

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2021

### 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 972.547.7653 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.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive 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 preliminary Board of Directors 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 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

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

### Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

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: [Jaymie@chestnutsquare.org](mailto:Jaymie@chestnutsquare.org)

Website: [www.chestnutsquare.org](http://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, Texas Lakes & Trails Tourism Bureau

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: [Jaymie@Chestnutsquare.org](mailto:Jaymie@Chestnutsquare.org)

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

Name: Jaymie Pedigo

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

**FUNDING**

Total amount requested: \$12,500

Matching Funds Available (Y/N and amount): 2,500

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes  No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: Jan 2021

Completion Date: July 2021

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

Brian Medina, Chair

Emil Dahl

Sandi Dinehart, Vice Chair

Nick Keim

Jennifer Cobb, Treasurer

Jennifer Druckamiller

David Clarke, Secy

Mark Doty

Lori Geer

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

**Jaymie Pedigo, ED**

Open position, Museum Guest Experience

**Kim Ducote, Wedding & Event Mgr**

**Anne Quinn, Curator**

## 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. **Who Are We?**

With a mission of celebrating community, preserving history and inspiring the future, The Heritage Guild of Collin County, a 501(c)(3) nonprofit organization, oversees Chestnut Square Historic Village. The Village is comprised of five historic homes, a historically accurate replica of a one-room schoolhouse, a chapel, a store, a reception house, and a Visitors Center all settled on 2.5 acres just south of the downtown McKinney Square.

Also included on the bucolic grounds are a blacksmith shop, smoke house, a (non-functioning) outhouse, and a reception pavilion and gardens. Buildings feature period artifacts highlighting the lifestyles of people living in Collin County during the nearly 100 years spanning 1854 to 1930.

#### **Why Are We Important?**

We accomplish our mission by providing educational programs, tours and picturesque venues for local weddings, meetings and social gatherings of all kinds. Chestnut Square hosts community events that bring people together to celebrate Collin County's heritage such as our Farmers Market which recreates the feel of bygone market days held in the old Jockey lot in downtown McKinney.

In addition, we maintain historic buildings, artifacts and grounds that illustrate and inform people about the past, serving to inform the future. Our educational programming demonstrates and disseminates information about the way people lived from 1850-1940, and we support Collin County and McKinney in achieving a community which owns its singular legacy in stewardship of its prosperous future.

A gem in the crown of Chestnut Square is our collection of structures that physically depict the everyday environment of those who came before. Considered *the oldest standing house* in McKinney, *The Faires House* was built by John Faires who arrived in the city and built his home in 1854. This Greek-revival shotgun style building boasts a front door hand-chiseled by Mr. Faires himself.

Also on property: The Taylor Inn (1863), The Dulaney Cottage (c1875), our cornerstone Dulaney House (1916), the 1870 *Johnson House*, home to State Senator and Legislator John Johnson, a colorful politician credited with writing the Homestead Bill, The Brimer - Anderson Grocery, (1918), the reproduction Wilmeth Schoolhouse, *The Chapel at Chestnut Square* and *The Bevel House* round out the collection. All are historic, all significant to the story of McKinney.

#### **The Need**

Chestnut Square Historic Village recognizes the importance of raising support from a plurality of funding streams. We currently pursue revenue through:

- Volunteers/Members
- Grants/Donations
- Sponsorships
- Programming/Events
- Facility Rentals

Chestnut Square faces the ongoing challenges of stewarding and preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these precious symbols of our past with integrity and high standards, thereby serving the community whose history we represent.

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

It's no secret that we, like many organizations, are struggling. We do not know what to expect next year. Our calendar reflects not only historically successful events, but also some that we found to be surprisingly successful even amongst the restrictions. It is our goal to capitalize on those successes, while at the same time continuing with our signature events in hopes that they will recover and once again be vibrant.

## II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

We are asking for funds to support the Farmers Market, Education programming, Murder Mystery, the Farm Fresh Market Dinner, and The Annual Killis Melton Ice Cream Crank Off.

- The Farmers Market funds would be used for advertising both locally and in Edible Dallas, a “foodie” magazine supporting local sourcing. One emphasis in the coming year is to build a relationship with our new neighbors in an effort to become their “grocery” store. The virus situation has given us the opportunity to promote not only the benefits of eating with short distribution/supply chains, but also the bonus of shopping in an outdoor space with limited contact surfaces. We have met lots of new shoppers from west McKinney and well beyond!
- The Ice Cream Crank-Off is not a fundraiser, but a community event designed to keep part of McKinney’s history alive. 2020 was the 25<sup>th</sup> anniversary of this event – and we are calling 2021 a 25<sup>th</sup> Annual “Do – Over”, to honor the Melton/Geer families, as 2020 was not the time to celebrate!
- WayBack Workshops and Prairie Adventure Camp – surprisingly, the summer camps were one of our most successful programs this year. We are trying to figure out how to capitalize on that – either through additional sessions (like afternoons) or collaborative offerings with partners like our Heritage Alliance museums.
- Farm Fresh Market Dinner – this year of turmoil followed 5 years of growth for this event – it had attained the status of being our second highest earning fundraiser, with the funds supporting the market operations and maintenance expenses.
- Spring Murder Mystery
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

These events help MCDC meet their goals of both attracting visitors to McKinney and by providing quality of life events for our residents. Chestnut Square is a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families. We see visitors from a 50 mile radius on a regular basis.

During the early spring months when many Farmers Markets were closed, we regularly had shoppers from Plano, Carrollton, Ft Worth and other DFW areas. Our social media presence has grown with the increased traffic from other areas.

Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.

Our goal of bringing history to life is the theme of all of our events; educational programs, special events and fundraisers all fit our historic mission.

- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.

**If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).

100% of the proceeds benefit The Heritage Guild

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

Include the venue/location for the proposed event. All events are held on Chestnut Square property. The Farmers Market is every other week January – March, and weekly from April – November. Admission is free.

Admission is also free to the Ice Cream Crank Off, held the 3<sup>rd</sup> Sunday in July, however there is a small charge for all activities, ice cream tastings and food purchases.

- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

We have hired a professional firm to handle advertising, tracking, social media and marketing design. We are beginning to see results from increased media presence. We will present analytics at the prescribed meeting.

- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

Yes

No

**Date(s): 2020, 2019, 2018, 2017, 2016, 2015**

## Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

### Overview of Promotional/Community Event financial goal?

<b>Gross Revenue</b>	\$
<b>Projected Expenses</b>	\$
<b>Net Revenue</b>	\$

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

<b>Sponsorship Revenue</b>	\$
<b>Registration Fees</b>	\$
<b>Donations</b>	\$
<b>Other (raffle, auction, etc.)</b>	\$
<b>Net Revenue</b>	\$

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

Community Impact Monthly Ad	\$3450
Stonebridge Ranch News Monthly Ad	\$725
Creekside Living/N2 Monthly print + Facebook Ad	\$2400
Collin County Guide	\$600
Edible Dallas	\$1900
Signage/posters/discretionary	<u>\$3425</u>
	\$12,500

Discretionary allowance allows us the flexibility to target specific areas for digital advertising, take advantage of specials and increase ad sizes when opportunity/need arises. We took advantage of remnant pricing on the Community Impact sticker program for the Home Tour, and hit 10,000 households for \$1000!

## **V. Metrics to Evaluate Success**

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

We evaluate event success not only by the financial gain, but more valuable is the community response. Approximately 1200 people visit the Farmers Market weekly at the height of the season, and vendors and customers alike tout it as the best market in the Metroplex. We continue to strive to produce the most fun living history events around!



## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Promotional/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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**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

\_\_\_\_\_  
Signature

Jaymie Pedigo  
Printed Name

\_\_\_\_\_  
Printed Name

Date 11/23/20

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 Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/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 FOR THE FINAL REPORT.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

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

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

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/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)

2021

Ordinary Income/Expense

Income

41000 - Direct Public Support

41010 - Membership Dues	2000	
41020 - Donations, General Public	9450	
41030 - Corporate Contributions	15000	
Corporate Memberships	0	
41050 - Special Purpose Gifts	5000	
41060 - McKinney Heritage Membership		

Total 41000 - Direct Public Support **31450** 31450

42000 - Program Revenues

42010 - Farmers' Market	50000	
42020 - Tour de Coop	0	
42030 - Merchandise Sales	1500	
42040 - Education Programs	4500	
42050 - Ghostly Haunting	4000	
42070 - Prairie Camps	12000	
42080 - Public Village Tour	2000	
42090 - Tea & Tour	3500	
42100 - Trolley Tour	1500	

Total 42000 - Program Revenues **79000** 79000

42500 - Event & Fundraising Revenues

42520 - Farm to Table Dinner	24000	
42540 - Fashion Show	0	
42550 Ghost Walk	7500	
42560 - Holiday Home Tour	35000	
42570 - Ice Cream Crank Off	6500	
42580 - Murder Mystery	5000	
42699 - Other Event/Fund Raising Income	5000	

Total 42500 - Event & Fundraising Revenues **83000** 83000

43000 - Facility Rentals

43010 - Weddings	136000	
43020 - Rentals	6500	
Corp Rentals	2500	

Total 43000 - Facility Rentals **145000** 145000

44000 - Other Operating Income

44020 - Background Check Fees		
44040 - Miscellaneous Revenue		

Total 44000 - Other Operating Income 250 250

45000 - Investments

45030 - Interest-Savings, Short-term CD		
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Total 45000 - Investments

Total Income

Gross Profit **336750** 338700

Expense

<b>61100 · Wedding Expenses</b>			
61110 · Wedding Costs	Veronica & linens		
61100 · Wedding Expenses - Other			
<b>Total 61100 · Wedding Expenses</b>		<b>12000</b>	
<b>61200 · Programming Expenses</b>		<b>12000</b>	<b>12000</b>
61210 · Farmers' Market Costs	MJ & Kids	13000	
61220 · Tour de Coup Costs			
61230 · Merchandise Costs		250	
61240 · Educational Programs Costs		1000	
61270 · Tour & Tea Costs		1200	
Trolley Tour Costs		500	
61290 · Prairie Camp Costs	Incl Erin	1800	
61200 · Programming Expenses - Other		50	
<b>Total 61200 · Programming Expenses</b>		<b>17800</b>	<b>17800</b>
<b>61400 · Events &amp; Fundraising Expenses</b>			
61420 · Farm to Table Dinner Costs		10000	
61440 · Fashion Show Costs		0	
61450 · Ghost Walk Costs		350	
61460 · Holiday Home Tour Costs		4000	
61470 · Ice Cream Crank Off Costs		3500	
61480 · Murder Mystery Costs		1100	
61599 · Other Event Costs		500	
61400 · Events & Fundraising Exp - Other			
<b>Total 61400 · Events &amp; Fundraising Expenses</b>		<b>19450</b>	<b>19450</b>
<b>61600 · Business Expenses</b>			
61610 · Advertising, PR & Marketing		10000	
61660 · Rentals (Administrative)		0	
61670 · Volunteer Relations		500	
61680 · Staff Relations		500	
<b>Total 61600 · Business Expenses</b>		<b>11500</b>	<b>11000</b>
<b>61700 · Outside Services</b>			
acct		1500	
61730 · Fundraising Expenses		500	
61740 · Outside Contract Services	Laura \$500, AJ	16200	
<b>Total 61700 · Outside Services</b>		<b>18200</b>	<b>18200</b>
<b>62000 · Facilities and Equipment</b>			
62010 · Building and Equip Maintenance			
62011 · Yard		<b>6500</b>	
62012 · Structures & Equipment		9400	
62013 · Cleaning & Maint Supplies	Veronica	8000	
62010 · Building & Equip Maint - Other	Bob	2400	<b>should be i</b>
<b>Total 62010 · Building and Equip Maint</b>	<b>SUB</b>		
62020 · Curation		500	
62030 · Equip Rental & Maintenance		0	
62050 · Property Insurance		18500	
62060 · Utilities		23000	

62000 · Facilities and Equipment - Other			
Total 62000 · Facilities and Equipment	TOT	68300	68300
63000 · Office Operations			
63010 · Books, Subscriptions, Reference		100	
63020 · Postage, Mailing Service		250	
63025 · Printing and Copying		5000	
63030 · Supplies		750	
63035 · Telephone, Telecommunications		3500	
63040 · IT Expense		6500	
Total 63000 · Office Operations		16100	16100
64000 · Other Administrative Expenses			
CC Interest		500	
64015 · Bank Service Charges		150	
64020 · Credit Card Fees		7000	
64035 · Insurance, Liability, D & O		1550	
64055 · Memberships & Dues		500	
64099 · Other Admin Expenses			
Total 64000 · Other Administrative Expenses		9700	9700
65000 · Payroll Expenses			
65010 · Salaries, Staff		104750	
65020 · Salaries, Contract Employees			
65030 · Salaries, Wedding Coordinator		45000	
wedding asst		2000	
65040 · Payroll Taxes		12000	
65050 · Payroll Processing Costs		2400	
Total 65000 · Payroll Expenses		166150	166150
67000 · Travel Expenses			
67010 · Conferences & Meetings			
Total 67000 · Travel Expenses			
Total Expense		339200	338700
Net Ordinary Income			0







**STAFF**

KD	45000	45000
WedAsst	2000	2000
JP	57500	
Open	18750	
AQ	15000	
LW	7500	
SW	6000	104750
	104750	

# The Heritage Guild of Collin County

## BALANCE SHEET

As of September 30, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	\$109,255.76
Accounts Receivable	\$4,195.00
Other Current Assets	
12000 Undeposited Funds	365.00
Other Receivables	288.10
<b>Total Other Current Assets</b>	<b>\$653.10</b>
<b>Total Current Assets</b>	<b>\$114,103.86</b>
Fixed Assets	\$1,873,745.29
<b>TOTAL ASSETS</b>	<b>\$1,987,849.15</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	\$1,394.85
Other Current Liabilities	
24450 Wedding Damage Deposit	10,500.00
24500 Deferred Income Billings	
24510 Weddings	79,743.30
<b>Total 24500 Deferred Income Billings</b>	<b>79,743.30</b>
27000 Notes Payable	29,000.00
Accrued Expenses	2,797.52
<b>Total Other Current Liabilities</b>	<b>\$122,040.82</b>
<b>Total Current Liabilities</b>	<b>\$123,435.67</b>
<b>Total Liabilities</b>	<b>\$123,435.67</b>
Equity	
30000 Unrestricted Fund Balance	1,882,559.17
Net Income	-18,145.69
<b>Total Equity</b>	<b>\$1,864,413.48</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,987,849.15</b>

# The Heritage Guild of Collin County

## BUDGET VS. ACTUALS: FY 2020 - FY20 P&L

January - September, 2020

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
<b>Income</b>			
40000 Grants	<b>65,628.80</b>	<b>62,128.80</b>	<b>3,500.00</b>
41000 Direct Public Support	<b>43,386.22</b>	<b>44,435.22</b>	<b>-1,049.00</b>
<b>42000 Program Revenues</b>			
42010 Farmers' Market	35,505.53	31,767.03	3,738.50
42030 Merchandise Sales	2,617.00	2,305.00	312.00
42040 Education Programs	943.00	1,163.00	-220.00
42050 Ghostly Haunting	1,973.91	1,510.15	463.76
42070 Prairie Camps	7,879.56	6,500.00	1,379.56
42080 Public Village Tour	1,054.25	810.17	244.08
42090 Tea & Tour	994.00	1,494.00	-500.00
42100 Trolley Tour	68.07	0.00	68.07
42199 Other Program Revenues	128.00	128.00	0.00
<b>Total 42000 Program Revenues</b>	<b>51,163.32</b>	<b>45,677.35</b>	<b>5,485.97</b>
<b>42500 Event &amp; Fundraising Revenues</b>			
42520 Farm to Table Dinner	9,190.00	9,190.00	0.00
42560 Holiday Home Tour	186.94	186.94	0.00
42570 Ice Cream Crank Off	496.00	2,000.00	-1,504.00
42580 Murder Mystery	6,239.60	5,500.88	738.72
42699 Other Event/Fund Raising Income	325.00	555.00	-230.00
<b>Total 42500 Event &amp; Fundraising Revenues</b>	<b>16,437.54</b>	<b>17,432.82</b>	<b>-995.28</b>
<b>43000 Facility Rentals</b>			
43010 Weddings	69,600.00	82,050.00	-12,450.00
43020 Rentals	1,810.00	1,700.00	110.00
<b>Total 43000 Facility Rentals</b>	<b>71,410.00</b>	<b>83,750.00</b>	<b>-12,340.00</b>
44000 Other Operating Income	<b>130.40</b>	<b>-19.85</b>	<b>150.25</b>
45000 Investments	<b>73.95</b>	<b>33.08</b>	<b>40.87</b>
<b>Total Income</b>	<b>\$248,230.23</b>	<b>\$253,437.42</b>	<b>\$ -5,207.19</b>
<b>GROSS PROFIT</b>	<b>\$248,230.23</b>	<b>\$253,437.42</b>	<b>\$ -5,207.19</b>
<b>Expenses</b>			
61100 Wedding Expenses	<b>6,456.77</b>	<b>5,379.73</b>	<b>1,077.04</b>
<b>61200 Programming Expenses</b>			
61210 Farmers' Market Costs	5,466.55	8,423.85	-2,957.30
61230 Merchandise Costs	2,353.94	1,500.00	853.94
61240 Educational Programs Costs	851.83	750.00	101.83
61265 Pumpkin Patch & Farm Days Costs	-93.80	-93.80	0.00
61270 Tour & Tea Costs	607.23	707.23	-100.00
61280 Trolley Tour Costs	826.00	826.00	0.00
61290 Prairie Camp Costs	1,770.37	1,500.00	270.37
<b>Total 61200 Programming Expenses</b>	<b>11,782.12</b>	<b>13,613.28</b>	<b>-1,831.16</b>
<b>61400 Events &amp; Fundraising Expenses</b>			
61420 Farm to Table Dinner Costs	1,061.15	1,200.00	-138.85

# The Heritage Guild of Collin County

## BUDGET VS. ACTUALS: FY 2020 - FY20 P&L

January - September, 2020

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
61460 Holiday Home Tour Costs	1,183.65	1,183.65	0.00
61470 Ice Cream Crank Off Costs	564.74	350.00	214.74
61480 Murder Mystery Costs	1,714.75	2,364.75	-650.00
<b>Total 61400 Events &amp; Fundraising Expenses</b>	<b>4,524.29</b>	<b>5,098.40</b>	<b>-574.11</b>
61600 Business Expenses			
61610 Advertising, PR & Marketing	18,113.75	14,511.76	3,601.99
61680 Staff Relations	69.90		69.90
<b>Total 61600 Business Expenses</b>	<b>18,183.65</b>	<b>14,511.76</b>	<b>3,671.89</b>
61700 Outside Services			
61730 Fundraising Expenses	2,900.00		2,900.00
61740 Outside Contract Services	13,726.25	13,275.00	451.25
<b>Total 61700 Outside Services</b>	<b>16,626.25</b>	<b>13,275.00</b>	<b>3,351.25</b>
62000 Facilities and Equipment	91,420.57	89,485.61	1,934.96
63000 Office Operations	14,303.43	14,532.02	-228.59
64000 Other Administrative Expenses	8,621.35	7,886.54	734.81
65000 Payroll Expenses	94,256.63	105,716.19	-11,459.56
67000 Travel Expenses	125.00	125.00	0.00
Sales Tax	75.86	75.86	0.00
<b>Total Expenses</b>	<b>\$266,375.92</b>	<b>\$269,699.39</b>	<b>\$ -3,323.47</b>
NET OPERATING INCOME	<b>\$ -18,145.69</b>	<b>\$ -16,261.97</b>	<b>\$ -1,883.72</b>
NET INCOME	<b>\$ -18,145.69</b>	<b>\$ -16,261.97</b>	<b>\$ -1,883.72</b>