volunteer Relations		181.50
609041 · Staff Relations		556.16
60915 · Board Meeting Expenses		225.00
60920 · Business Registration Fees		13,371.04
60930 · Advertising/PR/Marketing		6,939.00
60940 · Tours		28,943.70
60950 · Weddings		125.00
60955 · Pecan Grove Management		79.92
60957 · Pecan Grove Event Expense		209.32
60960 · Rentals		43,743.26
60970 · Events		16,030.63
60975 · Educational Programs Expenses		10,989.30
60980 · Store		17,607.22
60990 · Farmers' Market		141,323.90
Total 60900 · Business Expenses		13,662.67
60956 · Weddings - Salaries		2,001.65
62100 · Contract Services		2,001.65
62110 · Accounting Fees		2,001.65
Total 62100 · Contract Services		2,001.65
62800 · Facilities and Equipment		7,344.03
62840 · Building and Equip Maintenance		42,695.97
62841 · Yard		4,752.37
62842 · Structures		47,448.34
62842.1 · Structures - Facilities Grant		1,067.17
62842 · Structures - Other		-612.96
Total 62842 · Structures		55,246.58
62843 · Cleaning		3,363.55
62840 · Building and Equip Maintenance - Other		160.00
Total 62840 · Building and Equip Maintenance		5,288.94
62850 · Curation		20,175.68
62860 · Furnishings Repair and Upkeep		1,667.40
62870 · Property Insurance		85,902.15
62890 · Utilities		
62800 · Facilities and Equipment - Other		
Total 62800 · Facilities and Equipment		85,902.15

The Heritage Guild of Collin County
Profit & Loss
 January 1 through December 20, 2012

	Jan 1 - Dec 20, 12
65000 · Operations	
65020 · Postage, Mailing Service	742.63
65030 · Printing and Copying	7,182.36
65040 · Supplies	1,015.04
65050 · Telephone, Telecommunications	3,887.42
65060 · IT Expense	2,548.55
65070 · ED reimbursement expense	1,200.00
Total 65000 · Operations	16,576.00
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	5,768.29
65130 · Credit Card Fees	4,944.76
65140 · Finance charges	457.92
65160 · Other Costs	1,146.62
65170 · interest exp	693.11
65180 · Bank Service Charges/NSF fees	81.00
65100 · Other Types of Expenses - Other	275.00
Total 65100 · Other Types of Expenses	13,366.70
65150 · Late Charges	137.98
66000 · Payroll Expenses	
66010 · Salaries	77,472.84
66020 · Payroll Taxes	15,084.52
66000 · Payroll Expenses - Other	710.75
Total 66000 · Payroll Expenses	93,268.11
66900 · Reconciliation Discrepancies	2,007.98
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	215.00
Total 68300 · Travel and Meetings	215.00
Total Expense	368,462.14
Net Ordinary Income	19,932.59
Net Income	19,932.59

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 Accrual Basis

The Heritage Guild of Collin County Profit & Loss YTD Comparison December 2010

	Dec 10	Jan - Dec 10
Ordinary Income/Expense		
Income		
43400 · Direct Public Support		
43450 · Individ, Business Contributions	780.50	9,958.79
Total 43400 · Direct Public Support	780.50	9,958.79
44800 · Grants and Gov't Contributions	0.00	16,000.00
45000 · Investments		
45030 · Interest-Savings, Short-term CD	0.59	4.63
Total 45000 · Investments	0.59	4.63
46400 · Other Types of Income		
46410 · Weddings	4,050.00	65,855.00
46420 · Rentals	400.00	29,490.00
46430 · Event Revenues	17,997.25	45,030.32
46440 · Store	681.12	12,969.65
46450 · Farmers' Market	254.00	30,007.51
46460 · Pecan Grove Management	0.00	3,785.00
Total 46400 · Other Types of Income	23,382.37	187,137.48
47200 · Program Income		
47230 · Membership Dues	125.00	1,334.33
47240 · Tours	123.00	6,794.52
47250 · Living History	0.00	1,594.14
47260 · Education Programs	0.00	5,220.00
Total 47200 · Program Income	248.00	14,942.99
Total Income	24,411.46	228,043.89
Expense		
60900 · Business Expenses		
609040 · Volunteer Relations	60.00	1,079.46
609041 · Staff Relations	750.00	990.48
60910 · Office Work Hours	100.00	530.00
60920 · Business Registration Fees	0.00	635.00
60930 · Advertising/PR/Marketing	557.15	10,394.97
60940 · Tours	227.50	1,889.50
60950 · Weddings	1,836.95	25,043.55
60960 · Rentals	0.00	96.00
60970 · Events	4,746.72	24,321.12
60980 · Store	349.89	7,295.20
60990 · Farmers' Market	389.89	10,923.14
60900 · Business Expenses - Other	0.00	176.48
Total 60900 · Business Expenses	9,018.10	83,374.90
62100 · Contract Services		
62110 · Accounting Fees	0.00	5,770.00
62140 · Legal Fees	0.00	200.00
62150 · Outside Contract Services	0.00	195.00
62100 · Contract Services - Other	0.00	1,131.25
Total 62100 · Contract Services	0.00	7,296.25
62800 · Facilities and Equipment		
62810 · Depr and Amort - Allowable	0.00	113.50
62840 · Building and Equip Maintenance		
62841 · Yard	473.34	8,360.71
62842 · Structures	649.43	12,629.82
62843 · Cleaning	43.74	187.37
62840 · Building and Equip Maintenance - Other	0.00	16.00
Total 62840 · Building and Equip Maintenance	1,166.51	21,193.90
62850 · Curation	315.00	5,510.25
62870 · Property Insurance	0.00	548.92
62890 · Utilities	572.09	23,589.04
62800 · Facilities and Equipment - Other	0.00	15,365.95
Total 62800 · Facilities and Equipment	2,053.60	66,321.56

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 Accrual Basis

The Heritage Guild of Collin County Profit & Loss YTD Comparison December 2010

	Dec 10	Jan - Dec 10
65000 · Operations		
65010 · Books, Subscriptions, Reference	70.00	231.00
65020 · Postage, Mailing Service	0.00	419.93
65030 · Printing and Copying	152.21	3,005.17
65040 · Supplies	35.32	415.40
65050 · Telephone, Telecommunications	157.39	5,029.39
65060 · IT Expense	272.00	1,052.00
65070 · ED reimbursement expense	1,312.50	1,604.00
Total 65000 · Operations	1,999.42	11,756.89
65100 · Other Types of Expenses		
65120 · Insurance - Liability, D and O	548.92	11,821.19
65130 · Credit Card Fees	141.67	3,408.29
65140 · Finance charges	73.18	1,257.72
65160 · Other Costs	0.00	1,192.79
65100 · Other Types of Expenses - Other	702.31	7,259.11
Total 65100 · Other Types of Expenses	1,466.08	24,939.10
66000 · Payroll Expenses		
66010 · Salaries	5,273.18	50,410.63
66020 · Payroll Taxes	1,356.98	11,318.36
66000 · Payroll Expenses - Other	166.94	2,221.96
Total 66000 · Payroll Expenses	6,797.10	63,950.95
Total Expense	21,334.30	257,639.65
Net Ordinary Income	3,077.16	-29,595.76
Net Income	3,077.16	-29,595.76

The Heritage Guild of Collin County
Balance Sheet
 As of December 21, 2012

	Dec 21, 12
ASSETS	
Current Assets	
Checking/Savings	
1210 - Independent Bank - Operations	2,507.86
1250 - Independent Bank - Endowment	24,140.62
Total Checking/Savings	26,648.48
Accounts Receivable	
11000 - Accounts Receivable	4,025.00
Total Accounts Receivable	4,025.00
Other Current Assets	
13000 - Facilities Accrual	
13410 - Wedding Accrual	-11,587.50
13420 - Building Rental Accrual	-3,550.00
Total 13000 - Facilities Accrual	-15,137.50
15099 - Accumulated Depreciation	-911,534.00
Total Other Current Assets	-926,671.50
Total Current Assets	-895,998.02
Fixed Assets	
15000 - Buildings, Furniture and Equip	
15010 - Dulaney House	19,353.66
15012 - Johnson House	12,469.90
15013 - Chapel	12,192.55
15014 - Faires House	312.16
15015 - Dixie's Store	8,153.77
15016 - Taylor Inn	36,723.53
15017 - Wilmeth Schoolhouse	89,754.93
15018 - 405 Reception Hall	152,493.94
15019 - Blacksmith Shop	3,931.90
15021 - Landscape/Storage Buildings	15,445.95
15022 - Visitors Center	150,000.00
15030 - Antiques, Furnishings, Artifact	209,208.50
15040 - Assets for Rental Business	1,497.00
15000 - Buildings, Furniture and Equip - Other	1,162,090.05
Total 15000 - Buildings, Furniture and Equip	1,873,627.84
Total Fixed Assets	1,873,627.84
TOTAL ASSETS	977,629.82

**The Heritage Guild of Collin County
Balance Sheet
As of December 21, 2012**

	Dec 21, 12
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	2,093.35
20000 · Accounts Payable	2,093.35
Total Accounts Payable	<u>2,093.35</u>
Other Current Liabilities	
25500 · Sales Tax Payable	1,486.13
26000 · Refundable Wedding Deposits	15,775.00
27000 · Independent Bank Loan	4,516.22
Total Other Current Liabilities	<u>21,777.35</u>
Total Current Liabilities	<u>23,870.70</u>
Total Liabilities	23,870.70
Equity	
30000 · Opening Bal Equity	1,024,060.54
32000 · Unrestricted Net Assets	-89,490.76
Net Income	19,189.34
Total Equity	<u>953,759.12</u>
TOTAL LIABILITIES & EQUITY	<u><u>977,629.82</u></u>

The Heritage Guild of Collin County
 Balance Sheet
 As of December 31, 2011

	Dec 31, 11
ASSETS	
Current Assets	
Checking/Savings	
1065 · MEF Endowment Investment	-1,770.00
1066 · MEF Endowment Unrealized G/L	36,000.00
1065 · MEF Endowment Investment - Other	
Total 1065 · MEF Endowment Investment	34,230.00
1210 · Independent Bank - Operations	-3,489.47
1240 · Independent Bank - Facilities	11.79
1250 · Independent Bank - Endowment	2,094.44
Total Checking/Savings	32,846.76
Accounts Receivable	
11000 · Accounts Receivable	52,161.17
Total Accounts Receivable	52,161.17
Other Current Assets	
12000 · Undeposited Funds	-250.00
13000 · Facilities Accrual	
13410 · Wedding Accrual	-44,675.63
13420 · Building Rental Accrual	-4,050.00
Total 13000 · Facilities Accrual	-48,725.63
15099 · Accumulated Depreciation	-911,534.00
Total Other Current Assets	-960,509.63
Total Current Assets	-875,501.70
Fixed Assets	
15000 · Buildings, Furniture and Equip	
15010 · Dulaney House	19,353.66
15012 · Johnson House	12,469.90
15013 · Chapel	12,192.55
15014 · Faires House	312.16
15015 · Dixie's Store	8,450.49
15016 · Taylor Inn	36,723.53
15017 · Wilmeth Schoolhouse	89,754.93
15018 · 405 Reception Hall	152,493.94
15019 · Blacksmith Shop	3,931.90
15021 · Landscape/Storage Buildings	15,433.39
15022 · Visitors Center	150,000.00
15030 · Antiques, Furnishings, Artifact	209,208.50

The Heritage Guild of Collin County
 Balance Sheet
 As of December 31, 2011

	Dec 31, 11
15040 · Assets for Rental Business	1,497.00
15000 · Buildings, Furniture and Equip - Other	1,162,090.05
Total 15000 · Buildings, Furniture and Equip	1,873,912.00
Total Fixed Assets	1,873,912.00
TOTAL ASSETS	998,410.30
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	23,174.72
Total Accounts Payable	23,174.72
Other Current Liabilities	
25500 · Sales Tax Payable	1,312.13
26000 · Refundable Wedding Deposits	11,625.00
27000 · Independent Bank Loan	6,075.71
27100 · Cynthia Johnson	2,000.00
27300 · Center for NonProfit Mgmt. Loan	7,766.00
Total Other Current Liabilities	28,778.84
Total Current Liabilities	51,953.56
Total Liabilities	51,953.56
Equity	
30000 · Opening Bal Equity	1,023,860.46
32000 · Unrestricted Net Assets	-68,383.50
Net Income	-9,020.22
Total Equity	946,456.74
TOTAL LIABILITIES & EQUITY	998,410.30