

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2021

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

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: Jaymie@chestnutsquare.org

Website: www.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: Go Texan (Tx Dept of Ag), Association of Living History, Center for Non-Profit Management, Texas Assoc of Museums, Collin County Historical Commission, McKinney Chamber of Commerce, Texas Lakes & Trails Tourism Bureau

REPRESENTATIVE COMPLETING APPLICATION:

Name: Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: Jaymie@Chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jaymie Pedigo

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): \$1500

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes No

Please provide details and funding requested:

A \$1500 grant was given by the CVB for a video to promote wedding services. We do not ask MCDC to promote this aspect of our events/programs.

PROMOTIONAL/COMMUNITY EVENT

Start Date: July 2021

Completion Date: Dec 2021

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

Brian Medina, Chair

Emil Dahl

Sandi Dinehart, Vice Chair

Nick Keim

Jennifer Cobb, Treasurer

Jennifer Druckamiller

David Clarke, Secy

Mark Doty

Lori Geer

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

Jaymie Pedigo, ED

Open position, Museum Guest Experience

Kim Ducote, Wedding & Event Mgr

Anne Quinn, Curator

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. **Who Are We?**

With a mission of celebrating community, preserving history and inspiring the future, The Heritage Guild of Collin County, a 501(c)(3) nonprofit organization, oversees Chestnut Square Historic Village. The Village is comprised of five historic homes, a historically accurate replica of a one-room schoolhouse, a chapel, a store, a reception house, and a Visitors Center all settled on 2.5 acres just south of the downtown McKinney Square.

Also included on the bucolic grounds are a blacksmith shop, smoke house, a (non-functioning) outhouse, and a reception pavilion and gardens. Buildings feature period artifacts highlighting the lifestyles of people living in Collin County during the nearly 100 years spanning 1854 to 1930.

Why Are We Important?

We accomplish our mission by providing educational programs, tours and picturesque venues for local weddings, meetings and social gatherings of all kinds. Chestnut Square hosts community events that bring people together to celebrate Collin County's heritage such as our Farmers Market which recreates the feel of bygone market days held in the old Jockey lot in downtown McKinney.

In addition, we maintain historic buildings, artifacts and grounds that illustrate and inform people about the past, serving to inform the future. Our educational programming demonstrates and disseminates information about the way people lived from 1850-1940, and we support Collin County and McKinney in achieving a community which owns its singular legacy in stewardship of its prosperous future.

A gem in the crown of Chestnut Square is our collection of structures that physically depict the everyday environment of those who came before. Considered *the oldest standing house* in McKinney, ***The Faires House*** was built by John Faires who arrived in the city and built his home in 1854. This Greek-revival shotgun style building boasts a front door hand-chiseled by Mr. Faires himself.

Also on property: The Taylor Inn (1863), The Dulaney Cottage (c1875), our cornerstone Dulaney House (1916), the 1870 *Johnson House*, home to State Senator and Legislator John Johnson, a colorful politician credited with writing the Homestead Bill, The Brimer - Anderson Grocery, (1918), the reproduction Wilmeth Schoolhouse, *The Chapel at Chestnut Square* and *The Bevel House* round out the collection. All are historic, all significant to the story of McKinney.

The Need

Chestnut Square Historic Village recognizes the importance of raising support from a plurality of funding streams. We currently pursue revenue through:

- Volunteers/Members
- Grants/Donations
- Sponsorships
- Programming/Events
- Facility Rentals

Chestnut Square faces the ongoing challenges of stewarding and preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these precious symbols of our past with integrity and high standards, thereby serving the community whose history we represent.

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

It's no secret that we, like many organizations, are struggling. We do not know what to expect next year. Our calendar reflects not only historically successful events, but also some that we found to be surprisingly successful even amongst the restrictions. It is our goal to capitalize on those successes, while at the same time continuing with our signature events in hopes that they will recover and once again be vibrant.

II. Promotional/Community Event

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

We are asking for funds to support the Farmers Market, Education programming, Ghostly Hauntings & Murder Mystery, the Legends of McKinney Ghost Walk, and the Holiday Tour of Homes.

- The Farmers Market funds would be used for advertising both locally and in Edible Dallas, a “foodie” magazine supporting local sourcing. One emphasis in the coming year is to build a relationship with our new neighbors in an effort to become their “grocery” store. The virus situation has given us the opportunity to promote not only the benefits of eating with short distribution/supply chains, but also the bonus of shopping in an outdoor space with limited contact surfaces. We have met lots of new shoppers from west McKinney and well beyond!
- The Legends of McKinney Ghost Walk – History & Hauntings, October 29 & 30. Always a popular event, 2019 was a very good year, and we are anticipating the same this year! We expect to have the trolley component return, and want to have the funds to widely promote.
- Holiday Tour of Homes – our largest annual fundraiser! We have budgeted to raise \$35,000 from this event, equal to pre-Covid goals, and we need that!
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

These events help MCDC meet their goals of both attracting visitors to McKinney and by providing quality of life events for our residents. Chestnut Square is a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families. We see visitors from a 50 mile radius on a regular basis.

During the early spring months when many Farmers Markets were closed, we regularly had shoppers from Plano, Carrollton, Ft Worth and other DFW areas. Our social media presence has grown with the increased traffic from other areas.

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

Our goal of bringing history to life is the theme of all of our events; educational programs, special events and fundraisers all fit our historic mission.

- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.

If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).

100% of the proceeds benefit The Heritage Guild

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

Include the venue/location for the proposed event. All events are held on Chestnut Square property. The Farmers Market is every other week January – March, and weekly from April – November. Admission is free.

Admission is also free to the Ice Cream Crank Off, held the 3rd Sunday in July, however there is a small charge for all activities, ice cream tastings and food purchases.

- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

We have hired a professional firm to handle advertising, tracking, social media and marketing design. We are beginning to see results from increased media presence. We will present analytics at the prescribed meeting.

- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

Date(s): 2020, 2019, 2018, 2017, 2016, 2015

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$
Projected Expenses	\$
Net Revenue	\$

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

Community Impact Monthly Ad	\$2875 + \$1000 upsize
Stonebridge Ranch News Monthly Ad	\$870
Creekside Living/N2 Monthly print + Facebook Ad	\$2700
Collin County Guide	\$600
Edible Dallas	\$1900
Star Local Media/discretionary	\$3555
Videos	\$1500
Total	\$15,000

Discretionary allowance allows us the flexibility to target specific areas for digital advertising, take advantage of specials and increase ad sizes when opportunity/need arises. We took advantage of remnant pricing on the Community Impact sticker

program for the Home Tour, and hit 10,000 households for \$1000! This spring we produced a video series for the Farmers Market that has reached 7500 + views!

April 20 – May 20, 2021; reach = 40,163 and 5068 engagements due to sponsored content for the Farm Dinner.

V. Metrics to Evaluate Success

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

We evaluate event success not only by the financial gain, but more valuable is the community response. Approximately 1200 people visit the Farmers Market weekly at the height of the season, and vendors and customers alike tout it as the best market in the Metroplex. We continue to strive to produce the most fun living history events around!

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

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

- The Promotional/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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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



Signature

Signature

Jaymie Pedigo
Printed Name

Printed Name

Date 11/23/20

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 Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

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

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

The Heritage Guild of Collin County

Budget vs. Actuals: FY 2021 - FY21 P&L

January - March, 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants	21,700.00	21,700.00	0.00
41000 Direct Public Support	4,626.51	7,000.00	-2,373.49
42000 Program Revenues			
42010 Farmers' Market	16,779.00	10,500.00	6,279.00
42030 Merchandise Sales	130.00	250.00	-120.00
42040 Education Programs	263.21	2,000.00	-1,736.79
42050 Ghostly Haunting	837.14	800.00	37.14
42070 Prairie Camps	60.00	0.00	60.00
42080 Public Village Tour	416.06	350.00	66.06
42199 Other Program Revenues	491.66		491.66
Total 42000 Program Revenues	18,977.07	13,900.00	5,077.07
42500 Event & Fundraising Revenues			
42520 Farm to Table Dinner	2,100.00	10,000.00	-7,900.00
42560 Holiday Home Tour	50.00	200.00	-150.00
42580 Murder Mystery		2,500.00	-2,500.00
Total 42500 Event & Fundraising Revenues	2,150.00	12,700.00	-10,550.00
43000 Facility Rentals			
43010 Weddings	25,235.83	24,000.00	1,235.83
43020 Rentals	3,360.00	3,100.00	260.00
Total 43000 Facility Rentals	28,595.83	27,100.00	1,495.83
44000 Other Operating Income	60.20	62.50	-2.30
45000 Investments	27.73		27.73
Crafter Sales	17.00		17.00
Total Income	\$76,154.34	\$82,462.50	\$ -6,308.16
GROSS PROFIT	\$76,154.34	\$82,462.50	\$ -6,308.16
Expenses			
61100 Wedding Expenses	2,284.80	3,000.00	-715.20
61200 Programming Expenses			
61210 Farmers' Market Costs	2,323.66	2,750.00	-426.34
61230 Merchandise Costs	60.00	0.00	60.00
61240 Educational Programs Costs	347.21	400.00	-52.79
61299 Other Programming Costs		50.00	-50.00
Total 61200 Programming Expenses	2,730.87	3,200.00	-469.13
61400 Events & Fundraising Expenses			
61460 Holiday Home Tour Costs	64.16	0.00	64.16
61480 Murder Mystery Costs	37.68	550.00	-512.32
Total 61400 Events & Fundraising Expenses	101.84	550.00	-448.16
61600 Business Expenses			
61610 Advertising, PR & Marketing	5,740.79	15,250.00	-9,509.21
Total 61600 Business Expenses	5,740.79	15,250.00	-9,509.21

The Heritage Guild of Collin County

Budget vs. Actuals: FY 2021 - FY21 P&L

January - March, 2021

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
61700 Outside Services	4,050.00	5,025.00	-975.00
62000 Facilities and Equipment	24,182.47	24,250.00	-67.53
63000 Office Operations	4,248.93	3,812.50	436.43
64000 Other Administrative Expenses	1,911.56	2,427.50	-515.94
65000 Payroll Expenses	34,089.51	41,537.50	-7,447.99
Sales Tax	320.02		320.02
Total Expenses	\$79,660.79	\$99,052.50	\$ -19,391.71
NET OPERATING INCOME	\$ -3,506.45	\$ -16,590.00	\$13,083.55
Other Income			
71000 Property Damage, Net	-20,200.00		-20,200.00
Total Other Income	\$ -20,200.00	\$0.00	\$ -20,200.00
NET OTHER INCOME	\$ -20,200.00	\$0.00	\$ -20,200.00
NET INCOME	\$ -23,706.45	\$ -16,590.00	\$ -7,116.45

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:CSB:1200 DAL

Date NOV 20 1985

ENR: 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