

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

IMPORTANT:

Cindy Johnson 214-417-5049

- 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; by calling 214.544.0296 or by emailing 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, by calling 214.544.0296 or emailing 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:

- Project 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 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

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: N/A

Email: cindyjohnson@chestnutsquare.org

Website: 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, AASLH, Center for Non-Profit Management, McKinney Chamber of Commerce, Texas Association of Museums, Texas State Historical Association and Board Source.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: N/A

Email: cindyjohnson@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone 972-562-8790

Fax: N/A

Email: cindyjohnson@chestnutsquare.org

FUNDING

Total amount requested: \$15,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 3/15/15

Completion Date: 12/10/15

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

Mary Beth Williams, Chair

Wayne Hill, Vice Chair

George Lodge

Stella Uribe

Kathy Moore, Secretary

Dr. Mack Hill

Carol Ownby

Hamilton Doak

Mathew Sneed

Edna Brown

Gail Hilman

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

Cindy Johnson, Executive Director

Kim Ducote, Wedding and Facilities

Alice Yeager, Volunteer and Membership Coordinator, Bookkeeper

Jamie Spence, Programs Director

Leisha Phipps, Curator

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

I. Applying Organization

The mission of The Heritage Guild of Collin County is:

Celebrate Community. Preserve History. Inspire the Future.

We seek to achieve this mission through the following:

Celebrate Community

We hold community oriented events that bring people together to enjoy McKinney and Collin County and promote local businesses. These events include:

Year Round: The Historic McKinney Farmers Market brings local produce, food and craft vendors together each Saturday from 8:00 a.m. until noon at Chestnut Square. Markets are held every Saturday from April through October and twice monthly in November, December, January, February and March. Weekly markets include 50+ vendors and draw 1,500+ visitors. Surveys of visitors indicate that 40% are from McKinney, 30% from Collin County (outside McKinney) and 30% from North Texas and Oklahoma.

February: The Yesterday and Today Fashion Show and Vintage Clothing Exhibit celebrates spring with replicated vintage fashions and new fashions modeled by our volunteers. The show, typically held at the Grand Ballroom at The Grand Hotel, draws 150+ attendees (mostly women). It provides an opportunity to showcase authentic, historical fashions from The Heritage Guild clothing collection which dates back to the 1850's. Fashions are accompanied by period appropriate music and an M.C. reads a script which connects the changing fashions throughout history to modern fashion trends. Modern fashions are provided by a local clothing store. In the past modern fashions have been provided by Little Red Hen, Cynthia Elliott, Orisons, Swanky Boutique, Stein Mart, and Macy's.

May: Our annual Farm to Table dinner is held in late May and celebrates Collin County's agricultural roots. Dallas/Fort Worth Edible Magazine cited Chestnut Square and The Historic McKinney Farmers Market as the key driver of the local food movement in McKinney. The dinner, sponsored by Rick's Chophouse and (now) Harvest Restaurant, provides a five course menu of dishes and cocktails crafted from raw materials provided by the farmers market vendors. 100 people attend and proceeds support special projects to grow and promote the Farmers Market. The first Farm to Table Dinner funded promotion and materials to accept SNAP at the market. The second Farm to Table Dinner provided matching funds to build a new website for Chestnut Square and the Farmers Market. The 2015 dinner will support an outside kitchen to allow for more food demonstrations at the market.

June: The Killis Melton Ice Cream Crank-Off kicks off summer in McKinney the second Saturday in June. Clyde Geer donated the Crank-Off and his ice cream freezer collection (cited in the Guinness Book of World Records as the largest in the world) to The Heritage Guild of Collin County in 2010.

This year we will celebrate the 20th anniversary of the Crank-Off which caters to foodies and families with old-fashioned fun and home-made ice cream. Contestants in the Crank-Off come from throughout the U.S. and trophies are given in seven different categories. Entries are judged by local celebrities. The Crank-Off is sponsored by Market Street McKinney and Henry's Homemade Ice Cream in Plano. To celebrate the 20th anniversary of the event, we plan to partner with the National Lung Association in recognition of Leslie Geer's death from asthma.

October: The Legends of McKinney Ghost Walks celebrate the oral histories of the haunted sites throughout Chestnut Square, the downtown square, Pecan Grove Cemetery and Finch Park. The first Ghost Walks were held in 2008 and drew crowds (1,000+) on the walking tour of Chestnut Square and the downtown square. Volunteers and representatives from the McKinney Repertory Theater tell the haunted tales (interlaced with a strong dose of local history) in costume at each of the sites on the tour. In 2009, an additional day was added so that the tour could accommodate a larger crowd. In 2011, a haunted trolley tour to Pecan Grove Cemetery was an immediate sell-out. Since then, we have added a haunted trolley tour to Finch Park and past the old hospital. In 2011 we also added monthly behind the scenes "Ghostly Hauntings of Chestnut Square" tour once a month. This tour allows visitors to explore the buildings at Chestnut Square late at night with a guide and EVP equipment.

December: For 41 years, visitors from throughout North Texas, Oklahoma and Arkansas have kicked off their Christmas celebrations with the annual Holiday Tour of Homes held the first weekend in December. The tour features 5-7 homes and historic structures, decorated for the holidays and opened for ticket holders. The tour is a key fundraiser for Chestnut Square Historic Village, but it also supports the ongoing growth and vibrancy of McKinney's Historic District. For many, it is their first introduction to McKinney and many return to shop, dine and even live in McKinney's east side. The 2014 tour was our biggest yet, with over 1,800 attendees. For the first time in 2014, we partnered with The Samaritan Inn which resulted in a broader audience attending the tour. Proceeds from the tour were shared with the Inn.

Preserve History

McKinney's history makes it the special community it is and The Heritage Guild of Collin County is proud to be a part of that history. The original ladies of The Heritage Guild of Collin County gave the citizens of McKinney a valuable gift when they created Chestnut Square Historic Village. Build-out of similar villages in nearby communities has come at a cost of in excess of \$10 million without the historical authenticity of Chestnut Square. The Heritage Guild was also instrumental in early preservation efforts in McKinney, working with the Mayor and City Council on designation of a historic district and the guidelines for restoration of the buildings in that district. The Guild also worked with homeowners in the historic district to get state and national recognition of their homes as historic structures. Today, The Heritage Guild Board of Directors, staff and volunteers maintain the buildings and grounds of Chestnut Square Historic Village and the collections housed in the buildings for the enjoyment of visitors on our weekly tours held on Tuesday, Thursday and Saturday. We also provide once a month trolley tours of McKinney's Historic District, sharing McKinney's past. The Chestnut Square Visitors

Center includes a large library for research of McKinney and Collin County's history and restoration standards. Visitors may view the MCDC produced Patchwork of the Past video before their tours and purchase a copy at Dixie's Store at the end of the tour.

Inspire the Future

The past is truly a present to the future and our programs and volunteer opportunities have inspired a strong sense of community in McKinney's youth. Over the years, parents have shared the impact of their childrens' involvement at Chestnut Square. Many have started out in Chestnut Square camps, progressed on to volunteer opportunities and returned for internships. Whether it's a middle school Celtic band that is now recognized nationwide, a young cowboy singer who won the 2013 Best New Performer award from the country music awards, an award winning costume designer pursuing her dreams in college...all started out at Chestnut Square Historic Village. Parents share that their children have a special passion for the arts, architecture, history, historic preservation, urban planning and now, cooking and local foods because of their involvement at Chestnut Square.

How do we inspire such praise? Through our programming which includes:

Elementary Field Trips and Outreach Programs: Targeted at first and third grade students, our field trips focus on community and technology – the history of community and technology changes over the past 150 years. Over 3,000 students visit Chestnut Square annually to tour the buildings, participate in scavenger hunts and lunch on the grounds.

For those who can't make the trip to Chestnut Square, we deliver history to their door! We offer two outreach programs: one is focused on the pioneers' migration to Texas and the second is focused on the Civil War from both a home and soldier's perspective. We take these programs to a dozen schools each year.

We're currently working with the City of McKinney and Collin County on an exhibit and learning opportunities to celebrate Collin McKinney's 150th birthday in 2016.

Pre-School Days: With belt tightening in the schools and standardized testing taking up large chunks of time during the middle of each semester, we looked to preschoolers to fill our educational capacity. Chester the Chestnut Square Cat, Collin and McKinney the Chestnut Square goats and even Santa Clause have come out to participate in our pre-school programs. In the fall, we have our annual Pumpkin Patch for Preschoolers – a morning full of fun, hands on activities including a straw maze, mini-pumpkins, face painting, a station to feed the goats, sing alongs and book readings in the schoolhouse entertain young and old alike! In the spring we have Farm Days at Chestnut Square where preschoolers learn what it's like to live on a farm. Plant a seed, ride a tractor, make butter, see a blacksmith...and of course, feed Collin and McKinney....are all part of the fun. At Christmas, Santa reads stories, holds a sing along and takes orders for presents in the quiet, historic buildings and school house at Chestnut Square. In 2014 over 1,500 preschoolers visited Chestnut Square, mom and/or dad in tow, for one of our pre-school programs!

Prairie Adventure Camps: Every summer Chestnut Square becomes Little House on the Prairie for over 100 6-12 year olds. For three mornings a week, campers live in the 1890s...wearing clothing from that period, running around barefoot and living the old-fashioned way. Lessons in the schoolhouse, Dutch oven cooking demonstrations, blacksmithing demonstrations, weaving demonstrations, making butter, making ice cream, baking fruit pies and chicken pot pies, quilting, knitting, needlepoint and more. It's all part of the experience! Four different camps are offered during June and July and fill each year. The camps were started in 2006 and we now have our earliest attendees volunteering to help with the camps!

Eagle Scouts, Girl Scout Gold Awards and Gold Chord Volunteers: Young people are an important part of Chestnut Square. Eagle scouts built all of the handicap ramps, the blacksmith shop, many of the fences, and more at Chestnut Square over the years. Girl Scout badge workshops are part of our educational offerings and we're seeing more submissions of Gold Award projects as a result. Local students earn Gold Chord hours by volunteering for everything from office work to helping with set-up for the Farmers Market. Local private schools regularly hold volunteer days for their middle school and high school students and we always have projects ready for them!

All of these efforts take money and people! We fund our efforts through grant funding, donations, memberships, sponsorships and earnings from our lines of business. We staff our efforts with five full-time staff and over 10,000 volunteer hours annually.

II. Promotion/Community Event

The Heritage Guild of Collin County is requesting \$15,000 to promote four events in 2015:

- **The 20th Annual Killis Melton Ice Cream Crank-Off** on Saturday, June 13, 2015. This event supports our mission because it is a true celebration of community and an example of historic preservation of a local museum collection and event. This year is the 20th year for the event and we plan to celebrate that birthday with additional activities and a partnership with the National Lung Association in memory of Leslie Geer. A portion of the proceeds from the event already go to the McKinney Education Foundation each year to fund a scholarship in her memory. When we held the event the first year at Chestnut Square we learned what a challenge it was to scale the event to McKinney's growing population. In the past, all ice cream for tasting was cranked by contestants and volunteers. By the third year we knew that model was not scalable to the new McKinney! An audience analysis showed that we had two distinctly different audiences for the event – the foodies who came to taste the exotic ice cream entries and the families who came to enjoy the music and eat ice cream. The foodies were frustrated when they couldn't get a taste of all the entries and the families were frustrated that they had to wait to eat ice cream until the contestants entries were in to the judges....plus, they typically wanted less exotic flavors. By recognizing these different needs we were able to offer two different tickets to the event, add family friendly fun and games and increase customer satisfaction.

In addition to drawing McKinney families and foodies to Chestnut Square, the 2014 Crank-Off drew attendees from the following areas:

McKinney – 21%
 Collin County (outside McKinney) - 22%
 Texas (outside Collin County) – 42%
 (Arlington, Commerce, Flower Mound, Irving, Lewisville, The Colony, Weatherford)
 Outside Texas – 11%
 (Oklahoma, Arkansas, New Jersey)

This geography information is drawn from Eventbrite ticket sales, which for the Crank-Off reflect 10% of an estimated 1,200 attendees. Assuming that the 53% of attendees from outside Collin County and Texas also visit downtown McKinney and spend an average of \$25 per person, the event brings \$15,900 in additional spending in McKinney. With an assumption that the event generates another 65 hotel room nights at \$100 per night, it also generates \$6,500 in hotel stays.

The following is the timeline for the 2015 Crank-Off:

Form committee and hold first meeting	January 29, 2015
Line up sponsors, partners	March 13, 2015
Create posters, t-shirt art, signs	April 8, 2015
Produce posters, t-shirts, signs	May 1, 2015
Distribute posters, billboard goes up	May 13, 2015
Market Street Front End wears t-shirts to promote	June 6-13, 2015
Line up volunteers for event	May 29, 2015
Hold event	June 13, 2015
Follow Up PR and Customer Survey	June 13-June 30, 2015

We are requesting \$3,000 for promotional funding for the Crank-Off

- **The Historic McKinney Farmers Market at Chestnut Square and Adriatica.** Winter markets are the first and third Saturday at Chestnut Square and weekly markets are Saturdays 8:00 a.m. until noon at Chestnut Square and Thursdays, 3:00 – 6:00 p.m. at Adriatica. Voted the number one market in Texas in the American Farmland Trust (AFT) 2013 Favorite Farmers Market contest, the Chestnut Square market continues to draw 1,500+ visitors each Saturday. The Adriatica market has grown slowly and draws 200-300 people on Thursdays. Vendor participation has grown at both markets with 55+ vendors at Chestnut Square and 10 vendors at Adriatica.

The markets support the mission of The Heritage Guild of Collin County by providing a place for locals to get together and share news and as a gateway for new visitors to McKinney. During 2014, many Toyota employees started their visit to McKinney at the market, asking our information table for tips on seeing the city. The markets also allow us to preserve the old-fashioned way of shopping and eating and provide a ready-made venue for Living History demonstrations.

Customer surveys performed each Saturday in June, 2013 showed that 40% of the attendees were from McKinney, 30% from Collin County outside McKinney and 30 from Texas and other states. Customer satisfaction, as surveyed in the 2014 AFT contest was extremely high (in fact, many of the over 300 comments brought tears to our vendors!). A copy of the survey comments is available upon request.

McKinney's Farmers Market is one of only a few North Texas markets that is not run by the city they are in. This has made competition for vendors challenging because it is difficult to match the lower rents offered by the city run markets (our vendor rents are \$25 without power, \$35 with power). Other city run markets charge \$10-\$20 for rent. This uncompetitive rent level is offset by

the success of the market and the benefits (shade, free coffee and water, discounted Market Street breakfast burritos, smiling volunteers and staff to help out!) that we provide. Vendors who have booths at multiple markets indicate that their sales are higher at the McKinney markets.

Business owners on the downtown McKinney square have shared that many customers from the Farmers Market visit downtown either before or after the market. If only 10% of the 60% from outside McKinney spend an additional \$25 on the square, the market customers contribute \$2,500+ each Saturday on the Square. With 41 markets scheduled in 2015 the contributions to businesses on the square is over \$100,000 annually.

The timeline for the 2015 Farmers Market is:

Hold 2015 Kick-Off Vendor Meeting	January 17, 2015
Assign New Vendors Spaces	February 21, 2015
Line up 2015 Sponsors	February 27, 2015
Create 2015 artwork for posters, t-shirts, bags	February 21, 2015
Create posters	March 7, 2015
Line up entertainment, demonstrations for 2015	March 21, 2015
Posters and billboard go up	March 10, 2015
T-shirts distributed to volunteers and vendors	April 4, 2015
Market opens at Chestnut Square	April 4, 2014
Market opens at Adriatica	April 16, 2015

We are requesting \$6,000 in promotional funding for the McKinney Farmers Market.

- **The Legends of McKinney Ghost Walks** on Friday and Saturday, October 23 and 24, 2015. Due to the timing of Halloween in 2015, the Legends of McKinney Ghost Walks will be held on the Friday and Saturday before Halloween weekend. The Ghost Walks continue to be a fun way to learn about McKinney's history. The Ghost Walks support the mission of The Heritage Guild of Collin County by allowing us to share McKinney's history in a fun and friendly way. Storytellers in costume at each haunted site tell the visitors about the history of the site and the hauntings that have been shared through oral histories for decades.

The two nights of Ghost Walks bring in approximately 1,600 people. 25% of the tickets for the event are sold online in advance. Those tickets were sold to attendees from:

McKinney: 35%

Collin County (outside McKinney): 38%

Texas (outside Collin County): 21%

- Carrollton, Dallas, Denison, Flower Mound, Fort Worth, Amarillo, Arlington, Grapevine, Lewisville, Quinlan, Royse City, The Colony, Van Alstyne and Whitewright

Outside Texas: 5%

(New York, North Carolina, California, Illinois, New Jersey and Virginia

This geography information is drawn from Eventbrite ticket sales, which for the Ghost Walks reflect 25% of an estimated 1,600 attendees.

Because the Ghost Walks are self-paced and include many downtown buildings, it is common for attendees to shop and dine downtown during the Ghost Walk. If 20% of the attendees spend \$25 during the Ghost Walk it brings in over \$8,000 to the downtown businesses.

The Timeline for the Ghost Walks is:

Identify sites for 2015 Ghost Walk	July 15, 2015
North Texas Paranormal Investigates New Sites	August 15, 2015
Chestnut Square Curator Researches New Sites	August 15, 2015
Ticket Booklet Completed	September 1, 2015
Volunteers and Story Tellers Assigned	September 15, 2015
Posters, Billboard, Signage Goes Up	September 20, 2015
Tickets Go On Sale	September 15, 2015

We are requesting \$2,000 in promotional funding for the Legends of McKinney Ghost Walks.

- **The 42nd Annual Holiday Tour of Homes** on Saturday and Sunday, December 5 and 6, 2015. The annual Holiday Tour of Homes is a major fundraiser for Chestnut Square but it is even more than that to The Heritage Guild of Collin County and the businesses on the downtown square. Many business owners share that it is their biggest shopping day of the year and restaurants are filled for lunch on both Saturday and Sunday. The tour demographic is overwhelmingly women, 30-60, and for many the Holiday Tour of Homes is an annual ritual and the start to their holiday season.

The Holiday Tour of Homes supports the mission of The Heritage Guild of Collin County by providing a tour of McKinney's historic homes with docents telling the stories of the homes and the families that lived in them. Every year, 5-7 homeowners decorate their homes and open them for the tour. In 2014, The Heritage Guild partnered with The Samaritan Inn on the tour. The Samaritan Inn decorated one of the homes from their Thrift Store and part of the proceeds from the tour (and all of the proceeds from the store they set up for the tour) went to the In. This partnership was deemed a success by the Home Tour Committee – attendance and gross revenue from the event were the highest ever. The Samaritan Inn appreciated the increased exposure they received as part of the tour.

Based on information from Eventbrite ticket sales (which accounted for 20% of the event ticket sales) the attendees came from the following geographic areas:

- McKinney: 27%
- Collin County (outside McKinney): 19%
- Texas (outside Collin County): 52%
 - Addison, Aledo, Arlington, Austin, Carrollton, Cedar Hill, Grapevine, Irving, Killeen, Lavon, Lewisville, Sherman, Southlake, The Colony, Trenton, Van Alstyne, Whitesboro
- Outside Texas: 3%
 - Oklahoma, Ohio, Florida, Arizona, California

If one third of the event attendees spend \$50 over the two day event in downtown McKinney, The Holiday Tour of Homes contributes over \$30,000 to the downtown McKinney economy.

The Timeline for the Holiday Tour of Homes is:

Form HTOH Committee	5/1/2015
Secure Sponsorships	8/1/2015
Identify Tour Homes	8/1/2015
Gather Home Histories and Photograph Homes	9/1/2015
Secure Raffle and Auction Donations	10/1/2015
Complete new artwork design	10/1/2015
Frist round of Press Releases	10/1/2015
Complete ticket booklet and poster design	10/15/2015
Publish Posters and Ticket Booklet	11/1/2015
Posters Go Up and Tickets Go on Sale	11/1/2015
Billboard and Print Advertising Start	11/1/2015
Radio Advertising Starts	11/15/2015
Auction Opens	11/15/2015

We are requesting \$5,000 in promotional funding for the Holiday Tour of Homes.

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

The descriptions above of the mission and the programs of The Heritage Guild of Collin County illustrate our strong contribution to the community that makes McKinney strong! Young and old alike enjoy visiting Chestnut Square and taking part in our programming. To quote a review on our Facebook page:

"Chestnut Square is a community treasure remembering our past that built a solid foundation on our future." (sic)

Surveys of our visitors, ticket sales and feedback from the businesses on the downtown square indicate that we a strong contributor to visitors shopping and dining on the downtown square. Very conservatively, the impact exceeds \$150,000 annually.

The Farmers Market is the ultimate in buying local and a mouthpiece for the importance of supporting local farmers, business people and our downtown square. Shopping local at the Farmers Market is affordable and fun!

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

X Yes

No

III. Financial

The Heritage Guild of Collin County revenues continue to grow with costs under control. 2012 showed positive income, with a small loss in 2013 due to weather challenges for our 2014 Holiday Tour of Homes. Preliminary year-end financials show a 9% growth in income and over \$40,000 in positive net income. We are looking forward to the completion and opening of our new bed and

breakfast, The Dulaney Inn in July 2015. This amenity is projected to add positive net income and contribute to the local hotel tax and business on the downtown square.

Please see attached financial statements. Note that the proposed budget will be approved by the Board of Directors in January and the 2014 P&L and Balance Sheet are preliminary.

Our 990 is prepared by a CPA, but we have not undergone a full financial audit in recent years.

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

\$118,150

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

See attached promotional spreadsheet.

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 20%

Are Matching Funds available? Yes No

Cash \$53,000	Source Google Grant	% of Total 56%
\$30,000	Various event sponsors	
In-Kind \$5000	Source Market Street	% of Total 5%

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

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.*

We received a \$10,000 GoTexan promotional grant in 2014. The money is being used to update the Chestnut Square and Farmers Market websites. The new websites will launch in January, 2015.

IV. Marketing and Outreach

We are a small, non-profit organization so we try to be as creative in our marketing and outreach as possible. Our website and social media are a big part of our plan. The combination of a new website launching in January and the Google Adwords Grant we plan to drive thousands of additional people to our website and Facebook pages. We use Constant Contact for mailings to those who have joined our list and Eventbrite to manage our events. Eventbrite provides an easy follow-up customer survey for events and we plan to use that along with the geographic information to better understand our audience for our events.

We currently have the following contacts through email lists and social media:

Constant Contact Email list: 3,147

Facebook likes for Chestnut Square, Chapel at Chestnut Square and Ghostly Hauntings: 2,405

Facebook likes for McKinney Farmers Market: 3,865

Partnering with The Samaritan Inn on the Home Tour this year offered an effective way to grow our attendees and improve our image as a community partner. We plan to partner with them again in 2015 on the Home Tour and partner with an organization involved in asthma control (American Lung Association?) on the Crank-Off. We also partner with the North Texas Paranormal Group and the McKinney Repertory Theater on the Legends of McKinney Ghost Walk. Partnerships like these really help to broaden our reach.

Over time we have found that general, print media does not yield results for us. We try to focus print media advertising on specific, niche periodicals that appeal to our target demographic. These include:

- Dallas Child and North Texas Kids for our family friendly events.
- Texas Tea and Tours magazine for our more adult offerings like the Home Tour.
- Edible Magazine to reach foodie, local and health conscious audiences.
- The Dallas Morning News special event publications (like Home for the Holidays and their 4th of July publication)

In the past we've had great success with billboards, Dallas Observer targeted mass emails, KLAK radio spots and interviews and posters in local stores. We also distribute over 5,000 rack cards with event schedules to various travel centers throughout Texas. We will continue with this approach.

T-shirts and our Farmers Market reusable bags reward our customers and volunteers and promote our events throughout the year. We borrowed the idea of having the Market Street front-end wear our Crank-Off t-shirts from the Smiles event and it has really extended interest in the Crank-Off on the west side of McKinney.

V. Metrics to Evaluate Success

With the launch of our new website in January and the implementation of Google Adwords to improve our search engine optimization and drive people to our website and social media, we'll be measuring statistics in these areas. We'll also continue to track numbers of people attending the events, where they are coming from and who they are demographically. Finally, in 2015, for the first time, we'll do customer satisfaction surveys on all of our events.

We'll track the following metrics:

Increased Facebook Likes

Increased Website Visits

Increased Constant Contact Opens

Increased Constant Contact Click-Throughs

Increased Event Attendance

% of Event Attendees that Rate the Event Very Good or Excellent

% of Event Attendees Who Say They Are Highly Likely to Return

% of Attendees Who Rate Our Staff and Volunteers as Extremely Helpful

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:

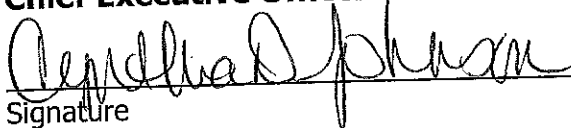
- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- 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 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

Cynthia D. Johnson
Printed Name

1/2/2015
Date

Representative Completing Application


Signature

Cynthia D. Johnson
Printed Name

1/2/2015
Date

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

**The Heritage Guild of Collin County 2015 Budget
(Proposed)**

2015

Income

41000 · Direct Public Support		44,500.00
41050 · Business Contributions		5,000.00
41060 · Endowment Contributions		49,500.00
43000 · Other Operating Income		800.00
43015 · Background Check Fees		171,500.00
43025 · Weddings		23,000.00
43035 · Rentals		104,500.00
43045 · Event Revenues		1,100.00
43050 · Miscellaneous Revenue		19,000.00
43055 · Store		51,500.00
43060 · Farmers' Market		100.00
43075 · Arcadia Book Royalties		371,500.00
43500 · Program Income		3,550.00
43510 · Membership Dues		12,750.00
43520 · Tours		35,500.00
43550 · Education Programs		51,800.00
45000 · Investments		24.00
45030 · Interest-Savings, Short-term		24.00
49999 · Other Income (Uncategorized)		472,824.00

Total Income

472,824.00

Gross Profit

Expense

600	60100 · Business Expenses	600.00
	60115 · Board Meeting Expenses	200.00
	60120 · Business Registration Fees	25,000.00
	60130 · Advertising/PR/Marketing	5,000.00
	60140 · Tours	19,500.00
	60145 · Weddings	700.00
	60160 · Rentals	33,900.00
	60165 · Events	11,500.00
	60170 · Educational Programs Exper	12,750.00
	60175 · Store	

60180 · Farmers' Market	6,250.00
60185 · Volunteer Relations	3,100.00
60190 · Staff Relations	1,100.00
60100 · Business Expenses - Other	400.00
	<hr/>
	120,000.00
61500 · Outside Services	
61010 · Accounting Fees	2,500.00
	<hr/>
	2,500.00
62000 · Facilities and Equipment	
62010 · Building and Equip Maintenance	
62011 · Yard	2,400.00
62012 · Structures	22,500.00
62013 · Cleaning	3,000.00
62010 · Building and Equ	6,000.00
	<hr/>
	33,900.00
62030 · Equip Rental & Maintenance	500.00
62035 · Curation	12,000.00
62045 · Furnishings Repair & Upkeep	6,000.00
62060 · Utilities	19,250.00
	<hr/>
	37,750.00
63000 · Office Operations	
63015 · Books, Subscriptions, Refere	550.00
63020 · Postage, Mailing Service	1,205.00
63025 · Printing and Copying	10,725.00
63030 · Supplies	600.00
63035 · Telephone, Telecommunicat	3,600.00
63040 · IT Expense	1,850.00
63045 · ED reimbursed expense	1,200.00
	<hr/>
	19,730.00
64000 · Other Administrative Expenses	
64020 · Credit Card Fees	6,550.00
64025 · Chester Book Expenses	500.00
64035 · Insurance, Liability, D & O	15,000.00
64040 · Interest Expense, General	290.00
64045 · Finance Charges & Late Fee	-
64055 · Memberships & Dues	395.00
	<hr/>
	22,735.00
65000 · Payroll Expenses	
65010 · Salaries, Staff	108,000.00
65020 · Salaries, Contract Employee	12,000.00
65040 · Payroll Taxes	25,225.00
65050 · Payroll Processing Costs	1,400.00
	<hr/>
	146,625.00
66000 · Reconciliation Discrepancies	
66020 · Other Errors Corrected	-
	<hr/>

67000 · Travel Expenses

67010 · Conferences & Meetings 500.00

Total Expense

383,740.00

Net Ordinary Income

89,084.00

Other Income

70000 · Grants (Restricted), Net

70010 · Restricted Grants Received \$100,000

70020 · Grant Expenses (Advert & M 15,000.00

70030 · Grant Expenses (Structures) 85,000.00

**The Heritage Guild of Collin County
Total 2014 Promotional Budget by Month and Type of Promotion**

Promotion	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Google	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
FaceBook	\$50	\$100	\$50	\$200	\$200	\$400	\$100	\$100	\$200	\$400	\$400	\$100	\$2,300
Signs	\$0	\$0	\$500	\$0	\$500	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$1,500
Billboards	\$0	\$0	\$0	\$500	\$500	\$500	\$0	\$0	\$0	\$500	\$500	\$0	\$2,500
Posters	\$0	\$100	\$500	\$0	\$500	\$0	\$0	\$0	\$0	\$300	\$500	\$0	\$1,900
Rack Cards	\$500	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$1,500
T-Shirts	\$0	\$0	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000
Market Bags	\$0	\$0	\$0	\$3,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,500
KLAK Radio	\$0	\$0	\$0	\$500	\$0	\$500	\$0	\$0	\$0	\$500	\$0	\$500	\$2,000
DMN	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800
Dallas Child	\$0	\$0	\$800	\$0	\$1,200	\$800	\$0	\$0	\$800	\$0	\$0	\$0	\$3,600
North Texas Kids	\$0	\$0	\$600	\$0	\$1,000	\$600	\$0	\$0	\$600	\$0	\$0	\$0	\$2,800
Edible Magazine	\$0	\$0	\$1,200	\$0	\$0	\$1,200	\$0	\$0	\$1,200	\$0	\$0	\$0	\$3,600
Courier Gazette	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$800	\$800
Teas and Tours New	\$0	\$250	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$0	\$250	\$0	\$750
Neighborhood	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$240
Wedding Wire	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Miscellaneous	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Total Promo	\$11,320	\$11,220	\$16,420	\$15,470	\$17,420	\$14,770	\$10,870	\$10,870	\$14,070	\$12,970	\$12,420	\$12,170	\$159,990
Google Grant	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Ops Promo	\$500	\$500	\$3,500	\$500	\$3,500	\$2,500	\$500	\$500	\$2,500	\$2,500	\$2,500	\$500	\$20,000
Net Funds	\$820	\$720	\$2,920	\$4,970	\$3,920	\$2,270	\$370	\$370	\$1,570	\$470	(\$80)	\$1,670	\$19,990

The Heritage Guild of Collin County Promotional Budget by Event/Type of Promotion

Operation or Event/Typ Gen/Facilities	Fashion Show	Crank-Off	Farmers Market	Farm to Table	Ghost Walks	Tour of Homes	Total
Google Ad Words	\$2,500	\$10,000	\$18,000	\$2,000	\$10,000	\$15,000	\$120,000
Facebook Promotions	\$100	\$300	\$500	\$100	\$300	\$400	\$2,300
Signs	0	\$400	\$300	\$0	\$300	\$500	\$1,500
Billboards	0	\$500	\$1,000	\$0	\$500	\$500	\$2,500
Posters	\$100	\$500	\$500	\$0	\$300	\$500	\$1,900
T-Shirts	\$0	\$2,000	\$2,000	\$0	\$0	\$0	\$4,000
Market Bags	\$0	\$0	\$3,500	\$0	\$0	\$0	\$3,500
Rack Cards	\$1,500	\$0	\$0	\$0	\$0	\$0	\$1,500
KLAK Radio	\$0	\$500	\$500	\$0	\$500	\$500	\$2,000
DMN Neighbors	\$200	\$800	\$1,100	\$0	\$800	\$800	\$4,800
Dallas Child	\$0	\$400	\$1,200	\$0	\$800	\$0	\$3,600
North Texas Kids	\$0	\$400	\$800	\$0	\$800	\$0	\$2,800
Edible Magazine	\$0	\$400	\$2,400	\$400	\$0	\$400	\$3,600
McKinney Courier Gazet	\$0	\$0	\$0	\$0	\$0	\$800	\$800
Texas Teas and Tours	\$250	\$0	\$0	\$0	\$0	\$250	\$750
Your New Neighborhood	\$240	\$0	\$0	\$0	\$0	\$0	\$240
Wedding Wire	\$3,000	\$0	\$0	\$0	\$0	\$0	\$3,000
Miscellaneous	\$1,200	\$0	\$0	\$0	\$0	\$0	\$1,200
Total	\$77,390	\$16,200	\$31,800	\$2,500	\$14,300	\$19,650	\$159,990
Google Grants	\$2,500	\$10,000	\$20,000	\$2,000	\$10,000	\$15,000	\$122,000
Net Promotion	\$14,890	\$6,200	\$11,800	\$500	\$4,300	\$4,650	\$37,990
Ops/Event Gross Rev	\$5,000	\$18,000	\$65,000	\$10,000	\$18,000	\$42,000	\$348,000
Promotion Percentage c	0.1300	0.3444	0.1815	0.0500	0.2389	0.1107	0.1092

The Heritage Guild of Collin County Profit & Loss

January through December 2014

Jan - Dec 14

Ordinary Income/Expense	
Income	
41000 · Direct Public Support	26,997.09
41050 · Business Contributions	15,411.01
41070 · Donations, General Public	42,408.10
Total 41000 · Direct Public Support	84,816.20
43000 · Other Operating Income	141.00
43010 · Chester Book	570.00
43015 · Background Check Fees	137,332.00
43025 · Weddings	17,775.00
43035 · Rentals	89,662.94
43045 · Event Revenues	360.53
43050 · Miscellaneous Revenue	16,356.13
43055 · Store	48,126.93
43060 · Farmers' Market	71.50
43075 · Arcadia Book Royalties	10.00
43000 · Other Operating Income - Other	310,406.03
Total 43000 · Other Operating Income	643,467.16
43500 · Program Income	2,553.00
43510 · Membership Dues	10,534.86
43520 · Tours	24,236.88
43550 · Education Programs	280.00
43500 · Program Income - Other	37,604.74
Total 43500 · Program Income	75,209.48
45000 · Investments	10.16
45030 · Interest-Savings, Short-term CD	10.16
Total 45000 · Investments	20.32
49999 · Other Income (Uncategorized)	269.81
Total Income	390,698.84
Gross Profit	390,698.84
Expense	294.95
60000 · Awards and Grants	294.95

The Heritage Guild of Collin County
Profit & Loss
January through December 2014

	Jan - Dec 14
60100 · Business Expenses	
60115 · Board Meeting Expenses	853.33
60130 · Advertising/PR/Marketing	32,902.40
60140 · Tours	2,088.79
60145 · Weddings	14,517.79
60160 · Rentals	200.00
60165 · Events	44,166.48
60170 · Educational Programs Expenses	8,341.08
60175 · Store	15,335.33
60180 · Farmers' Market	1,841.43
60185 · Volunteer Relations	1,541.84
60190 · Staff Relations	774.51
60195 · Employee Development	479.26
60100 · Business Expenses - Other	3,744.00
Total 60100 · Business Expenses	126,786.24
61500 · Outside Services	
61020 · Fundraising Expenses	150.00
Total 61500 · Outside Services	150.00
62000 · Facilities and Equipment	
62010 · Building and Equip Maintenance	
62011 · Yard	1,587.63
62012 · Structures	8,107.57
62013 · Cleaning	2,694.92
62010 · Building and Equip Maintenance - Other	3,612.68
Total 62010 · Building and Equip Maintenance	16,002.80
62030 · Equip Rental & Maintenance	101.00
62035 · Curation	891.41
62045 · Furnishings Repair & Upkeep	10.00
62060 · Utilities	22,557.13
62000 · Facilities and Equipment - Other	9.97
Total 62000 · Facilities and Equipment	39,572.31
63000 · Office Operations	
63020 · Postage, Mailing Service	862.24
63025 · Printing and Copying	7,720.03
63030 · Supplies	532.53
63035 · Telephone, Telecommunications	3,514.48
63040 · IT Expense	6,193.04
63045 · ED reimbursed expense	1,000.00
Total 63000 · Office Operations	19,822.32

The Heritage Guild of Collin County Profit & Loss

January through December 2014

	Jan - Dec 14
64000 · Other Administrative Expenses	
64010 · Bad Debts, NSF Returned Check	162.00
64015 · Bank Service Charges	30.00
64020 · Credit Card Fees	6,053.70
64025 · Chester Book Expenses	1,803.62
64035 · Insurance, Liability, D & O	12,730.98
64040 · Interest Expense, General	268.12
64055 · Memberships & Dues	645.00
64060 · Other Admin Expenses	313.81
Total 64000 · Other Administrative Expenses	22,007.23
65000 · Payroll Expenses	
65010 · Salaries, Staff	103,613.30
65020 · Salaries, Contract Employees	7,757.50
65040 · Payroll Taxes	25,023.38
65050 · Payroll Processing Costs	1,079.84
65000 · Payroll Expenses - Other	0.00
Total 65000 · Payroll Expenses	137,474.02
67000 · Travel Expenses	
67010 · Conferences & Meetings	408.25
Total 67000 · Travel Expenses	408.25
Total Expense	346,515.32
Net Ordinary Income	44,183.52
Other Income/Expense	
Other Income	
70000 · Grants (Restricted), Net	
70010 · Restricted Grants Received	143,331.09
70020 · Grant Expenses (Advert & Mktg)	-10,277.10
70030 · Grant Expenses (Structures)	-59,417.22
70040 · Grant Expenses (Delaney House)	-109,531.13
70000 · Grants (Restricted), Net - Other	23,600.00
Total 70000 · Grants (Restricted), Net	-12,294.36
71000 · Property Damage, Net	
71010 · Insurance Proceeds	26,866.93

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01/02/15

Accrual Basis

The Heritage Guild of Collin County Profit & Loss

January through December 2014

	Jan - Dec 14
71020 . Costs to Repair Damages	-40,150.50
Total 71000 . Property Damage, Net	-13,283.57
Total Other Income	-25,577.93
Net Other Income	-25,577.93
Net Income	<u>18,605.59</u>

The Heritage Guild of Collin County Balance Sheet

As of December 31, 2014

Dec 31, 14

ASSETS	
Current Assets	
Checking/Savings	50.00
10000 - Petty Cash	-1,386.62
10020 - Independent Bank - Operations	35,998.54
10030 - Independent Bank - Endowment	34,661.92
Total Checking/Savings	<u>2,459.00</u>
Accounts Receivable	2,459.00
11000 - Accounts Receivable	<u>2,750.00</u>
Total Accounts Receivable	<u>2,750.00</u>
Other Current Assets	39,870.92
12000 - Undeposited Funds	<u>2,750.00</u>
Total Other Current Assets	<u>39,870.92</u>
Total Current Assets	<u>1,162,090.05</u>
Fixed Assets	19,353.66
15000 - Buildings, Furniture and Equip	12,469.90
15001 - Buildings, general	12,692.55
15010 - Dulaney House	312.16
15012 - Johnson House	7,783.78
15013 - Chapel	36,723.53
15014 - Faires House	89,754.93
15015 - Dixie's Store	152,493.94
15016 - Taylor Inn	3,931.90
15017 - Wilmeth Schoolhouse	15,433.39
15018 - 405 Reception Hall	150,000.00
15019 - Blacksmith Shop	209,208.50
15021 - Landscape/Storage Buildings	1,497.00
15022 - Visitors Center	<u>1,873,745.29</u>
15030 - Antiques, Furnishings, Artifact	<u>1,873,745.29</u>
15040 - Assets for Rental Business	<u>1,913,616.21</u>
Total Fixed Assets	<u>1,913,616.21</u>
TOTAL ASSETS	<u><u>1,913,616.21</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	8,123.40
20000 - Accounts Payable	8,123.40
Total Accounts Payable	<u>8,123.40</u>

**The Heritage Guild of Collin County
Balance Sheet
As of December 31, 2014**

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01/02/15
Accrual Basis

	Dec 31, 14
Credit Cards	
20200 · Tom Thumb Gifted Credit Cards	-448.43
6581946 · PayPal	37.90
Total Credit Cards	-410.53
Other Current Liabilities	
24500 · Deferred Income Billings	4,037.50
24510 · Weddings	4,037.50
Total 24500 · Deferred Income Billings	4,037.50
24600 · Insurance Claim Reimbursement	4,977.31
25500 · Sales Tax Payable	-252.19
25605 · Notes Payable, S/T Bank LoC	2,000.00
27000 · Notes Payable, Independent Bank	4,754.74
Total Other Current Liabilities	15,517.36
Total Current Liabilities	23,230.23
Total Liabilities	23,230.23
Equity	
30000 · Unrestricted Fund Balance	1,871,780.39
Net Income	18,605.59
Total Equity	1,890,385.98
TOTAL LIABILITIES & EQUITY	1,913,616.21

The Heritage Guild of Collin County Profit & Loss

January through December 2013

	Jan - Dec 13
Ordinary Income/Expense	
Income	
41000 · Direct Public Support	17,779.57
41050 · Business Contributions	
Total 41000 · Direct Public Support	17,779.57
43000 · Other Operating Income	
43010 · Chester Book	1,641.01
43015 · Background Check Fees	160.00
43025 · Weddings	170,122.50
43035 · Rentals	18,397.32
43045 · Event Revenues	72,346.24
43050 · Miscellaneous Revenue	31.25
43055 · Store	19,733.29
43060 · Farmers' Market	34,332.31
43075 · Arcadia Book Royalties	88.42
Total 43000 · Other Operating Income	316,852.34
43500 · Program Income	
43510 · Membership Dues	1,101.00
43520 · Tours	11,916.15
43550 · Education Programs	22,894.31
Total 43500 · Program Income	35,911.46
45000 · Investments	
45030 · Interest-Savings, Short-term CD	16.39
Total 45000 · Investments	16.39
Total Income	370,559.76
Gross Profit	370,559.76
Expense	
60100 · Business Expenses	
60110 · Bad Debts	-5.00
60115 · Board Meeting Expenses	2,025.91
60120 · Business Registration Fees	281.00
60130 · Advertising/PR/Marketing	28,086.89
60140 · Tours	3,970.17
60145 · Weddings	26,873.81
60165 · Events	49,165.40
60170 · Educational Programs Expenses	9,020.32
60175 · Store	13,545.84
60180 · Farmers' Market	11,304.98
60185 · Volunteer Relations	2,136.51

The Heritage Guild of Collin County Profit & Loss

January through December 2013

	Jan - Dec 13
60190 · Staff Relations	1,848.09
60100 · Business Expenses - Other	0.00
Total 60100 · Business Expenses	148,253.92
62000 · Facilities and Equipment	
62010 · Building and Equip Maintenance	
62011 · Yard	3,624.55
62012 · Structures	4,513.79
62013 · Cleaning	2,313.99
62010 · Building and Equip Maintenance - Other	5,738.14
Total 62010 · Building and Equip Maintenance	16,190.47
62035 · Curation	661.31
62055 · Property Insurance	1,224.00
62060 · Utilities	24,753.41
Total 62000 · Facilities and Equipment	42,829.19
63000 · Office Operations	
63015 · Books, Subscriptions, Reference	246.00
63020 · Postage, Mailing Service	1,501.55
63025 · Printing and Copying	9,407.55
63030 · Supplies	498.77
63035 · Telephone, Telecommunications	4,510.50
63040 · IT Expense	253.50
63045 · ED reimbursed expense	850.00
Total 63000 · Office Operations	17,267.87
64000 · Other Administrative Expenses	
64010 · Bad Debts, NSF Returned Check	151.00
64015 · Bank Service Charges	5.00
64020 · Credit Card Fees	4,959.62
64025 · Chester Book Expenses	2,529.57
64035 · Insurance, Liability, D & O	10,761.57
64040 · Interest Expense, General	1,970.71
64045 · Finance Charges & Late Fees	180.27
64060 · Other Admin Expenses	200.00
Total 64000 · Other Administrative Expenses	20,757.74
65000 · Payroll Expenses	
65010 · Salaries, Staff	112,861.34
65020 · Salaries, Contract Employees	23,580.50
65040 · Payroll Taxes	8,445.07
65050 · Payroll Processing Costs	1,267.74
Total 65000 · Payroll Expenses	146,154.65

The Heritage Guild of Collin County
Profit & Loss
 January through December 2013

	Jan - Dec 13
66000 · Reconciliation Discrepancies	
66020 · Other Errors Corrected	2,462.24
Total 66000 · Reconciliation Discrepancies	2,462.24
Total Expense	377,725.61
Net Ordinary Income	-7,165.85
Other Income/Expense	
Other Income	
70000 · Grants (Restricted), Net	
70010 · Restricted Grants Received	87,376.53
70020 · Grant Expenses (Advert & Mktg)	-14,663.44
70030 · Grant Expenses (Structures)	-96,741.32
70040 · Grant Expenses (Delaney House)	-2,601.00
Total 70000 · Grants (Restricted), Net	-26,629.23
Total Other Income	-26,629.23
Net Other Income	-26,629.23
Net Income	-33,795.08

**The Heritage Guild of Collin County
Balance Sheet
As of December 31, 2013**

	Dec 31, 13
ASSETS	
Current Assets	
Checking/Savings	
10020 · Independent Bank - Operations	252.27
10030 · Independent Bank - Endowment	20,004.13
Total Checking/Savings	20,256.40
Accounts Receivable	
11000 · Accounts Receivable	-760.00
Total Accounts Receivable	-760.00
Total Current Assets	19,496.40
Fixed Assets	
15000 · Buildings, Furniture and Equip	
15001 · Buildings, general	1,162,090.05
15010 · Dulaney House	19,353.66
15012 · Johnson House	12,469.90
15013 · Chapel	12,192.55
15014 · Faires House	312.16
15015 · Dixie's Store	8,270.37
15016 · Taylor Inn	36,723.53
15017 · Wilmeth Schoolhouse	89,754.93
15018 · 405 Reception Hall	152,493.94
15019 · Blacksmith Shop	3,931.90
15021 · Landscape/Storage Buildings	15,433.39
15022 · Visitors Center	150,000.00
15030 · Antiques, Furnishings, Artifact	209,208.50
15040 · Assets for Rental Business	1,497.00
Total 15000 · Buildings, Furniture and Equip	1,873,731.88
Total Fixed Assets	1,873,731.88
TOTAL ASSETS	1,893,228.28
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	-411.56
Total Accounts Payable	-411.56
Credit Cards	
20200 · Tom Thumb Gifted Credit Cards	-3,950.32
Total Credit Cards	-3,950.32

**The Heritage Guild of Collin County
Balance Sheet
As of December 31, 2013**

	Dec 31, 13
Other Current Liabilities	
24500 - Deferred Income Billings	15,387.50
24510 - Weddings	15,387.50
Total 24500 - Deferred Income Billings	4,977.31
24600 - Insurance Claim Reimbursement	5,556.43
27000 - Notes Payable, Independent Bank	25,921.24
Total Other Current Liabilities	21,559.36
Total Current Liabilities	21,559.36
Total Liabilities	21,559.36
Equity	
30000 - Unrestricted Fund Balance	1,905,464.00
Net Income	-39,795.08
Total Equity	1,871,668.92
TOTAL LIABILITIES & EQUITY	1,893,228.28

Internal Revenue Service

Department of the Treasury

District Director

Hertage Guild of Collin County Texas
509 West Howell
McKinney, TX 75069

Person to Contact:
EOMF Tax Examiner
Telephone Number
214-767-1766
Refer Reply to
RM:CSB:1200 DAL
Date NOV 20 1985
EIN: 75-1602150

• General:

Our records show that Hertage 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