

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2011

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
- Completed application and all supporting documents are required to be submitted 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 Intent 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, 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 or Community Event Grant (up to \$15,000)**

Initiatives, activities or events that enhance quality of life for McKinney residents, attract visitors to our area and promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or enterprises.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 17, 2010	January 2011	February 2011
Cycle II: June 30, 2011	July 2011	August 2011

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
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Cycle I: January 31, 2011	February 2011	March 2011
Cycle II: April 30, 2011	May 2011	June 2011
Cycle III: July 31, 2011	August 2011	September 2011

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 X226 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: \$3,000

PROJECT/EVENT

Start Date: October 2012 Completion Date: February 2013

BOARD OF DIRECTORS (may be included as an attachment)

Jennifer Dexter _____ Jim Landers _____

Steve Gray _____ Margaret Latham _____

Lynn Gus _____ Laura Morris _____

Matthew Gus _____ Ray Ricchi _____

Mike Imhoff _____ Paul Sheldon _____

Sim Isrealoff _____ John Valencia _____

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:

7 Full time employees

27 Part time employees

There are no planned organizational changes.

II. Project, Promotion or Community Event (whichever is applicable) •

Promotional support for the Dinosaurs Live Exhibit and the Holiday Trails of Lights at the Heard events.

- Describe how the proposed project fulfills strategic goals and objectives for the organization.

- **Dinosaurs Live Exhibit is the premier events at the Heard.
We have scheduled free McKinney residents day for this exhibit.**

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

. Dinosaurs Live will be viewed by 30,000+ visitors during its 4 months schedule

- What is the venue/location for project or event?

Heard Museum

- Provide a timeline for the project or event.

. Dinosaurs Live - October 2, 2012 thru February 3, 2013

- Detail goals for growth/expansion in future years.

Plans are to enlarge our marketing efforts to include more of other counties besides Collin County.

Is this Project:

- An expansion/improvement? Yes No
- A replacement/repair? Yes No
- A multi-phase project? Yes No
- A new project? 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 will advance the mission and strategic goals of MCDC and the impact to the community as a whole.

We anticipate that expanded marketing into other counties will result in additional visits by non-Collin County residents. Random surveys of the visitors will be done during the multi-month exhibit to capture information on the exhibit visitors.

Has a request for funding, for this project, 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.

The grant will enable the museum to widen the scope of our marketing and advertising to encompass additional venues to market the events.

- 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? \$ \$105,000

\$70,000	Exhibit Rental
\$10,000	Operation cost including electricity and materials
\$25,000	Original Marketing Budget

(Budget has been reduced to \$15,000. The \$3,000 request in this application will restore some of the marketing plans)

What percentage of Project funding will be provided by the Applicant? 97%

Are Matching Funds available? Yes No

Cash \$ _____ Source _____ % of Total _____

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

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

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.

NO

We will be soliciting corporation sponsorships for this event as was done in prior years.

IV. Marketing and Outreach

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

Advertisings:

NBC5 TV commercials

KLTY Radio commercials

Billboard by day

Monthly billboard rentals

Newsprint- Dallas Morning News

Search Engines

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed project. If funding is awarded, a post-event/project 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 event/project/program 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 event/project/program described in the application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the event/project. 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 event/project for which funds were received.
- A final report detailing the success of the project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the event/completion of project.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to project/program conclusion 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 project/program/event report.
- 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.

- ✓ Financials: organization's budget for current fiscal year; event/project 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. PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Project Report

Organization: _____

Funding Amount: _____

Project/Promotion/Event: _____

Start Date: _____ **Completion Date:** _____

Location of Project/Event: _____

Please include the following in your report:

- Narrative report on the project/promotion/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 Project Report no later than 30 days following the completion of the project/event to:

McKinney Community Development Corporation
 321 N. Central Expressway, Suite 240
 McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

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

Sy Shahid

Printed Name

June 29, 2012

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 event/project plan description, goals and objectives
- ✓ Event/Project timeline
- ✓ Plans for marketing and outreach
- ✓ Evaluation metrics
- ✓ List of board of directors and staff

Attachments: