



HEARD-CRAIG
CENTER *for the* ARTS

December 18, 2019

To: Ms. DeeDee Guerra
McKinney Convention and Visitor's Bureau
McKinney, TX 75069

Dear DeeDee and CVB Board,

Thank you for all that you've funded for McKinney's Art Meets Floral event. The attached is the grant submission for the 2020 event (held April during Arts In Bloom).

As in past years, we are truly blessed to be able to submit this Unique Event for McKinney because it supports the City's "Unique by Nature" tagline.

If you have any questions, please give us a call and we'd be happy to answer them for you. Thank you for your consideration.

Warm Regards,

Karen Zupanic

Heard-Craig Center for the Arts

205 W Hunt Street

McKinney, TX 75069

972-569-6909

www.heardcraig.org

MCKINNEY CONVENTION & VISITORS BUREAU

Grant Application

Fiscal Year 2019-20

IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau 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 MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau
200 W. Virginia
McKinney, TX 75069

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

- If you are interested in a preliminary review by the MCVB 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 MCVB, via email, Dropbox or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below.

MCVB 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 MCVB Board	Board Vote and Award Notification
October 1, 2019	October 22, 2019	November 26, 2019
February 3, 2020	February 25, 2020	March 24, 2020

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: *Heard-Craig Center*
Federal Tax I.D.: *75-136-2043*
Incorporation Date: *August 24, 1971*
Mailing Address: *205 W. Hunt St.*
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: *McKinney Chamber, Center for Non-Profit Mngmt, Texas Assoc. of Museums, AASLH, Museums for All, Smithsonian Affiliate; Blue Star Museums*

REPRESENTATIVE COMPLETING APPLICATION:

Name: *Linda Dugger*
Title: *President of the Board*
Mailing Address: *205 W. Hunt*
City: *McKinney* ST: *TX* Zip: *75069*
Phone: *972-569-6909* Fax (optional): *-* Email: *-*

2019 TRUSTEES OF THE HEARD-CRAIG

Ms. Linda Dugger, President

Education Expertise

Mrs. Judy Edenburn, Vice President

President, Jeanne D'Arc

Mr. Nate Pike, Treasurer

Financial Expertise and Mayor of Anna

Mrs. Stephanie Tyson, Secretary

Non-Profit Expertise

Mary Beth Williams, Trustee

Community and Realtor Expertise

Mrs. Kelly Close, Trustee

Teaching, Coaching & Management Expertise

Mrs. Amy Smith, Trustee

Sales Experience

Heard-Craig Staff

Mrs. Karen Zupanic, Director

972-569-6909

executivedirector@heardcraig.org

Ms. Linda Bonner, Membership

(Also responsible for the Heritage Alliance for The Collin County History Museum, Chestnut Square, & The Heard-Craig)

972-569-6909

events@heardcraig.org

Ms. Janine Crum, Support & Education

972-569-6906

events@heardcraig.org

Ms. Chondra Carston, Finance, Audit & Compliance

972-569-6909

admin@heardcraig.org

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: *Karen Zupanic*

Title: *Chief Executive*

Mailing Address: *205 W Hunt*

City: *McKinney*

ST: *TX*

Zip: *75069*

Phone *972-569-6909*

Fax:

Email:

FUNDING

Total amount requested:

\$5,280

Matching Funds Available (Y)N and if yes, please indicate amount and source):

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes

No

Please provide details and funding requested:

TOURISM-RELATED EVENT OR PROJECT

Start Date: *April 17, 2020*

Completion Date: *April 19, 2020*

APPLICANT'S BOARD OF DIRECTORS *(list may be included as an attachment)*

Attached

APPLICANT'S LEADERSHIP STAFF (*may be included as an attachment*)

Attached

Use the outline below to prepare a written narrative no more than seven 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 at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

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

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.
- Verify that the event/project for which you are requesting grant funds takes place at least five to six months after the date of the grant award announcements.

Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.*

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

Indicate which goal(s) listed above will be supported by the proposed Event or Project:

See Attached

Has a request for funding for this Event or Project been submitted to MCVB in the past?

Yes

No

Date(s):

Financial

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Please attach your organization's budget for the current year 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?

\$ *5,280*

(Please provide a budget for the proposed Event or Project.)

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

Are Matching Funds available? Yes

No

Cash \$

In-Kind \$

See Attached Source
Source

% of Total

% 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 MCVB 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.
- MCVB 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 MCVB and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by VisitMcKinney" or "Funded in part by VisitMcKinney.")
- 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 MCVB 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 MCVB no later than 30 days following the completion of the Event or Project.

I. Applying Organization

The Heard-Craig Center, located in downtown McKinney directly behind the Convention and Visitor's Bureau, is at 205 West Hunt Street and has been a historically significant part of McKinney's past for 118 years. The building was built in 1900 by the Heard Family and in 1971, was put into a trust managed by a 7-member Board of Directors to provide for FREE meeting facilities for clubs and organizations that provide educational programs and provide for philanthropic efforts (for example - - clubs funded the first Library in McKinney). Today, there are 20 organizations that benefit from the Free meeting facilities. This is the 48th year that the Heard-Craig Center has donated Free meeting facilities (the actual meeting costs are in the \$30,000 - \$40,000 range). We partner at no cost with the staff of the McKinney Convention and Visitor's Bureau and we have hosted many large tourist groups to support the CVB efforts (USS Naval organizations). There is one full-time staff member and 2 part-time staff. There are many regular volunteers who provide service in museum logistics, event assistance, etc.

II. II. Tourism-Related Event:

The advertising funds being requested are for McKinney's 5th Annual ART MEETS FLORAL event.

The event is held annually inside the lovely Heard-Craig Center for the Arts, located conveniently behind the McKinney Convention and Visitor's Bureau.

This event fulfills the objective to promote the arts in all forms. It is scheduled to coincide with ARTS IN BLOOM during 2020. It

will be held inside the Main Museum of the Heard-Craig. The goal of our promotion activity is to bring more people from outside of McKinney which is why our advertising dollars are targeted for outside of McKinney, reserving Star Local Media and downtown Sketched for the local downtown walking crowd.

This event aligns with the City's goal to provide and promote Unique events and fits within the Cultural District of the downtown area. Art Meets Floral fits into the category of:

“encouragement, promotion, improvement, and application of the arts, including painting, sculpture, photography, etc.....specifically it fits with the creation, execution, and exhibition of oil paintings, pastel paintings, watercolors, and floral art forms.

This event has drawn visitors from surrounding cities and from out of town for the preceding 4 years and continues to do so because of its beautiful, artistic interpretations and it's pairing of great artists with great designers. Our past experience has shown that attendees have come from 31 cities across Texas, 75% brought a friend, and 50% had lunch on the square, promoting local economics as well as tourism. It draws people from outside of McKinney due to its “non-traditional” art creations. People who have attended the event have been from all over the United States

and those who drive here from Houston and other parts of Texas do so because we've advertised in their local magazines such as "Houston House and Home" or similar publications.

Has a request for funding for this been submitted to MCVB in the past? Yes/2018/\$5,900 and Yes/2019/\$5,000

The organization's financial status: The organization's financial status has been good for the past 50 years and, at this time, we don't anticipate any issues. The budget and audited financial statements for the past several years are attached.

What percentage of the project will be provided by the applicant?

At least 10% but it's likely it will be more.

Are matching funds available? We are not requesting matching funds from any other organization within McKinney or outside of McKinney.

The total estimated cost for the ART MEETS FLORAL advertising? \$5,280 (see detailed projected advertising below)

BUDGET for Advertising:

2020

Star Local Media	\$750
Art Meets	
Floral Rack	
Cards	\$80
Houston	
H&Home	
2 mos.	750
Plano/Frisco/Richardson	1600
Austin	800
Sherman	800
Granbury	500

Total Projection:	\$5,280
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\$830 covering McKinney/\$4450 to advertise outside of the local area

IV. Marketing and Outreach: Our marketing plans include:

Home magazines outside of McKinney

Newspaper ads in areas surrounding McKinney and several outlying areas (Houston, Austin, Denton, Sherman, etc.)

Rack cards for the CVB to promote longer stays downtown

Free tickets for local sponsors, stakeholders, and organizations (e.g. Garden Club, Artists, Floral Designers)

People's Choice prize (valued at \$19,200 worth of advertising at \$1,600 per month over 12 months)

The Metrics to evaluate success will be as follows: 1)

Percentage of people coming from outside of McKinney to help

increase tourism to the downtown area - - to restaurants, and to local hotels. 2) Data gauging the amount of money spent on the square for attendees who have had lunch before or after the competition. 3) The percentage of attendees who know that the CVB is the Gold Sponsor of this unique event.

We thank the CVB very much for its consideration and are always thrilled at the turnout. We appreciate you.

The Heard-Craig Center for the Arts December, 2019

Address any reply to: 1600 Paterson St., Dallas, Tex. 75201

Department of the Treasury



District Director
Internal Revenue Service

Date:

AUG 24 1971

In reply refer to:

Atch: RT: 309

DAL-EO-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
2020 Republic Bank Tower
Dallas, Texas 75201

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

Heard-Craig Center For The Arts

BALANCE SHEET

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of Texas - Operating	8,116.06
Bank of Texas - Reserve	17,229.27
Donation Jar	9.00
Gift Cards	167.98
Hall Sale 2015	
Texas Star Bank - 9901149	112,582.22
Texas Star Bank - 9901596	117,563.35
Total Hall Sale 2015	230,145.57
PayPal Bank	2,125.79
Petty Cash	258.93
Ticketleap	79.00
Total Bank Accounts	\$258,131.60
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
employee advance	0.00
Employee Deduction	0.00
Undeposited Funds	0.00
Wells Fargo Investment Acct	
Wells Fargo 2231-0615	477,535.56
Wells Fargo 3642-7475	133,650.86
Wells Fargo 3704-0583	489,174.88
Total Wells Fargo investment Acct	1,100,361.30
Total Other Current Assets	\$1,100,361.30
Total Current Assets	\$1,358,492.90
Other Assets	
Accum Deprec	-316,359.50
Art work	2,200.00
Building Improvements	518,407.82
Equipment	146,709.38
Gardens	106,684.58
Land and Building Cost	1,274,127.00
Sale of Hall and Land	0.00
Total Other Assets	\$1,731,769.28
TOTAL ASSETS	\$3,090,262.18
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	

	TOTAL
Other Current Liabilities	
Direct Deposit Liabilities	
Payroll Liabilities	4,460.70
Sales Tax Payable	4,495.49
Sales Tax Payable.	0.00
Total Other Current Liabilities	152.58
Total Current Liabilities	\$9,108.77
Long-Term Liabilities	\$9,108.77
Trust Principal	
Total Long-Term Liabilities	2,327,582.38
Total Liabilities	\$2,327,582.38
Equity	\$2,336,691.15
Gain/Loss on Investment	
Opening Bal Equity	0.00
Retained Earnings	0.00
Net Income	903,998.28
Total Equity	-150,427.25
TOTAL LIABILITIES AND EQUITY	\$753,571.03
	\$3,090,262.18

Heard-Craig Center for the Arts Balance Sheet

As of November 30, 2017

	A	B	C	D	E	F
1					BALANCE SHEET	MONTH END NOVEMBER, 2017
2	ASSETS					
3	Current Assets					
4	Checking/Savings					
5	Bank of Texas - Operating (Checking Account - Payroll)					15,574.06
6	Bank of Texas - Reserve (8091281082)					6,502.53
7	Gift Cards					57.16
8	Hall Sale 2015					
9	Texas Star Bank - 9901149 (CD maturing 2020)					110,303.56
10	Texas Star Bank - 9901596 (CD purchased on 9/22/2015 for 5 years. Maturity date 9/22/2020. Interest rate 2.05%)					114,598.15
11	Total Hall Sale 2015					224,901.71
12	Paypal Bank Account					4,492.91
13	Petty Cash					169.78
14	Ticketleap					175.00
15	Total Checking/Savings					251,873.15
16	Other Current Assets					
17	Wells Fargo 2231-0615 (Standard bond/brokerage account including money market and check writing abilities.)					534,266.35
18	Wells Fargo 3642-7475 (Endowment brokerage account.)					143,544.82
19	Wells Fargo 3704-0583 (Equity account)					514,146.46
20	Total Other Current Assets					1,191,957.63
21	Total Current Assets					1,443,830.78
22	Other Assets					
23	1300 · Land and Building Cost					1,274,127.00
24	1400 · Building Improvements					518,407.82
25	1490 · Accum Deprec					-224,369.08
26	1500 · Equipment					145,308.20
27	1550 · Art work					2,200.00
28	1600 · Gardens					106,684.58
29	Total Other Assets					1,822,358.52
30	TOTAL ASSETS					3,266,189.30
31	LIABILITIES & EQUITY					
32	Liabilities					
33	Current Liabilities					
34	Accounts Payable					
35	2001 · Accounts Payable					-28.72

Heard-Craig Center for the Arts
Balance Sheet
As of November 30, 2017

	A	B	C	D	E	F
					BALANCE SHEET	MONTH END NOVEMBER, 2017
						Nov 30, 17
1						
36				Total Accounts Payable		-28.72
37				Other Current Liabilities		
38				2100 - Payroll Liabilities (Payee Account - Total Taxes)		1,478.88
39				2110 - Direct Deposit Liabilities (Direct Deposit Liabilities)		4,460.70
40				2210 - Sales Tax Payable.		34.68
41				Total Other Current Liabilities		5,974.26
42				Total Current Liabilities		5,945.54
43				Long Term Liabilities		
44				2300 - Trust Principal		
45				Total Long Term Liabilities		2,327,582.38
46				Total Liabilities		2,327,582.38
47				Equity		2,333,527.92
48				3900 - Retained Earnings		870,280.90
49				Net Income		62,380.48
50				Total Equity		932,661.38
51				TOTAL LIABILITIES & EQUITY		3,266,189.30
52						

2019 TRUSTEES OF THE HEARD-CRAIG

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Education Expertise

Mrs. Judy Edenburn, Vice President

President, Jeanne D'Arc

Mr. Nate Pike, Treasurer

Financial Expertise and Mayor of Anna

Mrs. Stephanie Tyson, Secretary

Non-Profit Expertise

Shannon Burton, Trustee

Past-President, McKinney Historical Preservation Board

Mrs. Kelly Close, Trustee

Teaching, Coaching & Management Expertise

Mrs. Amy Smith, Trustee

Sales Experience

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