

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2013

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cgibson@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

Project Grant

Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).

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

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

Promotional Activity and/or Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 20, 2012	January 2013	February 2013
Cycle II: June 28, 2013	July 2013	August 2013

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2013	February 2013	March 2013
Cycle II: April 30, 2013	May 2013	June 2013
Cycle III: July 31, 2013	August 2013	September 2013

APPLICATION

ORGANIZATION INFORMATION

Name: Heard Museum

Federal Tax I.D.: 75-1317961

Incorporation Date: 1967

Mailing Address: One Nature Place

City McKinney

ST: TX

Zip: 75069

Phone: 972.562.5566

Fax: 972.548.9119

Email: sshahid@heardmuseum.org

Website: www.heardmuseum.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:

American Association of Museums

American Science and Technology Centers

Texas Association of Museums

REPRESENTATIVE COMPLETING APPLICATION:

Name: Sy Shahid

Title: Executive Director

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.5566

Fax: 972.548.9119

Email: sshahid@heardmuseum.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Sy Shahid

Title: Executive Director

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069

Phone 972.562.5566

Fax: 972.548.9119

Email: sshahid@heardmuseum.org

FUNDING

Total amount requested: \$ 9,780.00

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: July 2013

Completion Date: August 2013

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

Steve Brainerd

Margaret Latham

Jennifer Dexter

Laura Morris

Steve Gray

Ray Ricchi

Mike Imhoff

Paul Sheldon

Sim Israeloff

John Valencia

Jim Landers

Sarah Wariner

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

Sy Shahid

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

I. Applying Organization

Our Mission...

To bring nature and people together to discover, enjoy, experience, preserve, and restore our priceless environment. . .

- Through educational programs emphasizing appreciation and conservation of nature.
- Through the preservation of a portion of North Texas land with its native vegetation and wildlife, in as near a natural condition as possible.
- Through museum exhibits, examples of natural history, nature-related art works, and memorabilia from our founder.
- Through indoor/outdoor nature experiences geared to all age and educational levels.

Founded in 1967 by Miss Bess Heard (1886-1988), The Heard Natural Science Museum and Wildlife Sanctuary is a natural science exploration center focused on interpreting the natural world to people of all ages. The Heard offers guests the unique experience to understand Collin County's natural heritage as well as how lifestyle decisions we make today will affect how Collin County looks in the future. The Heard experience involves both indoor and outdoor activities throughout the 289-acre sanctuary that focus on three topics:

1. Providing educational experiences about natural science (biology, ecology, geology, and paleontology) to people of all ages.
2. Introducing the natural history of Collin County from ancient Cretaceous times when it was an inland sea, through the Ice Age, to the three major ecosystems represented today (tall grass prairie, wetlands, and bottomland forest).
3. Reconnecting people with the natural world by providing a place where people can enjoy birding, hiking, and other nature-related activities.

Staff Count:

8 Full time employees

26 Part time employees

There are no planned organizational changes.

II. Project or Promotional Activity/Community Event (whichever is applicable)

- This proposal is to construct and install two signs for the museum. They will be replacing 2 older signs that should have been replaced many years ago. One sign will be at the intersection of the Hwy 5 and FM1378 and the other sign will be at the intersection of FM1378 and Nature Place at the museum entry. The existing wooden sign at the entry is not visible from the road to provide adequate directional information for the public.
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- The proposed signs are essential part of the museum efforts to reach the general public and increase the awareness of the museum existence.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable. **N/A**
- What is the venue/location for Project/Promotional Activity/Community Event?
HWY 5 & FM138 and FM1378 & NATURE PLACE
- Provide a timeline for the Project/Promotional Activity/Community Event.
JULY 2013
- Detail goals for growth/expansion in future years.
Increase attendance 10 % per year

Project Grants – please complete the section below:

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

Has a feasibility study or market analysis been completed for this proposed project? NO

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

- Increase awareness of the museum by increase in attendance in particular and overall positive view of the City.

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

Yes No

III. Financial

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

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

\$10,780

(Please include a budget for the proposed Project/Promotional Activity/Community Event.)

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? 0%

Are Matching Funds available? Yes No

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

Are other sources of funding available? *NO*

Have any other federal, state, or municipal entities or foundations been approached for funding? *NO*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotional Activity/Community Event 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 Project/Promotional Activity/Community Event. 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 MCDC board of directors, Applicant will assure:

- The Project/Promotional Activity/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - *continued*

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




Signature

Sy Shahid
Printed Name

March 27, 2013
Date

Representative Completing Application



Signature

Sy Shahid
Printed Name

March 27, 2013
Date

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



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Heard Museum

Funding Amount: \$ 9,780.00

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event: Heard Museum

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Heard Natural Science Museum & Wildlife Sanctuary, Inc.
Profit & Loss Budget Overview
 October 2012 through September 2013

	<u>Oct '12 - Sep '13</u>
Ordinary Income/Expense	
Income	
5025 - Admission Fees	210,000
5045 - Membership	122,200
5065 - Museum Retail Sales	91,400
5200 - Program Revenues	186,700
5245 - Trips & Tours Income	11,800
5290 - Outreach	8,000
5291 - Ropes Course Income	47,500
5293 - Canoe Program Income	2,000
5400 - Grants, Donations & Sponsorship	58,200
5500 - Special Events	53,900
5515 - Plant Sales	37,000
5550 - Facility Rental	54,050
5644 - Trust Inc - Recurring Disbursemen	42,000
5700 - Interest & Royalties	26,000
Total Income	950,750
Gross Profit	950,750
Expense	
6110 - Salaries	450,661
6170 - Other Benefits	3,000
6150 - Medical Insurance	34,200
6200 - Consultants	16,100
6300 - Cost of Good Sold/Inventory	41,850
6410 - Exhibits	100,500
6420 - Special Events Expenses	30,350
6430 - Trips & Tours	6,500
6451 - Plant Sale	19,500
6490 - Outreach Expenses	300
6491 - Ropes Course Expenses	4,400
6493 - Canoe Program Expenses	250
6520 - Utilities	76,400
6530 - Postage/Shipping	4,300
6540 - Building & Facilities Costs	26,200
6550 - Holbrook Cabin	6,700
6560 - Computer Services/Equipment	700
6570 - Office Equipment Lease/Maint	7,200
6580 - Office Supplies	8,200
6590 - Printing/Publications	3,000
6600 - Education	3,200
6700 - Travel/Transportation	3,100
6810 - Advertising/Public Relations	49,000
6900 - Other Operating Expenses	20,700
6950 - Insurance & Taxes	28,368

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03/26/13

Accrual Basis

Heard Natural Science Museum & Wildlife Sanctuary, Inc.
Profit & Loss Budget Overview
October 2012 through September 2013

	<u>Oct '12 - Sep 13</u>
Total Expense	944,679
Net Ordinary Income	6,071
Net Income	<u>6,071</u>