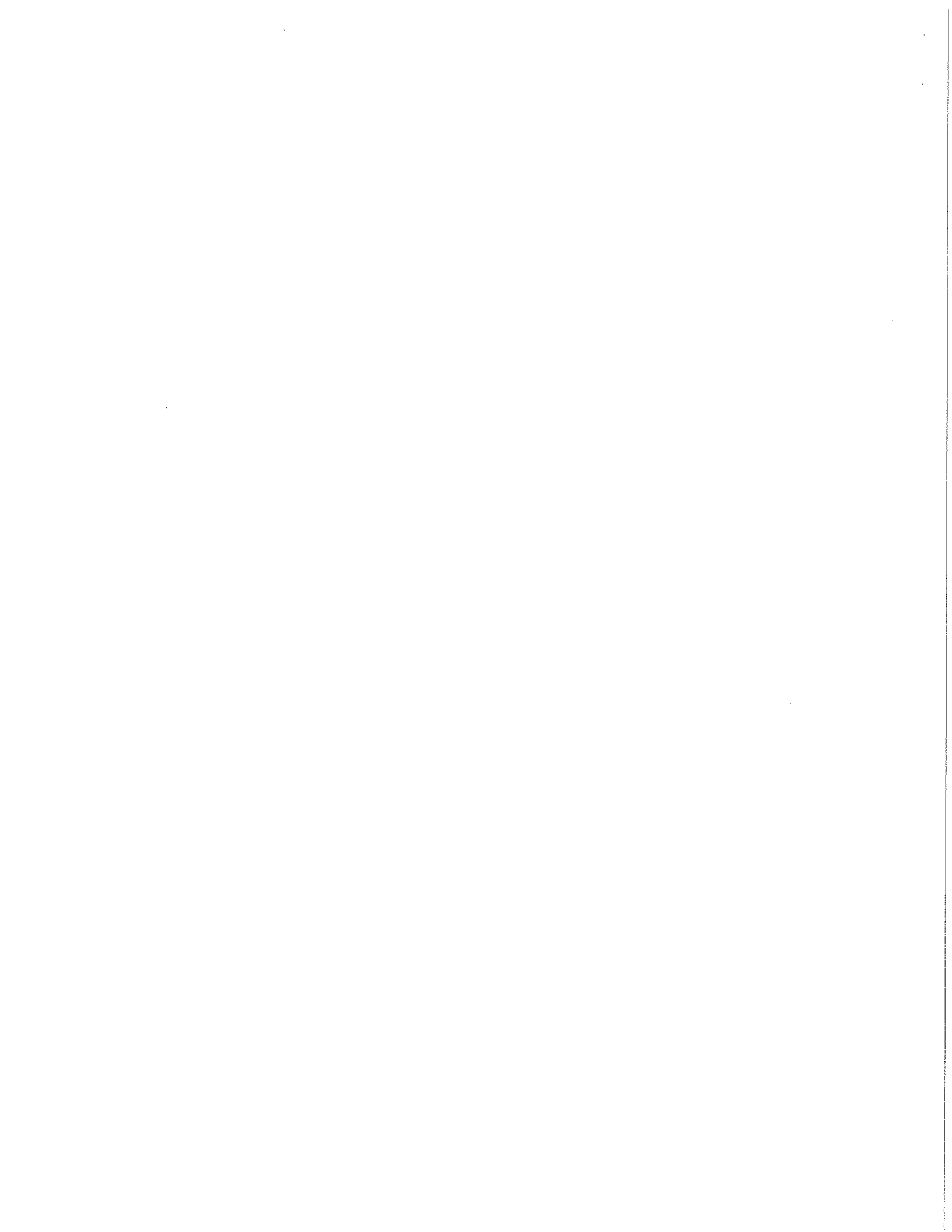


# Collin County Historical Society



# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2014

### IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cgibson@mckinneycdc.org](mailto: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 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 and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

## APPLICATION

### ORGANIZATION INFORMATION

Name: Collin County Historical Society

Federal Tax I.D.: 52-1093455

Incorporation Date: 10.24.1984

Mailing Address: Collin County Historical Society, 300 E. Virginia St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457, ext. 101

Fax: NA

Email: info@collincountyhistoricalsociety.org

Website: www.collincountyhistoricalsociety.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: Texas State Historical Association, American Alliance of Museums, Texas Association of Museums, Center for Non-Profit Management, Volunteer McKinney, Tech Soup, Grant Station, Collin County Historical Coalition

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Vicki Day

Title: Executive Director

Mailing Address: 300 E. Virginia St

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457, ext 101

Fax: NA

Email: vicki@collincountyhisstoricalsociety.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Vicki Day

Title: Executive Director

Mailing Address: 300 E. Virginia St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457, ext.101 or 972-841-6923

Email: vicki@collincountyhistoricalsociety.org

**FUNDING**

Total amount requested: \$5000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 02.12.2015

Completion Date: 07.06.2015

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

**Ruth Bison**

**Randy Farmer**

**Ted Wright**

**Deborah Kilgore**

**Jennifer Wilson McCarley**

**Anne Hines Delaney**

**Page Thomas**

**Vicki Day; Executive Director**

**Shannon Beams-Zundel**

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

**Advisory Board:**

R.D. Foster

Stewart Pearlman

Claude Frazier

Kyra Effren

Buford Abeldt

Wayne Neighbors

Brenda Moeller

Bill Hayes

Julia Odle

Randal Oberle

Ray Roberts

Stephanie Hanson

Mike Porter

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

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

***“To Serve Our Community by Revealing Our Past to Make History Relevant to All”***

The Collin County Historical Society & Museum was established in 1957 and incorporated as a 501 (C) (3) in 1984. The Society is dedicated to increasing understanding of North Texas history through exhibitions, public programs, online outreach, and research that reveal our collective history. Our holdings cover three centuries of North Texas history including historical artifacts, documents, American Art, photographs, and other materials documenting the history of North Texas.

We are the primary repository of historical artifacts and documents for Collin County, although our collections and archive include materials from Denton, Hunt, Fannin, Grayson, Red River and Dallas Counties.

Our collections and archive provide a foundation for exploration of North Texas history and support the Society’s mission to provide a basis for debate and examination of issues surrounding the meaning of our local cultural history.

**WHO WE ARE:**

- We are public historians
  - We present historical knowledge to a general public audience.
  - We disseminate historical information through our museum collection, archive, research library, and publications.
- As an academic discipline:
  - We focus on the efficient and ethical management of our state’s historical heritage and collective memories through the prism of North Texas and Collin County.

**OUR PURPOSE:**

- To collect cultural property and intangible attributes from our society that are inherited from past generations
- To preserve and protect our cultural history for future generations
- To interpret our past
- To disseminate information
- To promote scholarship that highlights Texas history

- To engage the citizens of North Texas and increase public awareness of our past, present, and future

**OUR CORE VALUES:**

- To be a good steward of resources held in the public trust
- To strive for authenticity and accuracy based on evidence to form our historical conclusions.
- To create a reliable interpretation of our collection and archive
- To improve intellectual and physical access to our information and collections

**THREE YEAR STRATEGIC GOALS:**

- Disseminate information more effectively to help educate the general public
- Increase our focus on cultural tourism to support long term sustainability
- Engage the general public more effectively to increase the Collin County Historical Society brand awareness and mission
- Create and implement a funding strategy to ensure adequate financial resources
- Develop specific board and staff goals to support the CCHS mission and objectives

The Collin County Historical Society & Museum has one paid staff person. We operate with a dedicated working board, a professional and energetic advisory board, as well as many additional volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested. NA

**II. Project or Promotion/Community Event (whichever is applicable)**

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

***We respectfully request a \$5000 grant to help us promote and market:***

***'THE VIETNAM SYNDROME' EXHIBIT***

In 1955, U.S. policymakers viewed the conflict in Vietnam as a broader struggle with the Soviet Union. It was widely believed from the outset that Ho Chi Minh and his followers were instruments of the Soviet drive for world domination. In many of our leaders' opinion at the time, if Vietnam fell, all of Southeast Asia would be lost. America's involvement in Vietnam, Laos, and Cambodia officially began 01.11.1955 and continued through the fall of Saigon on

04.30.1975.

America's involvement in the Vietnam War still remains a controversial topic. Many people today do not have a clear idea of why our country was engaged in this conflict. An even larger concern to us is that our youth, the future leaders and citizens of our nation, have no experience of the war and little or no knowledge of it. Our schools, entrusted with passing on our common heritage, have all but ignored the Vietnam War years. Many of our young people do not understand the comparisons between the Vietnam War and today's conflicts in the middle east.

The Collin County Historical Society & Museum will mount an exhibit in which local Vietnam Veterans tell of their experiences fighting in Southeast Asia between 1965 and 1975. We will investigate who were the typical American soldiers, how they dealt with transitioning to a peacetime existence, particularly without federal programs to help veterans and their families cope with postwar life at home.

'The Vietnam Syndrome' will explore our Veteran's experiences as they returned home to an largely angry, non-supportive, and hostile American public. We will explore the cultural impact of the era such as the anti-war movement, music, fashion, increased drug use and more. It was a confusing time for everyone.

Our community owes these brave men and women the opportunity to tell their story in a safe environment. Young people should have the chance to hear the stories directly from those who lived through the war rather than from a textbook or, in many cases, not at all.

This exhibit will allow for an understanding of the challenges our Veterans and their families at home endured during the Vietnam War years. Additionally, it will provide discussion topics for the conflicts our nation engages in today.

We are partnering with VFW Lone Star Post 2150 and the American Legion Post 96 in McKinney to create the content for the exhibit. Many members have generously volunteered to help us mount the exhibit as well.

As a recent case study to support our request, we can confirm admission numbers to our WWII exhibit, 'The Texas War Machine of WWII', which closed in April 2014, of 998 visitors. Many came from various regions throughout Texas, from New Jersey, New York, Minnesota, Florida, California, from the UK, Germany, Spain, and the Ukraine.



Our team believes the attendance goal for the exhibit should be double that of our WWII Exhibit, 'The Texas War Machine'. Nothing would be more satisfying than for this goal to become a reality.

- **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 Vietnam Syndrome' falls into the category of 'authentic' cultural and heritage tourism. McKinney markets itself as a great tourism destination and this exhibit brings a legitimate, thoughtful, and significant historical experience to the citizens of McKinney. It will bring visitors from Collin County, other parts of Texas, and the United States to McKinney.

While our tourists are visiting downtown McKinney, they will shop, eat, perhaps see a show, and enjoy a beautifully developed historic downtown.

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

1. It allows us to disseminate information more effectively to help educate the general public
2. It helps increase our focus on cultural tourism to support long term sustainability for our organization
3. Allows us to engage the general public more effectively to increase the Collin County Historical Society brand awareness and mission

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

1. No admission fees if we can find a sponsor
2. Scheduled private dinner and public lecture featuring Congressman Sam Johnson (date TBD): Topic Hanoi Hilton
3. VFW Lone Star Post 2150 'Back to the 60's dance' Date TBD
4. Various lectures through speaker's bureau of Humanities Texas / TSHA
5. Exhibit attendance goal 2000

- What is the venue/location for Project/Promotion/Community Event?

The exhibit will be mounted at our museum at 300 E. Virginia St. in Downtown McKinney

- Provide a timeline for the Project/Promotion/Community Event.

The soft exhibit opening is scheduled for 02.12.15 and the exhibit will run through the July 4<sup>th</sup> weekend of 07.06.15. Our marketing graphics and brochures must be designed in August to allow us to begin marketing the event in October.

- Detail goals for growth/expansion in future years.

Our main goal for exhibition expansion is to create traveling exhibits based on the fixed annual exhibits we mount here at the museum. Each year we host one major exhibit and one mini exhibit. Traveling exhibits can provide revenue in perpetuity if they are professionally built and marketed. Our goal is to begin with our WWII exhibit and move forward from there.

**Project Grants – please complete the section below:**

- |                             |                              |                             |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

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

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to business and economic development within McKinney

Our exhibit will bring tourists and locals to downtown McKinney to shop, eat, visit other venues, and perhaps stay for a few days. Our downtown merchants will benefit from the five month period of the exhibit being open to the general public.

Everyone will have the opportunity to learn about a significant period in American history spanning the terms of five Presidents. The topic of the War in Vietnam, the ‘living room war’, has not been presented to the general public by museums throughout the United States as aggressively as with other wars. Our Vietnam Veterans should have the same opportunity to tell about their experiences in Southeast Asia and the trials they endured upon returning home.

- Educate the community about the impact of MCDC investments on quality of life in McKinney

The Vietnam War is a topic people above the age of 40 are still debating after four generations. It was a time of permanent cultural change in this country and it still affects many peoples' lives. Our visitors will benefit greatly by revisiting the Vietnam Era and being given the opportunity to refine their personal views. McKinney will be part of a thought provoking experience not available anywhere else in North Texas. It will be a unique exhibit for a unique City.

- Strengthen relationships with our partners
- Maintain financial sustainability
- Educate the community about the impact of MCDC investments on quality of life in McKinney

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

Yes                       No

**III. Financial**

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

1. Our current budget is attached and our financials for 2012 and 2013. Our Board of Directors does not require a full annual audit each year, but our finances are handled monthly by a certified CPA.
2. Y

**What is the estimated total cost for this Project/Promotion/Community Event?**

\$24,787

**(Please include a budget for the proposed Project/Promotion/Community Event.)**

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

**Are Matching Funds available?**  Yes (in works, no specifics at this time)                       No

Cash \$	(donations in works)	Source	% of Total
In-Kind \$	(in works)	Source	% of Total

**Are other sources of funding available?** In works

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

**Not yet. We plan to apply for a mini grant from Humanities Texas for lecturers.**  
*If so, please list entity, date of request and amount requested.*

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Our Marketing plan is attached as sheet #3 on our budget excel spreadsheet

**V. Metrics to Evaluate Success**

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Our metrics are based on the numbers of visitors to the exhibit. Our current goal is 2000.

**Acknowledgements**

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

- The Project/Promotion/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/Promotion/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/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% will be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/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 120<sup>th</sup> 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**

**Representative Completing Application**

*Vicki Day*

*Vicki Day*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

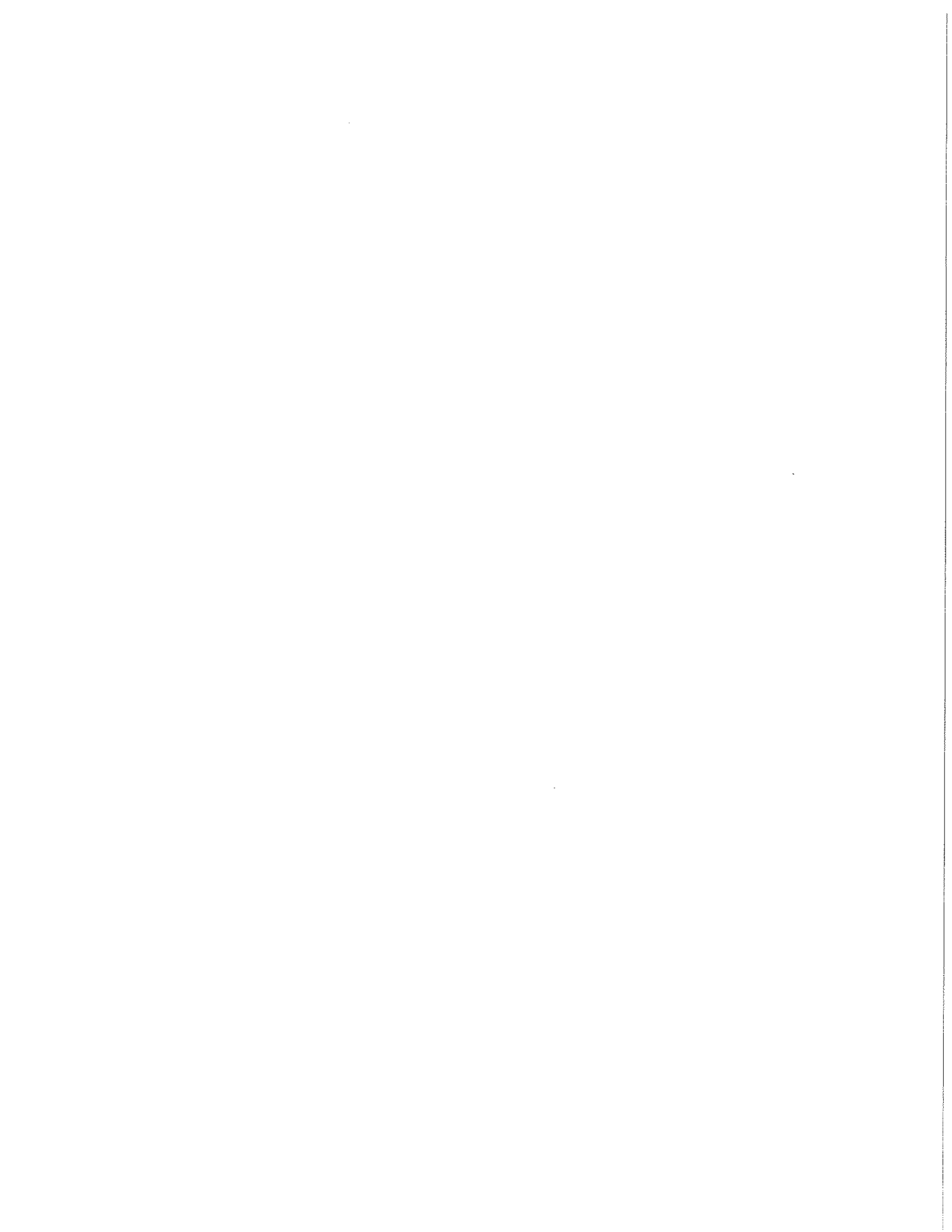
Vicki Day  
Printed Name

Vicki Day  
Printed Name

06.27.14  
Date

06.27.14  
Date

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



Internal Revenue Service  
District Director

Department of the Treasury

Date: OCT 24 1984

Employer Identification Number:  
52-1093455

Accounting Period Ending:  
December 31

Person to Contact:  
EO Technical Assiator  
Contact Telephone Number:  
(214) 767-3526  
EO:7213:309:JS

Collin County Historical Society  
Chestnut At Virginia  
McKinney, Texas 75069

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined that, as indicated in your application, you are a private foundation within the meaning of section 509(a) of the Code. In this letter, we are not determining whether you are an operating foundation as defined in section 4942(j)(3).

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA). However, since you are a private foundation, you are subject to excise taxes under Chapter 42 of the Code. You also may be subject to other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as a Private Foundation. Form 990-PF must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law

(over)

ja

imposes a penalty of \$10 a day, up to a maximum of \$5,000, for each return filed late, unless there is reasonable cause for the delay.

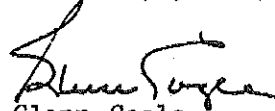
You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and private foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

  
Glenn Cagle  
District Director



1:41 PM

06/26/14

Accrual Basis

**Collin County Historical Society**  
**Profit & Loss**  
 January through December 2012

	Jan - Dec 12
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4010 · Membership	
4011 · Individual	6,675.62
<b>Total 4010 · Membership</b>	<b>6,675.62</b>
4020 · Donations	
4021 · Individual	466.25
4020 · Donations - Other	1,456.45
<b>Total 4020 · Donations</b>	<b>1,922.70</b>
4030 · Grants	20,000.00
4040 · Museum	
4045 · Book Publishing Projects	1,354.84
4040 · Museum - Other	2,379.56
<b>Total 4040 · Museum</b>	<b>3,734.40</b>
4050 · Charitable Bingo	13,793.00
4070 · Miscellaneous	252.77
4090 · Gain from sale of assets	1,900.00
<b>Total Income</b>	<b>48,278.49</b>
<b>Gross Profit</b>	<b>48,278.49</b>
<b>Expense</b>	
6120 · Advertising Expenses	50.00
6220 · Bank Service Charges	44.75
6230 · Merchant Service Fees	418.71
6240 · Storage	3,396.14
6250 · Depreciation Expense	2,766.01
6280 · Computer Equip/Software/Support	
6281 · Web Hosting	875.12
6282 · Computer Equipment	985.00
<b>Total 6280 · Computer Equip/Software/Support</b>	<b>1,860.12</b>
6290 · Fund Raising Expenses	
6291 · Marketing and Advertising	158.36
<b>Total 6290 · Fund Raising Expenses</b>	<b>158.36</b>
6460 · Event Expenses	
6464 · Security	350.00
<b>Total 6460 · Event Expenses</b>	<b>350.00</b>
6470 · Memberships and Dues	100.00
65080 · Museum Shop Expenses	
65080.1 · Cost of Merchandise	2,444.28
<b>Total 65080 · Museum Shop Expenses</b>	<b>2,444.28</b>
6600 · Payroll Expenses	
6601 · Wages	21,594.98
6604 · Texas Work Force Commission	772.20
6607 · Penalties & Late Fees	52.00
6608 · Payroll Admin Fees	1.20
6600 · Payroll Expenses - Other	1,662.52
<b>Total 6600 · Payroll Expenses</b>	<b>24,082.90</b>
6920 · Insurance - Liability, D and O	
6921 · General Liability	864.00
6920 · Insurance - Liability, D and O - Other	3,095.81
<b>Total 6920 · Insurance - Liability, D and O</b>	<b>3,959.81</b>
69900 · Royalties	105.49
7000.2 · Federal Tax	442.59
7340 · Miscellaneous Expenses	653.59
7510 · Office Supplies	703.77
7845 · Building Repair and Maintenance	160.00

1:41 PM  
06/26/14  
Accrual Basis

**Collin County Historical Society**  
**Profit & Loss**  
January through December 2012

	<u>Jan - Dec 12</u>
7990 · Supplies	100.75
8130 · Utilities	
8131 · Water & Sewer	296.05
8132 · Electricity	4,449.37
8133 · Gas	238.75
8134 · Telephone	2,407.40
8135 · Trash	370.24
8136 · Security	525.00
Total 8130 · Utilities	<u>8,286.81</u>
Total Expense	<u>50,084.08</u>
Net Ordinary Income	<u>-1,805.59</u>
Net Income	<u><u>-1,805.59</u></u>

**"Vietnam Syndrome" Exhibit Budget 2015**

**TOTAL EXPENSES**

<b>Materials:</b>		<b>QTY</b>	<b>COST</b>
<b>Bunker Building Materials</b>			
polypropolene sandbags green		300	\$150
sandbagger shoveling tool		6	\$72
Popped Polystyrene filling 8 cubic ft		3	\$225
Plywood 4 x 8		2	\$18
Print Images on canvas		8	\$1,200
Chain to hang from ceiling			\$100
Transparancies	ea	36	\$50
Paint	GALLONS	8	\$200
paint brushes, drop cloths, tape			\$150
military style camo netting			\$200
TEXT plaques			\$350
Vietnam era fatigues:	various		
Tiger Stripe			
shirt		1	\$60
pants		1	\$45
helmet		1	\$50
cap		1	\$20
Woodland			
shirt		1	\$60
cap		1	\$10
jungle solid	shirt	1	\$60
Airborne	shirt	1	\$75
camo face paint		1	\$10
Amo Pouch		1	\$25
canteen		1	\$15
duffle bag		1	\$50
belt		1	\$12
buckle		1	\$12
suspenders		1	\$30
Rations food pack		1	\$45
gas mask + bag		1	\$50
mess kit		1	\$20
can opener		1	\$5
poncho		1	\$20
Helmet cover with unit marker		1	\$30
Beret of some kind		1	\$13

jungle boots	1	\$35
undershirts	4	\$80

salary costs:

research	40 hrs.	\$560
exhibit development	40 hrs.	\$560
mounting	80 hrs	\$1,120
exhibit guide	60 hrs	\$840
total	220 hrs	\$3,080
temp hours	330	\$4,950
energy costs:		\$1,800
cleaning costs		\$250
Marketing budget:		\$8,080
	<b>TOTAL:</b>	<b>\$24,787</b>

\* some vintage clothing may be loaned to help save costs

\* in kind volunteer hours to help research, paint, mount, tear down, gallery guides for exhibit: 600

# "VIETNAM SYNDROME" MARKETING BUDGET

## GRAPHIC DESIGN: campaign artwork

Logo	\$80
Poster art	\$500
brochure 1 panel	\$100
book cover	\$100
banner layouts	\$100

## OTHER

Poster/flyer paper	\$250
toner	\$150

### Banners:

2 to fit front windows	\$800
1 banner side door	\$350

Local Newspaper ads	\$1,500
online ads	\$1,000

refreshments for	\$350
------------------	-------

Representative Johnson's lecture (Lecture free to public)	
---	--

Hotel for	\$400
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Representative Johnson formal dinner	\$2,000
---	---------

book printing costs	\$400
	\$8,080

1. Our marketing plan includes papering the town with posters, brochures at MCVB, MPAC, local businesses, and across Collin County
2. We will promote the exhibit on our website, in our newsletter, and on our social media pages
3. Two vinyl perforated banners will be hung on the building in front of the oversized windows and one on the side door. Banners were very effective during our WWII exhibit.
4. Online and local newspaper ads will begin six weeks in advance of the exhibit opening
5. Press releases and stories will begin six weeks before the opening
6. With each major exhibit we mount each year, we publish expanding on the exhibit topic a book which is available to sell. For our "Texas War Machine of WWII" exhibit we wrote about how the war changed the landscape of Texas and Texas women in a book we published titled, '*There Was a Job to be Done and a War to be Won*' How WWII Transformed the Lives of Texas Women. These publications enlighten the public and promote our mission.
7. Our VFW and American Legion partners will announce the date of our '60 dance and fundraiser. We agree it will be early on in the exhibit schedule so that our local Veterans will receive as much exposure as possible
8. Our weekend with Congressman Johnson is currently being planned around his busy schedule. We anticipate April or May 2015.
9. The various lectures will be scheduled throughout the exhibit.

Our exhibit allows us to continue our mission as public historians, promote our brand, gain exposure for the City of McKinney and most of all give our Vietnam Veterans a way to reach out to the public and tell their stories.

9:15 AM  
01/07/14  
Accrual Basis

**Collin County Historical Society**  
**Balance Sheet**  
As of December 31, 2013

	<u>Dec 31, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Legacy Texas - 6908	17,896.54
1020 · Legacy Texas - 0452	<u>20,000.00</u>
<b>Total Checking/Savings</b>	<u>37,896.54</u>
<b>Total Current Assets</b>	37,896.54
<b>Fixed Assets</b>	
1510 · Furniture and Equipment	182,978.09
1610 · F&E Accum Depr	<u>-157,862.01</u>
<b>Total Fixed Assets</b>	<u>25,116.08</u>
<b>TOTAL ASSETS</b>	<u><u>63,012.62</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
2110 · Direct Deposit Liabilities	1,056.37
2410 · Payroll Liabilities	578.50
2420 · TIAA/CREF Pre-tax Withholding	<u>8,559.30</u>
<b>Total Other Current Liabilities</b>	<u>10,194.17</u>
<b>Total Current Liabilities</b>	<u>10,194.17</u>
<b>Total Liabilities</b>	10,194.17
<b>Equity</b>	
3210 · Unrestricted Net Assets	16,382.26
Net Income	<u>36,436.19</u>
<b>Total Equity</b>	<u>52,818.45</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>63,012.62</u></u>

## Collin County Historical Society Profit & Loss Budget Performance December 2013

	Dec 13	Budget	Jan - Dec 13	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4010 • Membership					
4011 • Individual	25.00	160.00	1,835.89	1,920.00	1,920.00
4012 • Corporate	0.00	70.00	0.00	840.00	840.00
<b>Total 4010 • Membership</b>	<u>25.00</u>	<u>230.00</u>	<u>1,835.89</u>	<u>2,760.00</u>	<u>2,760.00</u>
4020 • Donations					
4021 • Individual	539.71	550.00	539.71	6,600.00	6,600.00
4022 • Corporate	0.00	240.00	0.00	2,880.00	2,880.00
4020 • Donations - Other	0.00		1,000.00		
<b>Total 4020 • Donations</b>	<u>539.71</u>	<u>790.00</u>	<u>1,539.71</u>	<u>9,480.00</u>	<u>9,480.00</u>
4030 • Grants					
4031 • Private	0.00	4,165.00	20,000.00	49,980.00	49,980.00
4032 • Government	0.00	210.00	0.00	2,520.00	2,520.00
4030 • Grants - Other	0.00		25,000.00		
<b>Total 4030 • Grants</b>	<u>0.00</u>	<u>4,375.00</u>	<u>45,000.00</u>	<u>52,500.00</u>	<u>52,500.00</u>
4040 • Museum					
4041 • Admissions	585.00	335.00	2,286.00	4,020.00	4,020.00
4042 • Sales	0.00	165.00	0.00	1,980.00	1,980.00
4044 • Events	0.00	40.00	0.00	480.00	480.00
4046 • Book Publishing Projects	492.40		4,784.38		
<b>Total 4040 • Museum</b>	<u>1,077.40</u>	<u>540.00</u>	<u>7,070.38</u>	<u>6,480.00</u>	<u>6,480.00</u>
4060 • Charitable Bingo	1,880.00	1,085.00	6,719.05	13,020.00	13,020.00
4060 • Facility Rental	0.00	165.00	0.00	1,980.00	1,980.00
4070 • Miscellaneous	0.00		35,426.64		
<b>Total Income</b>	<u>3,522.11</u>	<u>7,185.00</u>	<u>97,590.67</u>	<u>88,220.00</u>	<u>88,220.00</u>
<b>Cost of Goods Sold</b>					
5010 • Cost of Goods Sold	0.00	65.00	0.00	780.00	780.00
<b>Total COGS</b>	<u>0.00</u>	<u>65.00</u>	<u>0.00</u>	<u>780.00</u>	<u>780.00</u>
<b>Gross Profit</b>	<u>3,522.11</u>	<u>7,120.00</u>	<u>97,590.67</u>	<u>85,440.00</u>	<u>85,440.00</u>
<b>Expense</b>					
6230 • Merchant Service Fees	52.40	40.00	719.58	480.00	480.00
6240 • Storage	132.00	130.00	1,522.00	1,560.00	1,560.00
6280 • Computer Equip/Software/Support					
6281 • Web Hosting	0.00	70.00	40.00	840.00	840.00
6282 • Computer Equipment	0.00	80.00	1,555.00	960.00	960.00
6283 • Maintenance & Support	0.00	200.00	0.00	2,400.00	2,400.00
<b>Total 6280 • Computer Equip/Software/Support</b>	<u>0.00</u>	<u>350.00</u>	<u>1,595.00</u>	<u>4,200.00</u>	<u>4,200.00</u>
6290 • Fund Raising Expenses					
6291 • Marketing and Advertising	0.00	40.00	0.00	480.00	480.00
6292 • Printing & Copying	0.00	35.00	529.14	420.00	420.00
<b>Total 6290 • Fund Raising Expenses</b>	<u>0.00</u>	<u>75.00</u>	<u>529.14</u>	<u>900.00</u>	<u>900.00</u>
6310 • Archive/Collections Expenses	0.00	45.00	0.00	540.00	540.00
6460 • Event Expenses					
6461 • Advertising and Marketing	0.00	150.00	1,351.14	1,800.00	1,800.00
6462 • Supplies	0.00	210.00	2,004.04	2,520.00	2,520.00
<b>Total 6460 • Event Expenses</b>	<u>0.00</u>	<u>360.00</u>	<u>3,355.18</u>	<u>4,320.00</u>	<u>4,320.00</u>
6470 • Memberships and Dues					
6471 • Texas Assoc of Museums	0.00	15.00	0.00	180.00	180.00
6472 • Am. Assoc for State & Local	0.00	15.00	0.00	180.00	180.00
6473 • Chamber of Commerce	0.00	15.00	0.00	180.00	180.00
6474 • Volunteer Center	0.00	15.00	0.00	180.00	180.00
6470 • Memberships and Dues - Other	0.00		100.00		
<b>Total 6470 • Memberships and Dues</b>	<u>0.00</u>	<u>60.00</u>	<u>100.00</u>	<u>720.00</u>	<u>720.00</u>
6530 • Printing and Copying	0.00	40.00	0.00	480.00	480.00
6600 • Payroll Expenses					
6601 • Wages	2,500.00	2,500.00	33,750.00	30,000.00	30,000.00
6602 • FICA	0.00	155.00	0.00	1,860.00	1,860.00
6603 • Medicare	0.00	36.00	0.00	432.00	432.00
6604 • Texas Work Force Commission	0.00	188.00	676.50	2,256.00	2,256.00
6600 • Payroll Expenses - Other	192.85		2,617.77		
<b>Total 6600 • Payroll Expenses</b>	<u>2,692.85</u>	<u>2,879.00</u>	<u>37,044.27</u>	<u>34,548.00</u>	<u>34,548.00</u>
6660 • Postage & Shipping	0.00	50.00	0.00	600.00	600.00
6920 • Insurance - Liability, D and O					
6921 • General Liability	0.00	350.00	864.00	4,200.00	4,200.00
6920 • Insurance - Liability, D and O - Other	752.04		4,002.36		
<b>Total 6920 • Insurance - Liability, D and O</b>	<u>752.04</u>	<u>350.00</u>	<u>4,866.36</u>	<u>4,200.00</u>	<u>4,200.00</u>
7260 • Legal & Professional					
7262 • Audit Fees	0.00	175.00	0.00	2,100.00	2,100.00
7263 • Legal Fees	0.00	250.00	1,500.00	3,000.00	3,000.00
<b>Total 7260 • Legal &amp; Professional</b>	<u>0.00</u>	<u>425.00</u>	<u>1,500.00</u>	<u>5,100.00</u>	<u>5,100.00</u>



9:14 AM

01/07/14

Accrual Basis

## Collin County Historical Society Profit & Loss Budget Performance

December 2013

	Dec 13	Budget	Jan - Dec 13	YTD Budget	Annual Budget
7340 - Miscellaneous Expenses	246.83	400.00	684.83	4,800.00	4,800.00
7510 - Office Supplies	74.54		810.93		
7845 - Building Repair and Maintenance	0.00	100.00	250.00	1,200.00	1,200.00
7990 - Supplies	0.00	25.00	192.75	300.00	300.00
8010 - Sales Tax	0.00	20.00	0.00	240.00	240.00
8130 - Utilities					
8131 - Water & Sewer	24.16	30.00	396.72	360.00	360.00
8132 - Electricity	186.72	400.00	3,013.31	4,800.00	4,800.00
8133 - Gas	202.02	30.00	982.88	360.00	360.00
8134 - Telephone	197.83	200.00	2,534.77	2,400.00	2,400.00
8135 - Trash	28.48	30.00	341.76	360.00	360.00
8136 - Security	100.00	45.00	615.00	540.00	540.00
8130 - Utilities - Other	0.00		100.00		
<b>Total 8130 - Utilities</b>	<b>739.21</b>	<b>735.00</b>	<b>7,984.44</b>	<b>8,820.00</b>	<b>8,820.00</b>
<b>Total Expense</b>	<b>4,689.87</b>	<b>6,084.00</b>	<b>61,154.48</b>	<b>73,008.00</b>	<b>73,008.00</b>
<b>Net Ordinary Income</b>	<b>-1,167.76</b>	<b>1,036.00</b>	<b>36,436.19</b>	<b>12,432.00</b>	<b>12,432.00</b>
<b>Net Income</b>	<b>-1,167.76</b>	<b>1,036.00</b>	<b>36,436.19</b>	<b>12,432.00</b>	<b>12,432.00</b>

**Collin County Historical Society**  
**Profit & Loss Budget Overview**  
 January through December 2014

	<u>Jan - Dec 14</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4010 · Membership	
4011 · Individual	6,396.00
<b>Total 4010 · Membership</b>	<u>6,396.00</u>
4020 · Donations	2,496.00
4030 · Grants	42,504.00
4040 · Museum	
4041 · Admissions	6,504.00
4045 · Book Publishing Projects	4,680.00
<b>Total 4040 · Museum</b>	<u>11,184.00</u>
4050 · Charitable Bingo	12,600.00
4060 · Facility Rental	1,200.00
4070 · Miscellaneous	1,500.00
<b>Total Income</b>	<u>77,880.00</u>
<b>Gross Profit</b>	77,880.00
<b>Expense</b>	
6120 · Advertising Expenses	396.00
6220 · Bank Service Charges	96.00
6230 · Merchant Service Fees	696.00
6240 · Storage	1,596.00
6280 · Computer Equip/Software/Support	
6281 · Web Hosting	96.00
6282 · Computer Equipment	5,496.00
6284 · Software	756.00
<b>Total 6280 · Computer Equip/Software/Support</b>	<u>6,348.00</u>
6290 · Fund Raising Expenses	
6291 · Marketing and Advertising	252.00
6292 · Printing & Copying	96.00
6293 · Postage	204.00
6294 · Miscellaneous	2,496.00
<b>Total 6290 · Fund Raising Expenses</b>	<u>3,048.00</u>
6460 · Event Expenses	
6461 · Advertising and Marketing	504.00
6462 · Supplies	252.00
6465 · Miscellaneous	252.00
<b>Total 6460 · Event Expenses</b>	<u>1,008.00</u>
6470 · Memberships and Dues	504.00
6600 · Payroll Expenses	
6601 · Wages	25,392.00
6604 · Texas Work Force Commission	696.00
6600 · Payroll Expenses - Other	6,936.00
<b>Total 6600 · Payroll Expenses</b>	<u>33,024.00</u>
6920 · Insurance - Liability, D and O	
6921 · General Liability	2,664.00
6922 · Directors & Officers	996.00
6924 · Collections	900.00
<b>Total 6920 · Insurance - Liability, D and O</b>	<u>4,560.00</u>
7340 · Miscellaneous Expenses	2,496.00
7510 · Office Supplies	252.00
7845 · Building Repair and Maintenance	600.00
7950 · Book Royalties	156.00
7955 · Publishing Costs	758.00
7990 · Supplies	252.00
8130 · Utilities	
8131 · Water & Sewer	324.00
8132 · Electricity	4,500.00

2:04 PM  
06/26/14  
Accrual Basis

**Collin County Historical Society**  
**Profit & Loss Budget Overview**  
January through December 2014

	<u>Jan - Dec 14</u>
8133 · Gas	2,004.00
8134 · Telephone	2,604.00
8135 · Trash	360.00
8136 · Security	756.00
<b>Total 8130 · Utilities</b>	<u>10,548.00</u>
<b>Total Expense</b>	<u>66,336.00</u>
<b>Net Ordinary Income</b>	<u>11,544.00</u>
<b>Net Income</b>	<u><u>11,544.00</u></u>

1:40 PM  
06/26/14  
Accrual Basis

**Collin County Historical Society**  
**Balance Sheet**  
As of December 31, 2012

	<u>Dec 31, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Legacy Texas - 6908	3,092.74
Total Checking/Savings	<u>3,092.74</u>
Total Current Assets	3,092.74
Fixed Assets	
1510 · Furniture and Equipment	179,978.09
1610 · F&E Accum Depr	<u>-157,862.01</u>
Total Fixed Assets	<u>22,116.08</u>
<b>TOTAL ASSETS</b>	<u><u>25,208.82</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2410 · Payroll Liabilities	267.26
2420 · TIAA/CREF Pre-tax Withholding	<u>8,559.30</u>
Total Other Current Liabilities	<u>8,826.56</u>
Total Current Liabilities	<u>8,826.56</u>
Total Liabilities	8,826.56
Equity	
3210 · Unrestricted Net Assets	18,187.85
Net Income	<u>-1,805.59</u>
Total Equity	<u>16,382.26</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>25,208.82</u></u>