

VISIT MCKINNEY
Grant Application
Fiscal Year 2019-20

IMPORTANT:

- Please read the VISIT MCKINNEY Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at www.visitmckinney.com, by calling 972-547-2059 or by emailing dguerra@visitmckinney.com
- **Interested applicants should call to discuss 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, Dropbox or on a thumb drive for consideration by the VISIT MCKINNEY board. Please submit the application to:

VISIT MCKINNEY
200 W. Virginia
McKinney, TX 75069

If emailing, please send to dguerra@visitmckinney.com.

- If you are interested in a preliminary review by the VISIT MCKINNEY Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or emailing dguerra@visitmckinney.com.

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

VISIT MCKINNEY Promotional Grants for Event or Project

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "Texas Hotel Tax Expenditure Requirements," for qualifying uses for hotel tax.)

Advertising/Promotional Grants for Events/Projects:

Application Deadline	Presentation to VISIT MCKINNEY Board	Board Vote and Award Notification
October 1, 2019	October 22, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: 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:

- XXXX 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 VISIT MCKINNEY AND ORGANIZATION:

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

FUNDING

Total amount requested: \$2,500

Matching Funds Available (Y/N and amount): Y

Will funding be requested from any other City of McKinney entity

Yes No Not for this purpose

Please provide details and funding requested:

Tourism – related Event or Project

Start Date: Ongoing

Completion Date: Ongoing

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

2019 BOD

Brian Medina, Chair

Rick Glew, Vice Chair

Jennifer Cobb, Past Chair

Staci Heuvel, Treasurer

David Clarke, Secretary

Lori Geer

Sandi Dinehart

Emil Dahl

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

Jaymie Pedigo, Executive Director

Kim Ducote, Wedding and Rental Manager

Annie Quinn, Education Coordinator

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 Chapel at Chestnut Square is one of the city's most prolific wedding venues. In 2018 we booked 64 weddings, and 75 in 2019. We are budgeted to book 82 in 2020. In 2019, only 13 of our brides came from McKinney, and only 10 from elsewhere in Collin County. From data we were able to capture, 46 hotel rooms were booked and our brides used 20 local restaurants, caterers, bakeries, florists – and ancillary small business services such as photographers, photo booths, etc. This brings valuable income and tax revenue into the McKinney economy from outside the area.

Wedding revenues make up some 40% of Chestnut Square's budget – an amount nearly equal to personnel costs. That means that the other 60% of our budget can be spent on preservation, maintenance and programming – important to members and donors. MCDC funds roughly 85% of capital improvement projects.

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

Our 2020 Event planning includes the celebration and highlighting of two indigenous structures onsite – the Johnson House and the Dulaney Cottage – both turning approximately 150 years old next year.

II. Tourism related Event or Project

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

We are requesting funds to advertise the wedding components of Chestnut Square on Yelp and in Here Comes the Guide. We currently advertise only on Wedding Wire. Analytics show that 20+ yelp users per month visit our Website.

Not only do wedding parties utilize partner businesses in McKinney, but tourist attractions such as our Farmers Market, MPAC, Collin County History Museum and others benefit.

- Describe how this event will **showcase McKinney and promote the City for the purpose of tourism.**

These events help meet the 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.

Weddings held at Chestnut Square often bring overnight guests, who stay and eat in McKinney businesses. The new Sheraton has already mentioned that they have hosted many wedding parties who are booked at our chapel. Additionally, these parties utilize local caterers, florists, beauty services, etc. for their events.

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).
- 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.
- 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.

- 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 Visit McKinney in the past?

Yes No

Financial

- Provide an overview of the organization’s financial status including the impact of this event on organization mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Event or Project?

Wedding advertising budget \$5,000 (66%)
Request \$2500 (34%)

What percentage of Event or Project funding will be provided by the Applicant? 66%

Are Matching Funds available? Yes No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

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.

Increased traffic to our website from these sources. Our wedding manager produced a 75% conversion rate (Showings to bookings) in 2019, so increased traffic is sure to result in an increase in business for all of us!

What percentage of the Event or Project funding will be provided by the Applicant?

Are Matching Funds available? Yes No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

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

Acknowledgements

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

- The Event or Project 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 purposes described in this application.
- VISIT MCKINNEY will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and VISIT MCKINNEY and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part by Visit McKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the VISIT MCKINNEY Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to VISIT MCKINNEY no later than 30 days following the completion of the Event or Project.

- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. (The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project.) The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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 upon interest rate, not later than the 120th day after the date VISIT MCKINNEY requests repayment.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Jaymie Pedigo

Signature

Printed Name *Jaymie Pedigo*

Date ~~#2/~~ *1/31/20*

Representative Completing Application

Jaymie Pedigo

Signature

Printed Name *Jaymie Pedigo*

Date *1/31/20*

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Event or Project - description, budget, goals and objectives
- Indicate the VISIT MCKINNEY goal(s) that will be supported by this Event or Project
- Event or Project timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- A one-page summary of the goals/activities involved in the Event or Project for which you are seeking VISIT MCKINNEY grant funding.
- Financials: organization's budget for current fiscal year
- Event or Project budget audited financial statements *NA*
- Feasibility Study or Market Analysis if completed (Executive Summary) *NA*
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO VISIT MCKINNEY WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE EVENT OR PROJECT.

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

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

The Heritage Guild of Collin County

BALANCE SHEET SUMMARY

As of December 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	54,839.15
Accounts Receivable	4,345.10
Other Current Assets	12,440.50
Total Current Assets	\$71,624.75
Fixed Assets	1,873,745.29
Other Assets	0.00
TOTAL ASSETS	\$1,945,370.04
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Credit Cards	2,154.37
Other Current Liabilities	48,930.50
Total Current Liabilities	\$51,084.87
Long-Term Liabilities	0.00
Total Liabilities	\$51,084.87
Equity	1,894,285.17
TOTAL LIABILITIES AND EQUITY	\$1,945,370.04

The Heritage Guild of Collin County
Proposed Budget: FY 2020
 January - December 2020

	2019	2020
Income		
40000 Grants	500.00	0.00
40050 MCDCC Grant	62,404.88	0.00
Total 40000 Grants	\$ 62,904.88	\$ 0.00
41000 Direct Public Support		
41010 Membership Dues	500.00	1,500.00
41020 Donations, General Public	5,000.00	3,500.00
41030 Corporate Contributions	10,000.00	15,000.00
41035 Corporate Memberships	5,000.00	0.00
41050 Special Purpose Gifts	7,500.00	7,500.00
41060 McKinney Heritage Membership	1,500.00	1,000.00
Total 41000 Direct Public Support	\$ 29,500.00	\$ 28,500.00
42000 Program Revenues		
42010 Farmers' Market	62,000.00	55,000.00
42020 Tour de Coop	8,500.00	0.00
42030 Merchandise Sales	3,500.00	0.00
42040 Education Programs	8,000.00	6,500.00
42050 Ghostly Haunting	4,000.00	3,200.00
42070 Prairie Camps	10,000.00	10,000.00
42080 Public Village Tour	2,500.00	2,000.00
42090 Tea & Tour	3,500.00	3,500.00
42100 Trolley Tour	2,000.00	1,500.00
Total 42000 Program Revenues	\$ 104,000.00	\$ 81,700.00
42500 Event & Fundraising Revenues		
42520 Farm to Table Dinner	36,000.00	25,000.00
42540 Fashion Show	3,500.00	
42550 Ghost Walk	7,500.00	8,500.00
42560 Holiday Home Tour	36,000.00	36,000.00
42570 Ice Cream Crank Off	7,500.00	8,500.00
42580 Murder Mystery	2,500.00	3,000.00
42699 Other Event/Fund Raising Income	1,500.00	4,000.00
Total 42500 Event & Fundraising Revenues	\$ 94,500.00	\$ 85,000.00
43000 Facility Rentals		
43010 Weddings	140,000.00	136,000.00
43020 Rentals	5,000.00	6,500.00
Corp Rentals	3,500.00	2,500.00
Total 43020 Rentals	\$ 8,500.00	\$ 9,000.00
Total 43000 Facility Rentals	\$ 148,500.00	\$ 145,000.00
44000 Other Operating Income		
44020 Background Check Fees	250.00	250.00
Total 44000 Other Operating Income	\$ 250.00	\$ 250.00

Total Income	\$	439,654.88	\$	340,450.00
Gross Profit	\$	439,654.88	\$	340,450.00
Expenses				
60000 Awards and Grants		650.05		0.00
61100 Wedding Expenses				
61110 Wedding Costs		15,000.00		12,000.00
Total 61100 Wedding Expenses	\$	15,000.00	\$	12,000.00
61200 Programming Expenses				
61210 Farmers' Market Costs		15,611.23		12,000.00
61220 Tour de Coup Costs		1,750.00		0.00
61230 Merchandise Costs		100.00		100.00
61240 Educational Programs Costs		1,689.68		1,500.00
61270 Tour & Tea Costs		1,200.00		1,000.00
61280 Trolley Tour Costs		900.00		500.00
61290 Prairie Camp Costs		2,500.00		1,800.00
61299 Other Programming Costs		50.00		50.00
Total 61200 Programming Expenses	\$	23,800.91	\$	16,950.00
61400 Events & Fundraising Expenses				
61420 Farm to Table Dinner Costs		12,000.00		10,000.00
61440 Fashion Show Costs		1,000.00		0.00
61450 Ghost Walk Costs		750.00		750.00
61460 Holiday Home Tour Costs		5,000.00		5,000.00
61470 Ice Cream Crank Off Costs		3,000.00		5,000.00
61480 Murder Mystery Costs		1,000.00		500.00
61599 Other Event Costs		250.00		1,250.00
Total 61400 Events & Fundraising Expenses	\$	23,000.00	\$	22,500.00
61600 Business Expenses				
61610 Advertising, PR & Marketing		10,000.00		10,000.00
61611 Advertising - Grant Reimbursable		21,296.32		0.00
Total 61610 Advertising, PR & Marketing	\$	31,296.32	\$	10,000.00
61660 Rentals (Administrative)		1,000.00		1,500.00
61670 Volunteer Relations		500.00		500.00
61680 Staff Relations		750.00		500.00
Total 61600 Business Expenses	\$	33,546.32	\$	12,500.00
61700 Outside Services				
Acct Services				1,500.00
61730 Fundraising Expenses		700.00		500.00
61740 Outside Contract Services		12,200.00		12,200.00
Total 61700 Outside Services	\$	12,900.00	\$	14,200.00
62000 Facilities and Equipment				
62010 Building and Equip Maintenance				
62011 Yard		10,238.00		10,250.00
62012 Structures & Equipment		12,000.00		10,000.00
62013 Cleaning & Maintenance Supplies		8,500.00		8,500.00
62019 Grant Expenses - Structures		34,677.50		0.00
Total 62010 Building and Equip Maintenance	\$	65,415.50	\$	28,750.00
62020 Curation		350.00		350.00

62050 Property Insurance	18,400.00		18,400.00
62060 Utilities	23,000.00		23,000.00
Total 62000 Facilities and Equipment	\$ 107,165.50	\$	70,500.00
63000 Office Operations			
63010 Books, Subscriptions, Reference	100.00		100.00
63020 Postage, Mailing Service	350.00		350.00
63025 Printing and Copying	6,742.10		6,500.00
63030 Supplies	1,000.00		1,000.00
63035 Telephone, Telecommunications	4,200.00		4,200.00
63040 IT Expense	3,000.00		3,500.00
Total 63000 Office Operations	\$ 15,392.10	\$	15,650.00
64000 Other Administrative Expenses			
Credit Card Interest			1,200.00
64015 Bank Service Charges	150.00		150.00
64020 Credit Card Fees	7,500.00		7,500.00
64035 Insurance, Liability, D & O	1,544.00		1,550.00
64055 Memberships & Dues	600.00		750.00
Total 64000 Other Administrative Expenses	\$ 9,794.00	\$	11,150.00
65000 Payroll Expenses			
65010 Salaries, Staff	120,325.01		87,200.00
65020 Salaries, Contract Employees	7,200.00		0.00
65030 Salaries, Wedding Coordinator	45,515.17		45,000.00
65040 Payroll Taxes	13,000.00		13,000.00
65050 Payroll Processing Costs	2,400.00		2,400.00
Total 65000 Payroll Expenses	\$ 188,440.18	\$	147,600.00
Total Expenses	\$ 429,689.06	\$	323,050.00
Net Operating Income	\$ 9,965.82	\$	17,400.00
Net Income	\$ 9,965.82	\$	17,400.00

Tuesday, Nov 05, 2019 01:31:25 PM GMT-8 - Accrual Basis

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:1290 DAL

Date NOV 20 1985

EIN: 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