

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2017

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.

Please indicate the type of funding you are requesting:

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

xxPromotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017

Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Heard-Craig

Federal Tax I.D.: 75-136-2043

Incorporation Date: August 24, 1971

Mailing Address: 205 W Hunt Street

City McKinney

ST: TX

Zip: 75069

Phone: 972-569-6909

Fax: 972-542-5092

Email: executivedirector@heardcraig.org

Website: www.heardcraig.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: Center for Non-Profit Management, McKinney Chamber of Commerce, Texas Association of Museums, American Association for State and Local History, Texas Art Collectors Organization, Collin County Historical Commission, Society for Human Resources Management, McKinney Art Club, and Center for the Advancement of the Study of Early Texas Art.

REPRESENTATIVES COMPLETING APPLICATION:

Name: Jody Lauden, Karen Zupanic, and Martha Davis

Title: Officers and Staff

Mailing Address: 205 W Hunt Street
City: McKinney ST: Texas Zip: 75069
Phone: 972-569-6909 Fax: 972-542-5092 Email: executivedirector@heardcraig.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:
Name: Martha Davis
Title: Vice President of the Board
Mailing Address: 205 W Hunt Street
City: McKinney ST: TX Zip: 75069
Phone 972-569-6909 Fax: Email: admin@heardcraig.org

FUNDING
Total amount requested: \$3,000
Matching Funds Available (Y/N and amount): \$3,000
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?
 Yes No
Please provide details and funding requested: Requesting region-wide advertising and publicity money for a design event and competition entitled, Art Meets Floral. The event was held last year (first year) to increase business in McKinney (both for florists and for traffic on the downtown square). The mission was for area florists to design arrangements interpreting various paintings. A People's Choice Award was given to Franklin's Flowers for their interpretation of a sepia painting by Frank Klepper entitled "Boats on Whiterock Lake". (photographs of the Event are attached)

PROMOTIONAL EVENT
Start Date: April 24, 2017 Completion Date: April 28, 2017

BOARD OF DIRECTORS (may be included as an attachment)

J. Lauden, President

M. Davis, Vice President

N. Pike, Treasurer

D. Sorrells, Secretary

J. Taylor, Trustee

M. Williams, Trustee

S. Tyson, Trustee

LEADERSHIP STAFF (may be included as an attachment)

K. Zupanic, Chief Executive

H. Leshowitz, Events

D. Janssen, Finance

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

I. Applying Organization:

The Heard-Craig is pleased to submit this grant to cover increased publicity for a very unique event that can evolve into a Region-wide event.

The Organization: The Heard-Craig became a non-profit organization on August 24, 1971. The Heard-Craig provides "NO COST" meeting facilities for 19 local groups and its mission is threefold – preservation, education and enlightenment. In 2017, the organization will celebrate its 46th year of providing facilities, events and programming to the McKinney area as well as to surrounding areas (public organizations, private organizations, clubs, and the general public). We are one of the favorite venues of the McKinney Convention and Visitor's Bureau and we have hosted many large groups (in 2016) from Fort Worth, Paris, etc. There is one full-time staff and 2 part-time staff. There are several regular Volunteers who provide service in gardening, event assistance, etc.

II. Promotional Event:

The grant requested will provide promotional funding for an event that was initiated in April Of 2016. The Event was titled **ART MEETS FLORAL** and involved paintings and artwork from various artists combined with floral interpretations of the art. Multiple florists from around the city donated their design expertise, their supplies, and their time to make the first event successful. Exhibit A (attached) shows the results of the event (SEE EXHIBIT A).

As a summary:

There were eleven (11) paintings selected for the Art Meets Floral Event. Florists from McKinney, Allen, Denton, Plano, Richardson, and Dallas were contacted to explore their interest in participating in the event. Each Florist selected a painting and then designed their interpretation of the painting. The event was open to the public, charged an entrance fee of \$5.00, and had a People's Choice Award. The florists donated their time, their talent, and their supplies for the event.

For the first year of this event, Heard-Craig advertised locally for attendees. For 2017, we'd like to broaden our advertising base to include those Cities from whom some of our florists come (e.g. Allen, Denton). This event was another way of driving traffic into the downtown area and increasing tourism. We have many large women's organizations in surrounding cities and they come to the Heard-Craig specifically to see what we have going on. Our events calendar is almost always full. We have spent the last 7 months telling visitors about the ART MEETS FLORAL event - - when people come to a Tour of the Estate we show them the 2016 People's Choice winner and mention that the event will be held again in April.

For 2017, we will hold the same process as 2016 (paintings will be selected and florists will create a design interpretation for the public to view). The preparation will take place in January and February with advertising following. We would like to hold the entrance fee to \$5.00 again in 2017. The event will be open from Tuesday, April 25th through Friday, April 28th and we estimate about 50-100 people per day (mimimum). With regional advertising, we estimate at least 50% more than last year.

We would like to expand this event year after year so that more "out-of-McKinney" attendees come here. Last year, 90% of the attendees were from McKinney. By adding more surrounding-area florists, we increase our chances of having out-of-area attendees.

Project Grants – please complete the section below:

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

Has a feasibility study or market analysis been completed for this proposed project? n/a

Indicate which goal(s) listed above will be supported by the Promotional:

This promotional grant will support McKinney as a Unique destination (nothing like this is done in any surrounding community between here and Dallas), attracting both resident participation, vendor participation and visitor participation. In addition, the florists of McKinney get increased exposure, business, and revenue from the event residuals.

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

Yes xx No

Date(s): n/a

Financial

- The organization’s 2016 financial status is now in good health after a \$30,000 loss in 2015. The organization would like to remain in a healthy state and to do so, will require continued partnering with local business and funding organizations.
- Two years of financial records are attached (2015 has been audited. 2016 will be audited at the conclusion of the fiscal year.)

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

\$6,000 for the advertising. The paintings and arrangements are loaned/donated.

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? Fifty percent of the promotional funding will be provided by the Heard-Craig. In 2016, the entire promotional budget for the year was a little over \$6,000. Since advertising and marketing is an expensive proposition, we’d like to be able to apply a larger amount to one event that is not currently done within the City or done in surrounding cities. We believe this will draw participants from all over.

Description	Start Date	End Date	Duration
Community Impact Newspaper Ad	First Quarter	First Quarter	1-2 months ahead
Texas Magazine	First Quarter	First Quarter	1-2 months ahead
Posters	March 27	April 27	30 days ahead
Marketing Cards	February 1	April 24	2 months ahead
KLAK radio spots	April 17	April 21	7 days

Acknowledgements

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

- The Project/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 the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/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/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/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

Representative Completing Application

M. Davis, Board Vice President
November 29, 2016

K. Zupanic
November 29, 2016

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Chief Executive Officer



M. Davis, Board Vice President
November 29, 2016

Representative Completing Application



K. Zupanic
November 29, 2016

EXHIBIT A: ART MEETS FLORAL EVENT held at the Heard-Craig Center



Artwork: Portrait of Dale

Floral Design by: Dream Petals Floral



Artwork: Danish Coast

Floral Design by: McKinney Market Street



Artwork: Coast of Maine

Floral Design by: Gathered Floral



Artwork: Westerville Road, N.H.

Floral Design by: Tuberose Creative Design



Artwork: Egg of the Flamingo

Floral Interpretation by: Edwards Floral Design

And the People's Choice Award went to:



Artwork: Boats on Whiterock Lake by Frank Klepper (one of the famous Dallas Nine).

Floral interpretation by: Franklins Flowers

2016 TRUSTEES OF THE HEARD-CRAIG

President

Jody Lauden

1100 Hills Creek Drive

McKinney TX 75070

214.578.5025

jmlauden46@gmail.com

Vice President

Martha Davis

601 Tucker Street

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972.529.5447h or 469.450.4798c

honey32142@yahoo.com

Treasurer

Nate Pike

Utter Wealth Management Group

Of Wells Fargo Advisors

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nate.pike@wfadvisors.com

Secretary

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Haley Leshowitz

Office and Events

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info@heardcraig.org

Gail Robinson

Events Contractor

Gail.robinson@tx.rr.com

info@heardcraig.org

TBD

Education and Programs

Amy Anderson (2015) Sang Lee (2016)

Interns

UT Austin

amymanderson1010@gmail.com

sangyeon41@gmail.com

A	B	C	D	E	F	G
1					Heard-Craig Center for the Arts	
2					2016 Budget	2016
3						BUDGET
4						
5					Income	
6					2091 · Trust Distribution (Intra Fund Transfer)	108,000
7					3050 · Grants	20,000
8					4000 · Contributions (Contributions)	4,800
9					4025 · Club donations	2,000
10					4000 · Contributions (Contributions) - Other	3,000
11					Total 4000 · Contributions (Contributions)	9,800
12					4012 · Tea & Conversation	
13					4012.1 · Tea & Conversation - Member	6300
14					4012.2 · Tea & Conversation - Nonmember	14,700
15					4012 · Tea & Conversation - Other	0
16					Total 4012 · Tea & Conversation	21000
17						
18					4014 · Heard Craig Membership (Museum Memberships)	3,800
19					4015 · Garden	4,000
20					4059 · Exhibit Revenue (This is the money we will get when we charge	2,000
21					4060 · Tour Income (Tour of House)	160
22					4061 · Canasta (rental fee for carriage house)	840
23					4062 · Gift Shop	1600
24					4065 · Misc. Revenue (Miscellaneous)	40
25					4067 · CH-Garden Rentals	7,000
26					4068 · House Rentals	2,000
27					4201 · Interest Income	7,000
28					4202 · Div Inc - UBS Financial	3,000
29					4203 · Div Inc - UBS Perm Endow	6,000
30					4205 · Unrealized investment gains los	6,000
31						43,440
32						
33					Total Income	202,240
34						
35					Cost of Goods Sold	
36					4500 · Gift Shop Items	800
37					Total COGS	
38					Gross Profit	\$201,440
39					Expense	
40					02 · Auditorium Rental	N/A
41					2000 · Inter Account Transfer (Transfer to Operating Account)	N/A
42					5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	N/A
43					5020 · Aud. Electricity (Auditorium/Electricity)	N/A
44					5021 · Aud. Gas (Auditorium/Gas)	N/A
45					5022 · Auditorium Telephone (Telephone Lines)	N/A
46					5023 · Aud. Water-Sewer (Aud./Water & Sewer)	N/A
47					5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	N/A
48					5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	N/A
49					5057 · Aud. Club Expenses (Auditorium/Laundry)	N/A
50					5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	N/A
51					5100 · Community Relations	
52					5101 · Stakeholder Relations	270
53					5100 · Community Relations	260
54					5200 · Carriage House Expense	
55					5220 · CH Electricity (C. H./Electricity)	1,100
56					5221 · CH Gas (Carriage House/Gas)	580
57					5223 · CH Water-Sewer (C. H./Water & Sewer)	360
58					5240 · CH FFE (C.H./Maintenance/Bldg.)	200
59					5243 · CH Maintenance (C.H./Maint/Heat & Air)	200
60					5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	200
61					5262 · CH Misc.Expense (Carriage House/Miscellan.)	100
62					5280 · CH Security	440
63					5200 · Carriage House Expense - Other	260
64					Total 5200 · Carriage House Expense	3,970
65					5300 · Education	
66					5301 · Research	
67					5374 · Programs/Lectures	1,400
68					5300 · Education	
69					Total 5300	
70					5400 · House Expenses	
71					5420 · House Electricity (H. C. House/Electricity)	5,500
72					5421 · House Gas (H. C. House/Gas)	970
73					5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,300
74					5424 · House Trash	167

	A	B	C	D	E	F	G
4							
75						5430 · House Landscape/Maint. (House/Landscape Mainten.)	\$6,000
76						5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	770
77						5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,800
78						5442 · House FFE (House/Maint/Equip/Furnish)	5,000
79						5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	7,070
80						5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	200
81						5453 · House Cleaning (H. C. House/Cleaning)	3,600
82						5456 · House Decorations (H. C. House/Decoration)	150
83						5465 · House Supplies	250
84						5468 · House Pest Control (H. C. House/Pest Control)	1,600
85						5475 · House Preservation Account	\$400
86						5480 · House Security (H. C. House/Security)	2400
87						5400 · House Expenses - Other	0
88						Total 5400 · House Expenses	\$39,177
89						5500 · Garden Expenses	8,000
90						5510 · Property Decorations	60
91						5520 · Refunds	
92						5600 · Administrative Expenses	
93						Contract Labor (contract labor)	4518
94						5622 · Telephone (Gen./Telephone)	2750
95						5655 · Technology (computers, projectors, wifi and any technology)	2500
96						5665 · Office Supplies (Gen/Office Supply/Expense)	1,900
97						5600 · Administrative Expenses - Other	0
98						Total 5600 · Administrative Expenses	11,668
99						5630 · Grounds Improvements (Gardens/Yard)	300
100						5642 · General Maint. (Gen/Maint/Equip/Furnishs)	0
101						5662 · Gen.Misc. (GenOverhead/Miscellaneous)	0
102						5663 · Professional Training/Ed (professional development for staff)	1,600
103						5664 · Professional Dues	600
104						5676 · Tea & Conversation Supplies	4,000
105						5677 · Internet	300
106						5680 · Event Expense	
107						5680.01 · Music	100
108						5680 · Event Expense - Other	200
109						Total 5680 · Event Expense	300
110						5681 · Exhibit Expenses	800
111						5685 · Marketing	
112						5685.01 · Printing	900
113						5685 · Marketing - Other	5,200
114						Total 5685 · Marketing	6,100
115							
116						5688 · Recognition	900
117						5690 · Tax/Legal (General Overhead/Audit)	2900
118						5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21000
119						5698 · - Sales Tax	400
120						5800 · Investment Fees	250
121						5801 · Bank Charges	275
122						5802 · Paypal Fees	100
123						6550 · Salaries and Wages	
124						6555 · Management (Wage Account - Employee Gross Pay)	
125						6560 · Support Staff (Wage Account - Employee Gross Pay)	
126						6565 · Payroll Taxes (Tax Account - Employer Taxes)	
127						Total 6550 · Salaries and Wages	99,000
128						66900 · Reconciliation Discrepancies (Discrepancies between bank statements and comp	
129						6999 · 6999	
130						7800 · Collection Management	
131						Total Expense	\$199,730
132							
133						Net Ordinary Income	\$2,510
134						Net Income	
135							
136							
137							

3:45 PM

11/29/16

Accrual Basis

Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
2091 · Trust Distribution (Intra Fund Transfer)	109,849.19	127,632.44	-17,783.25
3050 · Grants	2,046.00	0.00	2,046.00
3300 · Interest Earned	0.00	20.00	-20.00
4000 · Contributions (Contributions)	3,065.00		
4025 · Club donations	4,583.25	2,500.00	2,083.25
4000 · Contributions (Contributions) - Other			
Total 4000 · Contributions (Contributions)	7,648.25	2,500.00	5,148.25
4012 · Tea & Conversation			
4012.1 · Tea & Conversation - Member	180.00		
4012.2 · Tea & Conversation - Nonmember	500.00		
4012 · Tea & Conversation - Other	1,653.57	4,000.00	-2,346.43
Total 4012 · Tea & Conversation	2,333.57	4,000.00	-1,666.43
4014 · Heard Craig Membership (Museum Memberships)	2,560.00	1,200.00	1,360.00
4015 · Garden	1,109.00	0.00	1,109.00
4060 · Tour Income (Tour of House)	376.00	2,500.00	-2,124.00
4061 · Canasta (rental fee for carriage house)	585.00		
4062 · Gift Shop	688.80	2,000.00	-1,311.20
4065 · Misc. Revenue (Miscellaneous)	980.74	3,000.00	-2,019.26
4067 · CH-Garden Rentals	4,242.00	5,500.00	-1,258.00
4068 · House Rentals	150.00	200.00	-50.00
4070 · Hall Rentals	7,640.00	5,000.00	2,640.00
4201 · Interest Income	2,389.69		
4202 · Div Inc - UBS Financial	4,910.33		
4203 · Div Inc - UBS Perm Endow	1,579.28		
4205 · Unrealized investment gains los	-13,090.67	1,000.00	-1,000.00
4210 · Art Restoration/Acquisition	0.00		
Total Income	135,997.18	154,552.44	-18,555.26
Cost of Goods Sold			
4500 · Gift Shop Items	742.59	1,000.00	-257.41
Total COGS	742.59	1,000.00	-257.41
Gross Profit	135,254.59	153,552.44	-18,297.85

Heard-Craig Center for the Arts

Profit & Loss Budget vs. Actual

January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
Expense			
02 · Auditorium Rental	1,022.00	1,022.00	0.00
03 · CH/Garden Deposit Refunds	0.00	600.00	-600.00
5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	3,170.50	750.00	2,420.50
5020 · Aud. Electricity (Auditorium/Electricity)	3,078.96	1,600.00	1,478.96
5021 · Aud. Gas (Auditorium/Gas)	1,335.58	250.00	1,085.58
5022 · Auditorium Telephone (Telephone Lines)	203.25	125.00	78.25
5023 · Aud. Water-Sewer (Aud./Water & Sewer)	410.93	250.00	160.93
5041 · Auditorium Elevator (Aud/Maint) (Aud/Maintenance/Elevator)	0.00	190.00	-190.00
5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	140.00	400.00	320.00
5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	720.00	0.00	42.08
5057 · Aud. Club Expenses (Auditorium/Laundry)	42.08	0.00	-52.54
5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	97.46	150.00	-130.00
5080 · Auditorium Security (Auditorium/Security)	0.00	130.00	0.00
5100 · Community Relations (Expenses related to building community partners)	275.29		
5101 · Stakeholder Relations (Expenses related to building relations within the Heard...)	10.48		
5100 · Community Relations (Expenses related to building community partners) - Other	285.77		
Total 5100 · Community Relations (Expenses related to building community partners)	285.77		
5200 · Carriage House Expense			
5220 · CH Electricity (C. H./Electricity)	942.69	1,200.00	-257.31
5221 · CH Gas (Carriage House/Gas)	414.91	1,100.00	-685.09
5223 · CH Water-Sewer (C. H./Water & Sewer)	285.40	450.00	-164.60
5240 · CH FFE (C.H./Maintenance/Bldg.)	287.93	200.00	87.93
5243 · CH Maintenance (C.H./Maint/Heat & Air)	5,243.17		
5244 · CH Exterior (C.H./Maint/Parking/Walkways)	0.00	200.00	-200.00
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	145.00		
5253 · CH Cleaning (Carriage House/Cleaning)	0.00	350.00	-350.00
5262 · CH Misc.Expense (Carriage House/Miscellan.)	722.50	100.00	622.50
5288 · CH Pest Control (CarriageHouse/PestControl)	0.00	250.00	-250.00
5280 · CH Security	345.70	980.00	-634.30
5283 · CH Cleaning Supplies (Carriage House/Supplies)	0.00	50.00	-50.00
5200 · Carriage House Expense - Other	260.00		
Total 5200 · Carriage House Expense	8,647.30	4,880.00	3,767.30
5300 · Education (expenses related to creating educational programming)			
5301 · Research	176.14		
5374 · Programs/Lectures (General Overhead/Programs)	47.10		
5300 · Education (expenses related to creating educational programming) - Other	49.98		
Total 5300 · Education (expenses related to creating educational programming)	273.22		

Heard-Craig Center for the Arts
Profit & Loss Budget vs. Actual
January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	4,498.69	5,000.00	-501.31
5421 · House Gas (H. C. House/Gas)	708.29	2,500.00	-1,791.71
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,053.57	1,300.00	-246.43
5424 · House Trash	166.09	206.00	-39.91
5430 · House Landscape/Maint. (House/Landscape Mainten.)	7,343.40	10,000.00	-2,656.60
5431 · House Sprinkler Maint. (House/Land.Sprinkler/Maint)	415.38	750.00	-334.62
5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,072.95	5,000.00	-1,927.05
5442 · House FFE (House/Maint/Equip/Furnish)	13,664.00	13,000.00	664.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	2,273.83	1,500.00	773.83
5444 · House Parking/Walkway Maint. (House/Maint/Parking/Walks)	0.00	500.00	-500.00
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	0.00	500.00	-500.00
5453 · House Cleaning (H. C. House/Cleaning)	2,949.71	500.00	2,449.71
5465 · House Supplies	259.75		
5468 · House Pest Control (H. C. House/Pest Control)	1,400.00	750.00	650.00
5475 · House Preservation Account	0.00	300.00	-300.00
5480 · House Security (H. C. House/Security)	2,114.56	1,120.00	994.56
5483 · House Cleaning Supplies (H. C. House/Supplies)	0.00	50.00	-50.00
5400 · House Expenses - Other	2,247.83		
Total 5400 · House Expenses	42,168.05	42,976.00	-807.95
5500 · Garden Expenses			
5600 · Administrative Expenses	304.21		
Contract Labor (contract labor)			
5622 · Telephone (Gen./Telephone)	728.75		
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,293.19	2,500.00	-206.81
5665 · Office Supplies (Gen/Office Supply/Expense)	976.12		
5600 · Administrative Expenses - Other	1,359.25	1,800.00	-440.75
	174.76		
Total 5600 · Administrative Expenses	5,532.07	4,300.00	1,232.07
5630 · Grounds Improvements (Gardens/Yard)	68.30	250.00	-181.70
5642 · General Maint. (Gen/Maint/Equip/Furnishs)	624.36	150.00	474.36
5662 · Gen.Misc. (Gen/Overhead/Miscellaneous)	2,714.16	1,800.00	914.16
5663 · Professional Training/Ed (professional development for staff)	500.00	500.00	0.00
5664 · Professional Dues	70.00	300.00	-230.00
5676 · Tea & Conversation Supplies	2,481.23	2,500.00	-18.77
5677 · Internet	295.30	1,100.00	-804.70
5678 · Music in the Garden	0.00	150.00	-150.00
5685 · Marketing	206.95		
5685.01 · Printing	4,696.10	1,500.00	3,196.10
5685 · Marketing - Other			
Total 5685 · Marketing	4,903.05	1,500.00	3,403.05

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11/29/16

Accrual Basis

Heard-Craig Center for the Arts
Profit & Loss Budget vs. Actual
 January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
5688 · Recognition	500.00		
5690 · Tax/Legal (General Overhead/Audit)	1,511.40	2,000.00	-488.60
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	25,330.27	15,000.00	10,330.27
5698 · Sales Tax	706.20	350.00	356.20
5801 · Bank Charges	241.50		
5802 · Paypal Fees	66.08		
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	27,923.07	55,000.00	-27,076.93
6560 · Support Staff (Wage Account - Employee Gross Pay)	13,732.13	5,000.00	8,732.13
6565 · Payroll Taxes (Tax Account - Employer Taxes)	3,335.76	3,000.00	335.76
6550 · Salaries and Wages - Other	0.00	3,000.00	-3,000.00
Total 6550 · Salaries and Wages	44,990.96	66,000.00	-21,009.04
66900 · Reconciliation Discrepancies (Discrepancies between bank statements and com...	3.94		
7800 · Collection Management			
5601 · Art Expense	0.00	2,500.00	-2,500.00
7800 · Collection Management - Other	45.00		
Total 7800 · Collection Management	45.00	2,500.00	-2,455.00
Total Expense	152,483.13	151,723.00	760.13
Net Ordinary Income	-17,228.54	1,829.44	-19,057.98
Net Income	-17,228.54	1,829.44	-19,057.98

Heard-Craig Center for the Arts
Profit & Loss Budget vs. Actual
 January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
2091 · Trust Distribution (Intra Fund Transfer)	81,320.82	108,000.00	-26,679.18
3050 · Grants	2,000.00	20,000.00	-18,000.00
4000 · Contributions (Contributions)			
4005 · Patron Campaign	70.00	4,800.00	-4,730.00
4025 · Club donations	2,000.00	2,000.00	0.00
4000 · Contributions (Contributions) - Other	2,831.46	3,000.00	-168.54
Total 4000 · Contributions (Contributions)	4,901.46	9,800.00	-4,898.54
4012 · Tea & Conversation			
4012.1 · Tea & Conversation - Member	1,460.00	6,300.00	-4,840.00
4012.2 · Tea & Conversation - Nonmember	4,125.00	14,700.00	-10,575.00
4012.3 · Granddaughter Tea	2,549.00	0.00	2,549.00
Total 4012 · Tea & Conversation	8,134.00	21,000.00	-12,866.00
4014 · Heard Craig Membership (Museum Memberships)	4,468.00	3,800.00	668.00
4015 · Garden	459.70	4,000.00	-3,540.30
4030 · Fundraising (Fundraiser)	16.24	0.00	16.24
4058 · Event Revenue	1,210.50	0.00	1,210.50
4059 · Exhibit Revenue (This is the money we will get when we charge customers to com...	1,658.00	2,000.00	-342.00
4060 · Tour Income (Tour of House)	860.00	160.00	700.00
4061 · Canasta (rental fee for carriage house)	1,301.00	840.00	461.00
4062 · Gift Shop	1,065.39	1,600.00	-534.61
4063 · Art of the Card Income	654.00	0.00	654.00
4065 · Misc. Revenue (Miscellaneous)	0.00	40.00	-40.00
4067 · CH-Garden Rentals	9,725.00	7,000.00	2,725.00
4068 · House Rentals	1,020.00	2,000.00	-980.00
4075 · Rentals (Rentals of tablecloths and other equipment)	283.00	0.00	283.00
4201 · Interest Income	5,801.14	7,000.00	-1,198.86
4202 · Div Inc - UBS Financial	1,728.17	3,000.00	-1,271.83
4203 · Div Inc - UBS Perm Endow	319.46	6,000.00	-5,680.54
4205 · Unrealized investment gains los	11,158.35	6,000.00	5,158.35
4206 · Dividend Income	7,987.37	0.00	7,987.37
4209 · Stock Sales	225.00	0.00	225.00
Total Income	146,296.60	202,240.00	-55,943.40
Cost of Goods Sold			
4500 · Gift Shop Items	858.57	800.00	58.57
Total COGS	858.57	800.00	58.57
Gross Profit	145,438.03	201,440.00	-56,001.97

Heard-Craig Center for the Arts
Profit & Loss Budget vs. Actual
 January 1 through November 28, 2016

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 11/29/16
 Accrual Basis

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
Expense			
5100 · Community Relations (Expenses related to building community partners)			
5101 · Stakeholder Relations (Expenses related to building relations within the Heard-...)	0.00	270.00	-270.00
5100 · Community Relations (Expenses related to building community partners) - Other	45.68	260.00	-214.32
Total 5100 · Community Relations (Expenses related to building community partners)	45.68	530.00	-484.32
5200 · Carriage House Expense			
5220 · CH Electricity (C. H./Electricity)	638.03	1,100.00	-461.97
5221 · CH Gas (Carriage House/Gas)	617.19	580.00	37.19
5223 · CH Water-Sewer (C. H./Water & Sewer)	425.17	360.00	65.17
5240 · CH FFE (C.H./Maintenance/Bldg.)	0.00	200.00	-200.00
5243 · CH Maintenance (C.H./Maint/Heat & Air)	1,391.03	200.00	1,191.03
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	59.95	200.00	-140.05
5253 · CH Cleaning (Carriage House/Cleaning)	150.00	0.00	150.00
5256 · CH Decorations (Carriage House/Decoration)	73.28	0.00	73.28
5262 · CH Misc.Expense (Carriage House/Miscellan.)	0.00	100.00	-100.00
5268 · CH Pest Control (Carriage House/PestControl)	1,692.00	0.00	1,692.00
5280 · CH Security	1,010.75	440.00	570.75
5283 · CH Cleaning Supplies (Carriage House/Supplies)	35.26	0.00	35.26
5200 · Carriage House Expense - Other	0.00	260.00	-260.00
Total 5200 · Carriage House Expense	6,092.66	3,440.00	2,652.66
5300 · Education (expenses related to creating educational programming)			
5374 · Programs/Lectures (General Overhead/Programs)	25.00	1,400.00	-1,375.00
5300 · Education (expenses related to creating educational programming) - Other	47.14	0.00	47.14
Total 5300 · Education (expenses related to creating educational programming)	72.14	1,400.00	-1,327.86
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	5,864.44	5,500.00	364.44
5421 · House Gas (H. C. House/Gas)	1,209.01	970.00	239.01
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,906.24	1,300.00	606.24
5424 · House Trash	0.00	167.00	-167.00
5430 · House Landscape/Maint. (House/Landscape Mainten.)	8,116.00	6,000.00	2,116.00
5431 · House Sprinkler Maint. (House/Land.Sprinkler/Maint)	86.00	770.00	-684.00
5432 · House Watering (Hse/Land.Sprink.WaterCost)	2,156.13	3,800.00	-1,643.87
5442 · House FFE (House/Maint/Equip/Furnish)	0.00	5,000.00	-5,000.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	1,947.29	7,070.00	-5,122.71
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	827.70	200.00	627.70
5446 · House Maintenance	215.00	0.00	215.00
5453 · House Cleaning (H. C. House/Cleaning)	2,700.00	3,600.00	-900.00
5456 · House Decorations (H. C. House/Decoration)	38.89	150.00	-111.11
5465 · House Supplies	486.13	250.00	236.13
5468 · House Pest Control (H. C. House/Pest Control)	610.00	1,600.00	-990.00

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Accrual Basis

Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
5475 · House Preservation Account	100.00	400.00	-300.00
5480 · House Security (H. C. House/Security)	1,445.75	2,400.00	-954.25
Total 5400 · House Expenses	27,708.58	39,177.00	-11,468.42
5500 · Garden Expenses	1,812.78	8,000.00	-6,187.22
5510 · Property Decorations	132.67	60.00	72.67
5520 · Refunds	40.00	0.00	40.00
5525 · Art of the Card Expenses	594.00	0.00	594.00
5600 · Administrative Expenses			
Contract Labor (contract labor)	586.50	4,518.00	-3,931.50
5622 · Telephone (Gen./Telephone)	2,819.35	2,750.00	69.35
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,156.01	2,500.00	-343.99
5665 · Office Supplies (Gen/Office Supply/Expense)	1,908.03	1,900.00	8.03
Total 5600 · Administrative Expenses	7,469.89	11,668.00	-4,198.11
5630 · Grounds Improvements (Gardens/Yard)	0.00	300.00	-300.00
5642 · General Maint. (Gen/Maint/Equip/Furnishis)	703.83	0.00	703.83
5663 · Professional Training/Ed (professional development for staff)	198.77	1,600.00	-1,401.23
5664 · Professional Dues	0.00	600.00	-600.00
5676 · Tea & Conversation Supplies	3,743.54	4,000.00	-256.46
5677 · Internet	360.00	300.00	60.00
5680 · Event Expense			
5680.01 · Music	0.00	100.00	-100.00
5680 · Event Expense - Other	1,072.81	200.00	872.81
Total 5680 · Event Expense	1,072.81	300.00	772.81
5681 · Exhibit Expenses	767.56	800.00	-32.44
5682 · Fundraising expenses	163.67	0.00	163.67
5685 · Marketing			
5685.01 · Printing	319.40	900.00	-580.60
5685 · Marketing - Other	3,951.30	5,200.00	-1,248.70
Total 5685 · Marketing	4,270.70	6,100.00	-1,829.30
5688 · Recognition	151.69	900.00	-748.31
5690 · Tax/Legal (General Overhead/Audit)	1,875.00	2,900.00	-1,025.00
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21,008.92	21,000.00	8.92
5698 · Sales Tax	213.10	400.00	-186.90
5699 · Other Taxes	128.00	0.00	128.00
5700 · League Membership Expenses	430.08	0.00	430.08
5800 · Investment Fees	3,799.74	250.00	3,549.74
5801 · Bank Charges	35.86	275.00	-239.14
5802 · Paypal Fees	291.77	100.00	191.77

Heard-Craig Center for the Arts
Profit & Loss Budget vs. Actual
 January 1 through November 28, 2016

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 11/29/16
 Accrual Basis

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	49,807.60	0.00	49,807.60
6560 · Support Staff (Wage Account - Employee Gross Pay)	21,102.31	0.00	21,102.31
6565 · Payroll Taxes (Tax Account - Employer Taxes)	5,560.05	0.00	5,560.05
6550 · Salaries and Wages - Other	0.00	99,000.00	-99,000.00
Total 6550 · Salaries and Wages	76,469.96	99,000.00	-22,530.04
Total Expense	159,653.40	203,100.00	-43,446.60
Net Ordinary Income	-14,215.37	-1,660.00	-12,555.37
Net Income	-14,215.37	-1,660.00	-12,555.37

Address any reply to: 1600 Pat^herson St., Dallas, Tex. 75201

Department of the Treasury

District Director Internal Revenue Service

Date:

AUG 24 1971

In reply refer to:

A:EQ:RT:309
DAL-DO-71-341

- ▷ The Heard-Craig Women's Club Trust
205 West Hunt
McKinney, Texas 75069



Accounting Period: December 31

Gentlemen:

Based on information supplied, we have concluded that your organization is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. This determination assumes the organization's operations will be as stated in the exemption application.

We have further concluded that the organization is a private foundation as defined in section 509(a) of the Code. In this letter we are not determining whether the organization is a private operating foundation as defined in section 4942(j)(3).

Any changes in your character or purposes must be reported immediately to us for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are required to file an annual information return, Form 990, by the fifteenth day of the fifth month after the end of your annual accounting period.

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. In this letter we are not determining whether any of your present or proposed activities is unrelated trade or business as defined in section 513 of the Code.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

You are not liable for Federal Unemployment Taxes. You are liable for social security taxes only if you have filed waiver of exemption certificates as provided in the Federal Insurance Contributions Act.

Sincerely yours,

Ellis Campbell, Jr. (TSE)

Ellis Campbell, Jr.
District Director

cc: Robert L. Trimble
2030 Republic Bank Tower
Dallas, Texas 75201

John L. McCraw, Jr.
211 North Tennessee Street
McKinney, Texas 75069