

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2016

**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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. 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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@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:**

**XProject Grant**

Quality of Life 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.

**Promotional 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 and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

# APPLICATION

## ORGANIZATION INFORMATION

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: director@chestnutsquare.org

Website: www.chestnutsquare.org

### Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs: Go Texan (Tx Dept of Ag), Association of Living History, Center for Non-Profit Management, Texas Assoc of Museums, Collin County Historical Commission, McKinney Chamber of Commerce

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

**FUNDING**

Total amount requested: \$50,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 06/2016

Completion Date: 09/2016

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

**Hamilton Doak, Chair**

**Stella Stevens, Vice Chair**

**Rick Scauzillo, Treasurer**

**Wayne Hill, Secretary**

**Kathy Moore**

**Carol Ownby**

**Harvey Oaxaca**

**Rick Glew**

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

**Jaymie Pedigo, E.D.**

**Alice Yeager, Bookkeeping, Membership Manager**

**Melanie Perkins, Development Director**

**Leisha Phipps, Curation**

**LaDonna Doyle, Education**

**Sherrri Murphy, Education Marketing Coordinator**

**Kim Ducote, Facilities Sales & Coordinator**

**Mary Lee Homan, Farmers Market Manager**

**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.

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

The Heritage Guild was organized in 1973 and is home to Chestnut Square Historic Village. Chestnut Square has grown from two houses to six houses, a general store, an historic chapel, a replica school house, and a Visitors Center. The nine historic buildings span the time period from 1854-1930, and encompass 2.5 acres on two city block just off the McKinney Square. Our mission, revised in 2013, is to celebrate community, preserve history, and inspire the future.

Chestnut Square Historic Village is open to the public six days a week, with guided tours of the homes provided on Thursdays and Saturdays. Group tours are available by reservation. Trolley tours of McKinney's Historic District area available the 2<sup>nd</sup> Saturday of each month, showcasing the history of McKinney and the Historic District. Our recently added audio tour allows visitors to Chestnut Square a fun learning experience any day, any time! The programs of the Heritage Guild of Collin County and the attractions of Chestnut Square host over 50,000 visitors annually.

Tourist events such as the Historic McKinney Farmers Market, the Killis Melton Ice Cream Crank-Off, The Legends of McKinney Ghost Walk and the Holiday Tour of Homes bring people to McKinney to shop, eat and stay at local hotels and bed and breakfasts. The Historic McKinney Farmers Market at Chestnut Square was voted the #2 farmers market in Texas in 2015. The Heritage Guild of Collin County is the proud home of Doc & Clyde's Ice Cream Freezer Museum, part of McKinney's heritage, and recognized as the largest ice cream freezer exhibit in the world. Chestnut Square is a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "Collin County history to life" through school tours, onsite and off. All structures are open to the public and educational programs are held around an historic theme. Offsite presentations help reach groups who are unable to visit the property. During the summer, Prairie Adventure Camp is offered for children ages 6-12. The camp has drawn children from Oklahoma, Louisiana, Houston and Austin. This year, the education department also offers "Farm Days" in April and will continue with "Pumpkin Patch" in October, for Pre-K groups.

Every Saturday morning, April through November, Chestnut Square hosts the Historic McKinney Farmers Market, now in its eighth year. More than 50 vendors participate each week offering locally grown and raised produce, meat, eggs & specialty foods. The market often hosts 1,500 visitors. The satellite Market at Adriatica runs on Thursdays from 3:00 – 6:00 p.m. This market is smaller with 12 -15 vendors and 300+ visitors each week. In 2015, HGCC joined forces with the McKinney Art Studio Tour, to offer Art in the Garden, and in April 2016, the Tour de Coop, McKinney's Chicken Coop Tour, will become a special offering of the Farmers Market.

The 1908 Foote Baptist Church, now the Chapel at Chestnut Square, can accommodate up to 200 guests for a charming wedding service. The grounds and the 1930 Bevel Reception House can host over 150 for wedding receptions. In 2014, 85 weddings and 86 special events were held at Chestnut Square. In 2016 to date we anticipate 110 weddings to be held. Wedding and event revenues are the single largest source of revenues, making up nearly 1/2 of HHCC's income.

Currently, the staff consists of an Executive Director; Bookkeeper, Volunteer & Membership Manager; Wedding and Events Sales Manager; all full time. Part time staff includes a curator; Development Director, education staff; marketing coordinator and Farmers Market manager. All programs are supported by volunteers, who contribute nearly 10,000 hours each year.

## II. **Project or Promotion/Community Event (whichever is applicable)**

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.

Detail goals for growth/expansion in future years.

### PROJECT

#### 1875 Dulaney Cottage

#### 307 S. Chestnut St.

The 140 year old, wood frame, 1620 SF Dulaney Cottage is deteriorating to the point that we have removed the second story from our tours. The cottage has been repeatedly infested with wildlife, and has not been properly protected from the elements, which over the years has created massive amounts of mold, rot and damage, both inside and out. The list of needed repairs includes:

#### Structural Integrity & Protection:

- Significant siding replacement
- Eaves & Fascia board replacement
- Seal holes/cracks where possible
- 6 windows replaced/rebuilt
- Window and roof flashings added/replaced
- Reconnection of stairs, which pulled away from the wall before foundation repair
- Gutter cleaning, repair and replacement
- Remediation of rodent infestation (Specialty cleaning services)
  - Subtotal \$35,000
- Exterior sanding & painting
  - Cost \$15,000
- Removal and replacement of side porch – was not tied into roof properly; sagging and becoming dangerous
  - Approx Cost \$15,000

#### Aesthetics

- Interior: Repair damaged wallboards
- Baseboard reparation
- Repaint/wallpaper
- Refinish floors
  - Approx Cost \$25,000

**Project Grants – please complete the section below:**

- An expansion/improvement?                    X Yes                     No
- A replacement/repair?                    X Yes                     No
- A multi-phase project?                    X Yes                     No
- A new project?                    X Yes                     No

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

**Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

Several of MCDC’s goals are supported by Chestnut Square as a tourist attraction, and as a wedding venue, bringing visitors to McKinney as well as business to our partners in the wedding industry. The new Sheraton has informed us that they have already hosted several of our wedding parties/guests.

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

- Yes                    X No

**III. Financial**

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.

Our financial position is stronger than it has been in the last 2 years. This request represents a project that is outside the scope of regular maintenance and repairs; it would be categorized as a complete refurbishment, therefore outside of our financial capabilities.

The plan is to do the project in phases. Phase I & II would repair the exterior, thereby protecting the interior. This request would cover the reparation phase and exterior painting. This is what we consider the "need to do". We have 2 bids for this phase; both in the \$50,000 range.

The second phase would be the "nice to do", including refurbishment of the interior aesthetics, and the porch replacement.

- Please attach your 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 estimated total cost for this Project/Promotion/Community Event?**

**\$90,000**

**(Include a budget for the proposed Project/Promotion/Community Event.)**

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?** 45% This figure includes some of the outlined "nice to have" items, which may be part of a future request, or may be funded within our budget, depending on our revenues this year.

We have begun work on the building, methodically doing what we can afford to protect the house from further damage. Each week our contractor outlines what he wants to achieve, provides an estimate, and we proceed if possible. Minor siding replacement, some flashings, some caulking and one window replacement has been done to date. If we are funded at 100%, we can replace some of our expended funds and reserve for the interior projects, or to the Dulaney House. We are trying to save any surplus funds for the Dulaney House project, which we anticipate will be 4 or more times the amount of this request.

**Are Matching Funds available?**  Yes  No

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

We use repurposed wood and glass when possible. Nothing gets thrown away unless it is completely unusable. We also use volunteer labor where appropriate. Over 250 volunteer hours have spent on repair projects – more than 15 each week!

**Are other sources of funding available?** *If so, please list source and amount.*

If we are not funded, we will apply to the Collin County Historic Commission, however they are limited to \$5000 awards, a total of \$10,000 per year. If we are funded, we will apply to the CCHC for repairs needed to the Taylor Inn or Johnson House.

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.*

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/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/Promotion/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/Promotion/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, outreach, advertising and public relations as a funder of the Project/Promotion/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/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/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/Promotion/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 120<sup>th</sup> 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**



\_\_\_\_\_  
Signature  
Jaymie Pedigo  
Printed Name

\_\_\_\_\_  
Signature  
Jaymie Pedigo  
Printed Name



1/29/16  
Date

1/29/16  
Date

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

## **CHECKLIST:**

### **Completed Application:**

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

### **Attachments:**

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.***

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

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



# McKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Final Report

**Organization:**

**Funding Amount:**

**Project/Promotion/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotion/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotion/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.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)