

## McKinney Community Development Corporation Agenda

Thursday, December 22, 2016

8:00 AM

Council Chambers 222 N. Tennessee Street McKinney, Texas 75069

#### PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

CALL TO ORDER

#### **CONSENT ITEMS**

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

16-1218		AcKinney Community Development
		eting of November 17, 2016
	Attachments:	Minutes
REPORTS		
16-1219	October Financi	al Report
	Attachments:	October Transmittal Letter
		October Financials
16-1220	November Finar	ncial Report
	Attachments:	November Transmittal Letter
		November Financials
		November Checks
16-1221	Consider/Discus	ss Five Year Forecast of MCDC Financials
	Attachments:	Five-Year Plan
16-1222	Board and Liais	on Updates

Board ChairCity of McKinneyMPAC/Main StreetMcKinney ChamberMcKinney Convention and Visitors BureauAttachments:MCVB Report

16-1223 President's Report

 Attachments:
 Prospective Projects

 Grants Awarded - FY17

 Texas Heritage Festival Final Report

 Habitat for Humanity Final Report

 MAST Final Report

 Cycle I 2017 P&C Grant Application Summary

 Manhattan Construction Report

#### **REGULAR AGENDA**

16-1224	Consider/Discuss/Act on Promotional and Community Event	
	Grant Application Submitted by 3e McKinney (PC#17-01) in	
	the Amount of \$4,000 for Advertising and Promotion of the	
	2017 Run for Cover Event	
	Attachments: <u>3e Grant Application</u>	
16-1225	Consider/Discuss/Act on Promotional and Community Event	t
	Grant Application Submitted by Collin County Historical	-
	Society and Museum (PC#17-02) in the Amount of \$6,225	
	for Advertising and Promotion of the World War I Centennial	
	Commemoration	-
	Attachments: Collin County Museum Grant Application	
16-1226	Consider/Discuss/Act on Promotional and Community Event	[
	Grant Application Submitted by Heard-Craig (PC#17-03) in	-
	the Amount of \$3,000 for Advertising and Promotion of the	
16-1226	Art Meets Floral Event	
	Attachments: Heard-Craig Grant Application	
	Heard-Craig Powerpoint Presentation	

16-1227	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop
	and Ice Cream Crank-off Events
	Attachments: HGCC Grant Application
16-1228	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon
	Attachments: Kiwanis Grant Application
16-1229	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event
	Attachments: Main Street Grant Application
16-1230	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$15,000 for Advertising and Promotion of McKinney Square Book Festival Event
	Attachments: DEAR Texas Grant Application

#### **CITIZEN COMMENTS**

#### BOARD OR COMMISSIONER COMMENTS

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

#### **EXECUTIVE SESSION**

In Accordance with the Texas Government Code:

Section 551.087. Deliberation Regarding Economic Development Matters

-Project Frost -Apex Centre -Gateway

#### ACTION ON EXECUTIVE SESSION

#### ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 16th day of December, 2016 at or before 5:00 p.m.

Cindy Schneible President

Accommodations and modifications for people with disabilities are available upon request. Requests should be made as far in advance as possible, but no less than 48 hours prior to the meeting. Call 972-547-2694 or email contact-adacompliance@mckinneytexas.org with questions or for accommodations.

16-1218



# **TITLE:** Minutes of the McKinney Community Development Corporation Meeting of November 17, 2016

#### SUPPORTING MATERIALS:

Minutes

#### MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

#### **NOVEMBER 17, 2016**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on November 17, 2016 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Treasurer David Myers, Jackie Brewer, Michelle Gamble and Rick Glew.

Staff Present: President Cindy Schneible

City Staff Present: City Manager Paul Grimes, Director of Strategic Services Chandler Merritt, Assistant City Manager Barry Shelton, Assistant Director of Parks and Recreation Ryan Mullins, MPAC/Main Street Director Amy Rosenthal, MCVB Director Dee-dee Guerra, MEDC Executive Assistant Sheri Van Slycke and Parks, Planning and Development Manager Jenny Baker.

There were three guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum was present.

- 16-1142 Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of October 27, 2016. Board members unanimously approved the motion by Board member Gamble, seconded by Treasurer Myers, to approve the October 27, 2016 minutes.
- **16-1143** Chairman Kuehn called for the October Financial Report. President Schneible reported that the October financials will be presented at the December Board meeting.

16-1145 Chairman Kuehn called for the Board and Liaison Updates. <u>Board Chair</u> - Chairman Kuehn suggested the Board form a subcommittee to work with the Main Street Board and staff to explore the need for the acquisition of an event tent for local events that may be impacted by inclement weather. Vice Chairman Clarke, Mr. Glew and Chairman Kuehn volunteered for the sub-committee.

<u>City of McKinney</u> – City Manager Paul Grimes shared an article from the San Antonio Express Newspaper regarding property tax reform in Texas. Mr. Grimes stated the article summarized the issues that municipalities had with the Senate Select Committee on Property Tax Reform, and felt it was important for all policymakers be informed of the situation with a call to action to contact your state legislators. Mr. Grimes announced that the McKinney Police Department was awarded the national CALEA accreditation for professional excellence. Only 850 out of 18,000 law enforcement agencies in the country are accredited by CALEA.

Parks and Recreation – Assistant Director of Parks and Recreation Ryan Mullins reported that Parks and Recreation hosted the first ever Mother/Son Superhero event on November 4<sup>th</sup> with over 200 tickets sold The Old Settlers Community Center celebrated their 20<sup>th</sup> Anniversary on November 5<sup>th</sup>. November 11<sup>th</sup> was the Veterans Day Sundown Ceremony and was very well attended. The following day was the Veterans Day Tribute at the Veteran's Memorial Park with a record crowd. Apex Centre will begin its presale period on November 20<sup>th</sup> and will continue until the Grand Opening in February 2017. Board member Glew asked about the potential electronic signage discussions. Ms. Schneible reported that Parks and Recreation Director Rhoda Savage will discuss the options with the MCDC Board at a later date. Secretary Doak commended the Parks and Recreation team for their hard work and dedication.

<u>MPAC/Main Street</u> – MPAC/Main Street Director Amy Rosenthal reported that the Christmas Tree went up on November 15<sup>th</sup>. Home for the Holidays kicks off on November 25<sup>th</sup> with the Christmas Tree lighting at 6:15 p.m. and will continue through November 27<sup>th</sup>. MPAC will present The Jive Aces on December 2<sup>nd</sup>, as well as Erica Lane on December 10<sup>th</sup>. Of special note, Mr. Don Day was honored as the Downtowner of the Year by the Texas Downtown Association. Patina Green was awarded People's Choice Best Business in the state, Sugar Bacon was a finalist for Best Renovation, and Oktoberfest was a finalist for Best Event.

<u>MEDC</u> – MEDC President Darrell Auterson shared some of MEDC's short term project initiative goals and updates on Business Retention and Expansion tools and visit surveys. There are a number efforts in place to encourage entrepreneurial and innovation activity at The WERX and within McKinney, in general. MEDC has launched a new process for updating the preferred targeted industry which applies to the longer term strategic initiatives.

<u>McKinney Convention and Visitors Bureau</u> – MCVB Director Dee-dee Guerra reported the MCVB Board met and elected the Board officers. MCVB was honored with ConventionSouth's Annual Readers' Choice Award. Vanesa Rhodes has been promoted to Sales Manager and has hit the ground running. The MISD and the City of McKinney have agreed to share the \$95,000 cost to bring the National Association of Intercollegiate Athletes event to McKinney. The determination is still pending. The Texas Downtown Association will be the first conference the MCVB officially brought to McKinney and will include about 300 attendees.

16-1146 Chairman Kuehn called for the President's Report. President Schneible reported that included with the agenda packet are the priorities the City has adopted for the upcoming legislative session. There are plans to encourage Board members to become active advocates on behalf of the City. The Chamber has scheduled Collin County Days for March 28<sup>th</sup> and 29<sup>th</sup> in Austin. Ms. Schneible received information from Ms. Jaymie Pedigo that the Dulaney House project has completed the City's permitting process and will begin the improvements supported by the

funds granted by the MCDC Board. The annual CDC Quality of Life Award announcement for the selection process will be distributed at the end of November, and nominations will be accepted through the first week of January. MCDC Board will be presented with those nominations at the January Board meeting to select the 2017 award recipient. The awards will be presented on February 17<sup>th</sup> at the Chamber of Commerce Community Awards Celebration that will be held at the Sheraton.

- 16-1157 Chairman Kuehn called for the Crape Myrtle Trails Run and Festival Final Report. Mr. Phil Wheat presented the final report. Mr. Wheat stated the main goals of the event were to raise sufficient funds to support operations, increase the annual "Run and Festival" event's place as a part of McKinney culture, provide an excellent return on investment for MCDC and other supporters, attract out of town participants and establish the event as a healthy and fun addition to McKinney's Oktoberfest weekend. All goals were met to satisfaction with the exception of attracting out of town participants. Mr. Wheat requested guidance from the Board on how Crape Myrtle Trails of McKinney might be more successful in this area in the future. Mr. Wheat shared his continued gratitude to the MCDC Board for their support through the years.
- 16-1147 Chairman Kuehn called for the update on Sheraton McKinney Hotel and Conference Center. Sheraton Hotel General Manager Ryan Miyamoto presented the update. Mr. Miyamoto shared that Marriott recently purchased Starwood Hotels and Resorts. Sheraton staff have been facilitating the merger over the last 45 days and phase one of the merger is complete. Mr. Miyamoto shared the goals and initiatives for the future phases and how they will benefit McKinney's hotel business and customers. Mr. Miyamoto expressed his appreciation to the McKinney Convention and Visitor's Bureau, and specifically Vanesa Rhodes, for partnering with Sheraton McKinney's efforts in filling hotel rooms.

Sheraton Director of Sales Dawn Patterson reported the Dallas hotel market projects a decrease in occupancy for 2017, by approximately 1.5%. However, the Sheraton McKinney is projecting a 5% occupancy growth.

16-1148 Chairman Kuehn called for the update on downtown parking. Assistant City Manager Barry Shelton reported that the downtown parking study originally completed in 2014 and has been updated. Total parking spaces in and around downtown are just over 2,500. The driving force at this time, to move forward with the parking initiatives, results from planned development of the Nine-Acre Site south of the square. That is the site of the old Collin County Courthouse. The project is scheduled to break ground in January 2017 and during construction will eliminate the use of this parking area for the public. Once the nine acre mixed-use project is complete, it will provide 200 public parking spaces, 100 owned by the city and 100 privately owned. When Phase II of the project is complete, which is the office complex, an additional 125 spaces will be available for public parking on nights and weekends. The total number of spaces that will be available for public parking is slightly less than what is currently available in the existing lot. Arrangements have been made to retain 109 spaces for public parking, close to Chestnut Square during Phase I construction of the Nine-Acre Project. The Parking Committee, composed of 11 citizens, two Council members and two City staff members, made short-term and long-term recommendations for parking solutions. Short-term recommendations, adopted by City Council, included increasing surface parking lots in two locations; improving wayfinding signage for public lots; and improving downtown lighting in downtown lots. Long-term recommendations included conducting a study to determine where a new City Hall will be located; considering the northeast and southeast sectors of downtown for future structured parking; and eliminating consideration of areas west of Kentucky for parking structures at this time. The City is currently negotiating a longterm lease with First United Methodist Church for use of 44 spaces in a lot east of the Church and to build an additional surface area that will accommodate another 48 spaces. North of City Hall and east of the Library is the Wysong lot which will be improved to include an additional 100 spaces for public parking. On November 15<sup>th</sup>, City Council approved moving forward with negotiations for a public/private partnership, with a private land owner to construct a parking facility with a lease-to-own agreement, on land behind a newly constructed office building on Virginia west of Highway 5. The land for the structure would be donated to the City. Initial activities will include developing a schematic design and cost analysis to determine best options for the City.

Chairman Kuehn called for citizen and Board or Commissioner comments and there were none.

Chairman Kuehn recessed the meeting to Executive Session at 9:30 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 9:40 a.m.

Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Secretary Doak, to adjourn. Chairman Kuehn adjourned the meeting at 10:40 a.m.

KURT KUEHN Chairman

16-1219



**TITLE:** October Financial Report

#### SUPPORTING MATERIALS:

October Transmittal Letter October Financials

# **October Monthly Financial Report**

November 17, 2016

Each month, city staff provides a financial report to the McKinney Community Development Corporation's board to apprise them of the financial status of the corporation. In an effort to continue providing meaningful financial updates, this transmittal letter includes links to the interactive online financial tool for the month of October. The following is a brief analysis of each section of the corporation's financials.

#### **October Analysis**

#### MCDC Revenue-

Revenue of the McKinney Community Development Corporation is above budget YTD by 15.83%. Sales tax figures came in13.27% above last year's collection through October. Below is a link to the current year-to-date revenue of the MCDC:

#### MCDC Revenues – YTD through October

#### MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation are below budget in total. The MCDC fund's expenditures for the first month of fiscal year 2017 have been concentrated in funding The Apex Centre project. The MCDC has made over \$26.1 million in expenditures related to the construction of The Apex Centre. Below is a link to the current year-to-date expenses of the MCDC:

#### MCDC Expenditures – YTD through October

#### Sales Tax Analysis-

Below are three links that show some unique analysis for the sales tax of the McKinney Community Development Corporation and the City of McKinney at large. The first two links relate directly to the sales tax performance, and the third is a picture of the city's collection by industry:

FY2017 Monthly Sales Tax Comparison

MCDC – Historic Monthly Sales Tax Comparison

City of McKinney – Sales Tax by Industry

#### Project Details-

Project details for the McKinney Community Development Corporation are provided as an attachment.

#### Checks Issued-

Below is a link to the checks that were issued by the McKinney Community Development Corporation during the month of October:

MCDC October Checks Issued

#### Conclusion-

The information included in the interactive monthly financial report is intended to provide a status update on the operations of the McKinney Community Development Corporation. Staff is available to answer any additional questions you may have.

Sincerely, Mark Holloway Chief Financial Officer

City of McKinney

#### McKinney Community Development Corporation

Summary Operating Statement

October 2016 (8% of FY Complete)

										Monthly C	om	parison		YTD Cor	mparison		
Revenues	F١	Y17 Adopted Budget	Мо	onthly Actual	Y	TD Actual		Remaining Budget	Budget Received	Monthly Budget		Monthly Variance	Y	TD Budget	ΥT	D Variance	
Sales Tax Receipts	\$	10,750,000	\$	1,032,847	\$	1,032,847	\$	9,717,153	9.6%	\$ 895,833	\$	137,014	\$	895,833	\$	137,014	
Interest Income		179,000		22,094		22,094		156,906	12.3%	14,917		7,177		14,917		7,177	
Total Revenues	\$	10,929,000	\$	1,054,941	\$	1,054,941	\$	9,874,059	9.7%	\$ 910,750	\$	144,191	\$	910,750	\$	144,191	
Expenses	F١	Y17 Adopted Budget	Мо	onthly Actual	Y	TD Actual		Remaining Budget	Budget Spent	Monthly Budget		Monthly Variance	Y	TD Budget	ΥT	D Variance	
MCDC Operations																	
Personnel Expense	\$	223,742	\$	13,776	\$	13,776	\$	209,966	6.2%	\$ 18,645	\$	4,869	\$	18,645	\$	4,869	
Supplies Expense		15,550		155		155		15,395	1.0%	1,296		1,141		1,296		1,141	
Maintenance Expense		3,000		-		-		3,000	0.0%	250		250		250		250	
Services/Sundry		298,117		42,653		42,653		255,464	14.3%	 24,843		(17,810)		24,843		(17,810)	
Total Administrative	\$	540,409	\$	56,585	\$	56,585	\$	483,824	10.5%	\$ 45,034	\$	(11,551)	\$	45,034	\$	(11,551)	
Projects																	
Community Grants & Projects		1,359,745		65,969		65,969		1,293,776	4.9%	113,312		47,343		113,312	\$	47,343	
Other Project Expenses		28,000		-		-		28,000	0.0%	2,333		2,333		2,333		2,333	
Total Projects	\$	1,387,745	\$	65,969	\$	65,969	\$	1,321,776	4.8%	\$ 115,645	\$	49,677	\$	115,645	\$	49,677	
Non-Departmental																	
Administrative Fee to GF	\$	170,000		14,167	\$	14,167	\$	155,833	8.3%	\$ 14,167	\$	-		14,167	\$	-	
Insurance & Risk Fund		565		47		47		518	8.3%	47		-		47		-	
Park Construction Fund		5,500,000		5,132		5,132		5,494,868	0.1%	458,333		453,201		458,333		453,201	
Aquatic Center		1,040,093		-		-		1,040,093	0.0%	86,674		86,674		86,674		86,674	
MPAC		375,000		31,250		31,250		343,750	8.3%	31,250		-		31,250		-	
MCDC Debt Service Payments		960,000		-		-		960,000	0.0%	80,000		80,000		80,000		80,000	
MCDC Debt Service I & S		756,916		-		-		756,916	0.0%	63,076		63,076		63,076		63,076	
Paying Agent		1,000		-		-		1,000	0.0%	83		83		83		83	
Capital Equip/Construction-Aquatic Center		-		1,688		1,688		(1,688)		 -		(1,688)		-		(1,688)	
Total Non-Departmental	\$	8,803,574	\$	52,284	\$	52,284	\$	8,751,290	0.6%	\$ 733,631	\$	681,347	\$	733,631		#DIV/0!	
Total Expenses	\$	10,731,728	\$	174,838	\$	174,838	\$	10,556,890	1.6%	\$ 894,311	\$	719,473	\$	894,311		#DIV/0!	
Net	\$	197,272	\$	880,103	\$	880,103				\$ 16,439	\$	863,664	\$	16,439	\$	863,664	
FY17 Beginning Fund Balance	\$	33,395,712															
Add FY17 Budgeted Revenue	φ	10,929,000															
Less FY17 Budgeted Expenses		(10,731,728)															
FY16 Projected Ending Fund Balance	¢	33,592,984															

# McKinney Community Development Corporation Project Details - October 2016

Community Projects	FY Board Approved	Project Code	Prelim Prior Budget Bal		Budget FY1	7	Month	nly Actual	Y	TD Actual	Budg	get Balance
Habitat for Humanity	2014-2015	4B1506	\$	80,261	\$	-	\$	48,591	\$	48,591		31,670
Heard Natural Science Museum	2015-2016	4B1602		50,000		-		-		-		50,000
Armed Services Memorial Board	2015-2016	4B1603	1	45,000		-		-		-		145,000
McKinney Rotary Foundation (Special Abilities Playground)	2015-2016	4B1606	2	200,000		-		-		-		200,000
Heritage Guild of Collin County	2015-2016	4B1607		50,000		-		10,347		10,347		39,653
Heritage Guild of Collin County	2015-2016	4B1610	1	75,000		-		-		-		175,000
Collin County Historical Society	2015-2016	4B1611		6,968		-		-		-		6,968
North Collin County Habitat for Humanity	2015-2016	4B1612	2	251,000		-		-		-		251,000
Undesignated FY 2017 Budget					1,259,	745		-		-		1,259,745
Total Community Projects			\$ 9!	58,230	\$ 1,259,7	45	\$	58,939	\$	58,939	\$	2,159,036

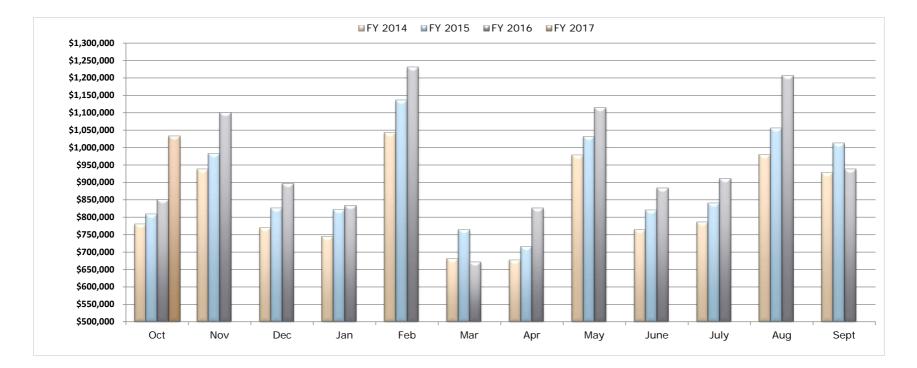
Discretionary Promotional and Community Grant	FY Board Approved	Project Code	n Prior Years get Balance	Bu	dget FY17	Monthl	y Actual	YTD Actual	Budget Balance
Crape Myrtle Trails Foundation	2015-2016	PC1603	\$ 3,000	\$	-	\$	-	\$ -	3,000
Heard Wildlife Museum	2015-2016	PC1605	2,500		-		-	-	2,500
ManeGait Therapeutic Horsemanship	2015-2016	PC1608	1,388		-		-	-	1,388
Smiles Charity	2015-2016	PC1609	1,000		-		-	-	1,000
The Werx	2015-2016	PC1610	3,579		-		-	-	3,579
Believe! 2016	2015-2016	PC1612	5,500		-		-	-	5,500
Empty Bowls 2017	2015-2016	PC1613	7,500		-		-	-	7,500
Especially Needed Fall Carnival	2015-2016	PC1614	6,700		-		5,300	5,300	1,400
Oktoberfest	2015-2016	PC1615	15,000		-		-	-	15,000
McKinney Artists Studio Tour	2015-2016	PC1616	5,000		-		1,730	1,730	3,270
NCCFHF Monster Mash	2015-2016	PC1617	4,000		-		-	-	4,000
Rotary Parade of Lights	2015-2016	PC1618	6,000		-		-	-	6,000
Undesignated FY 2017 Budget			-		100,000		-	-	100,000
Total Promotional Grants			\$ 61,167	\$	100,000	\$	7,030	\$ 7,030	\$ 154,137

City of McKinney Projects	FY Board Approved	Project Code	m Prior Years Iget Balance	в	udget FY17	Monti	nly Actual	Y	TD Actual	Buc	lget Balance
Land Acquisition 2012-16	2010-2012	PK2262	\$ 30,166	\$	-	\$	-	\$	-	\$	30,166
Aquatic Center - City Design & Pre-const.	2013-2014	PK7102	275,975		-		-		-		275,975
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	500,000		825,000		-		-		1,325,000
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768		-		-		-		2,698,768
Community Ctr Patio & Playground	2015-2016	PK4252	470,000		-		5,132		5,132		464,868
FY 15 PROS Master Plan	2015-2016	PK4324	30,000		-		-		-		30,000
Hike & Bike Trail Construction	2016-2017	PK1213	-		480,000		-		-		480,000
Prosper ISD Neighborhood Park	2016-2017	PK1643	-		705,000		-		-		705,000
Gray Branch Community Park Phase I	2016-2017	PK2206	-		770,000		-		-		770,000
Land Acquisition (Umbrella)	2016-2017	PK2262	-		2,270,000		-		-		2,270,000
Parks Accessibility	2016-2017	PK4325	-		250,000		-		-		250,000
Erwin Park Development - Phase I	2016-2017	PK9143	-		200,000		-		-		200,000
Total Parks Construction Projects			\$ 4,004,909	\$	5,500,000	\$	5,132	\$	5,132	\$	9,499,777
Aquatic Center Construction	2014-2015	4B1409	\$ 5,671,962	\$	-	\$	1,688	\$	1,688	\$	5,670,274

\* Other City of McKinney Projects in Eco/Comm Project Allocations

#### McKinney Community Development Corporation Sales Tax Revenue October 2016

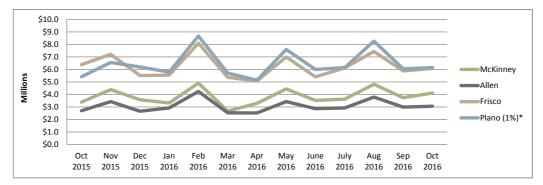
Month Received	FY 2012 Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	Difference to FY 2016	Variance to FY 2016	% of Budget
October	\$677,019	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	\$181,669	21.3%	9.6%
November	788,763	1,039,163	938,090	982,351	1,101,106				
December	590,569	722,045	770,221	826,009	897,304				
January	652,773	669,397	744,988	821,731	833,503				
February	900,507	1,231,993	1,043,205	1,136,044	1,231,183				
March	582,592	666,620	681,914	764,445	671,518				
April	563,639	676,334	677,086	716,258	825,953				
May	837,767	903,002	978,399	1,031,572	1,114,575				
June	646,007	703,897	765,309	820,908	884,501				
July	678,542	694,500	787,000	840,355	910,886				
August	845,911	951,437	980,251	1,055,774	1,207,558				
September	995,666	725,552	928,323	1,013,186	938,767				
Total	\$8,759,753	\$9,700,659	\$10,075,479	\$10,818,246	\$11,468,033	\$1,032,847	\$181,669	21.3%	9.6%



### TOTAL SALES TAX COLLECTED

Sister City Comparison

Oct 2016	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY Var to LY	\$726,223 21.4%	\$364,554 13.5%	-\$314,768 -4.9%	\$730,326 13.5%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$726,223	\$364,554	-\$314,768	\$730,326
Var to LY	21.4%	13.5%	-4.9%	13.5%



#### Year-to-Date Collections

FY 2016	McKinney	Allen	Frisco	Plano 1% *
Oct 2015	\$3,389,959	\$2,697,390	\$6,390,476	\$5,419,975
FY 2016 Total	\$3,389,959	\$2,697,390	\$6,390,476	\$5,419,975
FY 2017	McKinney	Allen	Frisco	Plano 1% *
Oct 2016	\$4,116,182	\$3,061,944	\$6,075,708	\$6,150,300
FY 2017 Total	\$4,116,182	\$3,061,944	\$6,075,708	\$6,150,300

\* State Comptroller reports 1% sales tax for City of Plano and 1% for DART. All other Sister Cities represent 2% sales tax.

#### McKinney Community Development Corporation

#### Balance Sheet

October 2016

		МС	DC Operations	MC	DC Long Term: Debt	Gene	eral Fixed Assets	Consolidated
Assets								
	Cash and Cash Equivalents	\$	1,554,797	\$	-	\$	-	\$ 1,554,797
	Investments		39,411,232		-		-	39,411,232
	Interest Receivable - Investments		4,763		-		-	4,763
	Accounts Receivable		137		-		-	137
	Security Deposits		4,852		-		-	4,852
	Discounts on Investments		(1,594)		-		-	(1,594
	Capital/Land		-		-		4,970,062	4,970,062
	Capital/Land Improvements (Net of Depreciation)		-		-		2,149,546	2,149,546
	Capital/Construction in Progress		-		-		2,318,116	2,318,116
	GASB 68 TMRS/Investment		-		4,617		-	4,617
	GASB 68 TMRS/Contributions		-		20,028		-	20,028
	General Long Term Debt		-		24,468,523		-	24,468,523
Total As	sets	\$	40,974,187	\$	24,493,168	\$	9,437,723	\$ 74,905,078
Liabilitie	es							
	Vouchers Payable	\$	56,688	\$	-	\$	-	\$ 56,688
	Compensated Absences		-		33,282		-	33,282
	Retainage Payable		1,239,885		-		-	1,239,885
	Bonds Payable Interest		-		95,510		-	95,510
	Bonds Payable Current		-		955,000		-	955,000
	Bonds Payable		-		23,315,000		-	23,315,000
	TMRS Pension Liability		-		89,911		-	89,911
	TMRS Actuarial Experience		-		4,465		-	4,465
Total Lia	abilities	\$	1,296,573	\$	24,493,168	\$		\$ 25,789,741
Fund Eq	uity							
	Unreserved Fund Balance *	\$	34,194,498			\$	-	\$ 34,194,498
	Reserved for Encumbrances		5,483,116		-		-	5,483,116
	Investment in Capital Assets		-		-		9,437,723	9,437,723
Total Fu	nd Equity	\$	39,677,614	\$	-	\$	9,437,723	\$ 49,115,337
Total Lia	abilities and Equity	\$	40,974,187	\$	24,493,168	\$	9,437,723	\$ 74,905,078
	ved Fund Balance *	•	04.404.400	1				
Unreser		\$	34,194,498					
	Committed Projects Reserve:							
	Community Projects	\$	899,291	1				
	Discretionary Prom & Comm Grants		54,137	1				
	Parks Construction Projects		9,499,777	1				
	Aquatic Center Construction			1				
	(unencumbered project balance)		211,361					
	Total Committed Projects	\$	10,664,566					
Unreser	ved Fund Balance after Project Commit.	\$	23,529,932					
	Undesignated Reserve:							
	Community Projects (FY17)		1,259,745					
	Discretionary Prom & Comm Grants (FY17)		100,000					
	Total Undesignated Allocations	\$	1,359,745					
Remaini	ing Unreserved Fund Balance	\$	22,170,187					
	Less Contingency		5 -					
		\$ \$	22,170,187 5 - 22,170,187					

16-1220



**TITLE:** November Financial Report

#### SUPPORTING MATERIALS:

November Transmittal Letter November Financials November Checks

# November Monthly Financial Report

December 22, 2016

Each month, city staff provides a financial report to the McKinney Community Development Corporation's board to apprise them of the financial status of the corporation. In an effort to continue providing meaningful financial updates, this transmittal letter includes links to the interactive online financial tool for the month of November. The following is a brief analysis of each section of the corporation's financials.

#### **November Analysis**

#### MCDC Revenue-

Revenue of the McKinney Community Development Corporation is above budget YTD by 22.17%. Sales tax figures came in 11.76% above last year's collection through November. Below is a link to the current year-to-date revenue of the MCDC:

#### MCDC Revenues – YTD through November

#### MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation are below budget in total. The MCDC fund's expenditures for the first month of fiscal year 2017 have been concentrated in funding The Apex Centre project. The MCDC has made over \$27.2 million in expenditures related to the construction of The Apex Centre. Below is a link to the current year-to-date expenses of the MCDC:

#### MCDC Expenditures – YTD through November

#### Sales Tax Analysis-

Below are three links that show some unique analysis for the sales tax of the McKinney Community Development Corporation and the City of McKinney at large. The first two links relate directly to the sales tax performance, and the third is a picture of the city's collection by industry:

FY2017 Monthly Sales Tax Comparison

MCDC – Historic Monthly Sales Tax - November

City of McKinney – Sales Tax by Industry

#### Project Details-

Project details for the McKinney Community Development Corporation are provided as an attachment.

#### Checks Issued-

Below is a link to the checks that were issued by the McKinney Community Development Corporation during the month of November:

MCDC November Checks Issued

#### Conclusion-

The information included in the interactive monthly financial report is intended to provide a status update on the operations of the McKinney Community Development Corporation. Staff is available to answer any additional questions you may have.

Sincerely, Mark Holloway Chief Financial Officer

City of McKinney

Page 2 of 2

#### McKinney Community Development Corporation

Summary Operating Statement

November 2016 (17% of FY Complete)

										Monthly C	omp	parison		YTD Comparison		ison
Revenues	F	Y17 Adopted Budget	Mo	onthly Actual	١	TD Actual	Remaining Budget	Budget Received		Monthly Budget		Monthly Variance	Y	TD Budget	ΥT	D Variance
Sales Tax Receipts	\$	10,750,000	\$	1,148,939	\$	2,181,786	\$ 8,568,214	20.3%	\$	895,833	\$	253,105	\$	1,791,667	\$	390,119
Interest Income		179,000		21,373		43,466	135,534	24.3%		14,917		6,456		29,833		13,633
Total Revenues	\$	10,929,000	\$	1,170,311	\$	2,225,252	\$ 8,703,748	20.4%	\$	910,750	\$	259,561	\$	1,821,500	\$	403,752
Expenses	F	Y17 Adopted Budget	Ма	onthly Actual	١	TD Actual	Remaining Budget	Budget Spent		Monthly Budget		Monthly Variance	Y	TD Budget	ΥT	D Variance
MCDC Operations																
Personnel Expense	\$	223,742	\$	13,739	\$	27,516	\$ 196,226	12.3%	\$	18,645	\$	4,906	\$	37,290	\$	9,775
Supplies Expense		15,550		426		582	14,968	3.7%	*	1,296	Ť	870	*	2,592	Ŧ	2,010
Maintenance Expense		3,000		-		-	3,000	0.0%		250		250		500		500
Services/Sundry		298,117		8,804		51,457	246,660	17.3%		24,843		16,039		49,686		(1,771)
Total Administrative	\$	540,409	\$	22,969	\$	79,555	\$ 460,854	14.7%	\$	45,034	\$	22,065	\$	90,068	\$	10,514
Projects																
Community Grants & Projects		1,359,745		18,145		84,114	1,275,631	6.2%		113,312		95,167		226,624	\$	142,510
Other Project Expenses		28,000					28,000	0.0%		2,333		2,333		4,667	•	4,667
Total Projects	\$	1,387,745	\$	18,145	\$	84,114	\$ 1,303,631	6.1%	\$	115,645	\$	97,500	\$	231,291	\$	147,177
Non-Departmental																
Administrative Fee to GF	\$	170,000		14,167	\$	28,333	\$ 141,667	16.7%	\$	14,167	\$	-		28,333	\$	-
Insurance & Risk Fund		565		47		94	471	16.7%		47		-		94		-
Park Construction Fund		5,500,000		245,399		250,531	5,249,469	4.6%		458,333		212,934		916,667		666,135
Aquatic Center		1,040,093		-		-	1,040,093	0.0%		86,674		86,674		173,349		173,349
MPAC		375,000		31,250		62,500	312,500	16.7%		31,250		-		62,500		-
MCDC Debt Service Payments		960,000		-		-	960,000	0.0%		80,000		80,000		160,000		160,000
MCDC Debt Service I & S		756,916		-		-	756,916	0.0%		63,076		63,076		126,153		126,153
Paying Agent		1,000		-		-	1,000	0.0%		83		83		167		167
Capital Equip/Construction-Aquatic Center		-		1,080,824		1,082,512	(1,082,512)			-			_	-		
Total Non-Departmental	\$	8,803,574	\$	1,371,687	\$	1,423,971	\$ 7,379,603	16.2%	\$	733,631	\$	442,768	\$	1,467,262	\$	1,125,803
Total Expenses	\$	10,731,728	\$	1,412,802	\$	1,587,639	\$ 9,144,089	14.8%	\$	894,311	\$	562,333	\$	1,788,621	\$	1,283,494
Net	\$	197,272	\$	(242,491)	\$	637,613			\$	16,439	\$	(258,930)	\$	32,879	\$	604,734
FY17 Beginning Fund Balance	\$															
Add FY17 Budgeted Revenue		10,929,000														
Less FY17 Budgeted Expenses		(10,731,728)														
FY16 Projected Ending Fund Balance	\$	33,592,984														

#### **McKinney Community Development Corporation**

Project Details - November 2016

Community Projects	FY Board Approved	Project Code	Prelim Prior Years	Budget FY17	Monthly Actual	YTD Actual	Budget Balance
	i i board Approved	Floject code	Budget Balance	BuugetTTT	Monthly Actual	TTD Actual	budget balance
Habitat for Humanity	2014-2015	4B1506	\$ 80,261	\$ -	\$-	\$ 48,591	31,670
Heard Natural Science Museum	2015-2016	4B1602	50,000	-	-	-	50,000
Armed Services Memorial Board	2015-2016	4B1603	145,000	-	-	-	145,000
McKinney Rotary Foundation (Special Abilities Playground)	2015-2016	4B1606	200,000	-	-	-	200,000
Heritage Guild of Collin County	2015-2016	4B1607	50,000	-	-	10,347	39,653
Heritage Guild of Collin County	2015-2016	4B1610	175,000	-	-	-	175,000
Collin County Historical Society	2015-2016	4B1611	6,968	-	-	-	6,968
North Collin County Habitat for Humanity	2015-2016	4B1612	251,000	-	-	-	251,000
Undesignated FY 2017 Budget				1,259,745	-	-	1,259,745
Total Community Projects			\$ 958,230	\$ 1,259,745	\$-	\$ 58,939	\$ 2,159,036

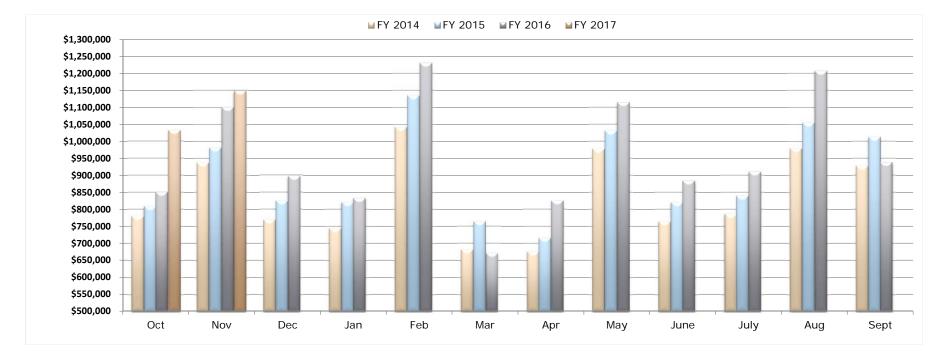
Discretionary Promotional and Community Grant	FY Board Approved	Project Code	Prelim Prior Years	Budget FY17	Monthly Actual	YTD Actual	Budget Balance
Discretionally Fromotional and community of ant	i i board Approved	Froject code	Budget Balance	BudgetTTT	Monthly Actual	ITD Actual	Budget Balance
Crape Myrtle Trails Foundation	2015-2016	PC1603	\$ 3,000	\$-	\$-	\$ -	3,000
Heard Wildlife Museum	2015-2016	PC1605	2,500	-	-	-	2,500
ManeGait Therapeutic Horsemanship	2015-2016	PC1608	1,388	-	-	-	1,388
Smiles Charity	2015-2016	PC1609	1,000	-	1,000	1,000	-
The Werx	2015-2016	PC1610	3,579	-	700	700	2,879
Believe! 2016	2015-2016	PC1612	5,500	-	-	-	5,500
Empty Bowls 2017	2015-2016	PC1613	7,500	-	-	-	7,500
Especially Needed Fall Carnival	2015-2016	PC1614	6,700	-	-	5,300	1,400
Oktoberfest	2015-2016	PC1615	15,000	-	15,000	15,000	-
McKinney Artists Studio Tour	2015-2016	PC1616	5,000	-	1,445	3,175	1,825
NCCFHF Monster Mash	2015-2016	PC1617	4,000	-	-	-	4,000
Rotary Parade of Lights	2015-2016	PC1618	6,000	-	-	-	6,000
Undesignated FY 2017 Budget			-	100,000	-	-	100,000
Total Promotional Grants			\$ 61,167	\$ 100,000	\$ 18,145	\$ 25,175	\$ 135,992

City of McKinney Projects	FY Board Approved	Project Code	Prelim Prior Years Budget Balance	Budget FY17	Monthly Actual	YTD Actual	Budget Balance
Land Acquisition 2012-16	2010-2012	PK2262	\$ -	\$-	\$-	\$-	\$ -
Land Acquisition 2016-17	2016-2017	PK1701	30,166	2,270,000			2,300,166
Aquatic Center - City Design & Pre-const.	2013-2014	PK7102	275,975	-	25,641	25,641	250,334
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	500,000	825,000	-	-	1,325,000
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	-	-	2,698,768
Community Ctr Patio & Playground	2015-2016	PK4252	470,000	-	219,758	224,891	245,109
FY 15 PROS Master Plan	2015-2016	PK4324	30,000	-	-	-	30,000
Hike & Bike Trail Construction	2016-2017	PK1213	-	480,000	-	-	480,000
Prosper ISD Neighborhood Park	2016-2017	PK1643	-	705,000	-	-	705,000
Gray Branch Community Park Phase I	2016-2017	PK2206	-	770,000	-	-	770,000
Parks Accessibility	2016-2017	PK4325	-	250,000	-	-	250,000
Erwin Park Development - Phase I	2016-2017	PK9143	-	200,000	-	-	200,000
Total Parks Construction Projects			\$ 4,004,909	\$ 5,500,000	\$ 245,399	\$ 250,531	\$ 9,254,378
Aquatic Center Construction	2014-2015	4B1409	\$ 5,671,962	\$-	\$ 1,080,824	\$ 1,082,512	\$ 4,589,449

\* Other City of McKinney Projects in Eco/Comm Project Allocations

#### McKinney Community Development Corporation Sales Tax Revenue November 2016

Month Received	FY 2012 Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	Difference to FY 2016	Variance to FY 2016	% of Budget
October	\$677,019	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	\$181,669	21.3%	9.6%
November	788,763	1,039,163	938,090	982,351	1,101,106	1,148,939	\$47,832	4.3%	20.3%
December	590,569	722,045	770,221	826,009	897,304				
January	652,773	669,397	744,988	821,731	833,503				
February	900,507	1,231,993	1,043,205	1,136,044	1,231,183				
March	582,592	666,620	681,914	764,445	671,518				
April	563,639	676,334	677,086	716,258	825,953				
May	837,767	903,002	978,399	1,031,572	1,114,575				
June	646,007	703,897	765,309	820,908	884,501				
July	678,542	694,500	787,000	840,355	910,886				
August	845,911	951,437	980,251	1,055,774	1,207,558				
September	995,666	725,552	928,323	1,013,186	938,767				
Total	\$8,759,753	\$9,700,659	\$10,075,479	\$10,818,246	\$11,468,033	\$2,181,786	\$229,502	11.8%	20.3%

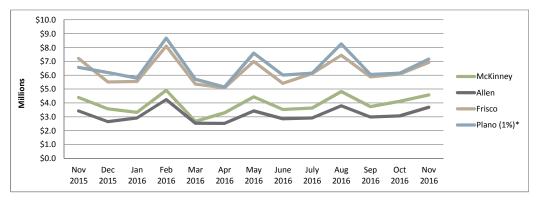


3

### TOTAL SALES TAX COLLECTED

**Sister City Comparison** 

Nov 2016	McKinney	Allen	Frisco	Plano (1%)*
		-		• •
Diff to LY	\$190,860	\$265,853	-\$296,205	\$601,264
Var to LY	4.3%	7.8%	-4.1%	9.2%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$917,083	\$630,406	-\$610,973	\$1,331,590
Var to LY	11.8%	10.3%	-4.5%	11.1%



#### Year-to-Date Collections

FY 2016	McKinney	Allen	Frisco	Plano 1% *
Oct 2015	\$3,389,959	\$2,697,390	\$6,390,476	\$5,419,975
Nov 2015	4,389,632	3,428,833	7,212,966	6,559,191
FY 2016 Total	\$7,779,591	\$6,126,223	\$13,603,442	\$11,979,165
FY 2017	McKinney	Allen	Frisco	Plano 1% *
Oct 2016	\$4,116,182	\$3,061,944	\$6,075,708	\$6,150,300
Nov 2016	4,580,493	3,694,686	6,916,761	7,160,454
FY 2017 Total	\$8,696,674	\$6,756,630	\$12,992,468	\$13,310,755

\* State Comptroller reports 1% sales tax for City of Plano and 1% for DART. All other Sister Cities represent 2% sales tax.

#### McKinney Community Development Corporation Balance Sheet November 2016

		МС	OC Operations	N	ICDC Long Term Debt	General Fixed Assets	Consolidated
Assets							
Cash	and Cash Equivalents	\$	1,311,326	\$	-	\$ -	\$ 1,311,32
Inves	stments		39,428,430		-	-	39,428,43
Inter	est Receivable - Investments		7,525		-	-	7,52
Acco	unts Receivable		2,177,970		-	-	2,177,97
Secu	rity Deposits		4,852		-	-	4,85
Disco	ounts on Investments		(1,539)		-	-	(1,53
Capit	tal/Land		-		-	4,970,062	4,970,06
Capit	tal/Land Improvements (Net of Depreciation)		-		-	2,137,722	2,137,72
Capit	tal/Construction in Progress		-		-	27,421,069	27,421,06
GASE	B 68 TMRS/Investment		-		4,617	-	4,61
GASE	B 68 TMRS/Contributions		-		20,028	-	20,02
Gene	eral Long Term Debt		-		23,512,628	-	23,512,62
Total Assets		\$	42,928,563	\$	23,537,273	\$ 34,528,853	\$ 100,994,68
iabilities							
	hers Payable	\$	24,996	\$	-	\$ -	\$ 24,99
	pensated Absences		-		33,282	-	33,28
	inage Payable		1,281,754		-	-	1,281,75
	is Payable Interest		-		94,614	-	94,61
	Is Payable Current		-		960,000	-	960,00
	ls Payable		-		22,355,000	-	22,355,00
	S Pension Liability		-		89,911	-	89,91
TMRS	S Actuarial Experience		-		4,465	-	4,46
Total Liabilities	3	\$	1,306,750	\$	23,537,273	\$ -	\$ 24,844,02
	served Fund Balance *	\$	37,202,400			\$-	\$ 37,202,40
	rved for Encumbrances stment in Capital Assets		4,419,414		-	- 34,528,853	4,419,41 34,528,85
Total Fund Equi	ity	\$	41,621,813	\$	-	\$ 34,528,853	\$ 76,150,66
Total Liabilities	and Equity	\$	42,928,563	\$	23,537,273	\$ 34,528,853	\$ 100,994,689
Unreserved Fur	nd Palanco *	\$	27 202 400	1			
Jilleselved Ful		Þ	37,202,400				
Com	mitted Projects Reserve:						
Co	ommunity Projects	\$	899,291				
Di	iscretionary Prom & Comm Grants		35,992				
	arks Construction Projects		9,254,378				
	quatic Center Construction (unencumbered		015 010				
	roject balance) Il Committed Projects	\$	215,212 10,404,872				
Innecessie of Free	nd Delence often Dreiset Commit	*	0/ 707 507				
Jhreserved Fur	nd Balance after Project Commit.	\$	26,797,527				
Unde	esignated Reserve:						
Co	ommunity Projects (FY17)		1,259,745				
	iscretionary Prom & Comm Grants (FY17)		100,000	l			
Di		\$	1,359,745	1			
Di	I Undesignated Allocations	<b>Þ</b>	1,337,743				
Di Tota	I Undesignated Allocations eserved Fund Balance	\$	25,437,782				
Di Tota Remaining Unro Less							

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

# Check Issued: November 2016

DATE	NUMBER	DESCRIPTION	AMOUNT	FPO #	PO #
11/7/2016	457	Standard Coffee Service	\$26.41		170140
11/7/2016	458	McKinney Art Studio Tour (PC#16-16)Grant Reimbursement	\$1,445.00	F31890	
11/7/2016	459	C. Schneible (Reimbursement: Food/holiday cards)	\$323.78	F31885	
11/7/2016	460	Ricoh USA (Personal Property Tax Copier)	\$141.43	F31886	
11/17/2016	461	Lake Forest McKinney Investors			
		Rent	\$3,402.00		170165
		Electric	\$325.02		170165
11/17/2016	462	Smiles Charity (PC#16-09) Grant Reimbursement	\$1,000.00	F31959	
11/17/2016	463	McKinney Main Street (PC#16-15) Grant Reimbursement	\$15,000.00	F31960	
11/17/2016	464	McKinney Chamber (State of the City Table)	\$400.00	F31969	
11/17/2016	465	Brown & Hofmeister (General Legal)	\$1,216.00	F31957	
11/21/2016	466	Manhattan Construction	\$1,024,830.68		151668
		Retainage	\$41,869.51		151668
11/29/2016	467	Community Matters (Street Map/Community Guide) Advertising	\$1,196.00	F32025	
11/29/2016	468	The WERX (PC#16-10) Grant Reimbursement	\$700.00	F32026	
11/29/2016	469	Community Impact Newspaper (QTR page/McKinney Paper)(Dec '16)	\$950.00		170378

16-1221



**TITLE:** Consider/Discuss Five Year Forecast of MCDC Financials

#### SUPPORTING MATERIALS:

Five-Year Plan

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION FUND - DRAFT 5-YEAR PLAN

	EOY Est.	it. Est.		Est.	Est. Est.			Est.		
STATEMENT OF REVENUES AND EXPENDITURES	FY 16-17		FY 17-18	FY 18-19	FY 19-20		FY 20-21		FY 21-22	
REVENUES										
Sales Tax	\$ 11,500,000	\$	11,960,000	\$ 12,438,400	\$	12,935,936	\$	13,453,373	\$	13,991,508
Interest Income	185,000		188,700	192,474		196,323		200,250		204,255
Total Revenues	\$ 11,685,000	\$	12,148,700	\$ 12,630,874	\$	13,132,259	\$	13,653,623	\$	14,195,763
EXPENDITURES										
Personnel	\$ 225,000	\$	231,750	\$ 238,703	\$	245,864	\$	253,239	\$	260,837
Supplies	15,550		15,861	16,178		16,502		16,832		17,168
Maintenance	3,000		3,060	3,121		3,184		3,247		3,312
Services/Sundry	4,650,000		4,743,000	4,837,860		3,934,617		4,013,310		4,093,576
Capital	-		-	-		-		-		-
Transfers to Other Funds	5,875,000		5,992,500	6,112,350		6,234,597		6,359,289		6,486,475
Total Expenditures	\$ 10,768,550	\$	10,986,171	\$ 11,208,212	\$	10,434,763	\$	10,645,917	\$	10,861,368
NET INCOME	916,450		1,162,529	1,422,662		2,697,496		3,007,706		3,334,396
BEGINNING FUND BALANCE	23,988,092		24,904,542	26,067,071		27,489,733		30,187,229		33,194,936
EST. ENDING FUND BALANCE	\$ 24,904,542	\$	26,067,071	\$ 27,489,733	\$	30,187,229	\$	33,194,936	\$	36,529,331

16-1222



TITLE: Board and Liaison Updates Board Chair City of McKinney MPAC/Main Street McKinney Chamber McKinney Convention and Visitors Bureau

#### SUPPORTING MATERIALS:

MCVB Report

#### Talking Points December 2016 for November 2016

#### **MCVB Updates:**

- MCVB Board met for their regular monthly Board meeting and followed with their 2016-17 Strategic Planning Session.
  - During the Board meeting, the Board voted on the Tourism Partner of the Year that will be awarded on February 17, 2017 at the Sheraton Hotel for the Annual Chamber Awards Dinner. The three partners that were suggested by staff were Franconia Brewery, Tupps Brewery & Sheraton Hotel & Conference Center. The Sheraton was selected as the "MCVB 2017 Tourism Partner of the Year."
  - The Board made several changes to the FY 16-17 MCVB Goals & Strategic Plan, once these changes are finalized the MCVB Board will approve the finalized Goals & Strategic & Marketing Plan at the January 24, 2017 Board meeting (The MCVB Board elected at the October Board meeting not to meet in December).
- The MCVB & MCDC have agreed to co-op on an app called Visitwidget:
  - The app is for both visitors and resident. It is really a wonderful enhancement to our website as it lets visitors plan their itinerary when in town. It even routes it for them. The cost is \$3600 and we will be splitting the cost with MCDC. The widget app works in conjunction with our website, it pulls all the calendar, attraction, hotel & restaurant info already on our website to populate the app; it does the same with our social media it pulls our Facebook posts every couple of hours to keep it updated, which is an awesome feature. The app lives on the website and people can use it from their home computer, laptop or tablet. But then people can also download the app from the Apple and Google stores (for free), so they can take it with them on their mobile devices. Below are some links to see how the app works:

#### Visit McKinney Demo (what we looked at during the

**meeting)**: <u>https://visitmckinney.visitwidget.com/</u> (You can view this from a computer or smartphone to see the different experiences)

- Example Client Kerrville, TX- Widget & Apps: Web-Widget: <u>http://www.kerrvilletexascvb.com/</u> (Click on green Plan Visit button in top left hand corner)
- Apple App: <u>https://itunes.apple.com/us/app/visit-kerrville-tx!/id1156744473?mt=8</u>
- Android
   App: https://play.google.com/store/apps/details?id=com.visitwidget.kerrville&hl=en
- Holiday Inn Craig Ranch Update- They are trying to get open before the end of the year but they think it will be close to mid- January before they actually finish construction and receive their CO from the City.

#### Events: 2

- Beth attended Travel Writer Media Mission with the Office of the Governor on 11/13-14/16. She met with 6 Travel Writers.
- Vanesa attended Connect TX-Galveston, TX on 11/15-17/16. Vanesa met with 9 Association Planners, 10 Corporate Planners, & 6 SMERF (Social, Military, Educational, Religious, and Fraternal) Planners.

#### New Venues: N/A

#### Hot Tax Collections: October 2016): TTL Room nights: 59; TTL Revenue: \$6904; F&B:

#### (1-Corporate, 9-Weddings [6-no pick up])

#### Weddings completed in November 2016 - TTL Room Nights: 76 TL Rev: \$8,255

- Jelesa Holmes Wedding: Comfort Inn: 6 room nights, \$534 TTL Rev.
- Tori Penrose Wedding: no pick up report provided
- Emily Jones Wedding: no pick up report provided
- Foote Wedding: Sheraton Hotel, 22 Room nights, \$3161 TTL Rev.
- Bertrand/Williams Wedding: Holiday Inn, had room block, no rooms picked up
- Maytee/Coronona Wedding: *no pick up report provided*
- Tiliacos/LaPenna Wedding: Holiday Inn, 31 Room Nights, \$3209 TTL Rev.
- Calandar/Lewallen Wedding: no pick up report provided
- Grimes/Nicholson Wedding: *no pick up report provided*

#### Social Groups: 1

Vintage Market Days Comfort Suites: 17 room nights; Revenue: \$1351

#### Education Groups: N/A

#### Sports Groups: N/A

#### **Corporate:** N/A

#### Associations/Corporate:

 Collin County Realtors: Room nights went to Wingate Hotel- Frisco, TX, F&B: Piazza on the Green \$ (Waiting on report from Piazza).

#### Visitors: FYTD Total (October '15 –September '16): 1132; YTD: 5297

- November Total: 543
- Out of State: 36
- Out of Country: 13
- Texas Residents: 14
- McKinney Residents: 9

#### Day Trips: 2

- Greenville Chamber of Commerce Chestnut Square, Downtown McKinney Shopping
- Calvary Chapel Ladies Sunday School Class Paris Texas, Heard Craig House, Shoppings, Harvest

#### Bids Won: 1

 Monica Palacios- HelmsBriscoe Reginal Manager (lives in McKinney, TX) – 1<sup>st</sup> Quarter Meeting February 5-6, 2017; Sheraton Hotel, 15 room nights (Rooms & F&B comped per Sheraton), 30 attendees. We will be working with them on an evening out for the group, we are showcasing McKinney to these 3<sup>rd</sup> party planners.

#### RFP's: 12 (1-Association, 1-Corporate, 8-Weddings, 2-Social, -Sports, 0 -Day Trips)

- Texas Veterans Commission, February 28 March 3, 2017 Regional Conference. 25 attndees, 15 Room nights
- JLM Events Applique Getaway, Summer 2017 (flexible dates given). 600-800 attendees
- Ramos/Salas Wedding September 29-30, 2017, Decision will be made on January 30, 2017. 10 Attendees, 22 Room nights
- Amber Bertrand/Thomas Williams Wedding- November 2016, Sheraton
- Carol Beth Scott Meeting space for 30-50 and hotel rooms
- Leah Hefner/Brennan Reinemund Wedding April 2017
- Megan Sexton Wedding The Springs
- USS Belle Grove Reunion July 2017 (Holiday Inn)
- Casey Wilt Wedding March 2017 (Springs)
- Clark/Maler Wedding September 2017 (Hampton Inn/Springs)
- Camry Farhat Wedding September 2017 Springs
- Texas Authors Book Festival June 2017

#### Advertising:

- Ads/materials created and submitted:
  - Submitted photos to USAToday.com
  - o Submitted Spring Texas Events calendar listings

#### November 2016 Media Coverage:

November 2016 - MCVB Publicity/ Free-Media Coverage Values					
		Print			
Publication	Article/Topic	Value	Web Value	PR Value	Impressions
Community Impact	Article about new				
News	hotels/quoted D2	\$4005	\$350	\$12,015	49384
BubbleLife	Shared our blog link (4 times)	0.00	\$8000	\$38,560	3,349,372
TOTALS		\$4,005	\$8 <i>,</i> 350	\$50,575	3,398,756

16-1223



**TITLE:** President's Report

#### SUPPORTING MATERIALS:

Prospective Projects Grants Awarded - FY17 Texas Heritage Festival Final Report Habitat for Humanity Final Report MAST Final Report Cycle I 2017 P&C Grant Application Summary Manhattan Construction Report

## **Prospective Projects for MCDC Funding**

Prospective Project	Description	Request	Timeframe
McKinney Garden Club	Median beautification projects	\$7,500	?
McKinney Greens	Nature Center	?	?
McKinney National Airport FBO	Upgrades to FBO, hangar, parking	\$8,000,000	Q1 2017
Craig Ranch	Resort Hotel & Conf Center	?	?
City of McKinney	Signage in and around downtown	?	?
City of McKinney	McKinney StarCenter expansion	\$3,500,000	?

# McKinney Community Development Corporation Grants and Transfers - FY 16-17

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 100,000.00
	Balance	\$ 100,000.00
Community Projects	MCDC Discretionary	\$ 1,259,745.00
	Balance	\$ 1,259,745.00
Projects - Parks & Recreation	Project #15-04	\$ 5,500,000.00
	Hike & Bike Trails	\$ (480,000.00)
	Prosper ISD Neighborhood Park	\$ (705,000.00)
	Gray Branch Phase I	\$ (770,000.00)
	Land Acquisition	\$ (2,270,000.00)
	Frisco ISD Neighborhood Park	\$ (825,000.00)
	Park Accessibility/ADA Compliance Plan	\$ (250,000.00)
	Erwin Park Phase I	\$ (200,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 1,040,093.00
	Balance	\$ 1,040,093.00



# McKINNEY COMMUNITY DEVELOPMENT CORPORATION

# **Final Report**

Organization: Heard Museum

Funding Amount: \$2,500

Project Promotion/Community Event: Taxas Heritage Festival Start Date: 06/11/16 Completion Date: 06/11/16

Location of Project/Promotion/Community Event:

Heand Museum

# Please include the following in your report: See attached

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

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

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

Attn: Cindy Schneible cschneible@mckinneycdc.org



# **Project Report** Heritage Festival 2016

Heard Museum received a \$2,500 promotion grant in 2016 to market the Texas Heritage Festival scheduled for June 4, 2016. The event was postponed for one week due to the weather. The event took place on June 11, 2016.

The event was to promote a festival of activities for families to create awareness of the nature and educate the patrons about the Heard Museum. Artisans were on hand to show and demonstrate their crafts. Children activities were provided to offer engagement opportunities for the kids to have hands on experience. Music was provided for the event.

The event was budgeted for \$10,000 including the grant we received from MCDC. Heard expenses included labor cost, materials, and associated fees for musicians.

The event was made as free day for the residents of McKinney to provide additional exposure for the museum.

Respectfully Submitted,

Sy Shahid Executive Director





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# o Facebook

Just a few more days until the Texas Heritage Festival! Be sure to save the date. https://www.facebook.com/events/9319970

Museum & Wildlife Sanctuary

Heard Natural Science

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NBC 5 Community Affairs

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Festival at the Heard Natural Science Are you going to the #Texas Heritage

http://trib.al/r7GWyz7 NBC DFW Museum & Wildlife Sanctuary?





# Featured on NBCDFW.com







• On June 4th, Heard Natural Science Museum & Wildlife Sanctuary invites the public to put on a cowhoy hat and mosey on over to the Texas Heritage Festival! From 10 a.m. to 3 p.m. guests are invited to

CELEBRATE TEXAS HERITAGE FESTIVAL THIS WEEKEND



Inside Out Blog

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On June 11th, Heard Natural Science Museum & Wildlife Sanctuary

invites the public to put on a cowboy hat and mosey on over to the Texas Heritage Festival! From 10 a.m. to 3 p.m. guests are invited to celebrate all that makes the tone Star State so spectacular.

Development Corporation and Baylor Scott & White Medical Cent Presented by Clif KiD and sponsored by MrKinney Community - McKinney, the Texas Heritage Festival will feature toe-tappin.

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On-Fune 4. Heard Natural Saturates the stee the pub-

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snippets

Second Annual Texas

Heritage Festival

from KERA (KERA FM 90.1, KERA TV and IXT 91.7).

Your source for ans news, stories and events in North Texas. Art&Seek is a service

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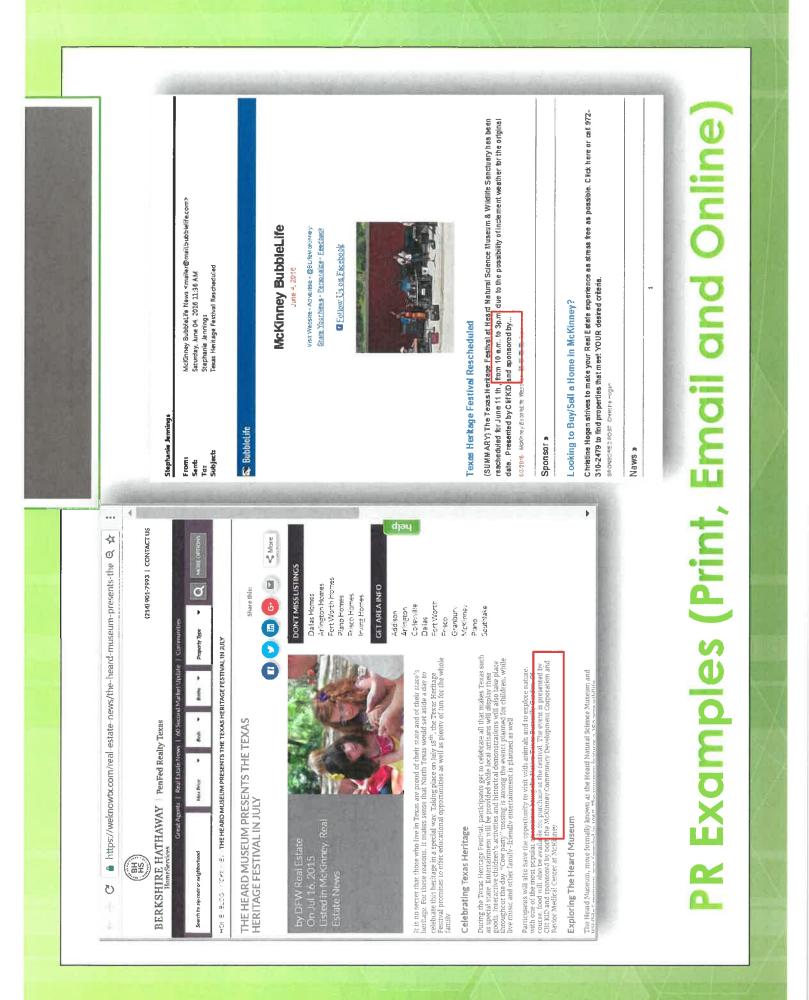
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demonstrations, and interactive children's activities. Guests can

knee-slappin' Western music, local artisans, historical

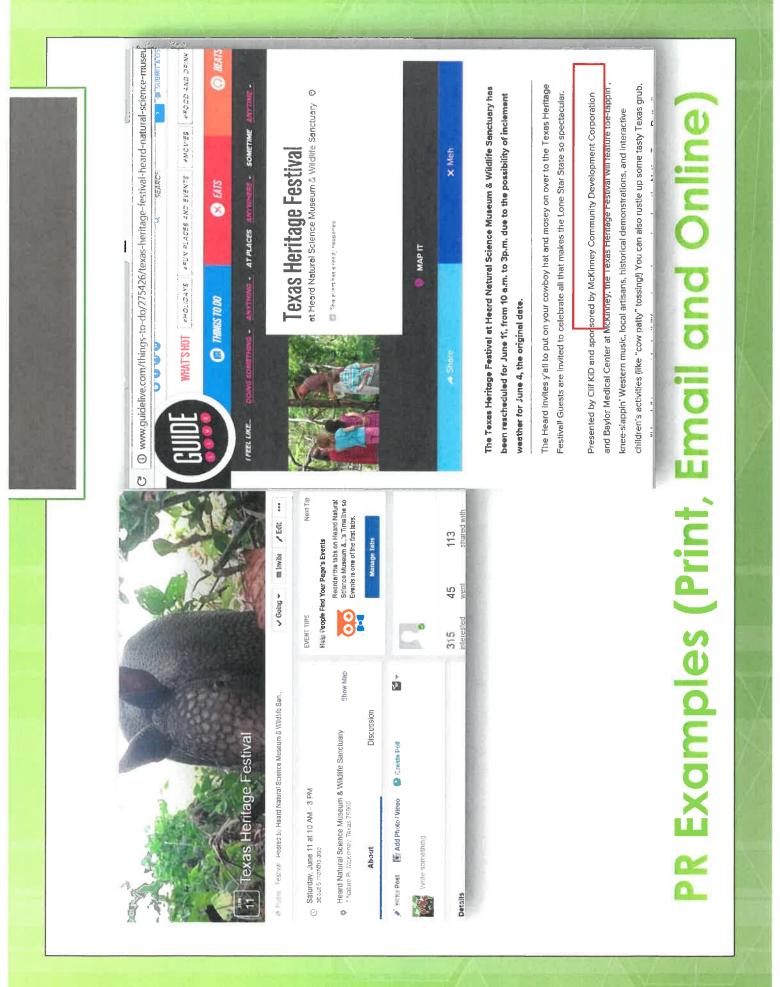
rustle up some tasty Texas grub, say "Howdy" to our resident adaes and similars the kinter Terrer N. Hauft.

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<ul> <li>O www.dallasmomsanddads.com/event/texas-heritage-festival-heard-m 📩 Q 🔆 :</li> </ul>		WHEM: Judie T1, 2010 @ 10:00 am - 3:00 pm America/Critcago 👛 calendar Timezone where: Heard Museum 1 Nature P1 McKinney, TX 75069 USA COST 56 and up (children 2 and under free) COST 56 and up (children 2 and under free)	<ul> <li>PAMILY-FRIENDLY SPORTS AND RECREATION</li> <li>Originally scheduled for June 4, this event has been rescheduled to June 14</li> <li>Presented by Ciff KID and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin's knee-stappin's western music, local artisans. historical demonstrations, and interactive children's activities (like "Cow pathy" tossing!) You can also rustle up some tasty Texas grub, say "Howdy" to our resident widtle ambassadors, and explore the Native Texas Butterfly Garden</li> <li>The young-ins will have exploring the Heard's Ploneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800S-such as a school house, general store, and settlers' cabinsi</li> <li>Ticket Admission Cost</li> </ul>	(Print, Email and Online)
C O www.dallas.com/events/texas-heritage-festival-at-heard-ha	RESTAURANTS NIGHTLIFE EVENTS ATTRACTIONS HOTELS REAL ESTATE JOE arrithmaninari Video, Benefic Commany Ferrore & Pandes Attractions Video, Benefic Commany Ferrore & Pandes Attractions Texas Heritage Festival © Heard Naturel Science Museum & Widfle Santuary = San Jan 4 © 10am © Agest fimity frendy.	Mais Benefits Commono, Frantes & Pandera Attractors & Ouddoor # Nature Venue Ministe Benefit About Texas Heritage Frestives	On June 4th. Heard Natural Science Museum & Wildlife Sanctuary invites the public to put on a cowboy hat and mosey on over to the Texas Heritage Festwall From 10 a.m. to 3 p.m. guests are invited to celebrate all that makes the Lone Star State so spectacular. Presented by Clif KiD and sponsored by McKinney Community Development Corporation and Baylor Scott & White Medical Center - McKinney. the Texas Heritage Festival will feature toe-tappin'. Rest More	PR Examples (Pri





ARCUND TOWN

# Heard Natural Science Museum

Second Annual Texas Heritage Festival



On lune 4, Hoard Natural Science Museum & Williffs Sentary movies the public unit on a control wall and smoot in our to the Texas Hirtinger Featural From 10 a.m. a '9 m., govets are united to refletede all

Community Dyselopment Corporation and Baylor Scott & White Medical Center-McKinney, the Texas Heritage Star State so suscincular ( KiD and sponsored by McKinniy Presented by Clif KiD and sporeo hat makes the Lone

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general store and settlers' cabins'. Event tokuts also include general admission to I leard Village, wamprised of eight purt-wred buildings typical of prairie wittements in the late 1888-a schwithouse.

of the event and iree parking. In kets are users) for adults, 56 for somers (et a and children ages 3-12. Admission is free for Heard Misseum Miembers, children ages 2 and under Natural Science Museum & Wildlife Sanctuary for the day and McKinnuy residents treatmentons apply). For more information, please visit www.

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8 www.mckinney.mage.tom

# Dinosaur Coloring Contest

Many chuldren draw dianeauss and wonder what there drawning would disk itse in cells. This summer: the Hourd Natural Science Museum & Wildlife Santhary will bring these childhord diversits in the through our new Dreign-a-Dina Coluring Contest.

rinnety its submit their own original coloring As the liveral propages for the 11th anniversary of thu Dimwaurs Live! exhibit, children ages 12 and under will through a custom paint job on one of this year's exhibit we greater. The winning artist and two designs for a chance to have their artwork replicated ave the oppoi

multiple other

owle flew source



Heard Marural Science Museum & Wildlift Sanetuary will choose the winning drawing from all eligible entries received. There are no entry fees for this entring heardmustum.nrg/designadinis. Thrae indges chosen by The context will begin at 9 a.m. on June 6, and all entrues must be received by 5 p.m. on August 5. This connext is open to all children ages 12 and under. For roles, participation instructions and a link to like downloadable coloring sheet, please risk www. sntest. 🔶



From: Sent: To: Subjact:

This Week in McGraney <cgrimes@mclanneychamber.com> Friday, June 03, 2016 2-02 PM Stephanie Jernings This Week in McGriney



Congratulations McKinney Graduates

June 3, 2016





STAY CONNECTED WITH THE LATEST NEWS

innovate McKimey Finakists Revealed

 Texas Heritage Festival Rescheduled Because of Inchement Weather City Encourages Residents to Fight the Bite with Noscarito Awareness Tros

> Holly Rogers is New Principal of MSD's Dowell Middle School



> Collin County Hosts Job Fair on June 8

Summer Concert at North Brook Race Senior Living

» McKinney Poots to Open for the Summer

PR Examples (Print, Email and Online)

Club Neecings: McKinney Norming Pride Lions | McKinney Noon ions

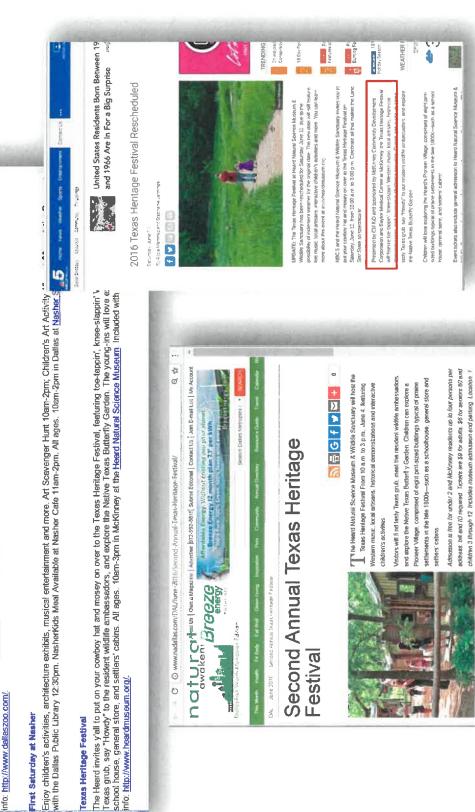
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# ail and Online **Examples** (Print 22

Nature Place. McKunney: For more information, visit heartikhussum org.



# First Saturday at Nasher

Saturdey nights will sizzle this summer at the Dallas Zoo, where the Safari Nights evening concert series will feature great music, extended hours and a chance to minc<sup>6</sup> pand start to jam. Pre-concert activities begint stip mart include special keepper tables. Wonders of the Wild show, presented by Kimberly-Clark Corp.; School of Roch Pand, still king music to Texas' largest zoo until opm. Guests are encouraged to bring blankers or lawn chains to enjoy the show, or reserve a six-person cabana. Food 5-bpm. June 6-August 1 in Dallas at the <u>Dallas Zoo</u>. Free with administrue activities beneficien 3-11; \$12 for adults 12-64; \$12 for continer 6 and p. Children under 3 and Dal

Sent: Fri 6/3/2016 9:09 AN

Metroplex Baby & Kids < time@metroplexbaby.ccsend.com> on behalf of Metroplex Baby & Kids < theseoop@metroplexbaby.com>

What to do around town this weekend, contests and more

Seferi Nights Subject:

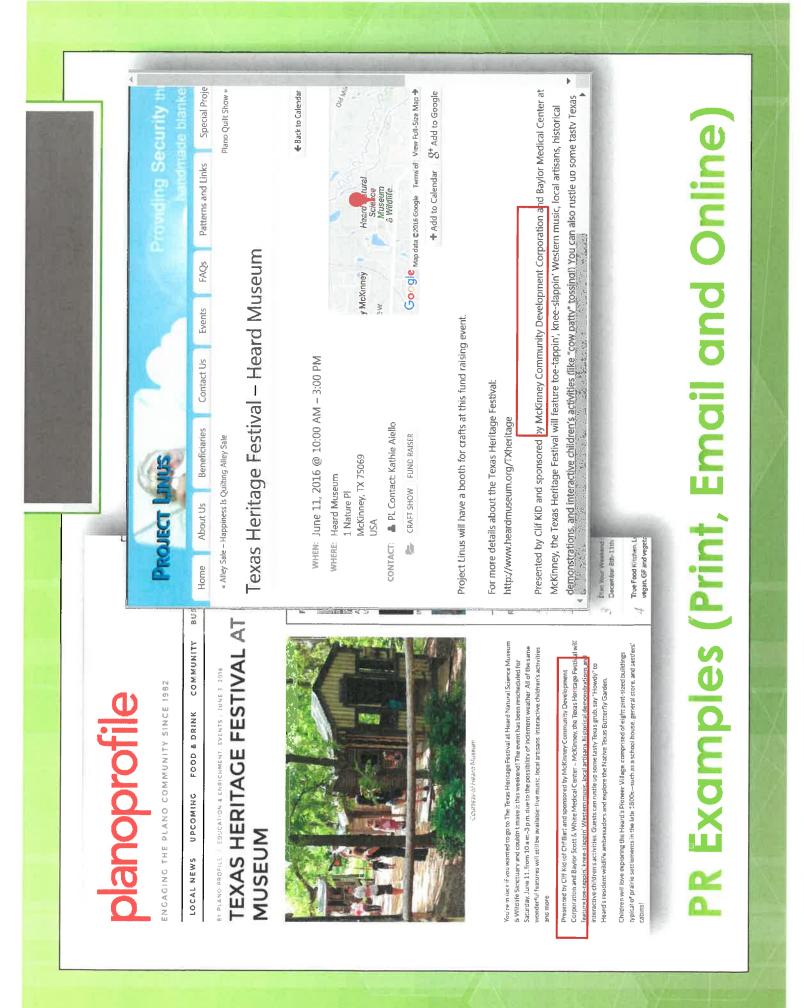
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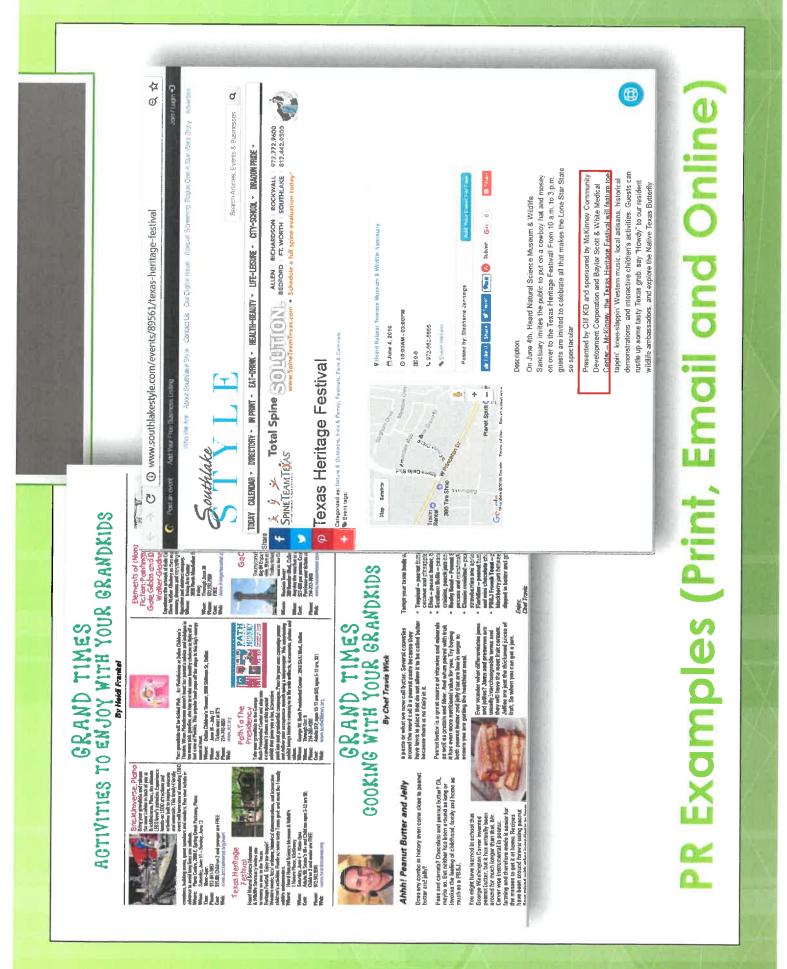
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info: http://www.heardmuseum.org/.

TOMOROW HAPPENS HERE	Texas Heritage Festival SIMETHS	On June 4th, Heard Natural Science       De Tune 4th, Heard Natural Science         Misetime & Wildlife Sanctuary invites the good put on a cowboy int and mosey in an anose in the Texas Heatinge Featural from 10 and to 30 mg uests are invites the lone State are interesting to the Science and Baylor       De Texas         Provide in the Texas Heatinge Featural from Science and Baylor       Texas Heatinge Featural will feature and the Science and Baylor       Texas Heatinge Featural will feature and the science science science science science and the science and capitary is the fort Heard Museum         Provide in the Heard Shone tasky Texas grub, say       De the transmission and the science and capitary is the fort Heard Museum         Provide in the Heard Shone tasky Texas grub, say       De the transmission and the transmission anot the transmission anot and the transmission a	and Online)
Structmorphic and the	Texas Hantage Festival at the Heard - June 11th (postponed 1 week due to rain) Gama Maga Internation	<ul> <li>Construction of the construction of the construction</li></ul>	PR Examples (Print, Email and Online)







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# **Fexas Heritage Festival**

Heard Natural Science Museum & Wildlife Sanctuary invites you to mosey on over gallop



to the Texas Heritage Festival. Enjoy toe-

children's activities. Rustle up some tasty Texas grub and meet the friendly wildlife tappin' Western music, local artisans, historical demonstrations, and interactive ambassadors.

Where: Heard Natural Science Museum & Wildlife – 1 Nature Place, McKinney

When: Saturday, June 4 – 10am – 3pm

Cost: Adults, \$9, Senior's, 60 + and Children ages 3-12, \$6-Children 3 and under, FREE **Phone:** 972.562.5566

Web: www.heardmuseum.org

# COVENANT CORNER

is required. Additional time (up to 14 days maximum) may be granted if notestamy. Placement of these maits may not buider traffic. For Boord ACCANODIFICATION REQUEST VIDLATICHSIMPRICUS TYPES TO FALS FOR ONE MONTH. Pahley Outdoner Crittle & Pires - Ostock huming of Database Crittle & Pires - Ostock huming of Bibled arxivity. curve of contrastival, are pro-tinged on a survey of contrastival, and proving Presenting a observing a observing and proving of the proving of the proving of the pro-tingent of the proving of the proving of the outdon. Under molecular protection and pro-tingent of the proving of the proving of the outdon. Under molecular protection and pro-tingent of the proving of the proving of the pro-critical and provide and provide the pro-critical and provide the provided pro-tication of the pro-tication of the pro-tication of the pro-but provide and pro-but provide and pro-but pro-but provide a pro-cessor. The base of pro-cessor. The base of pro-but pro-but pro-but pro-tection of the pro-but pro-tection of the pro-but pro-tection of the pro-but pro-but pro-tection of the pro-pro-tection of the pro-pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-pro-prot pro-prot pro-pro-prot pro-prot pro-prot proundue rotate not create a neighborhood wereaver and the Horneow wer will be responsible for any dampage commend by samples. A new new ach. Ref. Devel Restrictions, Echildon "C" 21gl, and the Manifekri-time Galadelines for routstruction instructions on underer gritts mud foreplaces.

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19 APPLICATIONS REVIEWED 210 NOTICES AND/OR LETTERS MAILED

2015 APRIL - MANAGEMENT REPORT

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# TEAR State Stream Heard Museum to Nost Socond anual Toxas Noritage Festival

On Juse 4th. Heard Nameni Science Massum & Widdlife Sanctuary invites far public to put on a cowbry har and mosey on over to the Texa. Heininge Festival: From 10 a.m. to Aprime powers are invited an exclosion of an one-cours one postforthat.

Presented by Clif KLD and sporse of by McKinney Community Development Corporation and Baylor Scole, & Wate Medical Center -McKinney, for Teara Heining: Feel vol. 10, statue to exploit. Jane: Valentin multi, local artistati, locatinate feel vol. 10, statistic for an and an accountation. and inspective children's activities. Containers and an some tarty Tarks and, and "Memory" is non-resident with life ambatistics, and only the batter feel with the Statistic feed.

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# PR Examples (Print, Email and Online)





# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

2016 Project Grant

**Final Report** 

Organization:	Habitat for Humanity – North Collin County		
Funding Amount:	\$4,000		
Community Event:	Habitat ReStore Birthday Bash		
Start Date:	October 29, 2016		
Completion Date:	October 29, 2016		
Location:	The ReStore	6	
	2060 Couch Drive	- The	
	McKinney TX 75069		



## **Narrative Report**

This year's event was our 6<sup>th</sup> Annual and proved to be the best yet! The ReStore Monster Mash Birthday Bash was a free community event, open to the public, celebrating 6 years of operations for our ReStore. The event was held at our store from 10 am to 2 pm. A record attendance of 774 was received surpassing our goals of 750 with attendees enjoying the entertainment, food and activities.



Our entertainment for the day, included a professional face painter, balloon artist, special photo booth with picture postcard for participants, a haunted cave, music by **Air1 101.7FM**, **Home Depot** Kids Workshop, and game stations hosted by the Sunflower chapter of the National Charity League. We held a costume contest sponsored by **Junior League of Collin County** with prizes for children, youth, and pets. Free food for 400 was provided for all by **Texas Bank**.

We recorded 774 attendees between the hours of 10:00 am and 2:00 pm, most of which had a member of their party dressed in costume. Of the recorded visitors 47% indicated they had heard about the event through a printed ad. The next highest section of participants indicated they had heard of the event through word of mouth, which is typical for our customers. Our ReStore emails, which go out to 5,600 email addresses



weekly and have an average of 22% open rate was also significant, along with in store advertising. Only a small percentage of those surveyed indicated they heard about the event through a billboard. Given these results, there is greater return from printed inserts which will most likely drive our advertising efforts for next year.

Overall, there was a crowd for our activities throughout the event, a full parking lot, a steady stream of shoppers entering the store, and a

positive opportunity to engage customers about the ReStore and Habitat programs. A breakdown of customers by zip code can be found in the metrics section.

## **Goals & Objectives**

Our stated goals for this event and every ReStore event were:

Event	Goals	

Increase visibility	Advertising efforts and word of mouth of our customers increased awareness of the ReStore.
Gain customers from outside of McKinney	Additional customers from targeted areas made up a higher percentage of customers than others.
Increase number of salable items donated	The ReStore continues to have a strong number of donations received daily and are currently 2 weeks behind on requests for pick-ups.
Attract Habitat volunteers	Our staff & Board actively promote opportunities to volunteer at both Habitat and the ReStore. Our signs and leaflets distributed at events such as the Birthday Bash help tell the story.
Showcase our store	With events spread-out throughout the day of the event, attendees have ample opportunity to browse through the aisles of the store and see the depth of offerings we have.
Educate Public on Habitat for Humanity	Our staff & Board actively promote opportunities to volunteer at both Habitat and the ReStore. Our signs and leaflets distributed at events such as the Birthday Bash help tell the story.
Demonstrate how ReStore funds build houses for lower income families	Tying the ReStore to Habitat in our promotional items, signage, emails, leaflets, raffles and discussions with guests help tell the story.





## **Financial Report**

With our MCDC grant funds of \$4,000 we spent \$3,993 on the items we submitted which are identified below. Also, we were given \$500 sponsorship funds from Junior League of Collin County which was spent for prizes for the contests. Realized expenses are found below.

ReStore Bi	thday/Monster Mash C	october 29, 2016			
				Fature	A
Entertainment				Estimated	Actual
	Humane Society			\$0	\$ -
		oon twister (3 hours)		\$300	\$ 300
	Craft Station: Hom	ne Depot Kids		\$500	\$ -
	Workshop				
	Video Gaming Tru	ck		\$750	\$ -
	Photo Booth Guy			\$250	\$ 250
	Games & Contest	Prizes and Candy		\$150	\$ 415
	Haunted Cave			<u>\$150</u>	<u>\$ 183</u>
		TOTAL		\$2,100	\$ 1,148
Food			++		
	Hot Dogs			\$200	\$ -
	Drinks			\$150	\$ -
	lce			\$100	\$ -
	Popcorn			\$65	\$ -
	Sno Cone machine	;		\$250	\$ -
		Total		\$765	\$ -
Advertising					
	Direct Mailing			\$1,600	\$ 1,925
	Water bill Inserts			\$1,870	\$ 578
	Billboard (2)			\$1,875	\$ 1,425
	Posters			\$85	\$ -
· ··· · ·	2 in-store signs			\$80	\$ 32
	Ad Pages			\$425	\$ 425

·		Total	\$ 5,935	\$ 4,385
Total Expense	es		\$8,800	\$ 5,533
Income				
	Junior League	of CC	\$1,000	\$ 500
	MCDC		\$4,000	\$ 4,000
		Total	\$6,000	\$ 4,500
NET Total				\$ 1,033

## Metrics



First we looked at the number of people who attended the event, 774, which was well more than out target of 750. Last year's event was a record 598, giving us a 29% increase over 2015 attendance. Additionally, a look at our customers by hour shows that our highest number of purchasers was reached during the event.

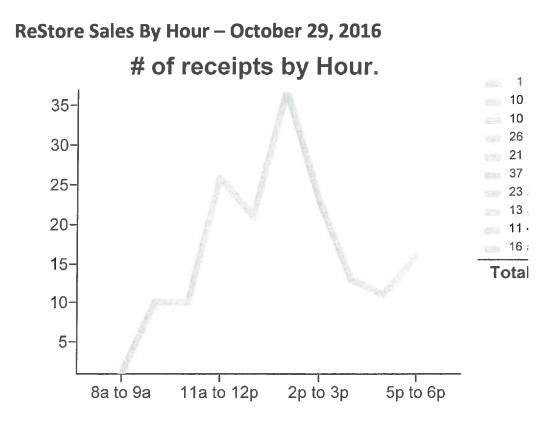
Second, we analyzed the customer purchases by zip code and our overall survey results of customers. McKinney continues to far outpace the surrounding areas; however, in the areas in which we targeted our advertising efforts we did see some of the highest percentages of customers from those areas.

An examination of the sales for the event vs sales of surrounding Saturdays also shows an uptick in the number of purchases. Although the total sales for the day was strong, it was not exceptional

compared to all other Saturdays, but rather, continued a string of peaks we have been fortunate enough to enjoy.

# **ReStore Sales by Date - Saturdays Only**

Date	Qty Sold	\$ Total Sales
October 1, 2016	163	5173
October 8, 2016	568	4218
October 15, 2016	750	8558
October 22, 2016	902	7295
October 29, 2016	743	6272



# Customer Zip Code Surveys

ReStore Event Attendees By Zipcode				
75070/75071/75069	49%	McKinney		
75407	19%	Princeton		
75409	5%	Anna		
75454	5%	Melissa		
75442	4%	Farmersville		
75002	3%	Allen		
75047	3%	Garland		
75025	1%	Plano		
75034/75035	3%	Frisco		
75048	1%	Sachse		
75056	1%	The Colony		
75063	1%	Irving		
75077	1%	Lewisville		
75081	1%	Richardson		
75093	1%	Plano		
75489	1%	Tom Bean		
Survey Results on Adverti	sing			
Printed Ad/Insert	47%			
Word of Mouth	37%			
InStore Advertising	7%			
ReStore email	7%			
Billboard	3%			

## **Sample Marketing Materials**



Billboard on Highway 380 @ Airport Fwy targeting Princeton residents



McKinney water bill insert



**Event Header** 



Billboard on Hwy 5 targeting McKinney, Melissa, and Allen residents



Dallas Morning News Insert in Coupon Section

12 December |2016

# McKinney Art Studio Tour Grant Report Narrative and Financial Report

Linda Barnes

The McKinney Art Studio Tour (MAST) was held the weekend of November 12-13, 2016 and involved a record number of artists, 68, at 23 studio locations. Revenue of \$11,712 was achieved with expenses of \$10,514

McKinney Community Development Corporation

# **McKinney Community Development Corporation**

# **Grant Report Narrative and Financial Report**

Organization:	Arts and Music Guild
Funding Amount:	\$5,000
Project/Promotion/Community Event:	McKinney Art Studio Tour (MAST)
Start Date:	November 12, 2016
Completion Date:	November 13, 2016
Location:	Various Around McKinney/Heard-Craig Center for the Arts

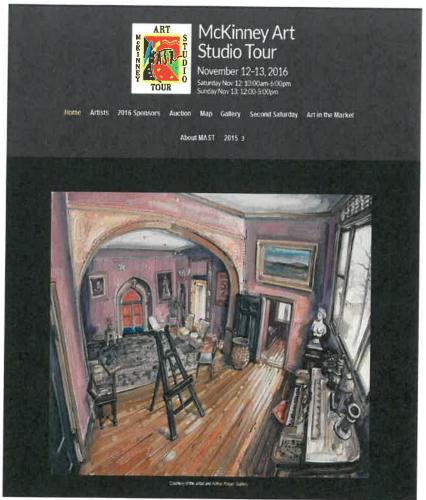
The McKinney Art Studio Tour (MAST) was held the weekend of November 12-13, 2016 and involved a record number of artists, 68, at 23 studio locations. These locations were predominantly in and near the Square, but a few were also located west of Central Expressway. Our artists each contributed at least one piece to our Auction, and those pieces were showcased at the Heard-Craig Center for the Arts for three days before the event, and during the entire event.

We implemented a simple sign in procedure at each location; the studios themselves, the greeter's tent on the MPAC lawn and at the Heard-Craig Center for the Arts. Each visitor was greeted and invited to sign in with the zip code of each member of their party, and a wristband was given to each visitor to prevent us from counting them twice.

We had a goal of exceeding the approximately 900 visitors MAST attracted in 2015, to at least 1000, so we implemented a number of awareness initiatives.

## **Promoting the Event**

First, we revamped our website, <u>www.mckinneyartstudiotour.com</u> to make it more user friendly and more accessible on mobile devices. We implemented an interactive map and used map pins to highlight studio locations. The site was also migrated over to a Wordpress framework to make it more easily updated during the event and in upcoming years.



The MAST Website Landing Page

In 2015, the McKinney Art Studic	Tour became a program	of the Arts and	Music Guild.
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We promoted the event heavily on social media. Each artist was profiled, using the MAST and the Arts and Music Guild Facebook pages and a lively dialog with multiple posts per day resulted. There were 65 individual posts that were repeated and shared very widely.



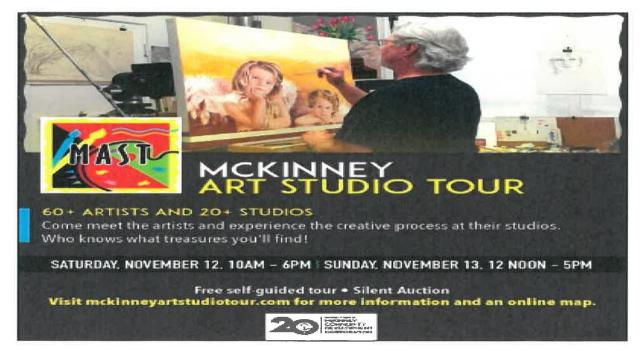
The Arts and Music Guild/MAST Facebook page banner

In addition to social media, we distributed a press release to a number of outlets, including the Dallas Morning News and Star Local Media as well as The Herald Democrat which publishes local weekly newpapers such as Prosper Press. We also distributed the press release to electronic delivery news outlets such as Guide Live. A copy of the press release was also provided to McKinney Main Street for distribution to their merchant members. A billboard rider was configured at the 2727 S. Central Expressway, location to create awareness to people traveling that road. There was an electronic billboard at Central Expressway and Wilmeth to capture attention there as well.

We targeted a number of "lifestyle publications" with ¼, ½ and full page ads to draw in visitors from outside of McKinney, as well as two publications with McKinney HOAs, the Stonebridge Ranch and Craig Ranch HOAs. One of the publications, the Plano Profile, is the only publication Toyota sends to their employees in California who are considering a transfer to Texas as part of that company's HQ relocation. In addition to the print ad we ran for two months, the Editor of the Plano Profile ran a feature story on one of our artists, Steve Macias, on his Raku Firing process, an unexpected but delightful development.

The distribution areas for those publications are as follows:

Plano Profile – Plano, Frisco, McKinney, parts of Dallas Allen Image – Allen, Fairview and Lucas Living Well Magazine – Collin County Stonebridge Ranch - McKinney Craig Ranch – McKinney Herald Democrat – Allen, Plano, Prosper, Frisco, McKinney



Plano Profile Ad Proof

Other promotional activities: Art and Seek DMN Postcards distributed with candy to square visitors on Halloween Yard Signs Posters



Postcard for MAST

**Performance Metrics:** 

2015 Visitors – 900, with an estimated 25% coming from outside McKinney
2016 Goal – 1000 with at least 30% coming from outside McKinney
2016 Visitors – 1132 with 42% coming from outside McKinney; some as far away as Northern Ireland.

Distribution of visitors from outside McKinney is included as Attachment A.

Financial Report Proposed Budget Projected Revenue Public Donations Artist Fees Sponsorships Silent Auction MCDC grant	1,000.00 2,000.00 1,500.00 1,500.00 5,000.00
Total Revenue	11,000.00
<b>Projected Expenses</b> T-shirts Printing Maps/Brochures Website Development Misc. Expenses Advertising	600.00 800.00 2,000.00 200.00
Hobson Signs – Billboard Ads in Print Media (Allen, Celina, Frisco, Prosper) Radio ads (WRR) Postcards and Posters	450.00 4,550.00 1,000.00 500.00
Special Promotional Events Total Expenses	900.00 <b>11,000.00</b>
Actual Financial Performance Revenue MCDC Grant Sponsorships/Donations Artist Fees Silent Auction T-Shirt Sales Total Revenue	5,000.00 1,600.00 3,400.00 1,408.25 304.64 <b>11,712.89</b>
Expenses T-Shirts Printing Maps/Brochures/Postcards Advertising Plano Profile, two months Allen Image Living Well Magazine Stonebridge Ranch News Craig Ranch Telegram Hobson Signs Website Development Special Promotional Events Brown Advertising (Billboard) Total Expenses	728.00 1,494.00 1,730.00 865.00 750.00 410.00 285.00 1,059.00 1,742.00 950.00 500.00 <b>10,513.00</b>

### McKinney Art Studio Tour (MAST) 2016 Attendance by Town

Allen	TX	87	
Altus	ОК	1	
Anna	TX	11	
Argyle	TX	5	
Athens	TX	2	
Aubrey	TX	4	
Austin	TX	1	
Benton	LA	3	
Blue Ridge	TX	4	
Bonham	TX	3	
Carrollton	TX	5	
Cedar Hill	TX	2	
Celina	TX	4	
Champaign	IL	2	
Claremore	OK	2	
Colleyville	TX	1	
Dallas	TX	63	
Denton	TX	2	
Ellicott City	MD	1	
Frisco	TX	37	
Garland	TX	10	
Grand Prairie	ТХ	1	
Hollis	OK	1	
Howe	TX	2	
Irving	ТХ	5	
Kansas City	MO	1	
Killeen	TX	1	
Leonard	TX	5	
Lewisville	TX	2	
Lincoln	NE	1	
Little Elm	TX	13	
Lyons	OR	2	
McKinney	TX	652	
Melissa	TX	12	
Mesquite	TX	2	
Northern Ireland	Ireland	3	
Phoenix	AZ	1	
Pilot Point	TX	1	

Attachment A

Pittsboro	NC	2	
Plano	TX	87	
Pottsboro	TX	1	
Princeton	TX	16	
Prosper	ТХ	11	-
Richardson	TX	20	
Sachse	ТХ	5	
Sherman	TX	3	
Spring	TX	1	
Springboro	OH	2	
The Colony	ТХ	6	
Titusville	FL	3	
Tonasket	WA	1	
Wentworth	SD	5	
Whitesboro	TX	1	
Wills Point	ТХ	6	
Wylie	TX	7	
Total all		1132	
McKinney		652	58%
Outside McKinney		480	42%

### Overview of Promotional and Community Event Grant Applications Cycle I FY17

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
Run for Cover/3e McKinney (P&C 17-01)	Jim Smith, Event Director 972.896.9908; smith.jim1956@gmail.com Nancye Ashley, Associate Director 972.542.3331; Nancye@3eMcKinney.com	Engage volunteers in short and long-term community involvement; equip volunteers to serve in love, grace and compassion; empower the under resourced to long-term self-sufficiency.	Requesting <b>\$4,000</b> to promote the 2017 Run for Cover event	April 8, 2017	Electronic, printed and social media marketing materials will be distributed beginning in February. Radio spots to begin in March. Cross promotion planned with Arts in Bloom.	Goal for the event is 580 runners which would represent an increase of 10% over 2016. The 2016 event achieved an increase of 31% in number of runners. A promotional grant from MCDC was awarded in 2016.	Projected revenue from the event is budgeted at \$41,000; budgeted expenses total \$12,700; marketing expenses total \$4,000	<b>\$3,000</b> (2016) 3e McKinney Run for Cover	
Collin County Historical Society and Museum/WWI Centennial Commemoration (P&C 17-02)		Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting <b>\$6,225</b> to promote the Texas and Collin County World War I Centennial Commeration	March 2 - November 11, 2017	Promotion of heritage tourism in McKinney uitilizing print and digital advertising in newspapers and magazines. Examples are Ft. Hood Sentinel; Celebration Magazine, DayTripper. Radio advertising on KLAK. Promotion on social media including Facebook and Twitter. Promotion through Texas Heritage Trails Program with rack cards, posters and flyers.	Target is to attract 3,000 to the exhibit.	Revenue from the exhibit is budgeted at \$17,600. Total expense for the exhibit is budgeted at \$13,133.20. Additionally, \$9,490 is anticipated in donated services. Marketing expense is budgeted at \$6,225.	<b>\$4,500</b> (2014) for Vietnam Syndrome Exhibit	
Heard Craig Center for the Arts/Art Meets Floral (P&C 17-03)	Martha Davis, Vice President of the Board; 972.5569.6909; admin@heardcraig.org; Karen Zupanic, Executive Director; 972.569.6909; executivedirector@heardcraig.or g	The Heard-Craig provides no cost meeting facilities for 19 local groups. Its mission is three-fold - preservation, education and enlightenment. 2017 will mark the 46th year of providing facilities, events and programming to McKinney and surrounding areas.	Requesting <b>\$3,000</b> to promote Art Meets Floral - an event that combines artwork from various with floral	April 25-28, 2017	Print advertising in Community Impact Newspaper and Texas Magazine; Radio spots on KLAK; printing and distribution of marketing materials (cards and posters).	Target number not provided; goal is to see attendance from McKinney residents and visitors to Heard-Craig/Art Meets Floral exhibit. Visitor zipcodes will be tracked. A floral promotion - with 10% off when floral card is redeemed through participating florist(s), with tracking is planned.	Event budget not provided; promtional expenses budgeted at \$6,000 with \$3,000 to be paid with MCDC promotional grant.	No previous promotional grants funding provided.	

### Overview of Promotional and Community Event Grant Applications Cycle I FY17

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
Heritage Guild of Collin County (P&C 17-04)	Jaymie Pedigo, Executive Director 972.562.8790; director@chestnutsquare.org	To preserve and perpetuate the heritage of Collin County. The Heritage Guild was organized more than 40 years ago and exists to support Chestnut Square Historic Village. Chestnut Square offers diverse programs and activities that encourage community participation and a destination for visitors to McKinney.	Request is for <b>\$12,500</b> to support marketing and promotion of 2017	March - November, 2017	Farmers Market: local advertising and Edible Dallas; Tour de Coop: looking at regional options; Ice Cream Crank-off: advertising in regional travel pubs and local publications/outlets. Chestnut Square events promoted through McKinney's Hisotric Preservation calendar, rack cards, posters and on radio.	Target numbers not provided.	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$15,000; promotional expenses budgeted at \$12,400. Tour de Coop - revenue budgeted at \$13,000; expenses budgeted at \$8,000; promotional expenses budgeted at \$7,000. Ice Cream Crank-off: revenue budgeted at \$12,000; expenses budgeted at \$10,525; promotional expenses budgeted at \$4,225.	\$6,500 (2016); \$11,000 (2015); \$9,000 (2015); \$12,500 (2014); \$15,000 (2013); \$15,000 (2012); \$11,750 (2011); \$12,000 (2010); \$5,000 (2009); \$1,400 (2009); \$1,400 (2009); \$1,400 (2008); \$1,750 (2006)	
Kiwanis Club of McKinney (P&C 17-05)	Dennis Williams dcustomwood@gmail.com 972.562.7219	Nonprofit organization dedicated to changing the world one child and one community at a time.	Requesting <b>\$5,000</b> to promote the 2017 Historic McKinney Triathlon and Kids Triathlon	April 23, 2017	Digital marketing; print ads; marketing materials in running stores and health clubs, hospitals, sporting goods stores.	Target participation number is 400 for Triathlon; 150 in Children's triathlon. Total event attendance projected to be 1,000. Participation in 2016 totaled 175 adults and 200 youth. 35% of participants were from outside of Collin County.	Total revenue is budgeted at \$49,000; expenses are budgeted at a total of \$27,900. Budget for promotional expenses total \$2,750.	\$3,000 (2016); \$2,500 (2015); \$3,000 (2014); \$5,000 (2013); \$5,000 (2012); \$3,750 (2011); \$5,000 (2010); \$5,000 (2009); \$10,000 (2008); \$7,000 (2007)	

Overview of Promotional and Community Event Grant Applications Cycle I FY17

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
McKinney Main Street (P&C 17-06)	Amy Rosenthal; 972.547.2652; arosenthal@mckinneytexas.org	Organization to established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors. Contributes to improved retail mix; diversified tax base; strong McKinney economy.	Requesting <b>\$15,000</b> to promote 2017 Arts in Bloom event	April 7-9, 2017	Promoted and paid Social Media; exploring television advertising; digital billboards; Frisco, Plano, Dallas magazines and publications; radio spots; direct mail piece targeted to specific zips meeting economic criteria; posters downtown and throughout community; postcards; press releases; email blasts, downtown marquees, web presence on downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com; Social media promotions on Facebook, Twitter, Instagram, Pinterest	Overall foot traffic attendance; store specific sales increases; vendor and community feedback. Short surveys will be executed to gather demographic information; # of years attending; overall impression of event. Post- event survey conducted with all vendors in downtown. Redeemed incentives on direct marketing piece will be measured.	Revenue is budgeted at \$133,000; total cost is budgeted at \$118,200; promotional budget and signage budgeted at \$24,000	\$15,000 Oktoberfest (2017) \$12,000 Arts in Bloom (2016); \$15,000 Home for the Holidays (2015); \$14,000 Bike the Bricks (2015) \$15,000 Oktoberfest (2014); \$7,000 Arts in Bloom (2014); \$10,500 Bike the Bricks (2011); \$25,000 Bike the Bricks (2010); \$15,000 Dickens (2009); \$75,000 Oktoberfest (2008); \$37,500 RWB & Art & Jazz (2008); \$10,000 Chair Event (2006)	
DEAR Texas (Drop Everything and Read Texas)/McKinney Square Book Festival (P&C 17-07)	B. Alan Bourgeois, Director/Founder; 512.554.9560; info@deartexas.info; txauthors@live.com	DEAR Texas was created to help promote reading in the state of Texas for all ages. Through a partnership with Texas Authors, it will be prossible to bring the newest and brightest authors Texas has to the McKinney Square Book Festival.		June 2-3, 2017	Radio advertising, local TV promotion; goodie bags to 1,000 people to promote the event; poster, press releases, ads, email blasts, internet advertising, social media	Attendance (no goal provided) headcount confirmed for each day; sales increases among two groups - participating authors; local shops on the square; vendor/sponsor and community feedback; documenting where visitors were from based on a drawing for free books.	No revenue projections provided. Total expenses budgeted at \$18,976.23. Promotional expense budgeted at \$2,500.	No previous promotional grants funding provided.	

Total requested: \$60,725



## Monthly Report McKinney Aquatics & Fitness Center McKinney, Texas



The only thing better than recognizing a quality product is building one.



### Monthly Report McKinney Aquatics & Fitness Center

#### **Table of Contents**

- Construction Status
- Design and Owner Coordination Items
- Subcontractor Status Log
- Schedule Summary
- Budget and Cash Flow
- Weather
- Photographs



# CONSTRUCTION STATUS



### December 15, 2016 – Construction Status

#### Site Work & Utilities

 Some stockpiled material does remain on site including the top soil material and the spoils pile left over from the PSA construction project. During the month of October the City used their equipment to remove some of the stockpiled material for City use.

#### Landscape & Hardscape

- Sidewalk concrete is complete at all locations
- Construction of landscaping and site retaining wall work is complete, punch list work is ongoing
- Installation of trees and turf grass is complete

#### Doors/Frames/Hardware

Installation, coordination and testing of security hardware is ongoing

#### Interior Finishes

• All final finishes have been installed and the punch list process is ongoing

#### Elevators

• The elevator is complete, inspected and in use.

#### Pools

• All pools are complete. Testing, inspection and the punch list process is ongoing

#### Mechanical / Plumbing / Fire Protection

 Test and Balance of HVAC system, installation of mechanical controls, and commissioning is ongoing.

#### Electrical / Lighting Control / Fire Alarm

Testing and commissioning of lighting controls is ongoing

#### Audio Visual / Tele/Data / Security

• Final connection to exercise equipment, testing, and commissioning of the systems is ongoing

#### **Final Inspections**

• All final inspections are scheduled for December 15th, 16th, and 20<sup>th</sup>.



## DESIGN & OWNER COORDINATION ITEMS



### December 15, 2016 - Design & Owner Coordination Items

#### Site Work & Utilities

NA

#### Landscape & Hardscape

 Removal of the remaining excess soil including the soil from the construction of the adjacent PSA project remains on the site.

#### **Building Envelope**

NA

#### **Doors/Frames/Hardware**

 Through the final inspection process on the building the Inspectors have identified several locations where door hardware must be altered to meet the requirements. Currently these locations are installed as designed. MCC has processed RFIs for direction on how to proceed. Once direction has been provided MCC will identify the go forward plan and coordinate the approval process and schedule.

#### **Interior Finishes**

 MCC will coordinate the impact of the inspection issues noted above with the finishes to limit the impact to the space.

#### Elevators

 Coordination was needed with the City's elevator monitoring service to complete the State inspection process. The monitoring service was established on 12/9/16. The State inspection process was also finalized on 12/9/16.

#### Pools

NA

#### Mechanical / Plumbing / Fire Protection

 Network connectivity was provided on 12/12/16. This has allowed the Team to move forward on testing and programing of all systems including mechanical controls. This issue has impacted the commissioning processes time line.

#### **Electrical / Lighting Control / Fire Alarm**

- Network connectivity was provided on 12/12/16. This has allowed the Team to move forward on testing and programing of all systems including the lighting controls systems. This issue has impacted the commissioning processes time line.
- Coordination is needed with the City's fire alarm monitoring service to transition at construction completion to the monitoring service. The monitoring service was established on 12/9/16.

#### Audio Visual / Tele/Data / Security

 Network connectivity was provided on 12/12/16. This has allowed the Team to move forward on testing and programing of all systems including the AV, telecom and security systems. This issue has impacted the commissioning and training process.



## SUBCONTRACTOR STATUS LOG



	Correct CNV 1		
Bid Package:	Scope of Work:	Awarded Contractor:	Award Notice:
2 3	Concrete	Kent Companies Skinner Masonry	1 3
4	Masonry Steel	Basden Steel	2
5	Specialty Metals	Viva Railings, LLC	3
6	Structural Carpentry	RM Rodgers, Inc.	4
7	Finish Carpentry	Lundy Services, LLC	2
8	Waterproofing	Chamberlin Waterproofing	3
9	Metal Louvers	OGI Architectural Metal	3
10	Roofing	Paragon Roofing	3
11	Spray Fireproofing	NA	NA
12	Doors & Hardware	Performance Door and Hardware	3
13	Overhead Doors	Overhead Door Co. of Dallas	3
14	Glass	DGB Glass, Inc.	2
15	Plaster & Stucco	NA	NA
16	Drywall	Drywall Interiors, LP	2
17	Tile	Alamo Tile & Stone	3
18	Wood Floor	Ponder Company, Inc.	3
19	Carpet & Resilient Flooring	Fabulous Floors, Inc.	3
20	Painting	Carrco Painting	3
21	Misc. Specialties	Spectrum Resources, LTD	4
22	Signs	ASI Signage Inovations	4
23	Lockers	Hollman, Inc.	4
24	Site Furnishings	InPro Fabrications	4
25	Folding Operable Partitions	Modernfold, Inc.	3
26	Appliances	PIRCH, Inc.	4
27	Athletic Equipment	John F. Clark Company	3
28	Window Treatments	AEC Corporation	3
29	Aquatic Pools, Slides & Equipment	Sunbelt Pools	1
30	Elevators	Thyssen Krupp Elevator Systems	2
31	Fire Sprinkler	Fire-Tech Protection Systems	2
32	Mechanical Plumbing & HVAC	Humphrey & Associates	1
33	Electrical	Petri Electric	1
34	Tele Data Comm	Lantek Communications	4
35	Security / CCTV	Securadyne Systems	3
36	Audio Visual	AVI/SPL	4
37	Earthwork	RPMx Construction, LLC	1
38	Pavement Markings	Stripe A Zone, Inc.	4
39	Fences & Gates	The Anchor Group, Inc.	4
40	Modular Retaining Wall	Texas - ERW Site Solutions	4
41	Landscape & Irrigation	SOI Group, Inc.	5
43	Site Utilities	Maverick Utility Construction, Inc.	1
-		· · · · · ·	

#### McKinney Aquatics & Fitness Center - Contractor Award Log



## SCHEDULE SUMMARY

					2014 2015 2016 2017	
ID	Description	Orig Re Dur Du	em Start	Finish		Sep Oct
Due Course						
Pre-Const		00	0 00/10/144	00/47/444		
	Design Development		0 06/19/14A			
M1390	GMP Issued	0	0	06/17/15A		
M1391	GMP Review & Approval	12	0 06/18/15A	07/23/15A		
M1392	Ground Breaking	0	0 07/20/15A		Ground Breaking	
Project No	otes & Milestones					
NTP	Notice To Proceed		0 07/23/15A		ANotice To Proceed	
	Project Duration - NTP To Substantial (Cal Days)	519	28 07/23/15A	12/22/16		Days)
M1430	Top Out Sturcture	0	0	05/13/16A		
M1580	Dry In Gym / Entry	0	0	06/26/16A		
M1680	Dry In Pool	0	0	07/01/16A		
M1880	Permanent Power Avaliable	0	0	07/12/16A		
M1780	Conditioned Air	0	0	07/18/16A		
M1785	Start-Up DHU's	1	0 08/15/16A	08/15/16A		
M1365	Contract Substantial Completion		0 11/22/16A	11/22/16A		
M1367	Pending CO#04 Time Extension (Projected 20 Days)	20	19 11/23/16A	12/22/16		J 20 Days)
M1360	Substantial Completion	0	0	12/22/16		
M1380	Final Completion	0	0	01/19/17	₩17 Final Completion	
Submittal	s & Procurement					
P-1600	Light Fixtures - Submit / Review / Reject	15	0 08/28/15A	09/15/15A	I5A Light Fixtures - Submit / Review / Reject	
P-2200	Electrical Service Equip - Submit/Review/Approve	15	0 09/09/15A	11/10/15A	I5A Electrical Service Equip - Submit/Review/Approve	
P-1620	Light Fixtures - Submit / Review / Approve	15	0 11/24/15A	12/29/15A	I5A Light Fixtures - Submit / Review / Approve	
P-2250	Electrical Service Equipment - Fab & Deliver	30	0 02/22/16A	05/16/16A	I6A Electrical Service Equipment - Fab & Deliver	
P-1650	Light Fixtures - Fab & Deliver	50	0 03/07/16A	07/28/16A	I6A Light Fixtures - Fab & Deliver	
P-1100	Structural Steel Pool - Submit / Review /Approve	15	0 10/16/15A	10/30/15A	I5A E Structural Steel Pool - Submit / Review /Approve	
P-1150	Structural Steel Pool - Fab & Deliver	30	0 11/02/15A	02/08/16A	I6A Structural Steel Pool - Fab & Deliver	
P-1200	Curtainwall - Submit / Review / Approve	15	0 12/29/15A	01/08/16A	I6A 🗧 Curtainwall - Submit / Review / Approve	
P-1210	Interior Storefront - Submit / Review / Approve	15	0 01/07/16A	02/02/16A	I6A Interior Storefront - Submit / Review / Approve	
P-1220	Interior Storefront - Fab & Deliver	30	0 02/03/16A	06/01/16A	I6A Interior Storefront - Fab & Deliver	
P-1250	Curtainwall - Fab & Deliver	70	0 02/03/16A	06/20/16A	I6A Curtainwall - Fab & Deliver	
P-1300	Pool Equipment - Submit / Review / Approve	15	0 09/02/15A	10/05/15A	15A Pool Equipment - Submit / Review / Approve	
P-1900	Pool Slides - Submit / Review / Approve	15	0 09/23/15A	01/14/16A	I6A Pool Slides - Submit / Review / Approve	
P-1000	Structural Steel Gym - Submit / Review / Approve	15	0 10/01/15A	10/19/15A	15A Structural Steel Gym - Submit / Review / Approve	
P-2500	Pool Slides Color Samples - Submit/Review/Approv	15	0 10/06/15A	01/14/16A	16A Pool Slides Color Samples - Submit/Review/Approv	
P-1350	Pool Equipment - Fab & Deliver	60	0 10/06/15A	05/03/16A		
P-1050	Structural Steel Gym - Fab & Deliver	30	0 10/19/15A	12/28/15A		
P-1950	Pool Slides - Fab & Deliver	60	0 11/23/15A	03/28/16A	I6A Pool Slides - Fab & Deliver	
P-1960	C&D Pool Slides - Fab & Deliver (Added Per PR15)	53	0 06/27/16A	09/09/16A		
P-1980	Family Slide - Submit / Review / Approve	10	0 06/30/16A	07/28/16A	I6A Family Slide - Submit / Review / Approve	
P-1970	Family Slide - Fab & Deliver	60	0 07/15/16A	09/16/16A	I6A Family Slide - Fab & Deliver	
P-1800	Gym Flooring - Submit / Review / Approve	15	0 12/10/15A	01/05/16A	I6A Gym Flooring - Submit / Review / Approve	
P-1850	Gym Flooring - Fab & Deliver	42	0 06/27/16A	07/28/16A	I6A Gym Flooring - Fab & Deliver	
P-1400	AHU's - Submit / Review / Approve	15	0 11/10/15A	12/07/15A	15A AHU's - Submit / Review / Approve	
P-1450	AHU's - Fab & Deliver	60	0 12/14/15A	05/02/16A	I6A AHU's - Fab & Deliver	
P-2000	Operable Partitions - Submit / Review / Approve	15	0 01/13/16A	02/08/16A	I6A Operable Partitions - Submit / Review / Approve	
P-2050	Operable Partitions - Fab & Deliver	39	0 06/27/16A	08/19/16A	I6A Operable Partitions - Fab & Deliver	
P-1700	Stairs #2 & #3 - Submit / Review / Approve	15	0 10/05/15A	10/19/15A		
P-2400	Stairs #1 - Submit / Review / Approve	15	0 10/13/15A	11/02/15A	ISA Stairs #1 - Submit / Review / Approve	
P-1750	Stairs #2 & #3 - Fab & Deliver	30	0 10/20/15A	02/04/16A	I6A Stairs #2 & #3 - Fab & Deliver	



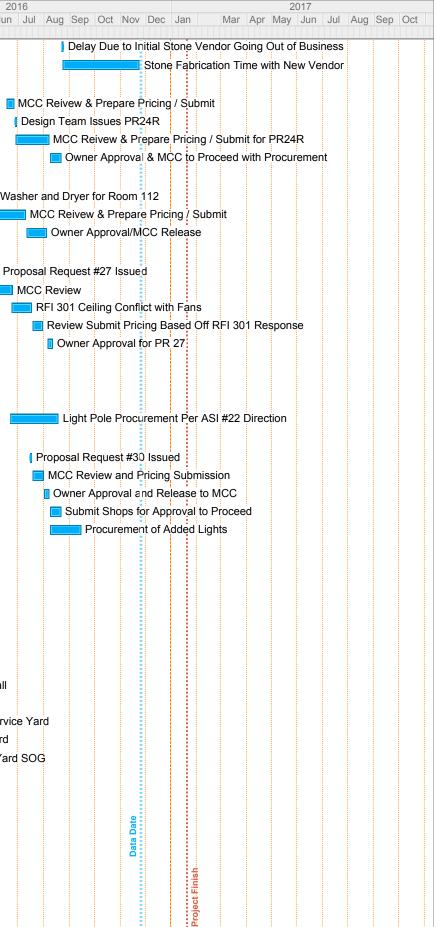
					2014 2015 2016 2017
ID	Description	Orig Re		Finish	Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct
P-2450	Stairs #1 - Fab & Deliver	30	0 11/03/15	A 02/04/16A	Stairs #1 - Fab & Deliver
P-1500	Elevator - Submit / Review / Approve	15		A 01/04/16A	
P-1550	Elevator - Fab & Deliver	31	0 06/13/16		
P-2100	Brick & Stone Veneer - Submit / Review / Approve	15	0 11/12/15		
M1610	Brick & Stone Veneer - Fab & Deliver	40	0 02/15/16		
P-2300	H/M Door Frames - Submit / Review / Approve	15	0 11/19/15		
P-2300	H/M Door Frames - Subhit? Review 7 Approve	20	0 12/11/15		
		-			
P-2370	AV Equipment - Product Data (Initial Submittal)	30	0 07/04/16		
P-2380	AV Equipment - Resubmit/Review/Approve Per PR20& PR25		0 08/22/16/		
P-2375	Shade Structures - Submit / Review / Approve	10		A 06/16/16A	
P-2377	Shade Structures - Fab & Deliver	20	0 06/23/16/		
P-2378	Engineered Wall - Submit / Review / Revise & Resubmit	10	0 04/09/16/		
P-2390	Engineered Wall - Awaiting Resubmittal	10	0 05/19/16/		
P-2379	Engineered Wall - Resubmit / Review / Approve	10		A 07/28/16A	
P-2385	Engineered Wall - Fab & Deliver	10	0 07/29/16/		
P-2389	Lockers Submittal	1			Lockers Submittal
P-2395	Locker - Fab and Delivery	1	0 06/16/14		
P-2387	Bath House Glulam - Submit / Review / Approve	10		A 05/12/16A	
P-2388	Bath House Glulam - Fab & Deliver	45	0 05/13/16	A 07/25/16A	
P-2392	Metal Fencing Shop Drawings Review/Approval	1	0 06/11/16	A 08/15/16A	Metal Fencing Shop Drawings Review/Approval
Proposal	Request #15 - Added Slides				
PR15	Receive Proposal Request #15 - Addded Slides	0	0	02/26/16A	Receive Proposal Request #15 - Addded Slides
PR15-10	MCC Review & Prepare Pricing Selection/ Submit	20	0 02/29/16	A 04/05/16A	MCC Review & Prepare Pricing Selection/ Submit
PR15-20	Owner Review & Approve Selection	5	0 05/09/16	A 05/16/16A	Owner Review & Approve Selection
PR15-30	MCC Prepare Final Pricing For Selected Items	2	0 05/24/16	A 06/10/16A	MCC Prepare Final Pricing For Selected Items
PR15-40	Owner Approve / Issue CO	5	0 06/13/16	A 06/22/16A	Owner Approve / Issue CO
Proposal	Request #20 - AV Changes	1 1			
PR20	Receive Proposal Request #20-AV Changes (Incomplete)	0	0	04/19/16A	Receive Proposal Request #20-AV Changes (Incomplete)
	MCC Owner Arch RFI Process For Incomplete PR#20		0 04/20/16/		
	Request #25 - Revised AV Changes				
	MCC Reivew & Prepare Pricing / Submit	20	0 06/09/16	A 07/25/16A	MCC Deivour & Dropper Driving / Submit
	· · ·	20			
PR25R	Engineer Revise PR#25 Including RFI's	10		A 07/18/16A	
	Working Coordination Meeting with Design Team to Finalize	10		A 07/29/16A	
PR225R	PR25RR Issued to MCC for Reveiw and Pricing	6		A 08/08/16A	
PR325R	Owner Approval & MCC to Proceed with Procurement	9		A 08/19/16A	
	AV Submittals Related to PR25RR	1		A 09/07/16A	
	Material Procurement (PR 25RR)	10		A 09/21/16A	
	RFI#289 - Submit Speaker Clarification OutDr Pool Area	0	0 06/10/16		RFI#289 - Submit Speaker Clarification OutDr Pool Area
	RFI#289 - Engineer Review & Respond	6		A 07/05/16A	
	RFI #296 - Submit Speaker Clarification In Auditorium	0	0 06/27/16/		RFI #296 - Submit Speaker Clarification In Auditorium
	RFI #296 - Engineer Review & Respond	5	0 06/28/16	A 07/05/16A	RFI #296 - Engineer Review & Respond
Proposal	Request #22 - Feature Walls				
PR22	Proposal Reqeust #22 Issued	0	0	04/20/16A	Proposal Requist #22 Issued
PR222	MCC PR#22 Review	1	0 04/21/16	A 05/05/16A	MCC PR#22 Review
PR122	RFI 243 - Art Wall Stone Attachment	1	0 05/06/16	A 05/10/16A	RFI 243 - Art Wall Stone Attachment
PR172	RFI 267 - Art Wall Stone Attachment Revision	1	0 05/27/16	A 06/07/16A	RFI 267 - Art Wall Stone Attachment Revision
PR197	MCC Review of RFIs for PR#22 and Pricing Submission	1	0 06/08/16	A 07/05/16A	MCC Review of RFIs for PR#22 and Pricing Submission
PR209	Owner Approval and MCC Released	1	0 07/06/16	A 07/06/16A	Owner Approval and MCC Released
PR215	Procurement of Stone for Feature Wall	46	0 07/07/16	A 08/19/16A	Procurement of Stone for Feature Wall
	Start Date: 06/19/14				

Start Date: Finish Date:		
Data Date:	11/25/16	
Run Date:	12/07/16	
	1	



			_				2014	ŀ							2015										20
ID	Description	Orig Dur	Rem Dur	Start	Finish		Jul Aug Sep	Oct I	Nov De	c Jan		Mar	Apr N	lay Ju	ın Ju	I Aug	g Sep	Oct	Nov	Dec	Jan Fe	eb Mar	Apr	May	Jun
PR216	Delay Due to Initial Stone Vendor Going Out of Business	1	0	08/22/16A	08/22/16A						1		-							1			1		
PR217	Stone Fabrication Time with New Vendor	1	0	08/23/16A		13.																			
Proposal	Request #24 - Fitness Equipment Revisions																								
PR220	MCC Reivew & Prepare Pricing / Submit	1	0	06/17/16A	06/24/16A																				
PR218	Design Team Issues PR24R	6	0	06/27/16A	06/27/16A																				
PR219	MCC Reivew & Prepare Pricing / Submit for PR24R	1	0	06/28/16A	08/05/16A																				
PR221	Owner Approval & MCC to Proceed with Procurement	10	0	08/08/16A																					
	Request #23 - Washer and Dryer Add																								
PR23	Washer and Dryer for Room 112	1	0	06/02/16A	06/02/16A																				<b>W</b> a
PR123	MCC Reivew & Prepare Pricing / Submit	1	0	06/03/16A	07/08/16A																				
PR223	Owner Approval/MCC Release	1	0	07/11/16A																					
			0		00/02/104																				
	Request #27 - Revised Fans & Lights		0	00/00/404	00/00/404																				1 D-
PR27	Proposal Request #27 Issued	1	0	06/06/16A	06/06/16A																				Pr
PR28	MCC Review	13	0	06/07/16A	06/22/16A																				
PR29	RFI 301 Ceiling Conflict with Fans	1	0	06/23/16A	07/15/16A																				
PR53	Review Submit Pricing Based Off RFI 301 Response	1	0	07/18/16A	07/28/16A	12.																			
PR64	Owner Approval for PR 27	3	0	08/05/16A	08/09/16A																				
	Light Pole Clarifications																								
ASI22	Light Pole Clarifications	1	0	06/17/14A	06/17/14A	1.2.	Light Pole Clarif	1 1																	
ASI72	Review/Coordination of ASI 22	1	0	06/18/14A	06/20/14A	15.	Review/Coordin	ation o	of ASI 22	2															_
ASI122	Light Pole Procurement Per ASI #22 Direction	1	0	06/21/16A	08/16/16A																				
	Request #30 - Light Revisions in Gym			1																					
PR30	Proposal Request #30 Issued	1	0	07/15/16A	07/15/16A																				
PR76	MCC Review and Pricing Submission	10	0	07/18/16A	07/29/16A																				
PR99	Owner Approval and Release to MCC	5	0	08/01/16A	08/05/16A																				
PR104	Submit Shops for Approval to Proceed	10	0	08/08/16A	08/19/16A																				
PR110	Procurement of Added Lights	25	0	08/08/16A	09/12/16A																				
Mobilizat	ion																								
M100	Mobilization & Trailer Setup	5	0	08/10/15A	08/14/15A												Mobili	zatior	n & Tra	ailer S	etup				
M110	Temp Utilities & Fencing	5	0	08/17/15A	08/21/15A												Tem	o Utili	ties &	Fenci	ng				
M120	Install SWPPP	10	0	08/17/15A	08/21/15A											I	Insta	II SW	PPP						
Foundatio	on																								
Level 1																									
Sitewor	k																								
M1850	FRP Grade Beam @ Entry Wall	5	0	11/30/15A	12/08/15A															FR	P Grad	e Bean	1 @ EI	ntrv V	/all
M1860	FRP Wall @ Entry	5	0	12/08/15A	12/15/15A																RP Wal		-	,	
M1790	FRP Grade Beams @ Service Yard	5	0	12/31/15A		13.															FRP			s @ S	ervio
M1840	FRP Wall @ Service Yard	5	0	01/04/16A	01/12/16A	1.2.															FRF		1.0	-	
M2390	FRP Service Yard SOG	5	0	02/16/16A	03/10/16A																_		RP Se		
Pool Ar	ea			1																					
M1000	Excavate to Subgrade	10	0	08/24/15A	09/10/15A												E	xcava	te to	<mark>i</mark> Subar	ade				
M1000	Drilled Piers (37)	7	0	09/14/15A	09/18/15A	13.											-		d Pier	Ŭ					
M1021	Excavate Pool & Pits	5	0	09/21/15A	09/30/15A	1.2.														· 1	& Pits				
M1020	FRP Pier Caps & Grade Beams	12	0	09/23/15A	10/15/15A	1.2.												1			ps & G	rade B	eams		
M1030	FRP Pump Pit & Backfill	2	0	09/28/15A	10/01/15A	1.3.															& Back				
M1060	Misc. MEP Underground Pit	5	0	09/30/15A	10/12/15A	£ 8.												T			ndergro		it		
M1031	FRP Pool Pit Slab on Grade	2	0	10/05/15A	10/13/15A	1.															t Slab o				
M1055	Waterproofing	2	0		10/12/15A	5:													/aterp						
																	·	·		;		-	·		

Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16





		Orig Dom				2014					201						20
ID	Description	Orig Rem Dur Dur	Start	Finish	Jul A	ug Sep (	Dct Nov De	c Jan	Mar	Apr Ma	y Jun	Jul Aug	g Sep	Oct Nov De	c Jan Fe	b Mar Ap	pr May Jun
M1040	Competition Pool Structure Complete	35 0	10/12/15A	12/10/15A										· · · · ·	Competitio	on Pool Str	ructure Comp
M1240	Leisure Pool Structure Complete	47 0	10/12/15A	12/21/15A													ture Complet
M1035	Pool Mech. Rm. Piping	5 0	10/14/15A	10/21/15A										Pool Me			
M1036	FRP Pool Mech. Rm. Slab on Grade	5 0	10/21/15A	11/04/15A													on Grade
M1050	Pour Competition Pool Walls	1 0	12/10/15A	12/10/15A										1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 I I I I I I I I I I I I I I I I I I I	petition Po	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
M1090	Strip Competition Pool Walls	2 0	12/14/15A	12/23/15A													Pool Walls
M1170	Pour Leisure Pool Walls	1 0	12/15/15A													ure Pool V	
M1180	Strip Leisure Pool Walls	3 0	12/16/15A													sure Pool \	
M1160	Backfill Competiion Pool Walls	5 0	12/21/15A												Bac	kfill Comp	eition Pool W
M1150	Install Competition Pool Piping	5 0	12/24/15A	01/08/16A											Instal	I Competit	ion Pool Pipi
M1190	Install Leisure Pool Piping	5 0	01/04/16A	01/19/16A											🔲 Inst	all Leisure	Pool Piping
M1200	Backfill Leisure Pool Walls	5 0	01/04/16A	01/20/16A											🔲 Bad	kfill Leisu	re Pool Walls
M2280	FRP Thickened Trench Slab	5 0	01/20/16A	01/29/16A											🔲 F	RP Thicke	ned Trench S
M2320	Grade at Pool SOG	4 0	01/22/16A	02/08/16A												Grade at F	
M2290	Install Trench Drain	5 0	01/27/16A	02/10/16A												Install Tre	nch Drain
M2340	FRP Competition Pool Deck	5 0	02/01/16A	02/09/16A												FRP Com	petition Pool
M2345	FRP Leisure Pool Deck	5 0	02/01/16A	02/12/16A												FRP Leis	ure Pool Dec
Entry A	ea																
M1080	Excavate to Subgrade	10 0	08/24/15A	09/04/15A									Exca	avate to Sub	arade		
M1100	Drilled Piers (basement ret. wall)	3 0												rilled Piers (t		ret. wall)	
M1101	Drilled Piers (Bal.)	3 0												rilled Piers (E			
M1110	MEP Underground	5 0	10/01/15A											MEP Unde			
M1105	FRP Pier Caps & Grade Beams	5 0	10/01/15A											FRP Pier		ade Beam	าร
M1120	FRP Elevator Pit	2 0	10/20/15A	10/22/15A									_	FRP Ele			
M1141	FRP Basement Wall - North	5 0														/all - North	1
M1340	FRP Pier Cap @ AH-6	1 0	10/22/15A	10/28/15A										FRP Pi			
M1121	FRP Elevator Pit Slab on Grade	2 0	10/22/15A	12/17/15A													lab on Grade
M1270	Strip Wall - South	2 0	10/23/15A	10/27/15A										Strip W	all - South		
M1131	Below Grade Waterproofing - Elevator Pit	1 0		11/06/15A													ng - Elevator
M1151	Backfill Elevator Pit	1 0	11/03/15A	11/05/15A											II Elevator		-
M1310	Strip Wall - North	1 0	11/03/15A	11/05/15A										Strip V	Vall - Nort	h	
M1370	FRP Grade Beam 5-6	3 0	11/09/15A	11/13/15A										FRP	Grade Be	am 5-6	
M1140	Elec. Rough-in @ Slab on Grade - South	2 0	11/12/15A	11/13/15A											- I - I - I		n Grade - So
M1540	Elec. Rough-in @ Slab on Grade - North	2 0	11/13/15A	11/13/15A										Elec.	Rough-in	@ Slab or	n Grade - No
M1130	FRP Slab on Grade - North	4 0	11/23/15A	11/25/15A										I FR	P Slab on	Grade - N	lorth
M1590	Install Shoring	2 0	11/30/15A	12/02/15A										🛽 Ir	istall Shori	ng	
Bath Ho	use																
M1550	FRP Grade Beams	4 0	11/20/15A	01/15/16A											FRF	Grade Be	eams
M1560	MEP Underground	2 0	12/29/15A	12/30/15A											MEP L	Indergroun	nd
M1570	FRP Slab on Grade	3 0	01/18/16A	01/28/16A											🔲 FI	RP Slab or	n Grade
M1575	Install CMU Structure	1 0	01/29/16A	03/01/16A												🔜 Install	CMU Structu
M1577	Brick Facade	30 0	03/02/16A	06/27/16A													
M1578	Install Glulam Beams	5 0	07/27/16A	08/12/16A													
M1579	Wood Decking	4 0	08/15/16A	08/18/16A													
M1586	MEP OH Rough	5 0	08/29/16A	09/13/16A													
M1585	Roofing	5 0	08/29/16A	09/22/16A													
M1591	Frame Ceiling (RFI 380 Soffit)	4 0	09/13/16A	09/16/16A													
M1594	MEP Rough-in @Hard Ceilings	5 0	09/19/16A	09/23/16A													
M1602	Install Sheetrock Ceilings & Plywood	5 0	09/26/16A	09/30/16A													
M1609	Complete Power	8 0	10/14/16A	10/25/16A													
	Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16					Mck	Cinney		uatic	s &	Fitne	ess (	Cent	er			

Finish Date: Data Date: Run Date:	11/25/16
Run Dale.	12/07/10

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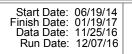


		Orig Dom		2014 2015	2016 2017
ID	Description	Orig Rem Dur Dur Start	Finish	Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct Nov Dec	c Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct
M1603	Install Tile All Tile	6 0 10/14/16A	11/02/16A		
M1604	First Coat of Paint	3 0 10/17/16A	10/19/16A		First Coat of Paint
M1615	Install sub top at ticket window		10/21/16A		Install sub top at ticket window
M1595	Install Millwork		11/10/16A		Install Millwork
M1601	Install Toilets		11/01/16A		
M1598	MEP Trim Out		11/02/16A		MEP Trim Out
M1596	Install Bead Board		11/03/16A		Install Bead Board
M1613	Plumb Sinks		11/03/16A		Plumb Sinks
M1597	Install Lockers		11/07/16A		Install Lockers
M1607	Install Lights & Fans		11/12/16A		Install Lights & Fans
M1589	Partitions		11/09/16A		Partitions
M1603	Install AC Unit and Condition Space		11/11/16A		Install AC Unit and Condition Space
M1612 M1614	Stone Top		11/09/16A		Stone Top
M1593	Installation of Ceiling Grid		11/10/16A		Installation of Ceiling Grid
M1633	Install Counter Tops/Sinks		11/10/16A		Install Counter Tops/Sinks
M1608	Install Window		11/10/16A		
M1608 M1592	Prime & Final Paint		11/15/16A		
M1592 M1599	Clean & MCC Punch		11/18/16A		
M1588	Seal Concrete Floors	2 2 11/26/16	11/28/16		Clean & MCC Punch
M1588 M1606	Architectural Punch	5 5 11/29/16	12/05/16		Seal Concrete Floors
		5 5 11/29/10	12/05/10		Architectural Punch
	Pool Area		00/04/404		
M2325	Install Short Plumbing	8 0 02/15/16A			Install Short Plumbing
M2327	Install Gravel Base at Pool		02/26/16A		Install Gravel Base at Pool
M2328	FRP Pool Bottom		03/14/16A		FRP Pool Bottom
M2329	FRP Pool Walls		03/31/16A		FRP Pool Walls
M2335	Install Stone Coping	5 0 03/21/16A	04/01/16A		Install Stone Coping
RFI#227	RFI#227 - Submit - Clarification Pier Sizing & Location	0 0 04/20/16A	0.5/10/10.1		RFI#227 - Submit - Clarification Pier Sizing & Location
	RFI#227 - Engineer Review & Respond		05/10/16A		RFI#227 - Engineer Review & Respond
	MCC Prepare & Submit Pricing Per RFI#227 Response		05/21/16A		MCC Prepare & Submit Pricing Per RFI#227 Response
	Owner Review & Approve Pricing	3 0 05/23/16A			Owner Review & Approve Pricing
	Procure Material & Contractor	21 0 05/26/16A			Procure Material & Contractor
M2331	Install Long Plumbing	3 0 04/25/16A			Install Long Plumbing
M2337	Install Slide Piers (On Hold)	2 0 04/28/16A			Install Slide Piers (On Hold)
M2343	Pump Pits @ Slides	5 0 06/20/16A			Pump Pits @ Slides
M2339	Drill Piers for Shade Structures		07/06/16A		Drill Piers for Shade Structures
M2351	Install Tile A&B Slide Erections	15 0 06/27/16A			
M2342	A&B Slide Erections Drill Piers for Lights Poles		08/04/16A		A&B Slide Erections
M2336		7 0 07/06/16A 4 0 07/06/16A			Drill Piers for Lights Poles
M2355	Electrical / AV Underground A&B Slide Run Outs				Electrical / AV Underground
M2344		8 0 07/11/16A			A&B Slide Run Outs      C&D Slide Run Outs
M2349	C&D Slide Run Outs	8 0 07/12/16A			C&D Slide Run Outs
M2356	Drill Piers for Family Slide	1 0 07/26/16A			Drill Piers for Family Slide
M2341	Install Trench Drain Base (RFI#143 & RFI#259)	5 0 08/08/16A 6 0 08/10/16A			Install Trench Drain Base (RFI#143 & RFI#259)
M2332	Final Grade Pool Deck				Final Grade Pool Deck
M2334	Install Light Poles	2 0 08/17/16A			Install Light Poles
M2333	FRP Pool Deck (Pour 1)	11 0 08/18/16A			FRP Pool Deck (Pour 1)
M2347	Install Trench Drains	9 0 08/19/16A	Ľ		Install Trench Drains FERP Real Deak (Pour 2)
M2338	FRP Pool Deck (Pour 2)		09/23/16A		FRP Pool Deck (Pour 2)
M2361	Entry Sidewalks and Landscape (Pour 1)	6 0 10/04/16A			Entry Sidewalks and Landscape (Pour 1)
M2348	*C&D Slide Erections (Add Per PR#15)	12 0 10/06/16A	10/25/16A		*C&D Slide Erections (Add Per PR#15)
	Start Date: 06/19/14 Finish Date: 01/19/17			Making and American Parity and Contan	

Start Date:		
Finish Date:	01/19/17	
Data Date:	11/25/16	
Run Date:	12/07/16	



2014 2015 2016	2017
ID     Description     Orig Dur     Rem Dur     Start     Finish     Jul     Aug     Sep     Oct     Nov     Dec     Jul     Aug     Sep     Oct     Nov	ov Dec Jan Mar Apr May Jun Jul Aug Sep Oct
M2374 *Pour Islands 6 0 10/18/16A 10/25/16A	Pour Islands
	re Hydrant and Gas Meter Bollards
M2366 Light Bollards @Sidewalk 7 0 10/21/16A 11/15/16A	Light Bollards @Sidewalk
	*FRP Mow Strip (@Retaining Wall)
M2384 FRP Mow Strip (Balance) 14 0 10/24/16A 11/21/16A	FRP Mow Strip (Balance)
M2381 Entry Sidewalks and Landscape (Pour 2) - ERWS Impact 11 0 10/25/16A 11/08/16A	Entry Sidewalks and Landscape (Pour 2) -ERWS Impact
	orrection of Retaining Walls 1 & 2
M2364 Install Decorative Bollards 6 0 10/28/16A 11/04/16A	Install Decorative Bollards
M2363 Correction of Retaining Wall #7 18 0 10/31/16A 11/23/16A	Correction of Retaining Wall #7
M2386 Sod & Plant @ Pool Area 2 0 11/17/16A 11/18/16A	Sod & Plant @ Pool Area
M2391 Finish Installation of Shade Structures 3 0 11/17/16A 11/21/16A	Finish Installation of Shade Structures
M2357 AV Speaker Installation (PR 25RR) 8 0 11/17/16A 11/24/16A	AV Speaker Installation (PR 25RR)
M2371 Fill Outdoor Pool 7 5 11/24/16A 11/30/16	Fill Outdoor Pool
M2362 AV Testing (PR 25RR) 3 3 11/28/16 11/30/16	AV Testing (PR 25RR)
M2376 Correction of Walls 11,12,13 (Family Slide) 4 4 12/01/16 12/05/16	Correction of Walls 11,12,13 (Family Slide)
M2372 Flag Poles 3 3 12/02/16 12/06/16	I Flag Poles
M2382 Plaster Prep 5 5 12/04/16 12/08/16	Plaster Prep
M2354 Install Family Slide 2 2 12/06/16 12/07/16	Install Family Slide
M2383 Plaster 2 2 12/09/16 12/10/16	Plaster
M2393 Clean & MCC Punch 2 2 12/12/16 12/13/16	Clean & MCC Punch
M2394 Architectural Punch 2 2 12/14/16 12/15/16	Architectural Punch
Retaining Walls	
RW4-100 Excavate Footing #4 3 0 07/27/16A 08/02/16A	a #4
RW4-200 Erect Stacked Stone Wall #4 5 0 08/02/16A 08/04/16A	
RW4-300 Backfill #4 3 0 08/05/16A 08/09/16A	
RWM-100         Excavate Footing #11 #12 & #13         3         0         08/03/16A         08/05/16A	a #11 #12 & #13
	Stone Wall #11 #12 & #13
RWM-300         Backfill #11 #12 & #13         3         0         08/16/16A         08/18/16A	
RW5-200 Erect Stacked Stone Wall #5 3 0 08/05/16A 08/09/16A	
RW5-100 Excavate Footing #5 3 0 08/08/16A 08/10/16A	
RW5-300 Backfill #5 3 0 08/19/16A 08/23/16A	
RW6-100 Excavate Footing #6 3 0 08/11/16A 08/15/16A	ting #6
RW6-200 Erect Stacked Stone Wall #6 3 0 08/16/16A 08/18/16A	I Stone Wall #6
RW6-300 Backfill #6 3 0 08/24/16A 08/26/16A	
RW3-100 Excavate Footing #3 0 08/05/16A 08/05/16A	g #3
RW3-200 Erect Stacked Stone Wall #3 5 0 08/06/16A 08/06/16A Erect Stacked Stone Wall #3	
RW3-300 Backfill #3 3 0 08/08/16A 08/11/16A	
RW2-100 Excavate Footing #2 0 08/08/16A 08/09/16A	ng #2
RW2-200 Erect Stacked Stone Wall #2 2 0 08/10/16A 08/11/16A	Stone Wall #2
RW2-300 Backfill #2 2 0 08/19/16A 08/22/16A	
RW1-100 Excavate Footing #1 2 0 08/10/16A 08/11/16A	ng #1
RW1-200 Erect Stacked Stone Wall #1 2 0 08/12/16A 08/15/16A	Stone Wall #1
RW1-300 Backfill #1 2 0 08/23/16A 08/24/16A	
RW8-100 Excavate Footing #8 2 0 08/12/16A 08/15/16A	ting #8
RW8-200 Erect Stacked Stone Wall #8 3 0 08/16/16A 08/18/16A	
RW8-300 Backfill #8 2 0 08/25/16A 08/26/16A	9
RW7-100 Excavate Footing #7 2 0 08/17/16A 08/18/16A	
	d Stone, Wall #7
RW7-300 Backfill #7 2 0 08/25/16A 08/27/16A	
RW9-100     Excavate Footing #9     3     0     08/23/16A     08/22/16A	oting #9





		Orig	Dom					2014							2	015										20
ID	Description	Orig Dur	Rem Dur	Start	Finish	Jul	Aug	Sep	Oct No	ov Dec	Jan	Ma	ar Ap	or Ma	y Jun	Jul	Aug	Sep	Oct	Nov E	ec Ja	an Fe	eb Ma	Apr	· May	/ Jun
RW9-300	Backfill #9	3	0	08/23/16A	08/24/16A		1				1			1			1							1	1	
RW9-200	Erect Stacked Stone Wall #9	4	0																							
Level 2		-	-																							
Gym Ar			0	00/40/454	00/05/454													_	Б. ін	1 D'						
M1195	Drilled Piers at Perimeter (20)	4	0																				ter (20	1.0		_
M1205	Drilled Piers (bal.) minus "hold back piers"	2	0																				nus "h	old ba	ack pi	ers"
M1220	FRP Grade Beams	7	0	10/19/15A																FR				_	_	
M1225	Below Grade Waterproofing - Basement Wall South	2	0																				aterpro		- Ba	semer
M1245	FRP Foundation Wall @ A	4	0																				n Wall		_	
M1235	Below Grade Waterproofing - Basement Wall North	2	0																				/aterpr			seme
M1230	Backfill North Grade Beam	2	0																				Grade		n	
M1210	MEP Underground	5	0																				ndergro			
M1226	Backfill Basement Wall	3	0		12/08/15A																		isemer			
M1206	Drilled Piers "hold back piers" (9)	2	0	12/09/15A																			ers "ho			
M1216	FRP Grade Beams @ 13-10	4	0	12/10/15A	12/15/15A																		de Bea	-	-	
M1236	FRP Grade Beams @ Stair	4	0																				de Bea		-	ir
M1250	FRP Slab on Grade	5	0	12/31/15A	01/04/16A																<b>I</b> I	FRP	Slab o	۱ Gra	de	
Building	Structure																									
Level 1																										
Pool Ar	ea																									
M1259	FRP Columns at Grid Line 1	2	0	01/04/16A	01/05/16A																	FRP	Colum	nş at	Grid	Line 1
M1280	Install CMU @ Pool Mech. Rm. (12' elev.)	5	0	01/06/16A	01/15/16A																	Inst	all CM	U @	Pool	Mech.
M1260	Install CMU Along Grid Line 5 @ AB-AC	10	0	01/11/16A	01/29/16A																	i I	nstall C	MU A	Along	Grid I
M1285	FRP Elevated Deck @ Pool Mech. Rm.	5	0	01/15/16A	01/26/16A																	🔲 Fl	RP Ele	vated	l Dec	k @ P
M1290	Install CMU - Level 2 Mech Space @ GL 2	7	0	02/02/16A	02/11/16A																		Instal	СМ	J - Le	vel 2
M1292	Install CMU - Level 2 Mech Space @ GL AC, AG & 7	7	0	02/10/16A	02/19/16A																		🔲 İnsta	all CN	1Ų - L	.evel 2
Level 2																										
Entry A	rea																									
M1295	FRP Elevated Deck	8	0	01/06/16A	01/18/16A																		P Elev	ated	Deck	
Level 3		Ū	0	0110011011																				aicu	DCCK	
Pool Ar		10		00/47/404	0.4/00/4.0.4																					
M1330	Erect Structural Steel	40	0																							ect Str
M1335	Set DHU Curbs	3	0																							Set DH
M1337	Roof Decking	4	0	04/26/16A	05/09/16A																				F	Roof D
Gym Ar																										
M1320	Erect Structural Steel	30	0																							tural S
M1322	Erect Track to Grid Line 13	3	0																			I	Erect	Tracl	< to G	rid Lir
M1323	Install Studs	1	0	02/10/16A	02/10/16A																		Instal	Stud	s	
M1324	Install Reinforcement	1	0	02/11/16A	02/11/16A																		Instal	Reir	offorce	ment
M1327	Pour Track to Grid Line 13	1	0	02/12/16A	02/12/16A																		Pour	Track	to G	rid Lin
M1328	Pour Track from Grid Line 5 - 13	1	0	02/29/16A																			Po	ur Tr	ack fr	rom G
M1321	Structural Steel Detailing	10	0	03/21/16A	04/20/16A																					ctural
M1326	Louver Steel @Gird 8-12 (Mech)	8	0	04/20/16A	04/29/16A																				📕 Lo	uver S
M1325	Louver Steel @ AC-AG (Mech)	5	0	05/16/16A	05/16/16A																				1	Louve
Enclosure	e / Roofing																									
ERG-2000	Roofing Grid 5-10 @ A-F	4	0	04/12/16A	04/18/16A	5																			Roof	fing Gi
ERP-1000	Pool Roofing	6	0	05/09/16A	06/10/16A																					📥 P
ERG-2010	Roofing Grid AC-AG (Mech)	3	0	06/01/16A	06/24/16A																					
	Start Date: 06/19/14																									

Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16

2016					017					
in Jul Aug Sep Oct Nov Dec	Jan	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
Backfill #9										
Erect Stacked Stone	Wall #9									
ent Wall South										
ent Wall North										
9)										
1										
h. Rm. (12' elev.)										
l Line 5 @ AB-AC										
Pool Mech. Rm.										
2 Mech Space @ GL 2										
2 Mech Space @ GL AC, AG & 7										
Structural Steel										
OHU Curbs										
Decking										
Steel										
ine 13										
ıt										
ine 13										
Grid Line 5 - 13										
al Steel Detailing										
Steel @Gird 8-12 (Mech)										
ver Steel @ AC-AG (Mech)										
	Чs									
Grid 5-10 @ A-F	Project Finish									
Pool Roofing	ject									
Roofing Grid AC-AG (Mech)	Pro									



		Orig	2000			2014 2015
ID	Description	Orig Dur	Dur	Start	Finish	Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun
ERG-1000	Roofing Grid 10-21 @ E-F	5	0	06/06/16A	06/10/16A	
Exterior F						
	evation Level 2 Grid 10-21					
	Exterior Metal Framing	2	0	02/15/16A	02/17/16A	Exterior Metal Fran
	-	2	0	02/16/16A	02/17/10A 02/23/16A	
	Exterior Sheathing	3	-			Exterior Sheathing
	Waterproofing	8	0	02/29/16A	04/21/16A	Waterpro
FSL2-1400		0	0	03/28/16A	04/21/16A	
	Brick/Stone - Facade	20	0	03/28/16A	05/02/16A	
_	Window System	C	0	04/27/16A	05/03/16A	Windo
	evation Level 3 Grid 10-21					
	Exterior Metal Framing	3	0		02/26/16A	Exterior Metal Fra
	Exterior Sheathing	3	0	02/25/16A	03/07/16A	Exterior Sheathi
	Waterproofing	5	0	02/29/16A	04/22/16A	Waterpr
FSL3-1500	Brick/Stone - Facade	20	0	04/01/16A	05/16/16A	Bric
FSL3-1400		3	0	05/16/16A	05/18/16A	l Inst
FSL3-1300	Window System	6	0	05/17/16A	05/24/16A	🔲 🔤 Wi
East Elev	vation Grid A-F					
FE-1000	Exterior Metal Framing	5	0	02/25/16A	03/02/16A	Exterior Metal Fra
FE-1100	Exterior Sheathing	3	0	03/01/16A	03/03/16A	Exterior Sheathir
FE-1200	Waterproofing	5	0	03/03/16A	04/22/16A	Waterpr
FE-1500	Brick/Stone - Facade	7	0	04/04/16A	04/28/16A	💳 Brick/S
FE-1400	Insulation	5	0	04/05/16A	04/27/16A	Insulati
FE-1300	Window System / Curtainwall	5	0	04/26/16A	05/17/16A	🔜 Win
North Ele	evation Grid 20-13					
FN-1000	Exterior Metal Framing	5	0	03/04/16A	03/10/16A	Exterior Metal F
FN-1100	Exterior Sheathing	6			03/14/16A	Exterior Sheath
FN-1200	Waterproofing	2	0	04/04/16A	04/08/16A	Waterproo
FN-1400	Insulation	- 5	0	04/14/16A	05/19/16A	
FN-1500	Brick/Stone - Facade	20	0	04/21/16A	06/09/16A	
FN-1300	Window System / Curtainwall	6	-	06/14/16A		
-	· ·	•	U	00/11/10/1	00/20/10/1	
FN-2000	evation Grid 13-7	E	0	03/14/16A	02/10/16 1	Exterior Metal
	Exterior Metal Framing	5	0		03/18/16A	
FN-2100	Exterior Sheathing	5	0	03/17/16A	03/22/16A	Exterior Shea
FN-2200	Waterproofing Brick/Stone - Facade	2 10	0	04/25/16A	05/06/16A	Water
FN-2500		16	0	05/05/16A	06/20/16A	
FN-2400	Insulation	5	0	05/16/16A	05/20/16A	
FN-2300	Window System / Curtainwall	C	0	06/20/16A	06/24/16A	
	evation Grid 7-5					
FN-3000	Exterior Metal Framing	4		03/24/16A	03/29/16A	Exterior Met
FN-3100	Exterior Sheathing	3	0	03/28/16A	03/30/16A	Exterior She
FN-3200	Waterproofing	4	0	04/11/16A	05/31/16A	
FN-3400	Insulation	5	0	04/16/16A	05/30/16A	
FN-3500	Brick/Stone - Facade	6	0	05/18/16A	06/20/16A	
FN-3300	Window System / Curtainwall	5	0	06/21/16A	06/27/16A	
West Ele	vation AC.2 - AH.2					
FW-1000	Exterior Metal Framing	4	0	03/31/16A	04/28/16A	Exterio
FW-1200	Waterproofing	4	0	04/14/16A	05/16/16A	Wat
FW-1400	Insulation	4	0	04/15/16A	05/19/16A	
FW-1100	Exterior Sheathing	4	0	04/25/16A	04/28/16A	Exterio
	Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16					McKinney Aquatics & Fitness Center

01/19/17
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ID	Description	Orig F Dur I	Rem Dur	Start	Finish	Ju	Aug	Sep (	Oct N	Nov De	c Ja	n	Mar	Apr I	May	Jun	Jul	Aug	Sep	Oct	Nov [	Dec J	an F	eb M	ar A	Apr	May	Jun
FW-1500	Brick/Stone - Facade	10	0	06/06/16A	06/10/16A	1										_											_	E
East Elev	vation AA-AC																											
FE-2500	Brick/Stone - Facade	6	0	04/19/16A	04/23/16A																						Brick	:/Stoi
FE-2200	Waterproofing	4	0	04/25/16A	05/06/16A																						Wa	
FE-2400	Insulation	4	0	04/27/16A	05/19/16A																							Insula
FE-2300	Window System / Curtainwall	10	0	05/23/16A	06/10/16A																							V
North Ele	evation Grid 5-2 & West AA-AB																											
FN-5600	CMU @Columns	5	0	05/02/16A	05/16/16A																						<b>—</b> (	СМО
FN-5610	Framing At Columns	1	0	05/13/16A	05/16/16A																							rami
FN-5200	Waterproofing/Insulation	2	0	05/19/16A	05/20/16A																							Wate
FN-5300	Window System / Curtainwall	6	0	05/23/16A	06/13/16A																							- V
FN-5500	Brick/Stone - Facade	5	0	06/07/16A	06/14/16A																							E
West Ele	vation AB-AH Level 1																											
FW-2200	Waterproofing	2	0	02/23/16A	04/11/16A																					w	aterp	proofi
FW-2500	Brick - Facade	7	0	03/28/16A	04/14/16A																				-	- 1	rick -	
FW-2400	Insulation	2	0	04/12/16A	04/13/16A																						sulati	
FW-2410	Stone (AC - AG.2)	5	0	04/14/16A	04/20/16A																						Stone	
FW-2600	Louvers	2	0	05/20/16A	05/23/16A																							Lou
	vation AC.1-AG.2		-																									Loui
FW-3200	Waterproofing	3	0	02/23/16A	04/11/16A																					<b>•</b> w	aterp	vroofi
FW-3500	Brick/Stone - Facade	10	0	03/28/16A	04/14/16A																				-		rick/S	
FW-3400	Insulation	5	0	04/11/16A																							sulati	
_		5	U		10/10/10/1																						sulat	.011
	evation 2-5 & West AH-AJ	F	0	05/10/104	OFIACIACA																							N 41 1
FS-1600 FS-1610	CMU @Columns	5	0	05/10/16A 05/16/16A	05/16/16A 05/20/16A																							CMU
FS-1610 FS-1200	Framing At Columns Waterproofing/Insulation	2	0	05/17/16A	05/20/16A 05/18/16A																							Fram Wate
FS-1200	Window System / Curtainwall	2	0	06/14/16A	06/24/16A																							vale
FS-1500	Brick/Stone - Facade	7	0	06/14/16A																								
_		1	U		00/24/10/																							
	evation 5.1-5.9	4	0	04/44/464	04/44/464																					<b>.</b>	torio	
FS-2000 FS-2100	Exterior Metal Framing	I E		04/11/16A																							cterio xterio	
FS-2100	Exterior Sheathing Waterproofing	3	0	04/11/16A 04/25/16A	04/15/16A 06/10/16A																						cienc	
FS-2200	Brick/Stone - Facade	5	0	06/13/16A	06/23/16A																							
FS-2300	Window System	5	0	06/20/16A																								
-		5	U	00/20/104	07/01/104																							L
	evation 6.1-6.9 Sheathing	2	0	06/20/16A	06/04/464																							
FS-3310 FS-3320	Brick/Stone	7	0	06/20/16A 06/21/16A	06/21/16A 06/29/16A																							
FS-3320 FS-3300	Curtainwall	6	0	06/30/16A																								
		0	U	00/30/10A	07/11/10A																							
Interior Fi																												
Level 1																												
Pool Are																												
M1605	Set Mech/Pool Equipment	1	0	02/11/16A																				Set				
M1600	CMU Walls @ Pool Mech. Rm.	5	0	02/12/16A	02/25/16A																			CI	MU \	Nall	\$ @	Pool
M2400	Install / Connect Pool Equipment	10	0	05/16/16A	07/28/16A																							
M2200	Interior CMU Columns @ Grid AE	5	0	06/10/16A	06/27/16A																							
M1800	Erect Scaffold Over Pools	10	0	06/27/16A	07/11/16A																							
M1803	Scaffold Usage - HAMMOCK (Cal Days)	32	0	07/12/16A	08/12/16A																							
M1802	Install Roof Drain Piping Area A	3	0	07/12/16A	07/14/16A																							

Start Date: 06/19/14 Finish Date: 01/19/17
Data Date: 11/25/16 Run Date: 12/07/16

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Scaffold Us	age - HAMI	MOCK (C	al Day	/s)							
Install Roof Drair	Piping Are	ea A 🟅									



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ID	Description	Orig Rem Dur Dur	Start	Finish	Jul Aug Sep Oct Nov Dec Jan		
M1807	Install Sprinkler Area A	5 0	07/12/16A	07/16/16A			
M1807	Frame & Sheath High Bulkhead Area A	4 0	07/13/16A	07/16/16A			
M1900	Paint Area A	5 0	07/15/16A	07/20/16A			
M1905	Install Ductwork Area A	5 0	07/18/16A	07/22/16A			
M1907	Install Lights Area A	5 0	07/20/16A	07/26/16A			
M1908	Touch Up Paint Area A	2 0	07/26/16A	07/27/16A			
M13000	MCC / Arch Punch @ O/H Scaffold Area A	5 0	07/26/16A	08/02/16A			
M1817	Install Sprinkler Area B	5 0	07/18/16A	07/22/16A			
M1017 M2440	Paint Area B	5 0	07/21/16A	07/26/16A			
M1925	Install Ductwork Area B	5 0	07/25/16A	07/29/16A			
M1917	Install Lights Area B	5 0	07/27/16A	08/01/16A			
M1918	Touch Up Paint Area B	2 0	08/02/16A	08/12/16A			
M1910 M2450	MCC / Arch Punch @ O/H Scaffold Area B	5 0	08/02/16A	08/12/16A			
M2400	Plaster 5 Line Wall & Bulkheads	13 0		09/06/16A			
M2103	Dismantle Scaffold Over Pools	10 0		08/26/16A			
M2102	Competition/Leisure Pool Tile Paint Block Walls	30 0	08/22/16A	10/05/16A			
M2108		9 0	08/29/16A	09/09/16A			
M2106	Tile @ Lower Furdowns	4 0	08/31/16A	09/06/16A			
M2101	Install Ductwork @AE Line Area A	3 0	09/06/16A	09/08/16A			
M2115	Install Ductwork @AE Line Area B	2 0	09/08/16A	09/09/16A			
M2104	Install Sprinkler @AE Line Area A	3 0	09/09/16A	09/09/16A			
M2117	Install Sprinkler @AE Line Area B	1 0	09/12/16A	09/12/16A			
M2107	Install Lights @AE Line Area A	2 0	09/12/16A	09/13/16A			
M2118	Install Lights Area B (Status of Parts?)	14 0	09/14/16A	10/25/16A			
M2103	Indoor Slide	7 0	09/28/16A	10/04/16A			
M2167	Acoustical Panels	8 0		10/21/16A			
M2150	Leisure Pool Test (Includes 1 day to fill pool)	7 0		10/13/16A			
M2156	Finish Comp Tile	11 0	10/13/16A	10/25/16A			
M2155	Drain Leisure Pool	2 0	10/14/16A	10/15/16A			
M2152	Clean Leisure Pool	3 0					
M2157	Competition Pool Test (Includes 1 day to fill pool)		10/19/16A				
M2161	Plaster Prep Leisure Pool	3 0	10/25/16A	10/27/16A			
M2164	Drain Competition Pool	1 0	10/26/16A	10/26/16A			
M2166	Finish Leisure Tile	4 0	10/26/16A	10/29/16A			
M2162	Plaster Prep Competition Pool	7 0					
M2121	MEP Trim Out	6 0	10/26/16A	11/02/16A			
M2158	Clean Competiion Pool	3 0	10/27/16A				
M2163	Plaster Leisure Pool	2 0	10/28/16A	10/29/16A			
M2353	Rough Clean	3 0	10/31/16A	11/02/16A			
M2168	Hydro Spray Comp Pool	1 0	11/01/16A	11/01/16A			
M2159	Plaster Competition Pool	2 0					
M2165	Startup Dectron Units	5 0		11/11/16A			
M2358	MCC Punch	5 0					
M2169	Fire Alarm Completion (Delayed-Monitoring Required by City		11/18/16A	12/09/16			
M2122	Install OverHead Doors	3 3	11/28/16	11/30/16			
M2359	Final Clean	2 2	12/12/16	12/13/16			
M2392	Architectural Punch	5 5	12/12/16	12/16/16			
Entry A							
M1715	CMU Walls & HM Door Frames	25 0					CMU Walls & HM E
M1710	MEP In Wall Rough In	25 0	02/03/16A	02/23/16A			MEP In Wall Rough
	Start Date: 06/19/14 Finish Date: 01/19/17				Makinnay Ag	nation & Fitness Center	

Start Date:	
Finish Date: Data Date:	
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Run Date.	12/07/10

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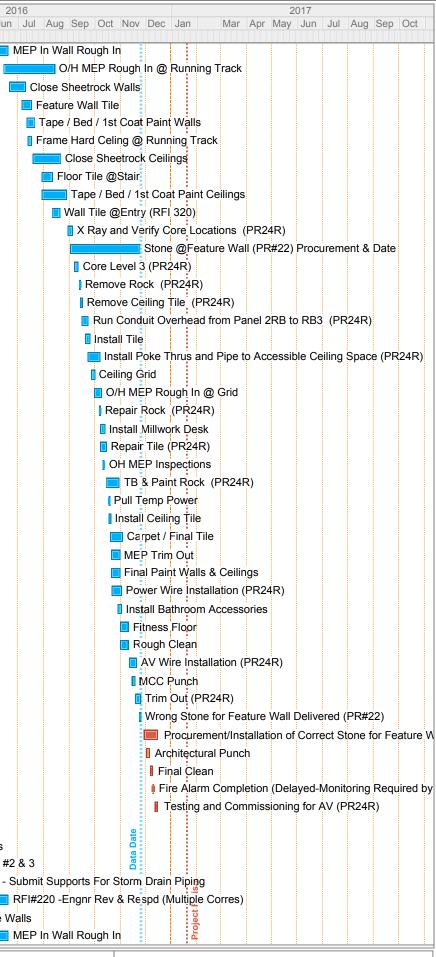
			4	2014 2015 2016	2017
ID	Description	Orig Rem Dur Dur Start	Finish	Jul Aug Sep Oct Nov Dec Jan Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Ju	
M1910	O/H MEP Rough In	19 0 03/01/16A	A 03/25/16A	O/H MEP Rough Ir	
M3010	Floor & Wall Tile	25 0 04/14/16A			Floor & Wall Tile
M1810	Glass System @ CMU	3 0 06/06/16A		Glass	System @ CMU
M1915	Inspections / MEP O/H	5 0 06/13/16A			ections / MEP O/H
M2110	O/H MEP Trim Out In Hardlid Ceilings	5 0 06/13/16A			MEP Trim Out In Hardlid Ceilings
M2410	Tape / Bed / 1st Coat Paint Ceilings	10 0 06/30/16A			Tape / Bed / 1st Coat Paint Ceilings
M2010	Frame Hardlid Ceilings	4 0 07/08/16A			Frame Hardlid Ceilings
M2310	Ceramic Tile Ceilings	5 0 07/19/16A			Ceramic Tile Ceilings
M3020	Sinks and Toilets	18 0 07/27/16A			Sinks and Toilets
M2510	Paint 1st Coat CMU Walls	6 0 07/28/16A			Paint 1st Coat CMU Walls
M2060	Install Elevator	20 0 08/01/16A			Install Elevator
M2860	Overhead MEP Work Related to PR24R	1 0 08/22/16A			Overhead MEP Work Related to PR24R
M2710	Millwork	10 0 08/22/16A			Millwork
M2897	New Panel Procurement and Installation (PR24R)	14 0 08/22/16A			New Panel Procurement and Installation (PR24R)
M2870	X Ray & Verify Core Locations (PR24R)	5 0 08/29/16A			X Ray & Verify Core Locations (PR24R)
M2065	Complete CMU @ Elevator (All Floors)	10 0 08/31/16A			Complete CMU @ Elevator (All Floors)
M2875	Core L2 (PR24R)	2 0 09/07/16A			Core L2 (PR24R)
M2877	Remove Rock (PR24R)	1 0 09/09/16A			Remove Rock (PR24R)
M2887	Install Poke Thrus and Pipe to Accessible Ceiling Space (PR				Install Poke Thrus and Pipe to Accessible Ceiling Space (PR24R)
M1813	*Aluminium Doors	5 0 09/13/16A			Aluminium Doors
M2820	*Installation of Lockers	3 0 09/19/16A			*Installation of Lockers
M3015	Install Stone Countertops	4 0 09/19/16A			Install Stone Countertops
M2740	Ceiling Grid	3 0 09/26/16A			Ceiling Grid
M3017	Install Sinks @Countertops	5 0 09/26/16A			Install Sinks @Countertops
M2878	Repair Rock (PR24R)	1 0 09/29/16A			Repair Rock (PR24R)
M2840	O/H MEP Rough In @ Grid	7 0 09/29/16A			O/H MEP Rough In @ Grid
M2879	TB & Paint Rock (PR24R)	5 0 09/30/16A			TB & Paint Rock (PR24R)
M2810	*Toilet Partitions (Procurement/Color Change)	10 0 10/03/16A			*Toilet Partitions (Procurement/Color Change)
M2895	Power Wire Installation (PR24R)	7 0 10/07/16A			Power Wire Installation (PR24R)
M2845	OH MEP Inspections	1 0 10/10/16A			OH MEP Inspections
	Final Paint Walls & Ceilings	10 0 10/11/16A			Final Paint Walls & Ceilings
M2847	Install Ceiling Tile	2 0 10/13/16A			Install Ceiling Tile
M3160	Pull Temp Power	8 0 10/17/16A			Pull Temp Power
M2848	Install Bathroom Accessories	2 0 10/17/16A			Install Bathroom Accessories
M2896	AV Wire Installation (PR24R)	4 0 10/18/16A			AV Wire Installation (PR24R)
M2902	Trim Out (PR24R)	4 0 10/24/16A			Trim Out (PR24R)
M2067	Adjustment of Elevator	18 1 10/24/16A			Adjustment of Elevator
M3210	Rough Clean	4 0 10/28/16A			Rough Clean
M2906	Testing and Commissioning of AV (PR24R)	10 0 10/28/16A			Testing and Commissioning of AV (PR24R)
M2910	Operable Partitions	1 0 11/07/16A			Coperable Partitions
M2920	Fire Alarm Completion (Delayed-Monitoring Required by City				Fire Alarm Completion (Delayed-Monitoring Required by City)
M3310	MCC Punch	3 3 11/28/16			MCC Punch
M3410	Architectural Punch	3 3 12/01/16			Architectural Punch
M3510	Final Clean	3 3 12/06/16			I Final Clean
Level 2					
Entry Ar					
M1630	CMU Walls @ Elevator	5 0 03/21/16A	03/25/16/	CMU Walls @ Elev	
	-				alon e
M2080	Erect Stair #1 Frame Walls			Erect Stair #1	
M1830	Frame walls Stair #1 Feature Wall Framing (RFI 243)				
M1930		10 0 05/03/16A			air #1 Feature Wall Framing (RFI 243)
	Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16			McKinney Aquatics & Fitness Center	▲ · · · · · · · · · · · · · · · · ·

Finish Date: Data Date: Run Date:	01/19/17 11/25/16
Run Date:	12/07/16



ID	Description	Orig F	Rem Dur	Start	Finish		ıl Aug	2014 Sen		Nov De	ec Ja	n	Mar	Apr	May	20 .lun	Aug	Sen (	Oct N	ov Dec	Jan	Feb N	lar A	nr Ma	2( av Jun
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M2030	MEP In Wall Rough In	10	0	05/12/16A	06/17/16A																			L	
M2430	O/H MEP Rough In @ Running Track	15	0	06/13/16A	08/12/16A 07/08/16A																				
M2530 M1980	Close Sheetrock Walls Feature Wall Tile	6 9	0	06/20/16A 07/05/16A	07/06/16A																				
M1980 M2630		9	0		07/19/16A																				
	Tape / Bed / 1st Coat Paint Walls	5	0	07/11/16A	07/19/16A																				
M2330 M2130	Frame Hard Celing @ Running Track	4	0	07/12/16A	07/15/16A 08/19/16A																				
M2130 M2480	Close Sheetrock Ceilings	5	0	07/18/16A																					
M2480 M2230	Floor Tile @Stair Tape / Bed / 1st Coat Paint Ceilings	10	0	07/29/16A 07/29/16A	08/09/16A 08/26/16A																				
M1985	Wall Tile @Entry (RFI 320)	7	0	07/29/10A 08/10/16A	08/18/16A																				
M1985 M2835	X Ray and Verify Core Locations (PR24R)	5	0	08/29/16A	09/02/16A																				
M1982	Stone @Feature Wall (PR#22) Procurement & Date	5	0																						
M1962 M2837			0	09/01/16A 09/06/16A	09/09/16A																				
M2838	Core Level 3 (PR24R) Remove Rock (PR24R)	4	0																						
		1	0	09/12/16A	09/12/16A																				
M2839	Remove Ceiling Tile (PR24R)	2	0	09/13/16A	09/14/16A																				
M2850	Run Conduit Overhead from Panel 2RB to RB3 (PR24R)	5	0	09/15/16A	09/21/16A																				
M2735	Install Tile	5	0	09/19/16A	09/23/16A																				
M2852	Install Poke Thrus and Pipe to Accessible Ceiling Space (PR	10	0	09/22/16A	10/05/16A																				
M2730		4	0	09/26/16A	09/29/16A																				
M2830	O/H MEP Rough In @ Grid	6	0	09/30/16A	10/07/16A																				
M2855	Repair Rock (PR24R)	1	0	10/06/16A	10/06/16A																				
M3095	Install Millwork Desk	3	0	10/07/16A	10/11/16A																				
M2857	Repair Tile (PR24R)	5	0	10/07/16A	10/13/16A																				
M2832	OH MEP Inspections	1	0	10/10/16A	10/10/16A																				
M2858	TB & Paint Rock (PR24R)	11	0	10/14/16A	10/28/16A																				
M2856	Pull Temp Power	1	0	10/17/16A	10/17/16A																				
M2930		2	0	10/17/16A	10/18/16A																				
M2880	Carpet / Final Tile	10	0	10/19/16A	11/01/16A																				
M2980	MEP Trim Out	9	0	10/20/16A	10/29/16A																				
M3030	Final Paint Walls & Ceilings	9	0	10/20/16A	10/29/16A																				
M2859	Power Wire Installation (PR24R)	7	0	10/21/16A																					
M2935	Install Bathroom Accessories	2	0	10/28/16A	10/31/16A																				
M3080	Fitness Floor	7	0	10/31/16A	11/08/16A																				
M3220	Rough Clean	5	0	10/31/16A	11/08/16A																				
M2865	AV Wire Installation (PR24R)	6	0	11/11/16A																					
M3320	MCC Punch	3	0	11/14/16A	11/16/16A																				
M2867	Trim Out (PR24R)	4	0	11/18/16A	11/23/16A																				
M1983	Wrong Stone for Feature Wall Delivered (PR#22)	1	0	11/23/16A	11/23/16A																				
M1984	Procurement/Installation of Correct Stone for Feature Wall	14	14	11/28/16	12/15/16																				
M3420	Architectural Punch	3	3	12/01/16	12/05/16																				
M3520	Final Clean	3	3	12/06/16	12/08/16																				
M2866	Fire Alarm Completion (Delayed-Monitoring Required by City	1	1	12/09/16	12/09/16																				
M2868	Testing and Commissioning for AV (PR24R)	4	4	12/12/16	12/15/16																				
Gym Ar				00/2//	0.1/2.1/12																				
M1620	CMU Walls	10	0	03/21/16A																					
M2170	Gym Stair #2 & 3	10	0	03/21/16A	04/04/16A																				Stair #2
RFI#220	RFI#220 - Submit Supports For Storm Drain Piping	0	0	04/13/16A	00//=/																		4	REI#	220 - S
RFI#220-10		10	0	04/14/16A	06/17/16A																			- <u>-</u>	
M1670	Frame Walls	3	0	04/25/16A	04/27/16A	5																		Fr	ame W
M1720	MEP In Wall Rough In	5	0	04/28/16A	06/17/16A																				
	Start Date: 06/19/14																								

Start Date:	
Finish Date:	01/19/17
Data Date:	11/25/16
Run Date:	12/07/16





ID	Description	Orig Rem Dur Dur Start	Finish	Z014         Z014         Z014         Z015         Z015 <thz015< th="">         Z015         Z015         <thz< th=""><th>20 y Jun</th></thz<></thz015<>	20 y Jun
M1870	Paint O/H	10 0 05/23/10	A 05/27/16A		Pain
M1975	Set Basketball Goals	6 0 06/20/1			
M1770	Close Walls	4 0 06/22/1			
M2020	Tape / Bed / 1st Coat Paint Walls & CMU	9 0 06/27/1			
M2075	Install Wood Floors	28 0 08/15/1			
M2120	Final Paint	15 0 09/13/1			
M2123	MEP Trim Out	15 0 09/13/1			
M1920	Install Lights (PR#30)	5 0 09/22/1			
M2070	Scoreboards	5 0 09/27/1			
M2125	Pads & Equipment	5 0 10/03/1			
M3230	Rough Clean	5 0 10/28/1			
M3330	MCC Punch	5 0 11/04/10			
M3430	Architectural Punch	4 0 11/11/1			
M3530	Final Clean	5 0 11/16/1			
	rea Restroom				
M3570	Frame Walls	6 0 05/09/10	A 05/30/16A		E Frar
M3620	MEP In Wall Rough In	5 0 05/09/10			MEI
M3675	One Side Walls	3 0 06/20/1			
M3675 M3670	Frame Hard Ceiling	2 0 06/27/1			
M3070	MEP Rough In Hard Ceilings	3 0 06/30/1			
M3720	Close Walls	1 0 07/06/1			
M3820	Close Hard Ceilings	2 0 07/25/1			
M3870	Floor / Wall / Ceiling Tile	9 0 07/26/1			
M3920	Tape / Bed / 1st Coat Paint Walls & Ceilings	3 0 08/08/1			
M4020	*Millwork	6 0 08/20/1			
M4020 M4080	Install Lockers	5 0 09/22/1			
M3970	MEP Trim Out	9 0 10/20/1			
M4070	Final Paint	9 0 10/20/1			
M4070 M4075	Rough Clean	5 0 10/27/10			
M4073	MCC Punch	5 0 11/14/10			
M4077 M4078	Architectural Punch	4 1 11/21/1			
M4070 M4079	Final Clean	5 5 11/29/			
Classro			12/00/10		
M3590	Frame Walls	6 0 05/23/1	A 06/01/16A		🔲 Frai
M3640	MEP In Wall Rough In	5 0 06/01/1			ME
M3705	MEP & Inwall Inspections	1 0 06/17/1			
M3690	Frame Hard Ceiling	7 0 06/23/1			
M3740	Close Walls	1 0 06/27/1			
M3790	MEP Rough In Hard Ceilings	5 0 07/01/1			
M3840	Close Hard Ceilings	5 0 07/21/1			
M3940	Tape / Bed / 1st Coat Paint Walls & Ceilings	10 0 07/28/1			
M3895	*Install Ceiling Grid	1 0 08/24/10			
M3900	Porcelain Tile @ Corridor	6 0 09/13/1			
M3910	Wood Floors	9 0 09/13/1			
M3890	Ceramic & Porcelain Floor Tile	5 0 09/21/1			
M3912	Cure Time for Wood floors	5 0 09/27/1			
M3913	Install Floor Protection	1 0 10/04/10			
M4040	Millwork	2 0 10/05/1			
M3990	MEP Trim Out	3 0 10/07/1			
M3897	Install Ceiling Tile	2 0 10/17/1		-5:	
	Start Date: 06/19/14 Finish Date: 01/19/17			McKinnov Aquatics & Fitness Contor	

Finish Date:	01/19/17
Data Date:	11/25/16
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Millwork									
MEP Trim Out									
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ID	Description		Rem Dur	Start	Finish	Jul Aug Sep Oct Nov E	Dec Jan Ma	ar Apr	May Ju	n Jul	Aug	g Sep	Oct	Nov	Dec	Jan I	Feb N	/lar Ap	pr M	ay Jun
M3915	Install VCT	2	0	10/17/16A	10/18/16A															
M4090	Final Paint	9	0	10/19/16A	10/28/16A															
M4140	Rough Clean	5	0	10/27/16A	11/02/16A															
M4190	Install Partitions	1	0	11/08/16A	11/08/16A															
M4165	MCC Punch	5	0	11/14/16A	11/18/16A															
M4177	Architectural Punch	4	1	11/21/16A	11/28/16															
M4183	Final Clean	5	5	11/29/16	12/05/16															
Level 3	1			1																
Gym A	rea																			
M3730	CMU Walls	5	0	03/28/16A	04/01/16A														MU	Walls
M3830	Paint CMU	11	0	06/13/16A	06/27/16A															
M3780	SS Track Hand Rail (Procurment Date)	20	0	08/22/16A	09/13/16A															
M3787	Final Paint @Level 3 Track	6	0	10/03/16A	10/14/16A															
M3580	Fitness Flooring	5	0	10/17/16A	10/21/16A															
M3630	Track Flooring	5	0	10/20/16A	10/27/16A															
M3680	Carpet	3	0	10/27/16A	10/31/16A															
M3240	Rough Clean	5	0	10/28/16A	11/03/16A															
M3340	MCC Punch	5	0	11/08/16A	11/14/16A															
M3440	Architectural Punch	5	4	11/23/16A	12/01/16															
M3540	Final Clean	3	3	12/02/16	12/06/16															
Parking	Areas & Landscape			·																
Paveme	nt																			
M1760	Fire Lane Paving - Pour 1	5	0	11/19/15A	11/25/15A										Fire La	ane F	Paving	g - Pou	r 1	
M1740	Fire Lane Paving - Pour 2 Set Forms	1	0	12/01/15A	12/03/15A										Fire I	Lane	Pavir	ng - Po	our 2	Set For
M1750	Fire Lane Paving - Pour 3 Rough Grade	1	0	12/02/15A	12/02/15A										Fire L	_ane	Pavin	ng - Po	ur 3 l	Rough (
M1940	Fire Lane Paving - Pour 2 Fine Grade	1	0	12/02/15A	12/02/15A										Fire L	_ane	Pavin	ng - Po	ur 2 I	Fine Gra
M1950	Fire Lane Paving - Pour 2 Install Rebar	1	0	12/03/15A	12/04/15A										Fire	Lane	Pavir	ng - Po	our 2	Install F
M1890	Fire Lane Paving - Pour 3 Lime Mix	3	0	12/03/15A	12/07/15A										🛛 Fire	Lane	e Pavi	ng - Po	our 3	Lime N
M2160	Fire Lane Paving - Pour 4 Lime Mix	4	0	12/03/15A	12/08/15A										🛛 Fire	Lane	e Pavi	ing - Po	our 4	Lime N
M1960	Fire Lane Paving - Pour 2 Inspect & Pour	1	0	12/04/15A	12/07/15A										Fire	Lane	e Pavi	ng - Po	our 2	Inspect
M1990	Fire Lane Paving - Pour 3 Blue Top	2	0	12/07/15A	12/08/15A										Fire	Lane	e Pavi	ing - Po	our 3	Blue To
M2040	Fire Lane Paving - Pour 3 Set Forms	2	0	12/07/15A	12/08/15A										Fire	Lane	e Pavi	ing - Po	our 3	8 Set For
M2050	Fire Lane Paving - Pour 3 Fine Grade	1	0	12/09/15A	12/09/15A										Fire	Lane	e Pavi	ing - P	our 3	3 Fine G
M1530	Fire Lane Paving - Pour 4 Blue Top	2	0	12/09/15A	12/10/15A										Fire	Lan	e Pav	ring - P	our 4	4 Blue T
M2090	Fire Lane Paving - Pour 3 Install Rebar	1	0	12/10/15A	12/10/15A										Fire	Lan	e Pav	ring - P	our 3	3 Install
M2140	Fire Lane Paving - Pour 3 Inspect & Pour	1	0	12/11/15A	12/11/15A										Fire	e Lan	e Pav	ving - P	our 3	3 Inspec
M1640	Fire Lane Paving - Pour 4 Set Forms	3	0	12/15/15A	12/16/15A													_		4 Set F
M1650	Fire Lane Paving - Pour 4 Fine Grade	1	0	12/17/15A	12/17/15A															4 Fine
M1660	Fire Lane Paving - Pour 4 Install Rebar	1	0	12/18/15A	12/18/15A													T		r 4 Insta
M1690	Fire Lane Paving - Pour 4 Inspect & Pour	1		12/21/15A	12/21/15A													-		r 4 Inspe
M2180	Fire Lane Paving - Pour 5	1		01/11/16A	01/11/16A														-	Pour 5
M2190	Fire Lane Paving - Pour 6	1		01/15/16A	01/15/16A														-	Pour 6
M2220	Fire Lane Paving - Pour 7	1		01/15/16A	01/19/16A														Ť	Pour 7
M2270	Deceleration & Turn-in Lane @ Alma	10		01/18/16A	02/01/16A															Turn-in L
M2240	Fire Lane Paving - Pour 8	1		01/22/16A	01/25/16A														-	- Pour 8
M2260	Fire Lane Paving - Pour 9	1	0	02/01/16A	02/01/16A															g - Pour
M2370	FRP Light Pole Bases	1	0	02/01/16A	02/01/16A													-		Bases
M2380	Rough-in & Top Out Pole Bases	4	0		02/05/16A	5:												-		o Out Po
M2360	Phase 2 - Pour 10 Grade	1	0	02/05/16A	02/05/16A												Pha	se 2 - I	Pour	10 Grad

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M2365	Phase 2 - Pour 10 Lime	1	0 02/05/	I6A 02/05/16A	Phase 2 - Pour 10 Lime
M2377	Phase 2 - Pour 11 Grade	3	0 02/06/	16A 02/09/16A	
M2367	Phase 2 - Pour 10 Cure	1	0 02/08/	16A 02/08/16A	Phase 2 - Pour 10 Cure
M2368	Phase 2 - Pour 10 Remix	1	0 02/09/	16A 02/09/16A	Phase 2 - Pour 10 Ren
M2378	Phase 2 - Pour 11 Lime	1	0 02/10/	16A 02/10/16A	
M2389	Phase 2 - Pour 12 Grade	3	0 02/10/	16A 02/12/16A	
M2379	Phase 2 - Pour 11 Cure	2	0 02/11/	16A 02/12/16A	
M2369	Phase 2 - Pour 10 Form	5	0 02/11/	16A 02/16/16A	
M2395	Phase 2 - Pour 12 Lime	1	0 02/12/	16A 02/12/16A	
M2385	Phase 2 - Pour 11 Remix	1	0 02/15/	16A 02/15/16A	
M2375	Phase 2 - Pour 10 Pour	1	0 02/17/	I6A 02/17/16A	
M2387	Phase 2 - Pour 11 Form	4	0 02/17/	I6A 02/19/16A	
M2398	Phase 2 - Pour 12 Remix	1	0 02/18/	I6A 02/18/16A	
M2397	Phase 2 - Pour 12 Cure	3	0 02/19/	I6A 02/22/16A	
M2399	Phase 2 - Pour 12 Form	5	0 02/19/		
M2388	Phase 2 - Pour 11 Pour	1	0 03/03/		
M2405	Phase 2 - Pour 12 Pour	1	0 03/07/		
M2408	Grade Sidewalks (PURPLE)	1	0 06/06/		
M2409	Pour Approach @ S.W. Corner	1	0 06/06/		
M2407	Sidewalks (RED)	1	0 06/06/		
M2425	Pour Sidewalks (PURPLE)	1	0 06/30/		
M2426	Grade North Fire Lane	3	0 06/30/		
M2427	Pour North Fire Lane	4		I6A 07/08/16A	
Landsca		· ·			
		10	0 06/15/	IEA 06/22/16A	
LA-1000	Sidewalks Top Soil	10	0 06/15/		
LA-1100 LA-1200		10			
	Irrigation	10			
LA-1400 LA-1275	Plant Trees	21	0 09/30/		
	Sod	2	0 10/31/	11/01/16A	
	pe Area 2				
LB-1000				I6A 06/22/16A	
LB-1100	Top Soil	10	0 06/23/		
LB-1200	Irrigation	6	0 07/13/		
LB-1250	Prep	3	0 09/30/		
LB-1275	Plant Trees	19	0 10/05/		
LB-1300	Sod	5	0 11/01/	16A 10/31/16A	
Landsca	pe Area 3				
LC-1000	Sidewalks	9	0 06/28/	I6A 07/11/16A	
LC-1100	Top Soil	5	0 07/12/	I6A 07/18/16A	
LC-1200	Irrigation	6	0 07/21/	I6A 07/28/16A	
LC-1300	Ргер	3	0 09/30/	16A 10/04/16A	
LC-1350	Plant Trees	18	0 10/05/	10/28/16A	
LC-1400	Sod	5	0 10/31/	10/30/16A	
Landsca	pe Area 4				
LD-1000	Sidewalks	10	0 06/28/	16A 07/18/16A	
LD-1100	Top Soil	10	0 07/19/	16A 07/27/16A	
LD-1200	Irrigation	5	0 07/29/	16A 08/04/16A	
LD-1300	Prep	3	0 09/30/	16A 10/04/16A	
LD-1350	Plant Trees	18	0 10/05/	I6A 10/28/16A	
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LD-1400	Sod	2		10/31/16A	11/01/16A																		_
-	ht Pole Relocation (RFI 170)	_	U	10/01/10/1	111011101																		
LA-1250	Traffic Control	1	0	09/26/16A	09/26/16A																		
LA-1262	Kill Power	2	0	09/26/16A	09/27/16A																		
LA-1268	Cap Irrigation	2	0	09/26/16A	09/27/16A																		
LA-1271	Demo Curb	3	0	10/03/16A	10/05/16A																		
LA-1274	Demo Pole Base	3	0	10/03/16A	10/05/16A																		
LA-1375	Cut and Fill	2	0	10/06/16A	10/07/16A																		
LA-1378	Lime Stablize	1	0	10/10/16A	10/10/16A																		
LA-1387	Drill and Pour Pole Base	3	0	10/10/16A	10/12/16A																		
LA-1379	Cure & Remix	4	0	10/13/16A	10/18/16A																		
LA-1381	FRP Turn Lane	6	0	10/25/16A	11/01/16A																		
LA-1384	Place Sod	3	0	11/02/16A																			
_	ler Footprint																						
JT-1000	Pull Fence	2	0	11/07/16A	11/08/16A																		
JT-1100	Unhook MEP to Trailers	2	0		11/10/16A																		
JT-1200	Pull Trailers	2	-	11/11/16A	11/14/16A																		
JT-1300	Remove Parking Lot Base	4	0	11/15/16A	11/18/16A																		
JT-1400	Grade	4	1	11/21/16A	11/28/16																		
JT-1500	Irrigation	5	5	11/29/16	12/05/16																		
JT-1600	Plant Trees	3	3	12/06/16	12/08/16																		
JT-1700	Seed	5	5	12/09/16	12/15/16																		
South El	evation																						
M1520	Fire Lane/Parking - Lime Stabilization	30	0	10/29/15A	12/08/15A														Fire L	ane/Pa	arking -	Lime S	tabiliz
Utilities			-																		5		
M1400	Water 1 (St. 6+33 - 0+00)	10	0	09/18/15A	09/18/15A											1 V	Vater 1	(St F	5+33 -	0+00)			
M1410	Water 2 (St. 0+00 - 0+82)	10		09/18/15A	09/25/15A															- 0+82			
M1420	Storm A (St. 0+00 - 4+55)	10		09/21/15A	09/25/15A															- 4+55			
M1425	Sanitary A (St. 3+54 - 12+81)	5	0	09/28/15A	10/02/15A													`		+54 - 1	1		
M1440	Storm B (St. 0+00 - 0+89)	5	0	09/28/15A																0 - 0+8	1 1		
M1445	Storm C (St. 0+00 - 2+31)	5	0	09/28/15A	10/02/15A															0 - 2+3			
M1510	Sanitary A (St. 0+00 - 3+54)	10	0	09/28/15A	10/02/15A															+00 - 3 <sup>.</sup>			
M1450	Sanitary B (St. 0+00 - 4+15)	10	0	10/05/15A	10/09/15A															)+00 - 4			
M1460	Sanitary B2 (St. 0+00 - 3+10)	10	0	10/05/15A	10/09/15A												San	itary E	2 (St.	0+00 -	- 3+10)	)	
M1470	Sanitary B1 (St. 0+00 - Bath House)	10	0	10/05/15A	10/09/15A												San	itary E	1 (St.	0+00 -	Bath	House)	
M1480	Sanitary B3 (St. 0+00 - 0+89)	10	0	10/05/15A	10/09/15A												San	itary E	3 (St.	0+00 -	0+89)	)	
M1490	Water 1 (St. 6+33 - 16+00)	5	0	10/07/15A	10/16/15A												🔲 Wa	iter 1	(St. 6-	+33 - 10	6+00)		
M1500	Storm D (2+62 - 6+38)	5	0	10/19/15A	10/23/15A												S	torm [	) (2+6	2 - 6+3	38)		
M1515	Balance of Storm at Pool Deck	5	0	05/23/16A	05/27/16A																		🛛 Bal
Closeout	& Commissioning																						
M1300	Commissioning	21	21	12/08/16	01/06/17																		
M1350	Facilities Move-in & Training	20	19	12/23/16	01/19/17																		
ORM1320	Project Close Out	20	19	12/23/16	01/19/17																		
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McKinney Aquatics & Fitness Center McKinney, TX MCC Project #3666

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Building excellence.



## BUDGET & CASH FLOW



### SINE CURVE PROJECTION

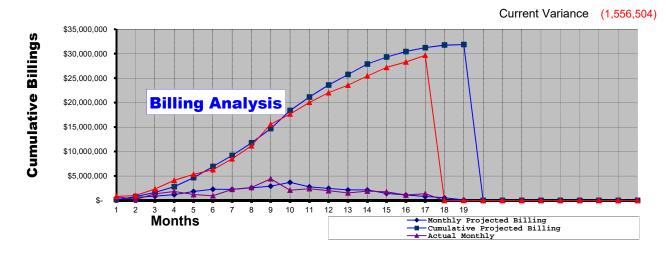
Analysis Date: Duration (Months): Total Amount (\$): Sine Curve Option: 12/15/16 19 \$31,853,197 3

= Calculated cell (no input required)

BILLING SINE CURVE OPTIONS

Curve 1 = Project with a Fast Start Curve 2 = Project with a Moderately Quick Start Curve 3 = Project with a Typical Sine Curve Curve 4 = Project with a Moderately Slow Start Curve 5 = Project with a Very Slow Start Curve 6 = Project with a Straightline Billing Structure

	SINE PROJE	ECTIONS		ACTUALS			DELTA
Month Number	Estimated Current Application	Cumulative Application	Date of Payments	Actual Application	-	Cumulative Application	Variance
0	\$-	\$ -		\$ 18,000	\$	18,000	\$18,000
1	\$ 159,266	\$ 159,266	08/28/15	\$ 779,309	\$	797,309	\$638,043
2	\$ 611,581	\$ 770,847	10/13/15	\$ 191,191	\$	988,500	\$217,653
3	\$ 860,036	\$ 1,630,884	10/30/15	\$ 1,321,243	\$	2,309,743	\$678,859
4	\$ 1,178,568	\$ 2,809,452	11/13/15	\$ 1,816,694	\$	4,126,437	\$1,316,985
5	\$ 1,834,744	\$ 4,644,196	12/18/15	\$ 1,189,211	\$	5,315,648	\$671,452
6	\$ 2,293,430	\$ 6,937,626	01/15/16	\$ 950,923	\$	6,266,571	(\$671,055)
7	\$ 2,261,577	\$ 9,199,203	02/19/16	\$ 2,244,161	\$	8,510,732	(\$688,472)
8	\$ 2,580,109	\$ 11,779,312	03/25/16	\$ 2,655,666	\$	11,166,398	(\$612,914)
9	\$ 2,898,641	\$ 14,677,953	04/25/16	\$ 4,411,304	\$	15,577,702	\$899,749
10	\$ 3,694,971	\$ 18,372,924	05/20/16	\$ 2,084,359	\$	17,662,061	(\$710,863)
11	\$ 2,771,228	\$ 21,144,152	06/17/16	\$ 2,381,731	\$	20,043,792	(\$1,100,360)
12	\$ 2,452,696	\$ 23,596,848	07/15/16	\$ 1,972,979	\$	22,016,771	(\$1,580,078)
13	\$ 2,134,164	\$ 25,731,013	09/01/16	\$ 1,537,854	\$	23,554,625	(\$2,176,388)
14	\$ 2,140,535	\$ 27,871,547	09/09/16	\$ 1,885,499	\$	25,440,124	(\$2,431,424)
15	\$ 1,433,394	\$ 29,304,941	10/21/16	\$ 1,756,499	\$	27,196,623	(\$2,108,318)
16	\$ 1,114,862	\$ 30,419,803	11/23/16	\$ 1,088,144	\$	28,284,767	(\$2,135,036)
17	\$ 796,330	\$ 31,216,133		\$ 1,374,862	\$	29,659,629	(\$1,556,504)
18	\$ 535,134	\$ 31,751,267					
19	\$ 101,930	\$ 31,853,197					





## WEATHER



Weather History

Summary Log, Grouped by Date

McKinney A 3003 Alma Ro McKinney, TX	ad	d Fitness Cen	iter	Tel:	Fax:		Manhattan Construction Company Project # 3666
Date	Low	<u>Temperature</u> Median	High	Precip	Cumulative Precipitation	Lost Workday	Conditions
11/10/2016	51 to 55		64	0.00	78.67		Partly Cloudy
11/11/2016	45		70	0.00	78.67		Clear
11/12/2016	49		74	0.00	78.67		Clear
11/13/2016	49		68	0.00	78.67		Clear
11/14/2016	48		68	0.00	78.67		Clear
11/15/2016	51		77	0.00	78.67		Clear
11/16/2016	48		81	0.00	78.67		Clear
11/17/2016	48		84	0.00	78.67		Clear, Windy( 20)
11/18/2016	56		78	0.00	78.67		Clear, Windy( 39)
11/19/2016	45		71	0.00	78.67		Clear, Windy( 36)
11/20/2016	33		57	0.00	78.67		Clear, Windy( 25)
11/21/2016	29		62	0.00	78.67		Clear, Windy( 24)
11/22/2016	39		71	0.10	78.77		Windy( 26), Partly Cloudy
11/23/2016	59		70	0.00	78.77		Partly Cloudy, Windy(26)
11/24/2016	44		64	0.00	78.77		windy(26)
11/25/2016	38		68	0.00	78.77		Clear
11/26/2016	44		64	0.00	78.77		Clear, Windy( 24)
11/27/2016	40		55	0.00	78.77		Partly Cloudy
11/28/2016	51		65	0.00	78.77		Cloudy, Windy( 28)
11/29/2016	50		71	0.25	79.02		Partly Cloudy, Windy(39)
11/30/2016	48		71	0.25	79.27		Windy(25), Clear
12/1/2016	35		58	0.25	79.52		Windy(26), Clear
12/2/2016	31		64	0.00	79.52		Windy(23), Clear
12/3/2016	40		66	0.00	79.52		Partly Cloudy
12/4/2016	46		52	0.32	79.84		Cloudy, Windy (23 mph)
12/5/2016	45		52	0.02	79.86		Cloudy,
12/6/2016	44		51	0.15	80.01		Cloudy,
12/7/2016	44		52	0.01	80.02		Cloudy,, Windy(25)
12/9/2016	27		38	0.00	80.02		Partly Cloudy, Windy( 30)
12/10/2016	22		37	0.00	80.02		Partly Cloudy
12/11/2016	35		48	0.00	80.02		Partly Cloudy, Windy(29)
12/12/2016	48		71	0.00	80.02		Partly Cloudy, Windy (35)
12/13/2016	36		52	0.00	80.02		Partly Cloudy,
12/14/2016	39		60	0.00	80.02		Partly Cloudy, Windy (21 mph)
12/14/2016	38		48	0.00	80.02		Partly Cloudy, Windy (21 mph)
			-		-		2 21 2X F7



## PHOTOGRAPHS







Aquatic & Fitness Center

Print #161126829 Date: 11/26/16 Lat/Lon: 33.172764 -96.714439 Order No. 59827 Aerial Photography, Inc. 954-568-0484







Aquatic & Fitness Center

Print #161126830 Date: 11/26/16 Lat/Lon: 33.172764 -96.714439 Order No. 59827 Aerial Photography, Inc. 954-568-0484







Aquatic & Fitness Center

Print #161126831 Date: 11/26/16 Lat/Lon: 33.172764 -96.714439 Order No. 59827 Aerial Photography, Inc. 954-568-0484



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

- MEETING DATE: December 22, 2016
- **DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

# **ITEM SUMMARY:**

- 3e McKinney is requesting a grant in the amount of \$4,000 for advertising, marketing and promotion of the 2017 Run for Cover event.
- Event date is April 8, 2017.
- Attendance goal is 580.
- Event location is in Craig Ranch.
- There are plans for cross-promotion with Arts in Bloom that will be held April 7-9, 2017.

# BACKGROUND INFORMATION:

- The mission of 3e McKinney is to engage volunteers in short and long-term community involvement; equip volunteers to serve in love, grace and compassion; empower the under-resourced to long-term self-sufficiency.
- The 2016 Run for Cover event drew 530 participants, which represented a 30% increase over the previous year.

# FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$3,000 for the promotion of the 2016 Run for Cover event.

# SUPPORTING MATERIALS:

3e Grant Application

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application

# Fiscal Year 2017

# **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <u>www.mckinneycdc.org</u>; by calling 972.547.7653 or by emailing <u>cschneible@mckinneycdc.org</u>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

# Please indicate the type of funding you are requesting:

□ Project Grant

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 (<u>maximum \$15,000</u>)

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

# Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

# Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

# APPLICATION

# INFORMATION ABOUT YOUR ORGANIZATION

Name: 3e McKinney		
Federal Tax I.D.: 20-4950273		
Incorporation Date: 12-06-2006		
Mailing Address: 202 W Louisiana St #205		
City McKinney	ST: TX	Zip: 75069
Phone: 972-567-5120	Fax:	Email: Nancye@3eMcKinney.com
Website: 3emckinney.com		

# 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:

McKinney Chamber of Commerce, McKinney Alliance, Salvation Army Advisory Board,

Collin County Social Services Association, Collin County Early Childhood Education Coalition,

Collin County Homeless Coalition.

REPRESENTATIVE COMPLETING APPLICA	TION:	
Name: Nancye Ashley		
Title: Associate Director		
Mailing Address: 202 W Louisiana St #205		
City: McKinney	ST: TX	Zip: 75069
Phone: 972-567-5120	Fax:	Email: <u>Nancye@3emckinney.com</u>

# CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Title: Associate Director				
ST: TX	Zip: 75069			
Fax: N/A	Email: Nancye@3eMcKinney.com			

FUNDING	
Total amount requested: \$4,000	)
Matching Funds Available (Y/N a	nd amount): None
Will funding be requested from a Community Support Grant)?	any other City of McKinney entity (e.g. Arts Commission, City of McKinney
Yes	🖂 No
Please provide details and funding	ng requested: N/A

# PROJECT/PROMOTIONAL/COMMUNITY EVENT Start Date: 04-08-2017

Completion Date: 04-08-2017

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

Rafe Wright, President Jeff Gabbert, Vice-President John Shapiro, Secretary Harvey Oaxaca, Treasurer

Lee Brock, MD Jared Maier **Rudy Manning** 

**LEADERSHIP STAFF** (may be included as an attachment) Jim Smith, Executive Director

Nancye Ashley, Associate Director

# 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.

Mission statement: 3e McKinney is a collaboration of local churches working together to build and restore relationships that empower God reliant, heart change in our community.

engage community neighbors in long-term relationships equip our community to live together in love, grace and compassion empower the materially under-resourced to long term self sufficiency

Strategic goals and objectives: 3e McKinney is committed to showing the love of Christ by coordinating with churches, schools, social agencies, civic groups, businesses and individuals to meet the following goals:

Provide and care for the hurting Relate to community Adopt the schools Yield to God in all things

Scope of services: 3e McKinney coordinates events, activities and programs in support of MISD schools, the materially under-resourced and the organizations that support them.

Day to day operations: 3e McKinney interacts with churches, schools, social agencies, civic groups, businesses and individuals to listen and to seek solutions to meet the needs of our community.

Number of paid staff: 2 full-time staff

Volunteers: over 50 for Run for Cover

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

There are no significant changes expected.

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

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

Run for Cover is the longest standing running event in McKinney, beginning at Town Lake in April of 2000. Our 17th annual Run for Cover is scheduled for April 8, 2017. Run for Cover is 1k walk, 5 and 10K run to raise awareness and money for people experiencing homelessness in Collin County. All proceeds from the event go to The Samaritan Inn and Shiloh Place. This benefit event is hosted by 3e McKinney.

The event will include music from Johnny B and KLAK, prizes, and awards! Last year the event drew over 700 people to run, volunteer and cheer on the competitors.

# For Promotional Grants/Community Events – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.

Our registered runners increased to 530 in 2016 from 405 in 2015. This represents a 31% over 2015. This did not include a group of 25 special needs kids from Plano that ran as our complimentary guests. 270 of the runners were from 24 cities outside of McKinney which we attribute to the MCDC funded marketing.

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

The Run for Cover event helps us to fulfill our stated mission to provide and care for the hurting. Our current location in Craig Ranch allows us to expand our reach to active citizens of Frisco, Allen and Plano. This potential draws added attention for year-round support for our charities.

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

Run for Cover will have a pre-event cross promotion with Arts in Bloom that allows the Run for Cover bib to be exchanged for a beverage at Arts in Bloom.

Run for Cover takes place at Craig Ranch on April 8, 2017. The event will include music from Johnny B and KLAK, prizes, and awards! Last year the event drew over 700 people to run, volunteer and cheer on the competitors. Entry Fees range from \$20-\$35.

• Include the venue/location for Project/Promotional/Community Event?

We use the McKinney Craig Ranch Play-Tri location to host and time our event. Entry Fees range from \$20-\$35.

- Provide a timeline for the Project/Promotional/Community Event. November/December: Venue and vendors contract secured and committees formed, January: Pre-event planning and preparation of marketing materials. February: Electronic, printed and social media marketing materials with begin distribution. March: Radio spots will air in for the April 8 event. April 8<sup>th</sup>: Day of event
- Detail goals for growth/expansion in future years. The wide flat streets of Craig Ranch allow us to expand participation by 300% over the future years.

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

•	An expansion/improvement?	Yes	🗌 No
•	A replacement/repair?	🗌 Yes	🗌 No
•	A multi-phase project?	Sec. 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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

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

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

Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue

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

🛛 Yes	🗌 No
-------	------

# Date(s): 2016

# Financial

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

This grant award will support our goal to provide and care for the hurting. The growth of this event increases awareness as well as financial support for homelessness.

• Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

An independent audit id currently underway performed by Robin Caraway. The letter of agreement is attached. Unaudited financial statements are also attached.

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

\$41,000

# (<u>Please provide a budget specific to the proposed Project/Promotional/Community</u> <u>Event.</u>)

Attached

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

90.25%

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

*Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.* 

# IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Run for Cover will have a pre-event cross promotion with Arts in Bloom that allows the Run for Cover bib to be exchanged for a beverage at Arts in Bloom.

Electronic, printed and social media marketing materials with begin distribution in February. Radio spots will air in March for the April 8 event.

# V. Metrics to Evaluate Success

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

We plan to increase participation in the race by 10%. The funds from this grant will help us meet this goal without reducing the donation to the recipient charities (Samaritan Inn and Shiloh Place).

# Acknowledgements

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

- The Project/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 the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;

- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against • identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the • Project/Promotional/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/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and • will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge. **Chief Executive Officer** 

momit

Signature

Jim Smith Printed Name

11-28-2016 Date

**Representative Completing Application** 

Signature

Nancye Ashley Printed Name

11-28-2016 Date

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

# CHECKLIST:

# **Completed Application:**

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

# Attachments:

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

# 3e McKinney 2016 Budget

	2015 Annual Budget		2015 Actual		2016 Annual Budget	
Ordinary Income/Expense						
Income						
Covenant Partner Contributions	\$	80,000	\$	75,600	\$	70,000
Corporate Contributions	\$	32,000	\$	19,375	\$	8,700
Foundation Grants	\$	5,000	\$	6,864	\$	2,000
Individual Contributions	\$	3,500	\$	4,112	\$	2,500
Fundraising	\$	13,259	\$	33,615	\$	30,000
Total Income	\$	133,759	\$	139,565	\$	113,200
Expense						
Operating Expenses:						
Building Maintenance	\$	150	\$	60	\$	100
Insurance - nonemployee	\$	3,500	\$	3,328	\$	3,550
Marketing	\$	340	\$	506	\$	314
Membership/Meeting	\$	150				
Miscellaneous Expense					\$	2,351
Office Supplies	\$	1,500	\$	1,600	\$	1,216
PayPal Fees	\$	-	\$	47	\$	25
Phone & Internet	\$	1,440	\$	1,372	\$	1,225
Postage & Delivery	\$	-	\$	100	\$	70
Rent	\$	6,000	\$	6,000	\$	6,000
Technology	\$	2,000	\$	2,066	\$	1,200
Total Operational Expenses	\$	15,080	\$	15,079	\$	16,051
Payroll Expenses						
Taxes @7.65% of Salaries	\$	8,434	\$	8,516	\$	6,904
Executive Director	\$	70,000	\$	71,077	\$	50,000
Director of Program Development	\$	24,000	\$	24,000	\$	24,000
Administrative Assistant	\$	16,245	\$	16,245	\$	16,245
Total Payroll Expenss	\$	118,679	\$	119,838	\$	97,149
Tetel Foreners	~	122 750	~	124.017	~	112 200
Total Expense Net Ordinary Income	\$ \$	133,759	\$ \$	134,917	\$	113,200
		-		4,648	\$	0
2015 Budget		133,759		6 Budget	\$	113,200
2014 Budget		137,365	1	5 Budget	\$	133,759
Variance	\$	(3,606)	Vari	ance	\$	(20,559)

January 1, 2016

#### 3e McKinney 2017 Budget

	2016 Annual Budget	2016 Projected Actuals	2017 Proposed Annual Budget
Ordinary Income/Expense			
Income			
Covenant Partner Contributions	\$70,000	\$79,525.14	\$77,900
Corporate Contributions	\$8,700	\$5,500.00	\$15,500
Foundation Grants	\$2,000	\$9,056.67	\$1,000
Individual Contributions	\$2,500	\$8,429.03	\$8,000
3e Xpress	\$0	\$12,726.37	\$12,000
Donation in Kind		\$5,000.00	
Fundraising	\$30,000	\$25,088.31	\$25,000
Total Income	\$113,200	\$145,325.52	\$139,400
Expense			
Operating Expenses:			
3e Xpress		\$15,628.25	\$12,000
Accounting/Audit		\$5,000.00	\$3,400
Adopt the Schools		\$50.74	\$2,300
Building Maintenance	\$100	\$80.00	
Insurance - nonemployee	\$3,550	\$3,313.00	\$3,550
Marketing	\$314	\$1,803.35	\$1,000
Membership/Meeting		\$670.00	\$403
Miscellaneous Expense	\$2,351		
Office Supplies	\$1,216	\$866.83	\$2,000
PayPal Fees	\$25	\$227.74	\$200
Phone & Internet	\$1,225	\$1,262.76	\$1,500
Postage & Delivery	\$70	\$70.00	\$150
Project Expense		\$289.25	
Rent	\$6,000	\$6,000.00	\$6,000
Summer Stock		\$1,074.79	
Technology	\$1,200	\$2,114.16	\$1,400
Total Operational Expenses	\$16,051	\$38,450.87	\$33,903
Payroll Expenses			
Taxes @7.65% of Salaries	\$6,904	\$5,702.86	\$7,497
Executive Director	\$50,000	\$43,269.30	\$50,000
Associate Director		\$23,538.34	\$48,000
Director of Program Development	\$24,000	\$4,615.40	
Administrative Assistant	\$16,245	\$3,124.05	
Total Payroll Expenss	\$97,149	\$80,249.95	\$105,497
Total Expense	\$113,200	\$118,700.82	\$139,400
Net Ordinary Income	\$0	\$26,624.70	\$0
2016 Budget		201/ Budget	\$139,400
2015 Budget		2016 Budget	\$133,200
Variance	-\$3,606	Variance	\$6,200

November 26, 2017

# Event Budget 2017

	Budget	MCDC	Total
Total runners	580		580
Income			
Online registrations	15,000		15,000
Race-day registrations	2,000		2,000
MCDC Grant approval	0	4,000	4,000
Sponsors	20,000		20,000
Total Income	\$37,000	\$4,000	\$41,000
Expenses		MCDC	
Race & Volunteer T-shirts	2,500		2,500
RunFar Chip Timing	1,800		1,800
PlayTri	2,000		2,000
Police Officer	1,200		1,200
Awards & Medals	800		800
Face Painting materials	400		400
Facebook advertising	0	1200	1200
Printing of flyers for distribution	0	1000	1000
KLAK Radio advertising	0	1800	1800
TOTAL EXPENSES	\$8,700	\$4,000	\$12,700
Net Income for Charitable Contribution	\$28,300	0	\$28,300

# AUDITED FINANCIAL STATEMENT (INSERT FINANCIAL STATEMENTS AND AGREEMENT WITH AUDITOR)

# ROBIN M CARAWAY, CPA, PLLC

CERTIFIED PUBLIC ACCOUNTANT

August 9, 2016

Jim Smith 3eMcKinney 202 W. Louisiana St., Ste. 205 McKinney, TX 75069

Dear Jim Smith:

You have requested that I audit the basic financial statements of 3eMcKinney, which comprise the statement of financial position as of December 31, 2015, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements. I am pleased to confirm my acceptance and our understanding of this audit engagement by means of this letter. My audit will be conducted with the objective of my expressing an opinion on the financial statements.

#### Auditor Responsibilities

I will conduct my audit in accordance with auditing atandards genorally accepted in the United States of America (U.S. GAAS). Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the hasic financial statements are free from material misstatement. An audit involves performing procedures to obtain andit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to error, fraudulent financial reporting, misappropriation of assets, or violations of laws, governmental regulations, grant agreements, or contractual agreements. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

Because of the inherent limitations of an audit, together with the inherent limitations of internal control, an unavoidable risk that some material misstatements may not be detected exists, even though the audit is properly planned and performed in accordance with U.S. GAAS.

In making my risk assessments, I consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. However, I will communicate to you in writing concerning any significant deficiencies or material weaknesses in internal control relevant to the audit of the financial statements that I have identified during the audit.

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, I will perform tests of 3eMcKinney's compliance with certain provisions of laws, regulations, contracts, and grants that could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions is not an objective of my audit, and accordingly, I will not express such an opinion.

1515 HERITAGE DR., STE. 106, MCKINNEY, TX 75069-3378 CELL 214 803.8516 FAX 469.519.0345

	As of Novernber 26, 2016	Fundraiser 2016 (Net of Expenses)	2016 YTD	Projected Activity	Projected End of Year Total	2016 Budget	January - December, 2015 Actuals
Income							
Church Contributions							
Amazing Church			\$0.00	\$1,000.00	\$1,000.00		\$500.00
Christ Fellowship	\$25,000.00	\$2,000.00	\$27,000.00	50.00	\$27,000.00		\$31,400.00
Cottonwood Creek		\$350.00	\$350.00		\$350.00		
Cover ant Church	\$5,500,00	\$700,00	\$6,200.00	\$350.00	\$6,550.00		\$4,700.00
Cresspoint Church	\$5,000.00		\$5,000.00	\$1,000.00	\$6,000.00		\$4,650.00
First McKinney Baptist	\$24,\$\$\$,99	\$700.00	\$25,699.99		\$25,699.99		\$27,500.04
First Christian Church							\$250.00
First United Methodist	\$2,000.00	\$1,000.00	\$3,000.00	\$400.00	\$3,400,00		\$2,750.00
Genesis Church	\$250.00		\$250.00		\$250.00		\$3,350.00
High Pointe							\$250.00
Hope Fellowship		\$350,00	\$350.00		\$350.00		\$5,200.00
Milescone Church	\$1,100.00		\$1,100.00	\$1.00.00	\$1,200,00		\$1,230.00
Radiant Life	\$1,652,00		\$1,650.00	\$150.00	\$1,800.00		\$1,200.00
Ranch and Church	\$500,00		\$500.00	\$50,00	\$550.00		00'000'T\$
Rhea's Mill Baptist	\$3,775,15	\$350,00	\$4,075.15	\$200,00	\$4,275,15		\$1,522.00
St. Andrews Episcopal		\$700.00	CO.0072		\$700.00		\$500,00
St. Gabriel the Archangel Catholic	\$2,625.00		\$2,625,00	\$2,525.00	\$5,250.00		\$5,250,00
St. Peter's Episcopal	\$1,200.00	\$350.00	\$1,550.00		\$1,550.00		\$1,200.00
Storeoricge UMC		\$525.00	\$525,00		\$523.00		\$350.00
The Parks Church	\$100.00		\$120.00		\$100.00		
The Word Church of McKinney ( CO)			\$0.02		cc.u\$		\$2,000.00
Total Church Contributions	\$73,650.14	\$7,025.00	\$80,675.14	\$5,875.00	\$86,550.14	\$70,000.00	\$93,550.04
Corporate Contributions			t2 011 00		\$3 770 CT		00.002.03

\$2,000.000	\$3,700.00 \$3	\$8,700.00	\$3,700.00 \$2,000.00 \$2,500.00	
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# **3e McKinney** Balance Sheet As of November 26, 2016

TOTAL ASSETS	
Current Assets	
Independent Bank	\$58,509.82
PayPal Account	\$7,778.94
Total Current Assets	\$66,288.76
Fixed Assets	
Machinery & Equipment	\$6,052.98
Total Fixed Assets	\$6,052.98
TOTAL ASSETS	\$72,341.74
LIABILITIES AND EQUITY	
Payroll Liabilities	-\$248.86
Total Liabilities	-\$248.86
Equity	
Temporarily Restricted Net Asset	
Use Restricted Net Assets	
Bridges That Unite	\$0.00
Clothe a Child	\$839.19
Dallas Police Association	\$0.00
Go & Be (Independent Bank grant)	\$2,646.98
Golf Tournament	\$0.00
Kids Summer Meals	\$0.00
Police Teen Academy	\$0.00
Run for Cover	\$0.00
Total Use Restricted Net Assets	\$3,486.17
Total Temporarily Restricted Net Asset	\$3,486.17
Unrestricted (Retained Earnings)	\$35,828.45
Net Income	\$33,275.98
Total Equity	\$72,590.60
TOTAL LIABILITIES AND EQUITY	\$72,341.74

# ADDITIONAL 2 YEARS FINANCIAL REPORTS 2014-2015

3e McKinney
Financial Reporting

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
Income					
Church Contributions					
Amazing Church	\$500.00		\$500.00		\$1,000.00
Christ Fellowship	\$25,000.00	\$5,400.00	\$31,400.00		\$25,000.00
Covenant Church	\$4,700.00		\$4,700.00		\$3,000.00
Crosspoint Church	\$3,150.00	\$1,500.00	\$4,650.00		\$4,100.00
First Baptist Church, McKinney	\$25,000.04	\$2,500.00	\$27,500.04		\$25,000.00
First Christian Church	\$250.00		\$250.00		\$250.00
Sirst United Methodist Church	\$7,400.00	\$350.00	\$2,750.00		\$2,400.00
Genesis Church	\$3,000.00	\$350.00	\$3,350.00		\$3,000.00
Figh Pointe	\$250.00		\$250.00		
Hope Fellowship		\$5,000.00	\$5,000.00		\$2,000.00
Milestone Church	\$1,200.00		\$1,200.00		\$1,100.00
Radiant Life	\$1,200.00		\$1,200.00		\$1,200.00
Ranchland Christian Church	\$1,000.00		\$1,000.00	×	\$1,200.00
Rhea's Mill Baptist Church	\$1,500.00		\$1,500.00		51,200.00
St. Andrews Episcopal		\$500.00	\$500.00		
St. Gabriel the Archangel Catholic	\$5,250.00		\$5,250.00		\$5,062.50
St. Peter's Episcopal Church	\$1,200.00		\$1,200.00		\$1,200.00
Stonebridge UMC		\$350.00	\$350.00		
The Word Church of McKinney (ICO)		\$1,000.00	\$1,000.00		
Hillcrest Christian Church—Not Covenant 2015			\$0.00		\$698.26
Our Savier Lutheran Church : Not Covenant 2015			\$0.00		\$2,500.00
VLife Church-Not Ecvenart 2015			\$0.00		\$400.00
Way of Grace Community Church - Net Coverant 2015			\$0.00		\$500.00
Total Church Contributions	\$75,600.04	\$17,950.00	\$93,550.04	\$80,000.00	\$80,810.76

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	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals	
Corporate Contributions					_	
Baylor Health Care System	\$3,000.00	\$500.00	\$3,500.00		\$3,000.0	
Bob Tomes Ford			\$0.00		\$2,500.00	
Brock Pain Clinic		\$1,000.00	\$1,000.00			
Builders Carpet and Design		\$2,500.00	\$2,500.00			
Harris Property	\$2,000.00		\$2,000.00			
Haynes Landscape and Maintenance		\$500.00	\$500.00			
Independent Bank		\$2,500.00	\$2,500.00		\$5,000.00	
Medical Center of Mckinney	\$2,000.00	\$500.00	\$2,600.00		\$2,000.00	
Methodist McKinney Hospital		\$1,000.00	\$1,000.00		1.1	
New World Communications	\$2,375.00	\$1,000.00	\$3,375.00			
North Tx Turnkey Services-PopALock		\$1,500.00	\$1,500.00		\$250.00	
Pogue Construction	\$10,000.00		\$10,000.00		\$10,000.00	
Step Up Reality			\$0.00		\$555.00	
Total Corporate Contributions	\$19,375.00	\$11,100.00	\$30,475.00	\$32,000.00	\$23,305.00	
Foundation Grants						
Communities Foundation of Texas	\$5,520.00		\$5,520.00	1	\$5,064.00	
Community Foundation of N. Texa	\$1,343.75		\$2,343.75		\$2,735.86	
Total Foundation Grants	\$6,863.75	\$0.00	\$6,863.75	\$5,000.00	\$7,799.86	
Individual Contributions	\$4,112.15	\$4,564.50	\$8,676.65	\$3,500.00	\$5,824.56	
<b>Budgeted Fundraising (Results</b>						
Shown in Fundraiser Column and				\$13,259.00		
Integrated into YTD Income)				1		

## 3e McKinney Financial Reporting

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#### **Financial Reporting** Fundraiser January -January -2015 (Net December, 2015 YTD 2015 Budget December, 2014 of 2015 Actuals Actuals Expenses) **Gross Profit** \$105,950.94 \$33,614.50 \$139,565.44 \$133,759.00 \$130,999.18 Expenses Operating Expenses Suilding Maintenance \$60.DD \$60.00 \$150.00 \$35.00 insurance - nonemployee \$3,328.00 \$3,328.00 \$3,500.00 \$3,198.00 Marketing \$506.00 \$506.00 \$340.00 \$336.00 Membership (Chamber, non-profit) \$0.0U \$150.00 \$162.94 Office Supplies \$1,600.12 \$1,600.12 \$1,500.00 \$1,538.01 Paypaillees \$46.72 \$46.72 \$0.00 \$0.00 hone & Internet \$1,372.37 \$1,372.37 \$1,440.00 \$1,310.54 Postage and Delivery \$99.85 \$99.85 \$0.00 \$75.00 Printing \$0.00 \$0.00 (\$960.92) Rent \$6,000.00 \$6,000.00 \$6,000.00 \$5,000.00 Technology \$2,066.06 \$2,066.06 \$2,000.00 \$2,039.56 **Total Operating Expenses** \$15,079.12 \$15,079.12 \$15,080.00 \$13,734.22 Personnel Expenses Benefits (PR Tax 7.65%) \$8,516.13 \$8,515.13 \$8,434.00 \$8,601.15 Salaries & Wages Dir of Program Development \$24,000.08 \$24,000.08 \$24,000.00 \$24,000.08 Executive Director Salary \$71,076.98 \$71,076.98 \$70,000.00 \$70,000.06 Office Manager Salaries \$16,245.06 \$16,245.05 \$16,245.00 \$17,081.20 **Total Salaries & Wages** \$111,322.12 \$111,322.12 \$110,245.00 \$111,081.34 Total Personnel Expenses \$119,838.25 \$119,838.25 \$118,679.00 \$119,682.49 Total Expenses \$134,917.37 \$134,917.37 \$133,759.00 \$133,416.71 Net Operating Income (\$28,966.43) \$33,614.50 \$4,648.07 \$0.00 (\$15,676.53)

# 3e McKinney

Page 3 of 4

# 3e McKinney

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD		January - December, 2014 Actuals
Net Income	(\$28,966.43)	\$33,614.50	\$4,648.07	\$0.00	(\$15,676.53)

### **Financial Reporting**

Page 4 of 4

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3e McKinney began as McKinney Neighborhood Outreach in December 2006. The name was changed to 3e McKinney

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INTERNAL REVENUE SERVICE P. O. ECK 2508 CINCINNATI, OH 45201

# Date: DEC 0.6 2006

MCKINNEY NEIGHBORNOOD OUTERACH 1005 A N TENNESSEE ST MCKINNEY, TX 75069 DEPARTMENT OF THE TREASURY

Employer Identification Number: 20-4950273 DLN: 17053209023016 Contact Person: DIAME M GENTRY TD# 31361 Contact Telephone Number: (877) 829-5500 Accounting Period Ending: DECEMBER 31 Public Charity Status: 170(b)(1)(A)(v1) Form 990 Required: YBS Effective Date of Exemption: JUNE 14, 2006 Contribution Deductibility: YES Advance Ruling Ending Date: DECEMBER 31, 2010

#### Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 175 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help receive any questions regarding your exempt status, you should keep it in your permanent records.

Organizations except under section 501(c) (3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, is writing, about your public charity status.

Please see enclosed information for Exempt Organizations Under Section 501(c) (3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (D0/CG)

# Organizations Unit

#### MCKINNEY MEIGEBORBOOD OUTERACH

Sincerely,

Ais J. Leven

Lois G. Lermer Director, Exempt Organizations Rolings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3) Statute Extension

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Getter 1045 (BO/CG)

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#### IRS Department of the Francery IRS Internal Revenue Service

OGDEN UT 84201-0046

In reply refer to: 0423258262 Oct. 08, 2010 LTR 252C E0 20-4950273 000000 00 00004566 BODC: TE

3E MCKINNEY % LARRY ROBINSON EXECUTIVE DIRECTOR 103 S CHURCH ST MCKINNEY TX 75069-4430

104556

Taxpayer Identification Number: 20-4950273

Dear Taxpayer:

Thank you for your Form 998-EZ.

We have changed the name on your account as requested. The number shown above is valid for use on all tax documents.

If you need forms, schedules, or publications, you may get them by visiting the IRS website at www.irs.gov or by calling toll-free at 1-800-TAX-FORM (1-800-829-3676).

If you have any questions, please call us toll free at 1-877-829-5500.

If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( )\_\_\_

Sincerely yours,

- Hill Brown

Sheila Bronson Dept. Manager, Code & Edit/EntEty 3

Hours

Enclosure(s); Copy of this letter A FINAL REPORT IS TO 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.



# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

# **Final Report**

Organization: 3e McKinney

Funding Amount: \$4,000

Project/Promotional/Community Event: Run for Cover

Start Date: February 1, 2017 Completion Date: April 8, 2017

Location of Project/Promotional/Community Event: Craig Ranch, McKinney Texas

# 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
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible <u>cschneible@mckinneycdc.org</u>



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** December 22, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

# **ITEM SUMMARY:**

- Collin County Historical Society and Museum is requesting a grant in the amount of \$6,225 for advertising, marketing and promotion of the World War I Centennial Commemoration exhibit.
- The exhibit will be open March 2 through November 11, 2017.
- Attendance goal is 3,000.

# **BACKGROUND INFORMATION:**

- The mission of the Collin County Historical Society and Museum is to preserve and honor the past, connect with the present and embrace the future.
- The exhibit will be promoted as a Heritage Tourism event.
- Between March and November of 2016, of the 1804 visitors to the Museum, 74% were from McKinney; 12% from Collin County outside of McKinney; 9% from other Texas cities; 6% from outside of Texas; 2% from outside of the U.S.

# FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$4,500 for the promotion of the Vietnam Syndrome Exhibit at the Collin County Historical Museum in 2014.

# SUPPORTING MATERIALS:

Collin County Museum Grant Application

November 27, 2016

Collin County Historical Society and Museum 300 East Virginia McKinney, TX 75069

Dear MCDC Grant Committee,

Thank you for the opportunity to be considered for support through the McKinney Community Development Corporation grant-funding program. We believe that the Collin County Historical Society and Museum promotional grant for *Texas and Collin County World War I Centennial Commemoration*, is consistent with your mission to attract visitors to McKinney and add to the growth of the McKinney sales tax revenue.

We believe that our mission statement "Preserve and Honor the Past, Connect with the Present and Embrace the Future" aligns with your MCDC guiding principle to "Honor the Past – Provide innovative Leadership for the Future." Both organizations can work in partnership to enhance the quality of life in McKinney.

We believe that the Collin County History Museum plays a vital role in promoting heritage tourism in our McKinney community. Thank you for the opportunity to work collaboratively with MCDC through this project.

Sincerely,

Mary Carole Strother

Mary Carole Strother Collin County Historical Society and Museum Executive Director

Attachments: Grant Funding Application, Grant Essay, Project Timeline, Grant Budget, Attendance Statistics, CCHSM Financials, and IRS Determination Letter

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application

Fiscal Year 2017

## **Project Grant**

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.

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

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

# APPLICATION

INFORMATION ABOUT YOUR ORGA	NIZATION		
Name: Collin County Historical Society and	Museum		
Federal Tax I.D.: 52-1093455			
Incorporation Date: 10.24.1984			
Mailing Address: 300 East Virginia			
City: McKinney	ST: TX	Zip: 75069	
Phone: 972-542-9457 ext 100	Email:	director@collincountyhistoricalsociety.org	
Website: http://www.collincountyhistoricalsociety.org			

## **Check One:**

X\_ 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: Professional affiliations and organizations to which your organization belongs:

McKinney Chamber of Commerce, Main Street McKinney, Texas Association of Museums, Preservation Texas, Collin County Historical Coalition, Volunteer McKinney, and Grant Station

REPRESENTATIVE COMPLETING AF	PLICATION:	
Name: Mary Carole Strother		
Title: Executive Director		
Mailing Address: 300 East Virginia		
City: McKinney	ST: TX	Zip: 75069
Phone: 972-542-9457 ext 100	Email: director@collincounty	/historicalsociety.org

# CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Mary Carole Strother			
Title: Executive Director			
Mailing Address: 300 East Virginia			
City: McKinney	ST: TX	Zip: 75069	
Phone: 972-542-9457 ext 100	Email: director@collincountyhistoricalsociety.org		

FUNDING
Total amount requested: \$6,225
Matching Funds Available (Y/N and amount): Yes \$9,490
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?
Yes X No

# PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date:March 2, 2017Completion Date:November 11, 2017

### **BOARD OF DIRECTORS**

Executive Director: Mary Carole Strother Profession: Retired, Library Media Specialist, McKinney ISD Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology Home City: McKinney, TX

**President**: Jennifer Davis Wilson McCarley Profession: Lawyer, Federal Deposit Insurance Corporation, Dallas Area of Expertise: Legal Consultation Home City: McKinney, TX

Vice Chairman of Collections: Deborah Kilgore Profession: Retired teacher Plano and Richardson ISD Area of Expertise: Archivist, Tour Guide, Historical Speaker, Grant writing Home City: McKinney, TX

**Vice Chairman of Community Relations**: Edward "Ted" Wright Profession: Retired, Contractor and Residential Construction Area of Expertise: Liaison to Collin County Historical Organizations Home City: Dallas, TX

**Vice Chairman of Programming and Events:** Mary Carole Strother Profession: Retired, Library Media Specialist, McKinney ISD Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology Home City: McKinney, TX

Secretary: Pat Rodgers Profession: Retired, Special Education Director, McKinney ISD Area of Expertise: Event planning, community outreach, museum docent, historian Home City: McKinney, TX

**Treasurer**: Brandon Fulenchek Profession: Vice President, Senior Private Banker, Wells Fargo Private Bank / Legal Specialty Group Area of Expertise: Financial planning and budgeting Home City: McKinney, TX

**Membership Chairman:** Nina Dowell Ringley Profession: Lawrence Ringley & Associates, Inc. Area of Expertise: Exhibit management, creative design, fundraising, event planning Home City: McKinney, TX

**Board Member:** Betty Webb Petkovsek Profession: Pharmacist Area of Expertise: Community Relations, social media, exhibit management Home City: McKinney, TX

**Board Member:** Page Thomas Profession: Retired Archivist Librarian South Methodist University Area of Expertise: Historical Assets, Archivist Home City: McKinney, TX

**Board Member:** Billy Boone Profession: Retired, Senior Engineer Technician, Varo Incorporated Area of Expertise: Building of Exhibits Home City: McKinney, TX

**Board Member:** Chuck Schuelke Profession: Retired, Vice President of Marketing, Schradd and Associates Area of Expertise: Building Facilities Manager, Building of Exhibits Home City: McKinney, TX

### LEADERSHIP STAFF / Advisory Board

Charles Rodgers Retired, Electrical Engineer Raytheon Company Pecan Grove Cemetery Association

Jim Doyle Texas Instruments Web Design Consultant

John Rattan The Body Shop Chief Executive Officer Wayne Nabors Nabors CPA Services Certified Public Accountant

Bill Haynes Retired, English Teacher Collin County Historian

Bill Hays Past President Collin County Historical Society

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

<b>Representative Completing Application</b>
Mary Carole Strother Signature
Mary Carole Strother Printed Name
November 28, 2016 Date

### I. Applying Organization:

### **Collin County Historical Society and Museum**

### A. Mission

The mission of the Collin County Historical Society and Museum (CCHSM) is to preserve and honor the past, connect with the present and embrace the future. We are committed to the collection and preservation of the rich heritage and history of the people and events that helped shape the place we proudly call home, McKinney and Collin County.

### **B. Strategic Goals and Objectives**

We fulfill the mission of the organization through the following goals:

- 1) To preserve and protect our cultural history for future generations
- 2) To disseminate historical information through our museum collections, archives, research library, and publications
- 3) To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation
- To improve intellectual and physical access to our information and museum collections
- 5) To leverage new technology resources to engage visitors in a meaningful way

### C. Scope of Services

CCHSM is an archival museum with historical artifacts, photographs, documents, diaries, manuscripts, historical maps, archival newspapers, and land records that provide valuable research information for genealogists, historians, authors, teachers and students. The museum has a library collection of books dedicated to Collin County and Texas History. Docents also provide interactive educational programming for students across Collin County.

### D. Day to Day Operations

The museum is open to the public on Thursday, Friday, and Saturday from 10am-4pm. Interactive school tours can be scheduled Monday through Friday from 8am-3pm. Special events are held throughout the year.

### E. Paid Staff and Volunteers

Currently the museum has only one paid staff member that works 21 hours a week and serves as the Museum Manager of daily operations. This position is funded through a program called Experience Works by the State of Texas. Through contracted services, the museum pays a curator to help archive and catalog historical artifacts, documents and photographs. The Museum Director, Events and Educational Program Coordinator, Exhibit Manager, Membership and Volunteer Coordinator are all volunteer staff.

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### F. Organizational Structure

The organization currently has an Executive Director and 11 members on the Board of Directors.

### II. Project Grant Overview

The CCHSM is seeking grant funding from MCDC for promotional advertising to encourage attendance for the *Texas and Collin County World War I Centennial Commemoration* exhibit running from March through November 2017. The exhibit will honor the contributions that Collin County and Texas soldiers played in the Great War. The advertising for the exhibit will be targeted to promote heritage tourism in McKinney.

### Scope of Project

If you enjoy traveling to experience the places and activities that authentically represent the stories and people of the past and present, then you are a heritage tourist. Heritage Tourism is travel directed toward experiencing the heritage of a city, region, state, or country. Heritage Tourism enables the tourist to learn about, and be surrounded by local customs, traditions, history and culture.

According to the 2015 University of Texas and Rutgers University Economic Impact of Historic Preservation in Texas report, Heritage Tourism is a \$7.3 billion dollar industry or about 12.5% of total visitor spending in Texas. More than 10.5 percent of all travel in Texas is heritage related, and that number continues to rise. Heritage day and overnight travelers spend on average over \$175 per day, while non-heritage travelers spend less than \$145 per day.

In the smallest towns and biggest cities in Texas, history museums are a focal point for their communities and bring people together to celebrate Texas's proud heritage. The 2014 Institute for Museum and Library Services museum census found that Texas is home to more than 2,000 museums. Over 700 of these are history and history-related museums. Museums are a key ingredient in creating a vibrant and culturally rich environment. Historical Museums flourish in Texas and make popular destinations for heritage tourists and local citizens alike.

The Collin County History Museum, built in 1911, is a Texas Historic Landmark with amazing architectural features. It is located one block east of historic downtown McKinney. The location and the historical features make the museum a prime heritage tourist destination in McKinney.

This promotional grant money will be used for advertising to promote heritage tourism in McKinney. We will utilize advertising in newspapers and magazines, in both digital and print format. The *Ft. Hood Sentinel* Publication is an authorized publication for the members of the U.S. Army with a circulation of 25,000. The *Celebration Magazine* has articles about events, activities and travel opportunities for active adults and seniors. Advertising with *DayTripper* provides coverage to a wide audience across Texas geared towards people who travel in

the state of Texas and love our rich Texas heritage. Over 90% of Americans tune into the radio on a weekly basis so radio advertising will be purchased on *KLAK* to hit this target audience. We will also promote the exhibit through Twitter and Facebook, purchasing site boosts on our Facebook page.

The CCHSM participates in The Texas Heritage Trails Program, a Texas Historical Commission (THC) award-winning heritage tourism initiative. This economic development initiative encourages communities, heritage regions, and the state to partner and promote Texas' historic and cultural resources. The CCHSM will distribute rack cards, posters and flyers at regional planning meetings through this initiative.

See attachment Heritage Tourism Traveler

### **Promotional Goals**

- Promote heritage tourism in McKinney
- Advertise in a variety of formats
- Collaborate with the McKinney Convention and Visitors Bureau for advertising opportunities and resources
- Collaborate with Main Street McKinney to correlate downtown events with the WWI exhibit
- Promote thoughtful and meaningful dialogue about World War I
- Honor the contributions and legacy of Collin County and Texas soldiers during WWI
- Host events and create activities to commemorate important events and battles during the war

### **Promotional Objectives**

### Describe how the proposed project fulfills the strategic goals for your organization.

- Promote the rich heritage of McKinney through targeted advertising.
   Goal 1) To preserve and protect our cultural history for future generations
- Utilize the CCHSM archival collection in the creation of museum promotional materials

**Goal 2)** To disseminate historical information through our museum collections, archives, research library and publications

 Connect with veteran organizations across the county, state and nation to set up tours and special events to honor their legacy

**Goal 4)** To improve intellectual and physical access to our information and museum collections

 Establish a schedule and timeline of museum events related to WWI exhibit Goal 3) To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

### **Target Audience**

This public exhibit will be open to all age groups and organizations.

### Attendance

The museum will host special events to attract different groups and organizations to attend the exhibit. We are hoping to attract over 3,000 people across our community, state and nation to tour this engaging and interactive exhibit.

Currently, we track museum attendance by having our visitors sign a log that provides their name, hometown information, how they heard about the museum, and their reason for visiting. This information has proved invaluable for follow up to let visitors know about other museum events. We have also been able to build a network of volunteers and invite visitors to become museum members. The greatest benefit from this information has been to compile the data and track the number of visitors that are residents of McKinney, from surrounding cities in Collin County, and from states across the United States as well as other countries.

### See Attendance Attachment for March 2016-November 2016

### **Admission Fees**

A nominal admission fee will be charged for the exhibit. Donations will also be accepted with donation boxes displayed throughout the exhibit. Grants and donations from businesses and corporations will help underwrite the cost of the construction of the exhibit.

### Detail goals for growth/expansion in future years

The museum exhibit will launch in March of 2017. The Texas Historical Commission's *Texas First World War Centennial Commemoration* will officially be observed from April 6, 2017 (date of the U.S. Declaration of War on Germany) through June 28, 2019 (signing of the Treaty of Versailles). In 2018, CCHSM will collaborate and partner with other historical organizations across Collin County interested in hosting a World War I commemoration event at their museum.

### Project Grants

A new project? X Yes No

### Has a feasibility study or market analysis been completed for this proposed project?

We are currently working with the Collin County Historical Commission to utilize resources to help capitalize on heritage tourism opportunities in Collin County.

At the writing of this grant, currently no other Collin County Historical Organization or Museum will be creating a World War I exhibit for 2017. So this will be one of the only exhibits in Collin County commemorating the 100<sup>th</sup> anniversary of the entry of the United States into World War I. We will collaborate with the *Texas World War I Centennial Commemoration* organization and be one of the featured events in the State of Texas.

### McKinney City Council and McKinney Community Development Goals supported by the proposed Project:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike

### Overview of Alignment with goals and strategies adopted by McKinney City Council and McKinney Community Development by the proposed Project:

The CCHSM is a 501(c) 3 and is eligible for MCDC consideration for grant funding.

The *Texas and Collin County World War I Centennial Commemoration* exhibit meets the goal and strategies adopted by the McKinney City Council and MCDC in the following ways:

- Through collaboration with the United States World War One Centennial Commission the *Texas and Collin County World War I Centennial Commemoration* exhibit has the potential to attract residents of McKinney, Collin County, and states surrounding Texas, as well as veterans and historians from across the United States. We will be one of the featured WWI commemoration events on their Centennial Commission webpage and the Texas WWI webpage as well.
- Because the museum is located just one block east of the historic downtown square, hundreds of visitors attending the exhibit will contribute to the growth of the McKinney sales tax revenue by shopping and eating in the downtown square.
- The museum is a Texas Historic Landmark and offers a unique destination not only for the enjoyment of the museum exhibit but visitors also enjoy the unique architecture and historical features of the building.

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

Yes X No

### III. Financial

### **Overview of CCHSM Financial Status**

The CCHSM has been able to continue to increase our financial resources for our monthly budget expenditures. We have also set up a reserve account from our monthly positive cash flow. Over this past year the CCHSM went through a restructuring of the Board of Directors and museum leadership. This restructuring has provided new focus and placed an emphasis on creating collaborative relationships and partnerships with historical organizations, McKinney organizations and businesses and the Collin County Historical Commission. Through these collaborative relationships and partnerships we have seen an increase in donations, memberships and financial support for the museum. We have organized a committee to seek grant funding through various community and historical organizations to continue to fund projects that keep us connected to and involved in the community. **(See Financial Attachments)** 

### Impact of Grant Request on CCHSM Mission and Goals:

The funding of this grant request fulfills the mission of the organization through the following goals:

- To preserve and protect our cultural history for future generations
- To disseminate historical information through our museum collections, archives, research library, and publications
- To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

The financials are not audited, but are professionally prepared and reviewed by: Nabors CPA Services, Wayne Nabors, Certified Public Accountant

### What is the estimated total cost for this Project? Funding provided by the Applicant through In-Kind services?

### Projected Total Expenditures for Texas and Collin County WWI Centennial Commemoration Exhibit

Promotional Grant Request from MCDC	\$6,225.00
Project Total for In Kind Services by CCHSM	\$9,490.00
Project Grant from MCDC	\$6,968.20
Total Project Expenditures	\$22,683.20

### See Itemized Project Budget Attachment

### Have any other federal, state, or municipal entities or foundations been approached for funding?

In June, the CCHSM received a \$2,446 grant from the Collin County Historical Commission (CCHC) funding a project proposal for the development of *Interactive History Classrooms.* The grant provided funding for a MacBook computer that will utilize a computer software program called iBooks Author for creation of ebooks for classroom instruction. The grant also funded the purchase of one iPad Pro that will be used by a museum docent to talk with the students and take them on a digital tour of a museum exhibits by using the camera on the iPad. We will utilize these technology resources provided by the CCHC grant to create educational materials for the World War I Centennial Commemoration.

The CCHSM will also seek grant funding from World War I and the National Endowment for the Humanities for *A Library of America Project* grant. This grant offers \$1,200 and \$1,800 grants to libraries, museums, and nonprofit cultural institutions to host public programs about WWI.

### IV. Marketing and Outreach

The CCHSM will utilize the following market plans and outreach strategies:

- Submit advertising to radio stations, newspapers, and magazines in both print and digital formats as outlined in the grant essay
- Post project events on the Texas World War I Centennial Commemoration events calendar available through their website
- Promote Heritage Tourism in McKinney through the Texas Heritage Trails Program sponsored by the Texas Historical Commission
- Distribute email communication to schools and colleges in Collin County
- Utilize social media by postings on Twitter and Facebook accounts
- Post dates on the McKinney Convention and Visitors Bureau events calendar
- Submit press releases and WWI informational articles for publication in newspapers and magazines

The museum is also a member of the following organizations that provide promotional opportunities.

Main Street McKinney

- · Promotion on the Downtown McKinney website
- Directional signs
- Inclusion on the Historic Downtown Shopping Guide and Map
- Social media exposure on the Historic Downtown McKinney social media platforms

McKinney Chamber of Commerce

- Listing of Events on McKinneyonline.com Community Calendar
- Share products and services at LINKS (Learn Inform Network Know Share)

Collin County Historical Commission Coalition

 Networking with Collin County Historical Organizations through monthly meetings and email communication

### Achievement of CCHSM Goals Through Marketing and Outreach:

Partnering with these organizations helps us achieve our museum goal 3. **Goal 3)** To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation

### V. Metrics to Evaluate Success

The museum will track attendance data during the WWI exhibit, which will be included in the final report summarizing the achievement of the goals and objectives for the project. We will also track statistics on our new museum webpage, Facebook posts as well as Twitter followers.

### Project Schedule and Timeline of Activities for Texas and Collin County World War I Centennial Commemoration

- January 2017
  - Compose press releases for news organizations, post events on the webpage of community and organizational calendars
     Begin construction and setup of muscum autibit
  - Begin construction and setup of museum exhibit
- February 2017
  - Launch Press releases and post upcoming events on social media sites
  - $\circ$   $\;$  Load iPads with apps and links to WWI exhibit resources
- March 2017
  - Launch *Texas and Collin County World War I Centennial Commemoration*
  - Invite American Legion and Veteran Organizations around Collin County to tour the exhibit
  - Host events for cemetery organizations to learn about the 54 men from Collin County who died in the war and the establishment of Tomb of the Unknown Soldier
- April 2017
  - Host a special event commemorating U.S. Declaration of War against Germany
  - Partner with Collin College and McKinney ISD High School history students to serve as docents for the exhibit
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
- May 2017
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
  - Invite American Legion and veteran organizations around Collin County to tour the exhibit
  - Host a special tribute for Memorial Day
- June 2017
  - Host a special event commemorating the 1919 signing of the Treaty of Versailles and the arrival of Texas Units in France in 1918
- July 2017
  - Host a July 4<sup>th</sup> commemoration event to honor veterans
- September-October 2017
  - Schedule interactive class tour for schools through use of FaceTime utilizing the iPad
  - Invite American Legion and veteran organizations around Collin County to tour the exhibit
  - Honor the death of the first Collin County solider, Jimmy Giegas, killed in battle, September 15, 1918
- November 11, 2017
  - Host an event to celebrate 1919 Armistice Day and the end of WWI
  - Last day of WWI museum exhibit

### Collin County Historical Society and Museum Itemized Budget for MCDC Promotional Grant Submitted November 2016

### Texas and Collin County World War I Centennial Commemoration

	ant Budget Request hibit from MCDC	for
Itemized Budget Reque	st for MCDC Grant	Totals
DayTripper	Digital Media Publication	\$600.00
Celebration Magazine	Magazine	\$500.00
Fort Hood Sentinel	US Army Publication/ Digital and Print	\$500.00
KLAK 97.5 Next Media	Radio	\$1700.00
Community Impact	Newspaper	\$2000.00
Facebook	Post/site boosts	\$ 150.00
Print Lab	Marketing Banners	\$400.00
OverNight Prints	WWI Booklets	\$375.00
Promotional Grant Total R	equest from MCDC	\$6,225.00

	get for WWI Exhibit P Historical Society an	
	dget for In-Kind Serv	
Service Provided	Donor of Services	Totals
Webpage Design Services	Doyle Web Design	\$1,000
Exhibit Construction and Materials	CCHSM Volunteers	\$1,990
Museum Exhibit Signage Design and Printing	Denton County Office of History and Culture	\$2,300
Rack Cards Posters and Flyers	Collin County Historical Commission	\$400
Outside Signage Banners and Displays	Collin County Historical Commission	\$800
Museum Docents	CCHSM Volunteers	\$3,000
Project To	tal for In-Kind Services	s \$9,490.00

— Budget for Promotional Grant for Collin County Historical Society and Museum ———

### Collin County Historical Society and Museum Revenue Projections for

### Texas and Collin County World War I Centennial Commemoration

4

<b>Revenue Projections for 201</b>	7 Exhibit
	Totals
Veteran Organization Contributions	\$2000
Service Organization Contributions	\$1000
Merchandise Sales Projection	\$4800
Exhibit Donations	\$6000
WWI Grant from WWI Centennial Commission	\$1800
Increase in Museum Memberships	\$2000
2017 Revenue Projections	\$17,600

Project Budg	get for WW	I Exhibit Gran	it froi	m MCDC
Itemized Bu	dget from	MCDC Grant		Totals
ltem	Cost per unit	Number purchased		
iPad Air 2 Wi-Fi 64 GB silver	\$499	10		\$4999.00
Apple Care for iPad	\$99	10		\$990.00
Drop Tech Case for iPad Air 2	\$59.95	10		\$599.50
Skull Candy Uproar On Ear Headphones	\$16.99	20		\$339.80
Audio Headphone Splitter	\$3.99	10		\$39.90
	Grant	Total from MC	DC	\$6968.20

Projected Total Expenditures for Texa	is and
Collin County WWI Centennial Commemora	tion Exhibit
Promotional Grant Request from MCDC	\$6,225.00
In Kind Consistent by OOUOM	
In-Kind Services by CCHSM	\$9,490.00
Project Grant from MCDC	\$6,968.20
	ψ0,000.20
Total Project Expenditures	\$22,683.20

### Collin County Historical Society and Museum Attendance Statistics March 2016 - November 2016

		ince Statis			
		h 2016 - N			
	*Numbers				1
Month	McKinney	Collin	Texas	United	Other
		County	Cities	States	Countries
March	117	9	9	9	0
April	145	61	25	16	1
May	39	22	16	16	5
June	22	7	8	10	5
July	101	39	24	6	0
August	88	12	18	13	1
Sept	142	22	19	10	6
Oct	440	15	20	11	3
Nov	226	23	13	10	0

Totals	1320	210	152	101	21
Texas					Grand Prairie
Cities					redericksburg,
		ind, Cleveland, Ft. Davis, W			
					S, Decalur, Dallas, Temple,
	Carrollton, Balcl	Springs, Lal	keway, Frien	dswood, Cy	press, Garland,
	Argyle, Whitew	right, Amarille	o, Clear Lak	e, LaPorte, I	Burleson, Katy
United	Washington, C	Colorado, Cali	fornia, lowa	, Massachus	setts, Arizona,
States	Arkansas, Mary Missouri, New Y	aria, Okianoi orki Virginia	ma, vvyomin North Carol	ig, Wisconsi ina Kontuck	n, New Jersey,
	Nebraska, II	inois, Indiana	. New Mexic	co. Ohio. Uta	ah, Georgia.
	, 		hode Island		, coorgia,
Other	Dublane Sco				
Countries	Metung Aus				
		Worthingto			
		be Oxfords			
		ermany, Sw			
	Irelan	<u>d, Plettenbe</u>	erg Bay So	uth Africa,	, Italy 🔰

he Heritage Tourism Traveler

According to the 2003 report from the Travel Industry Association of longer, were more likely to pay for lodging and came back more often entertainment and dining than all other types of tourists. They stayed while all spending by tourists is vital to the Texas economy, heritage traveled in the last year included at least one cultural, arts, history or heritage activity in their plans. These travelers spent more on shopping, America, more than 118 million American adults (81 percent) who and cultural travelers tend to make an even greater contribution. than any other type of tourist.

Characteristics of heritage tourists compared to other tourists: ■ Slightly older than other U.S. travelers (48 vs. 46)

- - One-third (34 percent) are 55 or older
- More likely to have a post-high school education (23 percent vs. 20 percent)
- Tend to have higher household incomes (\$50,000 vs. \$48,000)

Travel characteristics of heritage tourists compared to

other tourists:

- Travel the most in June, July and August
- Shopping is more likely to be a part of trip (44 percent vs. 33 percent)
  - Twice as likely to participate in a group tour (6 percent vs. 3 percent)
    - Stay longer (4.7 nights vs. 3.4 nights)
- Stay in hotels, motels and bed-and-breakfasts more often than with family and friends (62 percent vs. 56 percent)
  - Spend more per trip excluding the cost of transportation (\$623 vs. \$457)
    - Spend more per day (\$103.50 per day vs. \$81.20 per day)



### TOP 10 STATES VISITED BY **HERITAGE TRAVELERS**

North Carolina Pennsylvania New York California Tennessee Florida Virginia Illinois Georgia Texas

Heritage travelers spend more on shopping, entertainment and dining than other types of tourists.

### Sources:

30 Million U.S. Travelers Lengthen Their Trips Because of Culture, Travel Industry Association Travel Industry of America Tourism Works for America 2002 Report, Americans for the Arts, of America TravelScope survey, 2003.

### **CCHS Financial Report**

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STATEMENT OF INCOME	INCOME
YTD Thru October 2016	er 2016
Beginning Balance	\$20,906.08
Inflows	\$53,332.91
Outflows	\$33,236.53
Ending Balance	\$41,002.46
Net Change	\$20,096.38

Summary of Net Change	hange
Income	
Bingo	\$19,750.00
Donations/Board Dues	\$17,847.15
Admissions/Book Sales	\$ 1,735.76
Total Income	\$39,332.91
expenses	
Insurance	\$ 4,459.72
Utilities	\$ 4,662.04
Storage	\$ 453.00
Internet/Phones/Fax	\$ 2,224.83
Credit Card Fees	\$ 120.60
Security System	\$ 720.00
Independent Contractor	\$ 1,750.00
Other Operating	\$ 4,846.34
Total Expenses	\$19,236.53
Net Income	\$20,096.38

STATEMENT OF INCOME	VCOME
2016 Budget	st
Beginning Balance	\$ 20,906.08
Inflows	\$ 47,199.49
Outflows	\$ 23,131.12
Ending Balance	\$ 44,974.46
Net Change	\$ 24 068 38

Net Change	ŝ	\$ 24,068.38
Summary of Budgeted Net Change	Ň	t Change
Income		
Bingo	ŝ	\$ 23,700.00
Donations/Board Dues	ŝ	21,416.58
Admissions/Book Sales	Ş	2,082.91
Total Income	Ś	47,199.49
Expenses		
Insurance	ŝ	5,117.66
Utilities	ŝ	5,594.45
Storage	ŝ	453.00
Internet/Phones/Fax	ŝ	2,669.80
Credit Card Fees	ŝ	120.60
Security System	ŝ	960.00
Independent Contractor	ŝ	2,400.00
Other Operating	Ş	5,815.61
Total Expenses	ŝ	23,131.12
Net Income	S	\$ 24,068.38

Form 990-PF

Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

OMB No. 1545-0052

21         Travel, confrerences, and meetings         21         Travel, confrerences, and meetings           22         Printing and publications         Stmt 3         26,611         26,611         26,611           23         Other operating and administrative expenses.         Add lines (all sch)         Stmt 3         26,611         26,611         26,611           24         Total operating and administrative expenses.         49,501         0         14,379         35,122         0           25         Contributions, gits, gants paid         26,611         0         14,379         35,122         0         0         14,379         35,122         0         0         0         0         0         0         0         14,379         35,122         0         0         0         14,379         35,122         0<
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otal liabilities and net assets/fund balances (see     43,822     40,522       structions)     43,822     40,522       Analysis of Changes in Net Assets or Fund Balances     43,822     40,522       Analysis of fund balances theginning of year - Part II, column (a), line 30 (must agree with the reported on piror year's return)     1       Month from Part I, line 27a     5     3       Month from Part I, line 27a     5     3       Ses not included in line 2 (itemize)     3     3       Areacter of included in line 2 (itemize)     4     4	otal itabilitites and net assets/fund balances (see structions) 4.3, 8.22 Analysis of Changes in Net Assets or Fund Balances at assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with vear figure reported on prior year's return)	2		33,633	31,963	
structions) 43,822 40,52 40,52 4	etructions) 43, 822 Analysis of Changes in Net Assets or Fund Balances at assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with vear figure reported on prior year's return)	2	Total liabilities and net assets/fund balances (see			
Analysis of Changes in Net Assets or Fund Balances         at assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with fear reported on prior year's return)         rear figure reported on prior year's return)         mount from Part I, line 27a         as to 1, 2, and 3         as to 1, 2, and 3         as to nicluded in line 2 (itemize) ▶	Analysis of Changes in Net Assets or Fund Balances at assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with /ear figure reported on prior year's return)		instructions)	43,822	40.522	
Aft - 2	otal net assets or fund belances at beginning of year – Part II, column (a), line 30 (must agree with ind-of-year figure reported on prior year's return)		_			
0 4 0 7 -	Ind-of-year figure reported on prior year's return)	otal	het assets or fund balances at beginning of year - Part II, column (a), line 30 (must	acree with		
		o-pua	-vear figure reported on prior vear's return)			
3 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	inter amount from Part I line 37a	nter	amount from Part I line 37a		- -	20,00,00
6 <b>4</b> 0	÷		÷	10001101 ······	2 Section 2	-1,670
4 0	Tciuded in line 2 (itemize) 🕨 😳		Tciuded in line 2 (itemize) 🕨 😳		~	
0		Ndd I			4	31,963
	lecreases not included in line 2 (itemize) ►	ecre	ases not included in line 2 (itemize) ▶		4	
	Total net assets or fund halances at and of user /line 4 minus line 5. Dont 11 minus (k) line 4 minus (k) line 4 minus (k)	da la			>	

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**31,963** Form **990-PF** (2015)

# 52-1093455 Form 990-PF (2015) Collin County Historical Society

3	
age	

Part IV Capital Gains a	Capital Gains and Losses for Tax on Investment Income	lent Income			5
(a) List and desc 2-story brick w	(a) List and describe the kind(s) of property sold (e.g., real estate, 2-story brick warehouse; or common stock, 200 shs. MLC Co.)		(b) How acquired P – Purchase D – Drmation	(c) Date acquired (mo., day, yr.)	(d) Date sold (mo., day, yr.)
1a N/A					
þ					1
C					
q					
Ð					
(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	other basis se of sale	(h) Gain or (loss) (e) plus (f) minus (	<ul> <li>(h) Gain or (loss)</li> <li>(e) plus (f) minus (g)</li> </ul>
a					
q					
c					
p					
Ø					
Complete only for assets showin	Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69	oundation on 12/31/6		(I) Gains (Col. /b) rain minur	(h) sain minur
(I) F.M.V. as of 12/31/69	(1) Adjusted basis as of 12/31/69	(k) Excess of col. (i) over col. (j), if any	of col. (i) )), if any	col. (k), but not less than -0-) or Losses (from col. (h))	ess then -0-) or encol. (h))
e					
А					
C					
d					
8					
2 Capital gain net income or (net capital loss)	apital loss) If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7	Part I, line 7		~	
<ol><li>Net short-term capital gain or (los</li></ol>	Net short-term capital gain or (loss) as defined in sections 1222(5) and (6):	٦		1	
If gain, also enter in Part I, line 8,	If gain, also enter in Part I, line 8, column (c) (see instructions). If (loss), enter -0- in	enter -0- in			
ĩ					
Part V Qualification Ur	Qualification Under Section 4940(e) for Reduced Tax on Net Investment Income	ced Tax on Net Ir	ivestment Inco	me	
(For optional use by domestic private	(For optional use by domestic private foundations subject to the section 4940(a) tax on net investment income.)	)(a) tax on net investin	ient income.)		
If section 4940(d)(2) applies, leave this part blank.	his part blank.				

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period? If "Yes," the foundation does not qualify under section 4940(e). Do not complete this part. <u>1</u> Enter the appropriate amount in each column for each year, see the instructions before making any entries

Yes X No

	ומונונו והו בפרו אפון, אפר נווב וואנו טכווסרוא ב	perore making any entries.		
(a) Base period years	(q)	(c)	(d) Distribution colo	
Calendar year (or tax year beginning in)	Adjusted qualifying distributions	Net value of noncharitable-use assets	(col. (b) divided by col. (c))	c))
2014	23,698	35,015	0.6	0.676796
2013	22,511	43,261	0.52	0.520353
2012	22,747	33,149	0.6	0.686205
2011	26,793	29,132	0.91	0.919710
2010	100,630	35,752	2.81	2.814668
2 Total of line 1, column (d)			2 5.61	5.617732
3 Average distribution ratio for the 5-year base period – divide the total on line 2 by 5, or by the	pase period - divide the total on line 2 by	5, or by the		
number of years the foundation has been in existence if less than 5 years	n in existence if less than 5 years		3 1.12	1.123546
		_		
Enter the net value of noncharitable-use assets for 2015 from Part X, line 5	assets for 2015 from Part X, line 5		4	35,600
5 Multiply line 4 by line 3			30	30 00
				2221

Form **990-PF** (2015)

39,998 35,122

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6 Enter 1% of net investment income (1% of Part I, line 27b)

7 Add lines 5 and 6

Part VI instructions.

8 Enter qualifying distributions from Part XII, line 4 [8] If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the

### Page 4 Т T 1 ا ا ما ا 4 3 -N 10 Þ Form 930-PF (2015) Collin County Historical Society 52-1093455 Part VI Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions) ٦ 1a Exempt operating foundations described in section 4940(d)(2), check here ▶ □ and enter "N/A" on line 1. Date of ruling or determination letter: (attach copy of letter if necessary—see Instructions) Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-) Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-), All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of 6a 6b ÿ 6d Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0-Domestic foundations that meet the section 4940(e) requirements in Part V, check 2015 estimated tax payments and 2014 overpayment credited to 2015 L Tax paid with application for extension of time to file (Form 8868) Exempt foreign organizations - tax withheld at source Backup withholding erroneously withheld Total credits and payments. Add lines 6a through 6d and enter 1% of Part I, line 27b Part I, line 12, col. (b). Credits/Payments: Add lines 1 and 2 CCHS3455 07/28/2016 9:55 AM here 🕨 Ľ م c **D** 70 U σ 2 4 ⊳ ∞ e sο ° € ∓ 🛱 🦗

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œ	Enter any penalty for underpayment of estimated tax. Check here if Form 2220 is attached			
6	Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed			
10	Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid			
₽	mount of line 10 to be. Credited to 2016 estimated tax >			
â				
1ਕ	During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it		Yes	s No
	participate or intervene in any political campaign?		1a	
a	Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see		2	
	Instructions for the definition)?	i	1b	×
	If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials			
	published or distributed by the foundation in connection with the activities.			
v	Did the foundation file Form 1120-POL for this year?		10	×
σ	Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year.	;	-	
	(1) On the foundation.			
0	Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed			
	on foundation managers. ► \$			
2	Has the foundation engaged in any activities that have not previously been reported to the IRS?		2	×
	If "Yes," attach a detailed description of the activities.			
ო	Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of			
	incorporation, or bylaws, or other similar instruments? If "Yes," attach a conformed copy of the changes		6	×
4a	Did the foundation have unrelated business gross income of \$1,000 or more during the year?		4a	×
Δ		N/A	4b	
10	contraction during the year?		5	×
	If "Yes," attach the statement required by General Instruction T.		-	
9	Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either:			
	<ul> <li>By language in the governing instrument, or</li> </ul>			
	<ul> <li>By state legislation that effectively amends the governing instrument so that no mandatory directions that</li> </ul>			1
	conflict with the state law remain in the governing instrument?	-	6 X	
~	Did the foundation have at least \$5,000 in assets at any time during the year? If "Yes," complete Part II, col, (c), and Part XV		7 X	
8a	Enter the states to which the foundation reports or with which it is registered (see instructions)			_
A	NOLE If the answer is "Yes" to line 7 has the foundation functioned a convisi Econ polo DE to the Awaren Concert	3		
σ	u designato predictorates requeres dy contract instruction 57 fr. Yoy, attach explanation The the fundation obtained activity and account accounts and the standard structure of the standard structure of	-	8 R	
	or the restriction of the restriction of a private operating routivation within the fitteraning of section 4942(1)(3) of 4942(1)(5) for calendar vear 2015 or the faxable vear herinining in 2015 (see instructions for Bort VIV.02 # VV.02 #			2.7
			σ	×
10	Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their		, ,	•
	names and addresses		10	×
		Forn	Form <b>990-PF</b> (2015)	F (2015)

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년 년	2015				Б	Page 5
	Part VII.A Statements Regarding Activities (continued)					
-	At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of service of 244041312 If Yeas Tentandation, (Acceleration Service)			:	Yes	۶,
12	Did the foundation make a distribution to a donor advised fund over which the foundation or a discribition			F	T	
	person had advisory privileges? If "Yes," attach statement (see instructions)			12		×
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application?	on?		13	×	
:	I. THENTHC. ORG					
14	The books are in care of  THE OKGANIZATION 300 E. VIRGINIA	one no. 🕨	Telephone no. ▶ 972-542-9457	42-	945	-
		ZIP+4	75070	-		
15	- Check he				1	
	and enter the amount of tax-exempt interest received or accrued during the year		15			
16	At any time during calendar year 2015, did the foundation have an interest in or a signature or other authority over a back securities or other financial converting to finate and the		-		Yes	۶.
	See the instructions for exceptions and filing requirements for FinCEN Form 114. If "Yes." enter the name of			9	┢	×
a	Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required					
	File Form 47:				Yes	ž
1a						
		Yes	X No			
	(2) Borrow money from, lend money to, or otherwise extend credit to (or accept if from) a					
		Yes	No X			
	(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person?	Yes		Ţ		
	(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person?	Yes	No X			
	(5) Iranster any income or assets to a disqualified person (or make any of either available for 	ſ	[			
		Yes	N X			
	(6) Agree to pay money or property to a government official? (Exception. Check "No" if the				ł	
	foundation agreed to make a grant to or to employ the official for a period after	[	[			
	termination of government service, if terminating within 90 days.)	Yes	No X	11		
۵	It any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations	us				
	section 53.4941(d)-3 or in a current notice regarding disaster assistance (see instructions)?		N/A	\$		
	Organizations relying on a current notice regarding disaster assistance check here					
U	UIG the foundation engage in a prior year in any of the acts described in fla, other than excepted acts, that					
•	were not corrected before the first day of the tax year beginning in 2015?		N/A	4		
4	rakes on remove to distribute michanic (section 4342) (does rive apply for years the foundation was a private oberating foundation defined in section 4042/if/3) or 4043/if/5):				-	
8	At the end of tax year 2015. did the foundation have any undistributed income (lines 6d and					
	66, Part XIII) for tax year(s) beginning before 2015?	Yee	X No			
	If "Yes," list the years > 20 , 20 , 20	22				
9	Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2)					
	(relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to		<u>in</u>			
	all years listed, answer "No" and attach statement – see instructions.)		N/A	2b		
U	a)(2)					
3a	Did the foundation hold more than a 2% direct or indirect interset in any hindnare antennice.					
;	at any time during the year?	Yes	X No			
9	If "Yes," did it have excess business holdings in 2015 as a result of (1) any purchase by the foundation or	}				

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Form **990-PF** (2015)

4b

4a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? b Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 20157.

disqualified persons after May 26, 1969, (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or (3) the lapse of the  $10^{-1}$  15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the

foundation had excess business holdings in 2015.)

××

응 \$

N/A

# 52-1093455 Form 990-FF (2015) Collin County Historical Society

(a) Name and address	(b) Tille, and average (c) Compensation hours per week (if not pald, devoted to position enter -0-)	(c) Compensation (If not pald, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
See Statement 6				
a Estat Sector on the Andreas Andreas Andreas Andreas				
2 Compensation of five highest-paid employees (other than those included on line 1 – see instructions). If none, enter	n line 1 – see insti	ructions). If none	enter .	

	9
	AN Contributions
"NONE."	
Ť	

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	<ul> <li>(d) Contributions to employee benefit plans and deferred compensation</li> </ul>	(e) Expense account, other allowances
NONE				
<ul> <li></li></ul>				
Total number of other employees paid over \$50,000				

Form **990-PF** (2015)

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### Page 7

# Form 980-FF (2015) Collin County Historical Society 52–1093455 Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors (continued)

3 Five highest-paid independent contractors for professional services (see instructions). If none, enter "NONE."	f none, enter "NONE."	
(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
NON		
autolitication automation/hiteration		 
Total number of others receiving over \$50,000 for professional services		
Part IX-A Summary of Direct Charitable Activities		
List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficialies served, conferences convened, research papers produced, etc.	umber of	Expenses
1 N/A		
2		
Part X-8 Summary of Program-Related Investments (see instructions)		
ardes		
		Amount
All other program-related investments. See instructions.		
3. 		
Total. Add lines 1 through 3	•	

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Form **990-PF** (2015)

# Page 8 Form 980-PF (2015) Collin County Historical Society 52-1093455 Part X Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations,

	see instructions.)		
-	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc.,		
	purposes:		
a	Average monthly fair market value of securities	<u>,</u>	0
q	Average of monthly cash balances	÷ €	16.334
ų	Fair market value of all other assets (see instructions)	10	- L
σ	Total (add lines 1a, b, and c)	14	
¢	Reduction claimed for blockage or other factors reported on lines 1a and		
	1c (attach detailed explanation)		
2		•	C
ę	Subtract line 2 from line 1d	• ~	36 142
4	Cash deemed held for charitable activities. Enter 1%% of line 3 ffor greater amount see	2	1
	instructions)		E10
ŝ	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V. line 4	- u	35,600
ھ	Minimum investment return. Enter 5% of line 5	9 9	- I
4	Part XI Distributable Amount (see instructions) (Section 4942(I)(3) and (I)(5) private operating foundations	foundations	22.1-
	and certain foreign organizations check here P and do not complete this part.)		
-	Minimum investment return from Part X, line 6	+	1.780
2a	Tax on investment income for 2015 from Part VI, line 5		
P	Income tax for 2015. (This does not include the tax from Part VI.) 2b		
υ	Add lines 2a and 2b	2c	
ო	Distributable amount before adjustments. Subtract line 2c from line 1	m	1,780
4	Recoveries of amounts treated as qualifying distributions	4	
40	Add lines 3 and 4	- 40	1,780
9	Deduction from distributable amount (see instructions)	9	
2	Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII,		
	line 1	7	1,780
a	Part XII Qualifying Distributions (see instructions)		
-	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:	205	
Q	Expenses, contributions, gifts, etc. – total from Part I, column (d), line 26	la 1	35.122
٩	Program-related investments - total from Part IX-B	1b	
2	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc.,		
	burposes	5	
e	Amounts set aside for specific charitable projects that satisfy the:		
ß	Suitability test (prior IRS approval required)	3a	
a	Cash distribution test (attach the required schedule)	3b	
4	Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	35,122
in in	Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income.		
	Enter 1% of Part I, line 27b (see instructions)	5	0
9	Adjusted qualifying distributions. Subtract line 5 from line 4	9	35,122
	Note. The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation	tion	
	qualifies for the section 4940(e) reduction of tax in those years.		

Form **990-PF** (2015)

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# 52-1093455 Form 890-FF (2015) Collin County Historical Society Part XIII Undistributed Income (see instructione)

Page 9	(c) (d) 2014 2015														1,780															•								
52-1093455	(b) Years prior to 2014																																					
1 Society	(a) Corpus					And in State			187,563			ALC: NOT ALC: NOT			33,342					220,905	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1													98,842	122,063	L'Allon allo		
Fem 990-PF (2015) Collin County Historical Part XIII Undistributed Income (see instructions)	Distributable amount for 2015 from Part XI.	line 7	Undistributed income, if any, as of the end of 2015: a Enter amount for 2014 only	b Total for prior years: 20 , 20 , 20	a From 2010 98,842		d From 2013 20,348	From 2014	Total of lines 3a through e	Qualifying distributions for 2015 from Part XII, line 4:	a Applied to 2014, but not more than line 2a	<ul> <li>Applied to undistributed income of prior years (Election required – see instructions)</li> </ul>	c Treated as distributions out of corpus (Election	required – see instructions)		Excess distributions carryover applied to 2015	(If an amount appears in column (d), the same amount must be shown in column (a).	Enter the net total of each column as	indicated below:		D Prior years' undistributed income. Subtract line 4b from line 2b	c Enter the amount of prior years' undistributed	income for which a notice of deficiency has	tax has been previously assessed	d Subtract line 6c from line 6b. Taxable	e Undistributed income for 2014. Subtract line	4a from line 2a. Taxable amount – see	Instructions Undistributed income for 2015. Subtract lines	4d and 5 from line 1. This amount must be	distributed in 2016 Amounts treated as distributions out of corpus	to satisfy requirements imposed by section	170(b)(1)(F) or 4942(g)(3) (Election may be required—see instructions)	Excess distributions carryover from 2010 not	applied on line 5 or line 7 (see instructions) Excess distributions carrvover to 2016.	Subtract lines 7 and 8 from line 6a	-	Excess from 2011 25, 336 Excess from 2012 21, 090	Excess from 2014 21, 947

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호 <b>~</b>		County Historical ting Foundations (see instru	al Society structions and Par	52-1093455 t VII-A, question 9)	5	Page 10
1a	If the found: foundation,	ermination letter tha 5, enter the date of	at it is a private operat f the ruling	ing 🔹		
а ș	Check box to indicate whether the foundation is a private operating foundation described in section	i is a private opera	ting foundation descrit		4942(j)(3) or 4942(j)(5)	
57	income from Part I or the minimum	(a) 2015	(b) 2014	Prior 3 years (c) 2013	(d) 2012	(e) Total
	investment return from Part X for each vear listed					
q	85% of line 2a					
U	Qualifying distributions from Part XII, line 4 for each vear listed					
D	Amounts included in line 2c not used directly					
Φ	Qualifying distributions made directly					
	for active conduct of exempt activities. Subtract line 2d from line 2c					
ŝ	Complete 3a, b, or c for the					
	alternative test relied upon:					
8	"Assets" alternative test – enter: [1] Value of all assets					
	<ol> <li>Value of assets qualifying under</li> </ol>					
	section 4942(j)(3)(B)(i)				_	
۵	"Endowment" alternative test - enter 2/3					
	of minimum investment return shown in Part X. line 6 for each vaar listed					
v	"Support" alternative test – enter:					
	(1) Total support other than gross					
	investment income (interest, dividends, rents, payments on		-			
	securities loans (section 512/a/(51) or rovatries)					
	(2) Support from general public					
	and 5 or more exempt				-	
	organizations as provided in section 4942(j)(3)(B)(iii)					
	(3) Largest amount of support from					
	an exempt organization					
ď	Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at	on (Complete	this part only if t	he foundation had	\$5.000 or more in as	sets at
.	any time during the year - see instructions.)	- see instructi	ons.)			
- "	Information Regarding Foundation Managers:	ers:				
3	before the close of any tax year (but only if they have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507/dy2).)	e contributea more ey have contributed	trian 2% of the total ci d more than \$5,000). (;	ontributions received by See section 507(d)(2).)	the foundation	
ŀ	N/A					
a	List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the	10% or more of th	e stock of a corporatio	n (or an equally large p	sition of the	
	ownership of a partnership or other entity) of which the foundation has a 10% or greater interest. ${f N}/{f A}$	which the foundatio	n has a 10% or greate	er interest.		
7	187	, Gift, Loan, Scho	darship, etc., Prograr	ns:		
	Check here V if the foundation only makes contributions to preselected charitable organizations and does not accept	es contributions to	preselected charitable	e organizations and doe	s not accept	
	unsolicited requests for funds. If the foundation makes gifts, grants, etc. (see instructions) to individuals or organizations under other conditions, complete items 2a, b, c, and d.	n makes gifts, grar d.	tts, etc. (see instructio	ns) to individuals or org	anizations under	
60	The name, address, and telephone number or e-mail address of the person to whom applications should be addressed	e-mail address of	the person to whom a	pplications should be ac	ldressed:	
	COLLIN COUNTY HISTORICAL 300 E. VIRGINIA MCKINNEY	AL SOCIETY EY TX 75069	Y 972-542-9 69	457		
٩	The form in which applications should be submitted and information and materials they should include:	nitted and informat	ion and materials they	should include:		
ů	Any submission deadlines:					
	NONE					
σ	Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:	as by geographica	al areas, charitable fiel	ds, kinds of institutions,	or other	
	NONE					
DAA					Farm	Farm <b>990-PF</b> (2015)

Farm **990-PF** (2015)

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Page 11

# 52-1093455 Ferm 990-PF (2015) Collin County Historical Society Part XVI-A Analysis of Income-Producing Activities

Page 12

Enter gross am	Enter gross amounts unless otherwise indicated.	Unrelate	Unrelated business income	Excluded	Excluded by section 512, 513, or 514	
Program se	Provism sanúro texente:	(a) Business code	(b) Amount	(c) Exclusion code	(d) Amount	(e) Related or exempt function income (See instructions.)
a Book	hing					10,007
b Tour						5.755
ں د						
p						
Ð						
ļ						
g Fees ar	Fees and contracts from government agencies					
Mel	Membership dues and assessments					1 90
3 Interest on s	Interest on savings and temporary cash investments					0/1
	Dividends and interest from securities					
	Net rental income or (loss) from real estate:		A REPORT OF T			
a Debt-fin	Debt-financed property					
b Not deb	arty					
6 Net rental in	I personal property					
	Other investment income					
8 Gain or flos:	of assets other than inventory					
9 Net income	Net income or (loss) from special events					
	Gross profit or (loss) from sales of inventory					
	Charitabile Diaco Denatione			L	1	
Ni oligi	Miscellances Theore			<b>C Z</b>	14,293	
	ETTAILEOUS TIICOILE					78
0						
12 Subtotal. Ad	Subtotal. Add columns (b), (d), and (e)		0		14,293	16,030
13 Total. Add li	Total. Add line 12, columns (b), (d), and (e)				13	30.323
(See worksheet	(See worksheet in line 13 instructions to verify calculations.)					
Part XVI-B	Relationship of Activities to the Accomplishment of Exempt Purposes	complishme	ent of Exempt Pu	Irposes		
Line No.	Explain below how each activity for which income is reported in column (e) of Part XVI-A contributed importantly to the	s reported in co	olumn (e) of Part XVI-	A contribu	ted importantly to the	
•	accomplishment of the foundation's exempt purposes (other than by providing funds for such purposes). (See instructions.)	es (other than	by providing funds for	such pur	poses). (See instructio	ins.)
la	Online & Museum Books Pur	Purchased				
1b	Program Fees Collected Through Tour	rough 1	lour			
11b	Donations From Charitable Bingo	Bindo				
11c	Refunds and Credits for E	for Expenses				

Form **990-PF** (2015)

DAA

## Page 13 52-1093455 Form 980-PF (2015) Collin County Historical Society

a	
Part XVII Information Regarding Transfers To and Transactions and Relationships With Noncharitable Exempt Organizations	1 Did the organization directly or indirectly engage in any of the following with any other organization described in section 501(c) of the Code (where then section 501(x)(2) consistency or is accelered for a class of
Part	

Did the orc	Did the organization directly or indirectly engage in any of the following with any other organization described	Yes	No.
in section (	in section 501(c) of the Code (other than section 501(c)(3) organizations) or in section 527, relating to political		-
organizations?	us?		1
a Transferst	Transfers from the reporting foundation to a noncharitable exempt organization of:		Total I
(1) Cash		1a(1)	×
(2) Other assets		1a(2)	×
b Other transactions:	actions:		
(1) Sales (	<ol> <li>Sales of assets to a noncharitable exempt organization</li> </ol>	1b(1)	×
(2) Purché	(2) Purchases of assets from a noncharitable exempt organization	1b(2)	×
(3) Rental	(3) Rental of facilities, equipment, or other assets	1b(3)	×
(4) Reimb	(4) Reimbursement arrangements	1b(4)	×
(5) Loans	(5) Loans or loan guarantees	1b(5)	×
(6) Perforr	(6) Performance of services or membership or fundraising solicitations	1b(6)	×
c Sharing of	Sharing of facilities, equipment, mailing lists, other assets, or paid employees	1	×
d If the answ	If the answer to any of the above is "Yes," complete the following schedule. Column (b) should always show the fair market		
value of the	value of the goods, other assets, or services given by the reporting foundation. If the foundation received less than fair market		
value in an	value in any transaction or sharing arrangement, show in column (d) the value of the moods, other assets, or services received		

value in any	riansaction or sharing	l arrangement, show in column (d) the value of	value in any transaction of sharing arrangement, show in column (d) the value of the goods, other assets, of services received
(a) Line no.	(b) Amount involved	(c) Name of noncharitable exempt organization	(d) Description of transfers, transactions, and sharing arrangements
N/A			
2a Is the founds	ation directly or indirect	2a Is the foundation directly or indirectly affiliated with, or related to, one or more tax-exempt organizations	-exempt organizations

described in section 501(c) of the Code (other than section 501(c)(3)) or in section 527?

	Under peralities of perjury. I deciare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than accover) is based on all information of which researe thes any included.	impanying schedules and statements, and to the be- information of which menarier has any knowledge	t of my knowledge and belief, it is true,
			May the IRS discuss this return
Sign			with the preparer shown below
Here			(see instructions)? Yes No
			VICE-CHAIR/EXEC DIR
	Signature of officer or trustee	Date Title	
	Print/Type preparer's name	Preparer's signature	Date Check
baid			self-employed
Prenarer	K. WAYRE NADOIS, CPA	R. Wayne Nabors, CPA	07/28/16
Ise Only	Firm's name 🕨	.c.	PTIN P00737371
200	Firm's address 🕨	uite 404	Firm's EIN > 45-3620083
	Frisco, TX 75034-8007		Phone no. 972-464-1226
			Form 990-PF (2015)

DAA

7/28/2016 9:55 AM	ncome	Net Investment Adjusted Net Income	w.	190 14,293 78	\$ 0 \$ 30, 323	siation		Current Year Net Investment Adjusted Net Depreciation Income Income												· · · · · · · · · · · · · · · · · · ·	1-2
Federal Statements	Form 990-PF, Part I, Line 11 - Other Income	Revenue per Books	\$ 10,007 5,755	14,293 78	\$ 30,323	990-PF, Part I, Line 19 - Depreciation		Method Life Depr	000		L	7	۲	۲	7	7	ъ	Ъ	Ŀ	Ю	
Fed						Form			S /1.	i S	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	
Society	<u>Statement 1 -</u>					Statement 2 -	C	Prior Year Depreciation	9.422	]	27, 682	4,798	16,000	35,975	12,429	13,624	3,445	1,693	3,774	799	
ounty Historical		Description	r Projects Admission	Bingo Donations us Income			Description	Cost Basis	30,000 \$	) )	27, 682 S	4,798	16,000	35,975	12,429	13,624	3,445	1,693	3,774	799	
CCHS3455 Collin County Historical Society 52-1093455 FYE: 12/31/2015			Book Publishing P Tour / Exhibit Ad MEMRERSHIP DHES	0	Total			Date Acquired	WINDOW REPAIRS 10/15/02 \$		6/22/02 FIREPROOF CARINETS	~ 71		Z	<u> </u>	STORAGE CABINETS	LITERARY SHELWING	3 DELL COMPUTERS	ста 3/ F.I.I. РВ	3/22/05	

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7/28/2016 9:55 AM		Adjusted Net Income	<u>م</u>												
7/2	ed)	Net Investment Income													
	Part I, Line 19 - Depreciation (continued)	Current Year Depreciation	\$												\$ 770
ients	9 - Depre	Life	ى   ا	Ъ	Ŋ	Û	IJ	ъ	ъ	Ð	ъ	ъ	ഹ	IJ	
Federal Statements	990-PF,	Method	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	S/L	
al Society	<u>Statement 2 - Form</u>	on Prior Year Depreciation	\$ 6,300	1,875	2,800	382	1,185	396	141	4,033	1,642	3, 319	7,160	526	159,400
Collin County Historical Society 2015	Sta	Description Cost Basis	900 SERVER 6,300	іг 7л5 1,875			ильс 1,185 ПОР	1.00 396 5 CADIFC		даское 4,033 БИТ	ымі 1,642 тов	10h 3, 319	7,160	526	179 <b>,</b> 978 \$
CCHS3455 Collin 52-1093455 FYE: 12/31/2015		Date Acquired	DELL POWEREDGE 2 4/16/07 \$ DELL PORTATION		E-	4/16/07 SOFTWARF & LICENSES	۲. ۲. ۲. ۳	8/13/( 8/13/(	L3/07 LBEWATT.	8/13/07			$- \cap \vdash$		Total \$

	T			
7/28/2016 9:55 AM		Charitable Purpose		3-4
	penses	Adjusted Net	ې and Equipment 5 0 5 160, 170 5 160, 170 5 160, 170	
atements	<sup>-</sup> orm 990-PF, Part I, Line 23 - Other Expenses	Net Investment	\$ <b>14 - Land. Building.</b> <b>5</b> <b>179,</b> 978 <b>5</b> <b>179,</b> 978 <b>179,</b> 97	
Federal Statements		Total	\$ 1, 205 4, 300 3, 304 1, 205 4, 300 3, 304 1, 720 1, 720 335 10, 978 119 91 11, 845 32 5 26, 611 1, 845 5 20, 578 5 20, 578 5 20, 578 5	
CCHS3455 Collin County Historical Society 52-1093455 FYE: 12/31/2015	Statement 3	Description	Expenses Marketing & Public Relations Misc Expenses Fundraising Insuance Bank Charges Storage Office Supplies Coffice Supplies Computer & Software Support Web Hosting Event Expenses Memberships & Dues Supplies Book Royalties Postage & Shipping Building Repairs & Maintenanc Total Total Total Total	

7/28/2016 9:55 AM	Find of Find of Sear Sear Sear Sear Sear Sear Sear Sear	ى م
<sup>ity</sup> leral Statements	Statement 5 - Form 990-PF, Part II, Line 22 - Other Liabilities Scription Beginning Entres 8, 559 8 1, 630 8 1, 10, 108 9 1, 1	
CCHS3455 Collin County Historical Society 52-1093455 FYE: 12/31/2015	Statement 5 - Form 99 Description Payroll Liabilities Tral Total	

CCHS3455 Collin County Historical Society 52-1093455 FYE: 12/31/2015	Federal Statements	tatement	S	2/2	7/28/2016 9:55 AM
<u>Statement 6 - Form 990-PF,</u>		- List of Of	Part VIII, Line 1 - List of Officers, Directors, Trustees,	ustees, Etc.	
Name and Address	Title	Average Hours	Compensation	Renefits	Г И И И И И И И И И И И И И И И И И И И
MARY CAROLE STROTHER 300 E VIRGINIA MCKINNEY TX 75069	VICE-CHAIR/E	4.00	0		
DEBORAH KILGORE 300 E. VIRGINIA MCKINNEY TX 75069	VICE-CHAIRMA	4.00	0	0	0
EDWARD WRIGHT 300 E VIRGINIA MCKINNEY TX 75069	VICE-CHAIRMA	4.00	0	0	0
NINA DOWELL RINGLEY 300 E VIRGINIA MCKINNEY TX 75069	MEMBERSHIP C	4.00	0	0	0
JENNIFER DAVIS MCCARLEY WILSON 300 E VIRGINIA MCKINNEY TX 75069	PRESIDENT	4.00	0	0	0
BRANDON FULINCHECK 300 E VIRGINIA MCKINNEY TX 75069	TREASURER	20.00	0	0	0
PAT RODGERS 300 E VIRGINIA MCKINNEY TX 75069	SECRETARY	4.00	0	0	0
JIM BUNDY 300 E VIRGINIA MCKINNEY TX 75069	BOARD MEMBER	4.00	0	0	0
BETTY PETKOVSEK 300 E VIRGINIA MCKINNEY TX 75069	BOARD MEMBER	4.00	0	0	0
PAGE THOMAS	BOARD MEMBER	4.00	0	0	0
					Q

r			
7/28/2016 9:55 AM		Expenses	
	, Trustees,	Benefits	
ts	Officers, Directors	Compensation	
Federal Statements	Line 1 - List of (continued)	Average	
Federa	0-PF, Part VIII, Etc.	Ції Т	
nty Historical Society	<u>Statement 6 - Form 990-PF, Part VIII, Line 1 - List of Officers, Directors, Trustees,</u> <u>Etc. (continued)</u>	ess	
CCHS3455 Collin County Historical Society 52-1093455 FYE: 12/31/2015		Address 300 E VIRGINIA MCKINNEY TX 75069	

|--|--|

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## Depreciation and Amortization

UPPITECIATION AND ATTORUZATION (Including Information on Listed Property) Information about Form 4582 and its separate instructions is at www.irs.gov/fform4562.	
--	--

OMB Na. 1545-0172

179 2015 Attachment Sequence No.

Identifying number 52-1093455

Collin County Historical Society Indirect Depreciation Part . Election To Expense Certain Property Under Section 179 Business or activity to which this form relates

(66)

Department of the Treasury Fem 4562

nternal Revenue Service Name(s) shown on return

# Part !

Note: If you have any listed property, complete Part V before you complete Part I. Maximum amount (see instructions)

÷

N	Total cost of section 179 property placed in service (see instructions)			2	
e	Threshold cost of section 179 property before reduction in limitation (see instructions)				2.000.000
4	Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-			4	
ŝ	5 Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0 If manned films senarately see instructions.	ctions			
9	(a) Description of property (b) Cost (business use only)	(c) Ele	(c) Elected cost	, 	
				T	
				Τ	
		ĺ			
2	Listed property. Enter the amount from line 29			Γ	
œ	Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7				
6	Tentative deduction. Enter the smaller of line 5 or line 8		-	0	
9	10 Carryover of disallowed deduction from line 13 of your 2014 Form 4562			, e	
Ť	Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	istructions)		Ŧ	
12	Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11		-	\$	

500,000

-

# 13 Carryover of disallowed deduction to 2016. Add lines 9 and 10, less line 1 Note: Do not use Part III or Part III below for listed property. Instead, use Part V.

Carryover of disallowed deduction to 2016. Add lines 9 and 10, less line 12

13

15	16	perty.) (See instructions.)	
	16 Other depreciation (including ACRS).	Part III MACRS Deprectation (Do not include listed property.) (See instructions.)	

 MACRS deductions for assets placed in service in tax years beginning before 2015.
 Irvuale electration or out any assets depending the feav year interior or more assets accords. Accord. 2015. Section A

o

4

-							
2	. If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here	in service during the tax ye	ear into one or more general asset	accounts, check	here		
1	Section B-A	ssets Placed in Ser	Section B-Assets Placed in Service During 2015 Tax Year Using the General Depreciation System	ar Using the	General Depre	sciation System	
	(a) Classification of property	(b) Month and year placed in service	<ul> <li>(c) Basis for depreciation</li> <li>(busineas/investment use only-see instructions)</li> </ul>	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a	3-year property						
-	5-year property						

(a) Classification of property	placed in service	(business/investment use only-see instructions)	period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property	N					
e 15-year property						
f 20-year property	Contraction of the					
g 25-year property			25 yrs.		S/L	
h Residential rental			27.5 yrs.	MM	S/L	
property			27.5 yrs.	MM	S/L	
i Nonresidential real			39 yrs.	MM	SAL	
property				MM	SL	
Section CAs	ssets Placed in Servi-	Section C-Assets Placed in Service During 2015 Tax Year Using the Alternative Depreciation System	· Using the A	Itemative Depr	eciation Syster	5
20a Class life					1/5	
b 12-year			12 yrs.		S/L	
c 40-year			40 vrs.	MM	S/I	
Part IV Summary (See instructions.)	structions.)				1	
21 Listed property. Enter amount from line 28	m line 28				21	
22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter	lines 14 through 17, li	nes 19 and 20 in column (	g), and line 2	1. Enter		

There are no amounts for Page 2

23

770

53

here and on the appropriate lines of your return. Partnerships and S corporations-see instructions.

For assets shown above and placed in service during the current year, enter the

portion of the basis attributable to section 263A costs

portion of the basis attributable to section 2534 costs For Paperwork Reduction Act Notice, see separate instructions. DAA

53

9:55 AM	Current	
07/28/2016 9:55 AM	Prior	$\begin{array}{c} 9,422\\ 27,682\\ 16,000\\ 35,975\\ 35,975\\ 3,779\\ 3,779\\ 3,779\\ 3,779\\ 3,779\\ 3,779\\ 3,779\\ 3,779\\ 11,185\\ 3,779\\ 1,160\\ 1,396\\ 1,11,185\\ 3,3142\\ 2,800\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,3142\\ 1,1,185\\ 3,1,192\\ 1,1,185\\ 3,1,192\\ 1,1,185\\ 1,192\\ 1,19$
07/2	PerConv Meth	66
ų	Basis for Depr	$\begin{array}{c} 30,000\\ 27,682\\ 16,079\\ 16,079\\ 13,975\\ 3,445\\ 13,624\\ 3,445\\ 13,624\\ 1,879\\ 6,730\\ 1,875\\ 3,774\\ 1,185\\ 2,800\\ 5,799\\ 1,185\\ 1,9978\\ 1,19,$
Society Federal Asset Report Form 990, Page 1	Bus Sec <u>%</u> 179Bonus	
y ral As orm 990	Cost	$\begin{array}{c} 30,000\\ 27,682\\ 4,079\\ 16,070\\ 35,975\\ 13,624\\ 3,624\\ 3,624\\ 3,624\\ 3,624\\ 3,624\\ 3,624\\ 3,624\\ 3,679\\ 3,679\\ 3,679\\ 3,642\\ 3,662\\ 3,66$
Fede Fe	Date In Service	10/15/02 6/22/02 8/22/02 8/22/02 8/231/07 10/03/02 8/33/07 8/33/07 8/13/14 8/13/07 8/10/07 8/10/07 8/10/07 8/10/07 8/1
CCH33455 Collin County Historical Society 52-1093455 FYE: 12/31/2015 FOI	Description	Offer Derrectation:     Other Derrectation:       2     FRETROOF CABINETS     \$223       3     FRETROOF CABINETS     \$223       4     SECURITY SYSTEM     \$223       5     FURLADONATION     \$223       6     FURLADONATION     \$223       7     FURLADONATION     \$223       6     FURLADONATION     \$223       7     FURLADONATION     \$223       8     FURLADONATION     \$223       7     FURLADONATION     \$223       7     FURLADONATION     \$223       7     FURLADONATION     \$223       7     FURLAPSILLADONATION     \$210       10     LIBRARY SHELVING     \$232       7     FURLAPSILLE     \$200       7     DELL POWBREDGE 2900 SERVER     \$416       10     JELL DOWBRDGE 2900 SERVER     \$416       11     JELL DOWBREDGE 2900 SERVER     \$416       12     SDELL DOWBREDGE 2900 SERVER     \$416       13     DELL DOWBREDGE 2900 SERVER     \$416       14     SDELL DOWBREDGE 290     SERVER       15     SDELL DOWBRENC     \$416       16     SOMPUTER ROULTER ROULTER ROULTER ROULTER     \$21       17     OSOFTARANTER     \$416       18     FAT ALA
52-10 FYE:	Asset	



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

- **MEETING DATE:** December 22, 2016
- **DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

#### **ITEM SUMMARY:**

- Heard-Craig is requesting a grant in the amount of \$3,000 for advertising, marketing and promotion of the Art Meets Floral event.
- The event will be held April 25-28, 2017.

#### **BACKGROUND INFORMATION:**

- Heard-Craig provides no cost meeting facilities for 19 local groups.
- The mission of Heard-Craig is three-fold preservation, education and enlightenment.
- 2017 will mark the 46<sup>th</sup> year of providing facilities, events and programming to McKinney residents and visitors from surrounding areas.

#### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from Heard-Craig for a Promotional and Community Event grant.

#### SUPPORTING MATERIALS:

<u>Heard-Craig Grant Application</u> <u>Heard-Craig Powerpoint Presentation</u>

#### MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application

#### Fiscal Year 2017

#### **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <u>www.mckinneycdc.org</u>; by calling 972.547.7653 or by emailing <u>cschneible@mckinneycdc.org</u>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

#### Please indicate the type of funding you are requesting:

#### Project Grant

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.

#### xxPromotional or Community Event Grant (<u>maximum \$15,000</u>)

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

## Application Deadline Presentation to MCDC Board Board Vote and Award Notification Cycle I: November 30, 2016 December 2016 January 2017 Cycle II: May 31, 2017 June 2017 July 2017

#### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017

Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

#### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: Heard-Craig

Federal Tax I.D.: 75-136-2043

Incorporation Date: August 24, 1971

Mailing Address: 205 W Hunt Street

City McKinney		ST: TX		Zip: 75069	
Phone: 972-569-6909	Fax:	972-542-5092	Email:	executivedirector@heardcraig.org	
Website: www.heardcraig.or	rg				<u></u>

#### Check One:

x 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: Center for Non-Profit Management, McKinney Chamber of Commerce, Texas Association of Museums, American Association for State and Local History, Texas Art Collectors Organization, Collin County Historical Commission, Society for Human Resources Management, McKinney Art Club, and Center for the Advancement of the Study of Early Texas Art.

#### **REPRESENTATIVES COMPLETING APPLICATION:**

Name: Jody Lauden, Karen Zupanic, and Martha Davis

Title: Officers and Staff

Mailing Address: 205 W Hunt Stree	t	
City: McKinney	ST: Texas	Zip: 75069
Phone:972-569-6909	Fax: 972-542-5092	Email: executivedirector@heardcraig.org

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

Name: Martha Davis		
Title: Vice President of the Board		
Mailing Address: 205 W Hunt Street		
City: McKinney	ST: TX	Zip: 75069
Phone 972-569-6909	Fax:	Email: admin@heardcraig.org

Total amount requested: \$3,000         Matching Funds Available (Y/N and amount): \$3,000         Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?            Yes         x         No          Please provide details and funding requested: Requesting region-wide advertising and publicity money for a design event and competition entitled, Art Meets Floral. The event was held last year (first year) to increase business in McKinney (both for florists and for traffic on the downtown square). The mission was for area florists to design arrangements interpreting various paintings. A People's Choice Award was given to Franklin's Flowers
Community Support Grant)? Yes x No Please provide details and funding requested: Requesting region-wide advertising and publicity money for a design event and competition entitled, Art Meets Floral. The event was held last year (first year) to increase business in McKinney (both for florists and for traffic on the downtown square). The mission was for area florists to design arrangements interpreting various paintings. A People's Choice Award was given to Franklin's Flowers
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design event and competition entitled, Art Meets Floral. The event was held last year (first year) to increase business in McKinney (both for florists and for traffic on the downtown square). The mission was for area florists to design arrangements interpreting various paintings. A People's Choice Award was given to Franklin's Flowers
the Event are attached)

**PROMOTIONAL EVENT** Start Date: April 24, 2017

Completion Date: April 28, 2017

BOARD OF DIRECTORS (may be included as an attachment) J. Lauden, President M. Davis, Vice President

N. Pike, Treasurer

D. Sorrells, Secretary

J. Taylor, Trustee

M. Williams, Trustee

S. Tyson, Trustee

**LEADERSHIP STAFF** (*may be included as an attachment*) **K. Zupanic, Chief Executive** 

H. Leshowitz, Events

**D. Janssen, Finance** 

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

#### I. Applying Organization:

The Heard-Craig is pleased to submit this grant to cover increased publicity for a very unique event that can evolve into a Region-wide event.

The Organization: The Heard-Craig became a non-profit organization on August 24, 1971. The Heard-Craig provides "NO COST" meeting facilities for 19 local groups and its mission is threefold – preservation, education and enlightenment. In 2017, the organization will celebrate its 46<sup>th</sup> year of providing facilities, events and programming to the McKinney area as well as to surrounding areas (public organizations, private organizations, clubs, and the general public). We are one of the favorite venues of the McKinney Convention and Visitor's Bureau and we have hosted many large groups (in 2016) from Fort Worth, Paris, etc. There is one full-time staff and 2 part-time staff. There are several regular Volunteers who provide service in gardening, event assistance, etc.

#### **II. Promotional Event:**

The grant requested will provide promotional funding for an event that was initiated in April 0f 2016. The Event was titled **ART MEETS FLORAL** and involved paintings and artwork from various artists combined with floral interpretations of the art. Multiple florists from around the city donated their design expertise, their supplies, and their time to make the first event successful. Exhibit A (attached) shows the results of the event (SEE EXHIBIT A).

#### <u>As a summary:</u>

There were eleven (11) paintings selected for the Art Meets Floral Event. Florists from McKinney, Allen, Denton, Plano, Richardson, and Dallas were contacted to explore their interest in participating in the event. Each Florist selected a painting and then designed their interpretation of the painting. The event was open to the public, charged an entrance fee of \$5.00, and had a People's Choice Award. The florists donated their time, their talent, and their supplies for the event.

For the first year of this event, Heard-Craig advertised locally for attendees. For 2017, we'd like to broaden our advertising base to include those Cities from whom some of our florists come (e.g. Allen, Denton). This event was another way of driving traffic into the downtown area and increasing tourism. We have many large women's organizations in surrounding cities and they come to the Heard-Craig specifically to see what we have going on. Our events calendar is almost always full. We have spent the last 7 months telling visitors about the ART MEETS FLORAL event - - when people come to a Tour of the Estate we show them the 2016 People's Choice winner and mention that the event will be held again in April.

For 2017, we will hold the same process as 2016 (paintings will be selected and florists will create a design interpretation for the public to view). The preparation will take place in January and February with advertising following. We would like to hold the entrance fee to \$5.00 again in 2017. The event will be <u>open from Tuesday, April 25<sup>th</sup> through Friday, April 28<sup>th</sup></u> and we estimate about 50-100 people per day (mimimum). With regional advertising, we estimate at least 50% more than last year.

We would like to expand this event year after year so that more "out-of-McKinney" attendees come here. Last year, 90% of the attendees were from McKinney. By adding more surrounding-area florists, we increase our chances of having out-of-area attendees.

#### **<u>Project Grants</u>** – please complete the section below:

٠	An expansion	on/improvement?

- A replacement/repair?
- A multi-phase project?
- A new project?

Yes Yes Yes

☐ No x No x No x No x No

#### Has a feasibility study or market analysis been completed for this proposed project? n/a

#### Indicate which goal(s) listed above will be supported by the Promotional:

This promotional grant will support McKinney as a <u>Unique</u> destination (nothing like this is done in any surrounding community between here and Dallas), attracting both resident participation, vendor participation and <u>visitor participation</u>. In addition, the florists of McKinney get <u>increased exposure</u>, <u>business</u>, <u>and revenue</u> from the event residuals.

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

□ Yes xx No

#### Date(s): n/a

#### Financial

- The organization's 2016 financial status is now in good health after a \$30,000 loss in 2015. The
  organization would like to remain in a healthy state and to do so, will require continued partnering
  with local business and funding organizations.
- Two years of financial records are attached (2015 has been audited. 2016 will be audited at the conclusion of the fiscal year.)

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

\$6,000 for the advertising. The paintings and arrangements are loaned/donated.

#### (Please provide a budget specific to the proposed Project/Promotional/Community Event.)

**What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?** Fifty percent of the promotional funding will be provided by the Heard-Craig. In 2016, the entire promotional budget for the year was a little over \$6,000. Since advertising and marketing is an expensive proposition, we'd like to be able to apply a larger amount to one event that is not currently done within the City or done in surrounding cities. We believe this will draw participants from all over.

Description	Start Date	End Date	Duration
Community Impact Newspaper Ad	First Quarter	First Quarter	1-2 months ahead
Texas Magazine	First Quarter	First Quarter	1-2 months ahead
Posters	March 27	April 27	30 days ahead
Marketing Cards	February 1	April 24	2 months ahead
KLAK radio spots	April 17	April 21	7 days

#### **BUDGET SPECIFICS:**

The Community Impact Newspaper Ad (1/4 page) will cost \$1,200 and run in one publication. Texas Magazine (events section) is open.

Lexas Magazine (events section) is ope

Posters will cost \$500 - \$1,000.

Marketing Cards will cost \$200 for about 300 cards.

KLAK radio spots range from free (to non-profits at 8:20 AM) to several thousand dollars to daily promote a key event. We think it's best to advertise daily in the week leading up to the event so the bulk of the promotional money will be used in this category.

Are Matching Funds available?	🗍 x Yes	🗌 No	
			~

Cash \$3,000 In-Kind \$ Source 2017 Marketing Budget Source

% of Total 50% % of Total

#### **IV.** Marketing and Outreach

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

The Community Impact Newspaper Ad (1/4 page) will ensure that we reach every household in McKinney. Since the Heard-Craig placed a 1/4 page ad in this newspaper early last year and could track our advertisement results, we are confident that this will be a good investment for this event.

Texas Magazine (events section) – This will be the first year to advertise the event in this publication. There is a complimentary magazine called Tea Time that we currently advertise in and we have seen an exceptional number of visitors come from our ads there.

Posters – This marketing collateral will take advantage of the local, downtown walking traffic.

Marketing Cards – For the Florist's stores so that they can invite their customers to come and see their design. KLAK radio spots – The marketing group at KLAK has talked with us about their packages for advertising regularly the week before the event. We have not yet tried a blitz like this but with the marketing expertise of KLAK, we would like to try.

#### V. Metrics to Evaluate Success

Attendance metrics will be kept for each day of the event. We will keep track of the zip code from where they came, whether they came alone or brought others, where they learned about the event, and whether they were here last year (repeat customers). Participating vendors provided business cards during last year's event but this year we would like to offer a floral Promotional where there is 10% off when bringing a floral card to the florist. That way we can close the data loop with participating vendors (florists) and ensure the whole event is working seamlessly.

#### **Acknowledgements**

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

- The Project/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 the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the • Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the • application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against ٠ identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

#### We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

**Chief Executive Officer** 

**Representative Completing Application** 

M. Davis, Board Vice President November 29, 2016

K. Zupanic November 29, 2016

#### Acknowledgements

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- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
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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

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M. Davis, Board Vice President November 29, 2016

**Representative Completing Application** 

K. Zupanic November 29, 2016

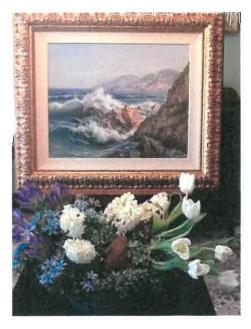
#### EXHIBIT A: ART MEETS FLORAL EVENT held at the Heard-Craig Center



<u>Artwork:</u> Portrait of Dale <u>Floral Design by:</u> Dream Petals Floral



<u>Artwork:</u> Danish Coast <u>Floral Design by:</u> McKinney Market Street



<u>Artwork:</u> Coast of Maine <u>Floral Design by:</u> Gathered Floral



<u>Artwork:</u> Westerville Road, N.H. <u>Floral Design by:</u> Tuberose Creative Design Page 4a



Artwork: Egg of the Flamingo Floral Interpretation by: Edwards Floral Design

#### And the People's Choice Award went to:



Artwork: Boats on Whiterock Lake by Frank Klepper (one of the famous Dallas Nine).

Floral interpretation by: Franklins Flowers

#### 2016 TRUSTEES OF THE HEARD-CRAIG

#### <u>President</u> <u>Jody Lauden</u> 1100 Hills Creek Drive McKinney TX 75070 214.578.5025 jmlauden46@gmail.com

#### Vice President

#### Martha Davis

601 Tucker Street McKinney TX 75069 972.529.5447h or 469.450.4798c <u>honey32142@yahoo.com</u>

#### <u>Treasurer</u>

#### Nate Pike

Utter Wealth Management Group Of Wells Fargo Advisors 903.893.6227wk nate.pike@wfadvisors.com

#### **Secretary**

Daryl Sorrells 6200 Wildwood Drive McKinney TX 75070 972.529.5553h or 972.965.2111c darylsorrells@sbcglobal.net

#### Joan Taylor

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Gail Robinson Events Contractor Gail.robinson@tx.rr.com info@heardcraig.org

TBD Education and Programs

Amy Anderson (2015) Sang Lee (2016) Interns UT Austin amymanderson1010@gmail.com sangyeon41@gmail.com

_	A		D	E F	G
1	Γ			Heard-Craig Center for the Arts	
2	Π	1		2016 Budget	2016
3	H	t			BUDGET
4	Η	t			
5	H	┢	Inc	ome	
6	t	t		2091 · Trust Distribution (Intra Fund Transfer)	108,000
7		Ī		3050 · Grants	20,000
8				4000 · Contributions (Contributions)	4,800
9	L			4025 · Club donations	2,000
10	H	L		4000 · Contributions (Contributions) - Other	3,000
11	$\square$	╞		Total 4000 · Contributions (Contributions)	9,800
12		╀		4012 · Tea & Conversation 4012.1 · Tea & Conversation - Member	6300
13 14	╂┼	╀		4012.2 · Tea & Conversation - Member	14,700
14	╂	╀	<u> </u>	4012 · Tea & Conversation - Other	0
16	t	1		Total 4012 · Tea & Conversation	21000
17	t	t			
18	Ħ	t		4014 · Heard Craig Membership (Museum Memberships)	3,800
19	11	t		4015 · Garden	4,000
20	П	1		4059 · Exhibit Revenue (This is the money we will get when we charge	2,000
21	Π	ſ		4060 · Tour Income (Tour of House)	160
22	ĮĨ	ſ	11	4061 · Canasta (rental fee for carriage house)	840
23	μ	1	1	4062 · Gift Shop	1600
24	H	+		4065 · Misc. Revenue (Miscellaneous)	40
25	H	+		4067 · CH-Garden Rentals	2,000
26 27	H	+		4068 · House Rentals 4201 · Interest Income	7,000
27 28	H	╀	*	4201 · Interest Income 4202 · Div Inc - UBS Financial	3,000
20 29	╢	╀		4203 · Div Inc - UBS Perm Endow	6,000
30	╉┤	+	57	4205 · Unrealized investment gains los	6,000
31	╂	t	1		43,440
32	Ħ	t	Ĩ.		
33	1	t		Total Income	202,240
34	Π	T			
35			Co	st of Goods Sold	
36	Ĥ	4	1	4500 · Gift Shop Items	800
37	ļl	1		tal COGS	6204 440
38		ľ		ss Profit	\$201,440
39 40	H	ł	EX	pense 02 - Auditorium Rental	N/A
40 41	Н	1	+	2000 - Inter Account Transfer (Transfer to Operating Account)	N/A
42	H	t	1	5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	N/A
43	H	+		5020 · Aud. Electricity (Auditorium/Electricity)	N/A
44	11	t		5021 · Aud. Gas (Auditorium/Gas)	N/A
45		T		5022 · Auditorium Telephone (Telephone Lines)	N/A
46				5023 · Aud. Water-Sewer (Aud./Water & Sewer)	<u>N/A</u>
47				5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	N/A
48			-	5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	N/A
49		+	-	5057 · Aud. Club Expenses (Auditorium/Laundry)	N/A
50	+ +	+		5078 · Auditorium Trash Pick-Up (Trash Pick-Up) 5100 · Community Relations	N/A
51 52	-	+		5100 · Community Relations	270
52 53		+	+	5101 · Stakeholder Relations	260
54		+	+	5200 · Carriage House Expense	
55		t	1	5220 · CH Electricity (C. H./Electricity)	1,100
56	-	t	1	5221 · CH Gas (Carriage House/Gas)	580
57		t		5223 · CH Water-Sewer (C. H./Water & Sewer)	360
58	Π	I		5240 · CH FFE (C.H./Maintenance/Bldg.)	200
59	1.1	ļ		5243 · CH Maintenance (C.H./Maint/Heat & Air)	200
60		Ц	_	5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	200
61	<b>→</b>	H	+	5262 · CH Misc.Expense (Carriage House/Miscellan.)	100
62	-	H	1	5280 · CH Security 5200 · Carriage House Expense - Other	<u>440</u> 260
_	-	╟	+	Total 5200 · Carriage House Expense - Other	3,970
63		╟	Ť	5300 · Education	5,570
63 64	E	╟	+-	5301 · Research	
63 64 65	П	4	+	5374 · Programs/Lectures	1,400
63 64 65		11	+	5300 · Education	
63 64 65 66		+		Total 5300	· · ·
63 64 65 66 67			1		
63 64 65 66 67 68 69				5400 · House Expenses	
63 64 65 67 68 69 70				5420 · House Electricity (H. C. House/Electricity)	5,500
63 64 65 66 67 68 69 70 71 72				5420 · House Electricity (H. C. House/Electricity) 5421 · House Gas (H. C. House/Gas)	970
63 64 65 66 67 68 69 70 71				5420 · House Electricity (H. C. House/Electricity)	

	AB	d	D	E F	G
4					
75		H	-	5430 · House Landscape/Maint. (House/Landscape Mainten.)	\$6,000
76	H	H	+	5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	770
, <del>,</del>		H	+	5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,800
78	H	H	+	5442 · House FFE (House/Maint/Equip/Furnish)	5,000
79	$\left  + \right $	$\square$	+	5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	7,070
_	++	$\vdash$	+	5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	200
80		$\vdash$	+		
81			+	5453 · House Cleaning (H. C. House/Cleaning)	3,600
82				5456 · House Decorations (H. C. House/Decoration)	150
83				5465 · House Supplies	250
84				5468 · House Pest Control (H. C. House/Pest Control)	1,600
85				5475 · House Preservation Account	\$400
86				5480 · House Security (H. C. House/Security)	2400
87				5400 · House Expenses - Other	0
88		Π		Total 5400 - House Expenses	\$39,177
89				5500 · Garden Expenses	8,000
90		IT		5510 · Property Decorations	60
91			_	5520 · Refunds	
92	H	H		5600 · Administrative Expenses	
93	$\mathbb{H}$	╟	-	Contract Labor (contract labor)	4518
93 94	+	$\left\  \right\ $	+	5622 · Telephone (Gen./Telephone)	2750
_	$\mathbb{H}$	+	-	5655 · Technology (computers, projectors, wifi and any technology	2500
95					
96	-#	$\parallel$	_	5665 · Office Supplies (Gen/Office Supply/Expense)	1,900
97				5600 · Administrative Expenses - Other	0
98				Fotal 5600 · Administrative Expenses	11,668
99				5630 · Grounds Improvements (Gardens/Yard)	300
00			;	5642 · General Maint. (Gen/Maint/Equip/Furnishs)	0
01			:	5662 · Gen.Misc. (GenOverhead/Miscellaneous)	0
02				5663 · Professional Training/Ed (professional development for staff)	1,600
03	Ħ	H		5664 · Professional Dues	600
04	Ħ	H	_	5676 · Tea & Conversation Supplies	4,000
05		+		5677 · Internet	300
06	+	$\left  \right $		5680 · Event Expense	500
06	+		-		100
		-		5680.01 · Music	100
80	+	-		5680 · Event Expense - Other	200
09	1	4		Fotal 5680 · Event Expense	300
10	1		_	5681 · Exhibit Expenses	800
11				5685 · Marketing	
12	1		_	5685.01 · Printing	900
13				5685 · Marketing - Other	5,200
14			'	l'otal 5685 · Marketing	6,100
15					
16	T			5688 · Recognition	900
17	T	-		5690 · Tax/Legal (General Overhead/Audit)	2900
18	$\parallel$	+		5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21000
10	$\mathbb{H}$	+		5698 · - Sales Tax	400
-					250
20		$\parallel$	-	5800 · Investment Fees	
21	Щ	$\parallel$		5801 · Bank Charges	275
22	$\parallel$	$\parallel$		5802 · Paypal Fees	100
23				6550 · Salaries and Wages	
24				6555 · Management (Wage Account - Employee Gross Pay)	
25				6560 · Support Staff (Wage Account - Employee Gross Pay)	
26			1	6565 · Payroll Taxes (Tax Account - Employer Taxes)	
27		I	ŀ	Total 6550 · Salaries and Wages	99,000
28	Ħ	Ħ		56900 · Reconciliation Discrepancies (Discrepancies between bank sta	
29	H	Ħ		5999 · 6999	
30		$\mathbb{H}$		7800 · Collection Management	
30 31	ℍ	H.		al Expense	\$199,730
_	H	$\mathbb{H}$			\$133,730
32	11		1	additions . Township	63,530
33				rdinery income	\$2,510
34	24		The state	One	
35	Ш	ļ	1		
36					
37					

3:45 PM

11/29/16

## Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

Accrual Basis	January through October 2015		
	Jan - Oct 15	Budget	\$ Over Budget
Ordinary Income/Expense Income			
2091 • Trust Distribution (Intra Fund Transfer)	109,849.19	127,632.44 0.00	-17,783.25 2 046 00
3000 · Interest Earned	0.00	20.00	-20.00
4000 · Contributions (Contributions) 4025 · Club donations 4000 · Contributions (Contributions) - Other	3,065.00 4,583.25	2,500.00	2,083.25
Total 4000 · Contributions (Contributions)	7,648.25	2,500.00	5,148.25
4012 · Tea & Conversation 4012.1 · Tea & Conversation - Member 4012.2 · Tea & Conversation - Nonmember 4012 · Tea & Conversation - Other	180.00 500.00 1,653.57	4,000.00	-2,346.43
Total 4012 · Tea & Conversation	2,333.57	4,000.00	-1,666.43
4014 - Heard Craig Membership (Museum Memberships) 4015 - Garden	2,560.00 1,109.00	1,200.00 0.00	1,360.00 1,109.00
4060 • Tour Income (Tour of House) 4064 • Converte frankel for for corriging house)	376.00 585.00	2,500.00	-2,124.00
4062 · Garasa (rental rector cantage nouse)	688.80	2,000.00	-1,311.20
4065 · Misc. Revenue (Miscellaneous)	980.74	3,000.00	-2,019.26
4067 · CH-Gargen Kentals 4068 · House Rentals	150.00	200.00	-50.00
4070 · Hall Rentals	7,640.00	5,000.00	2,640.00
4201 · Interest Income 4202 · Div Inc - UBS Financial	2,389.69 4,910.33		
4203 · Div Inc - UBS Perm Endow	1,579,28		
4205 · Unrealized investment gains los 4210 · Art Restoration/Acquisition	-13,090.67 0.00	1,000.00	-1,000.00
Total Income	135,997.18	154,552.44	-18,555.26
Cost of Goods Sold 4500 · Gift Shop Items	742.59	1,000.00	-257.41
Total COGS	742.59	1,000.00	-257.41
Gross Profit	135,254.59	153,552.44	-18,297.85

Page 1

3:45 PM 11/29/16 Accrual Basis

## Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

Jan - Oct 15 Budget \$ Over Budget	00200		3.170.50	3,078.96 1,	1,335.58		Sever) 410.93 250.00	0.00	140.00		42.08	97.46 15	0.00	5100 · Community Relations (Expenses related to building community partners)	5101 - Stakeholder Relations (Expenses related to building relations within the Heard 5100 - Community Relations (Expenses related to building community partners) - Other 10.48	Total 5100 · Community Relations (Expenses related to building community partners) 285.77		942.69 1,200.00	414.91 1,100.00	285.40		5,243.17		145.00		use/Miscellan.) 722.50 100.00	e/PestControl) 0.00 250.00	345.70 980.00		260.00	8,647.30 4,880.00	5300 · Education (expenses related to creating educaional programing)		5374 · Programs/Lectures (General Overhead/Programs) 5300 · Education (exnenses related to creation educational programing) - Other	
	pense 02 - Auditorium Rental	03 · CH/Garden Deposit Refunds	5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	5020 · Aud. Electricity (Auditorium/Electricity)	5021 · Aud. Gas (Auditorium/Gas)	5022 · Auditorium Telephone (Telephone Lines)	5023 · Aud. Water-Sewer (Aud./Water & Sewer)	5041 · Auditorium Elevator (Aud/Maint) (Aud/Maintenance/Elevator)	5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	5057 · Aud. Club Expenses (Auditorium/Laundry)	5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	5080 - Auditorium Security (Auditorium/Security)	munity Relations (Expense	takeholder Relations (Expe ommunity Relations (Expe	· Community Relations (Ex	5200 · Carriage House Expense	5220 · CH Electricity (C. H./Electricity)	5221 - CH Gas (Carriage House/Gas)	5223 · CH Water-Sewer (C. H./Water & Sewer)	5240 · CH FFE (C.H./Maintenance/Bldg.)	5243 · CH Maintenance (C.H./Maint/Heat & Air)	5244 · CH Exterior (C.H./Maint/Parking/Walkways)	5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	5253 · CH Cleaning (Carriage House/Cleaning)	5262 · CH Misc.Expense (Carriage House/Miscellan.)	5268 · CH Pest Control (CarriageHouse/PestControl)	5280 · CH Security	5283 · CH Cleaning Supplies (Carriage House/Supplies)	5200 · Carriage House Expense - Other	Total 5200 · Carriage House Expense	cation (expenses related to	5301 · Research	5374 · Programs/Lectures (General Overhead/Programs) 5300 · Education (exnenses related to creating educaion	Total 5300 - Education (everence related to

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11/29/16 Accrual Basis

## Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

	Jan - Oct 15	Budget	\$ Over Budget
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	4,498.69	5,000.00	-501.31
5421 · House Gas (H. C. House/Gas)	708.29	2,500.00	-1,791.71
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,053.57	1,300.00	-246.43
5424 · House Trash	166.09	206.00	-39.91
5430 · House Landscape/Maint. (House/Landscape Mainten.)	7,343.40	10,000.00	-2,656.60
5431 · House Sprinkler Maint, (House/Land, SprinklerMaint)	415.38	750.00	-334.62
5432 - House Watering (Hsel/ and Sprink WaterCost)	3 072 95	5 000 00	-1 927 05
5442 · House FFE (HouseAmaint/Furnishing)	3,00 - 200 13 664 00	13 000 00	664 00
		2000001 F	110.00
	2,2/3.83	00.006,1	7/3.83
5444 · House Parking/Waikway Maint. (House/Maint/Parking/Waiks)	0.00	00.006	-500.00
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	0.00	500.00	-500.00
5453 · House Cleaning (H. C. House/Cleaning)	2,949.71	500.00	2,449.71
5465 · House Supplies	259.75		
5468 · House Pest Control (H. C. House/Pest Control)	1,400.00	750.00	650.00
5475 · House Preservation Account	0.00	300.00	-300.00
5480 · House Security (H. C. House/Security)	2,114.56	1,120.00	994.56
5483 · House Cleaning Supplies (H. C. House/Supplies)	0.00	50.00	-50.00
5400 · House Expenses - Other	2,247.83		
Total 5400 · House Expenses	42,168.05	42,976.00	-807.95
5500 - Garden Expenses	304.21		
5600 · Administrative Expenses			
Contract Labor (contract labor)	728.75		
5622 · Telephone (Gen./Telephone)	2,293.19	2,500.00	-206.81
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	976.12		
5665 · Office Supplies (Gen/Office Supply/Expense) 5600 · Administrative Expenses - Other	1,359.25 174.76	1,800.00	-440.75
Total 5600 · Administrative Expenses	5,532.07	4,300.00	1,232.07
5630 · Grounds Improvements (Gardens/Yard)	68.30	250.00	-181.70
5642 · General Maint. (Geni/Maint/Furnishs)	024.36	150.00	4/4.36
2662 - Gen.Misc. (GenOverhead/Miscellaneous)	2,714.16	1,800.00	914.16
2003 - Froessional Iraining/Ed (proressional development tor start)	00:009	00.006	0.00
		300.00	00.05-
20/0 * 1 ea a Conversation Supplies	2,481.23	2,500.00	-16.77
101 / 11100 Internet	293.30	1,100.00	-004.70
50/0 • Music III ure Gargen 5685 • Marketing	0.00	00.001	- 100.00
5685.01 · Printing	206.95		
5685 · Marketing - Other	4,696.10	1,500.00	3,196.10
Total 5685 • Marketing	4,903.05	1,500.00	3,403.05

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Accrual Basis

11/29/16

## Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January through October 2015

Jan - Oct 15 Budget \$ Over Budget	500.00 1,511.40 25,330.27 706.20 241.50 66.08	27,923.07     55,000.00     -27,076.93       13,732.13     5,000.00     8,732.13       3,335.76     3,000.00     335.76       0.00     0.00     -3,000.00	44,990.96 66,000.00	and com 3.94	0.00 2,500.00 -2,500.00 45.00	45.00 2,500.00	152,483.13 151,723.00	-17,228.54 1,829.44	-17,228.54 1,829.44
	5688 · Recognition 5690 · Tax/Legal (General Overhead/Audit) 5692 · Insurance (General Overhead) (GeneralOverhead/Insurance) 5698 · Sales Tax 5801 · Bank Charges 5802 · Paypal Fees	6550 · Salaries and wayes 6555 · Management (Wage Account - Employee Gross Pay) 6560 · Support Staff (Wage Account - Employee Gross Pay) 6565 · Payroll Taxes (Tax Account - Employer Taxes) 6550 · Salaries and Wages - Other	Total 6550 · Salaries and Wages	66900 · Reconciliation Discrepancies (Discrepancies between bank statements and com	7800 - Collection Management - Other 7800 - Collection Management - Other	Total 7800 · Collection Management	Total Expense	Net Ordinary Income	Net Income

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Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

Accrual Basis January 1 through November 28, 2016	2016		
	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
Ordinary Income/Expense Income 2091 - Trust Distribution (Intra Fund Transfer)	81,320.82	108,000.00	-26,679.18
4000 · Contributions (Contributions) 4005 · Patron Campaign 4025 · Club donations	70.000 2,000.00 2,000.00	2,000.00 2,000.00	-4,730.00 0.00
4000 · Contributions (Contributions) - Other Total 4000 · Contributions (Contributions)	2,831.46 4,901.46	3,000.00 9,800.00	-168.54 -4,898.54
4012 · Tea & Conversation 4012.1 · Tea & Conversation - Member 4012.2 · Tea & Conversation - Nonmember 4012.3 · Granddaughter Tea	1,460.00 4,125.00 2,549.00	6,300.00 14,700.00 0.00	-4,840.00 -10,575.00 2,549.00
Total 4012 · Tea & Conversation	8,134.00	21,000.00	-12,866.00
4014 · Heard Craig Membership (Museum Memberships) 4015 · Garden 4058 · Fvondraising (Fundraiser) 4058 · Event Revenue	4,468.00 4,59,70 16.24 1 210.50	3,800.00 4,000.00 0.00	668.00 -3,540.30 16.24 1 210 50
4059 · Exhibit Revenue (This is the money we will get when we charge customers to com 4060 · Tour Income (Tour of House) 4061 · Canasta (rowial fee for carriage house)	1,658.00 860.00 1 301.00	2,000.00 160.00	-342.00 700.00
4062 • Gift Shop 4063 • Art of the Card Income	1,065.39	1,600.00	-534.61 654.00
4065 · Misc. Revenue (Miscellaneous) 4067 · CH-Garden Rentals	0.00 9,725.00 4 000 00	40.00 7,000.00	-40.00 2,725.00
4005 • Rentals (Rentals of tablecloths and other equipment)	283.00	2,000.00	-900.00
4201 · Interest Income 4202 · Div Inc - UBS Financial	5,801.14 1,728.17	7,000.00 3,000.00	-1,198.86 -1,271.83
4203 · Div Inc - UBS Perm Endow 4205 · Unrealized investment gains los	319.46 11.158.35	6,000.00 6.000.00	-5,680.54 5.158.35
4206 · Dividend Income 4209 · Stock Sales	7,987.37 225.00	0.00	7,987.37 225.00
Total Income	146,296.60	202,240.00	-55,943.40
Cost of Goods Sold 4500 · Gift Shop Items	858.57	800.00	58.57
Total COGS	858.57	800.00	58.57

Page 1

-56,001.97

201,440.00

145,438.03

**Gross Profit** 

Evnance	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
5100 · Community Relations (Expenses related to building community partners) 5101 · Stakeholder Relations (Expenses related to building relations within the Heard 5100 · Community Relations (Expenses related to building community partners) - Other	0.00 45.68	270.00 260.00	-270.00 -214.32
Total 5100 · Community Relations (Expenses related to building community partners)	45.68	530.00	-484.32
5200 · Carriage House Expense 5220 · CH Electricity (C. H./Electricity) 5221 · CH Gas (Carriage House/Gas) 5223 · CH Water-Sewer (C. H./Water & Sewer) 5240 · CH FFE (C.H./Maintenance/Bldg.) 5243 · CH Maintenance (C.H./Maint/Heat & Air)	638.03 617.19 425.17 0.00 1,391.03	1,100.00 580.00 360.00 200.00 200.00	-461.97 37.19 65.17 - <b>2</b> 00.00
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.) 5253 · CH Cleaning (Carriage House/Cleaning)	59.95 150.00	200.00	-140.05 150.00
5256 · CH Decorations (Carriage Hosue/Decoration) 5283 · CH Misc Evendee (Carriage Hosue/Miscollan )	73.28	0.00	73.28
5268 - CH Pest Control (Carriage House/PestControl)	1,692.00	0.00	-100.00
5280 - CH Security 5283 - CH Cleaning Supplies (Carriage House/Supplies) 5200 - Carriage House Expense - Other	1,010.75 35.26 0.00	440.00 0.00 260.00	570.75 35.26 -260.00
Total 5200 · Carriage House Expense	6,092.66	3,440.00	2,652.66
5300 · Education (expenses related to creating educaional programing) 5374 · Programs/Lectures (General Overhead/Programs) 5300 · Education (expenses related to creating educaional programing) - Other	25.00 47.14	1,400.00 0.00	-1,375.00 47.14
Total 5300 · Education (expenses related to creating educaional programing)	72.14	1,400.00	-1,327.86
5400 · House Expenses 5420 · House Electricity (H. C. House/Electricity) 5421 · House Gas (H. C. House/Gas) 5423 · House Water-Sewer (H. C. House/Water & Sewer)	5,864.44 1,209.01 1,906.24	5,500.00 970.00 1,300.00	<b>3</b> 64.44 <b>2</b> 39.01 <b>6</b> 06.24
5424 · House Trash	0.00	167.00	-167.00
5430 · House Landscape/Maint. (House/Landscape Mainten.) 5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	8,116.00 86.00	6,000.00 770.00	2,116.00 -684 DD
5432 · House Watering (Hse/Land, Sprink, WaterCost)	2,156.13	3,800.00	-1,643.87
5443 • House Heat/Air Maint (House/Maint/Heat & Air)	0.00 1,947.29	00.000,6	-5,000.00 -5,122.71
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric) 5446 · House Meintonance	827.70	200.00	627.70
5453 · House Cleaning (H. C. House/Cleaning)	2,700.00	3,600.00	00.006-
5456 · House Decorations (H. C. House/Decoration)	38.89	150.00	-111.11
5465 · House Supplies 5468 · House Pest Control (H. C. House/Pest Control)	486.13 610.00	250.00 1 600 00	236.13 -990.00

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Profit & Loss Budget vs. Actual

11/29/16 Accrual Basis

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Accrual Basis 11/29/16

## Profit & Loss Budget vs. Actual January 1 through November 28, 2016 Heard-Craig Center for the Arts

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Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 2016

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	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	49,807.60	0.00	49,807.60
6560 • Support Staff (Wage Account - Employee Gross Pay)	21,102.31	0.00	21,102.31
6565 · Payroll Taxes (Tax Account - Employer Taxes)	5,560.05	0.00	5,560.05
6550 · Salaries and Wages - Other	0.00	99,000.00	-99,000.00
Total 6550 · Salaries and Wages	76,469.96	66'000.000	-22,530.04
	159,653.40	203,100.00	-43,446.60
	-14,215.37	-1,660.00	-12,555.37
	-14,215.37	-1,660.00	-12,555.37

1011 3

District Director

#### **Internal Revenue Service**

Date:	In	reply refer to:
AUG 2 4	1971 A	EO: RT: 309
		17-10-71-31.1

 Die Heard-Craig Nomen's Club Trust 205 West Hunt McKinney, Texas 75069

Accounting Period: December 31

Gentlemen:

Based on information supplied, we have concluded that your organization is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. This determination assumes the organization's operations will be as stated in the exemption application.

We have further concluded that the organization is a private foundation as defined in section 509(a) of the Code. In this letter we are not determining whether the organization is a private operating foundation as defined in section 4942(j)(3).

Any changes in your character or purposes must be reported immediately to us for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are required to file an annual information return, Form 990, by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities is unrelated trade or business as defined in section 513 of the Code.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

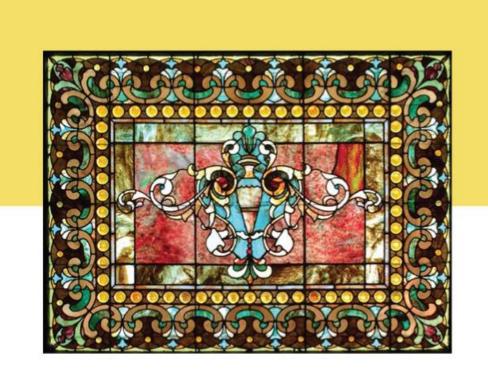
You are not liable for Federal Unemployment Taxes. You are liable for social security taxes only if you have filed waiver of exemption certificates as provided in the Federal Insurance Contributions Act.

Sincerely yours,

Ellis Campbell, Jr. (TSE)

cc: Robert L. Trimble 2030 Republic Bank Tower Dallas, Texas 75201 Ellis Campbell, Jr. District Director John L. McCraw, Jr. 211 North Tennessee Street McKinney, Texas 75069

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#### **Promotional Grant Request** December 14, 2016

### HEARD-CRAIG

CENTER for the ARTS

Heard-Craig Board

### Introduction



HEARD-CRAIG



McKinney Convention and Visitors Bureau considers the Heard-Craig Center for the Arts one of it's <u>FEATURED downtown MCKINNEY ATTRACTIONS in which to host an event</u>

## 2016 Introduction of Art Meets Floral



HEARD-CRAIG







HEARD-CRAIG

What: Design Showcase - - Event and Competition

When: Last week in April

Who: Paintings by a variety of artists are selected by Florists who use their design skills to "interpret" the painting, merging two successful art forms.

Where: Hosted at 205 W Hunt Street (behind the Visitors and Convention Bureau offices)

## Art Meets Floral









HEARD-CRAIG CENTER for the ARTS







## Art Meets Floral





HEARD-CRAIG CENTER for the ARTS

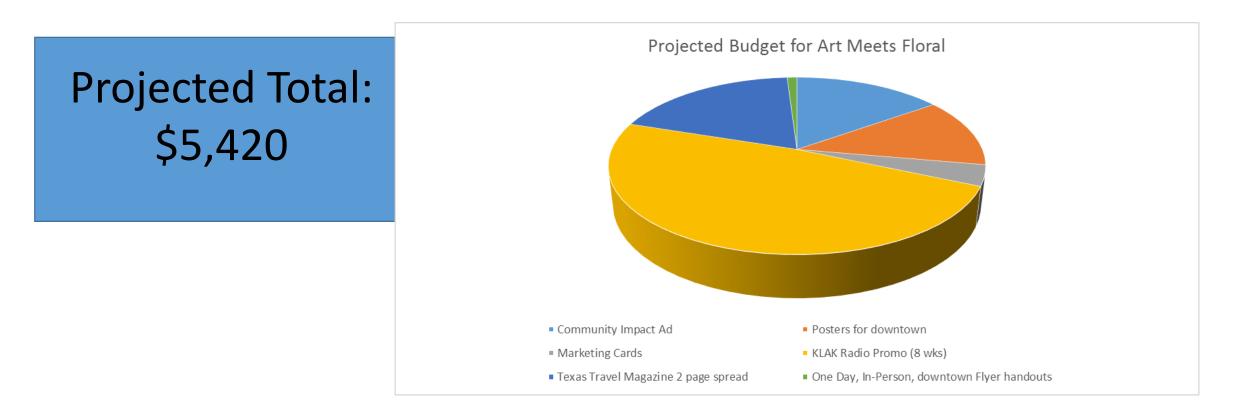
# People's Choice Award

2016 Award went to FRANKLINS FLOWERS for their sepia floral interpretation of Frank Klepper's Boats on Whiterock Lake

# Art Meets Floral Advertising Budget



HEARD-CRAIG CENTER for the ARTS



73% for spots and streaming commercials; 29% for advertising across Texas to targeted audience.

# Art Meets Floral Advertising Budget



HEARD-CRAIG

		On-Line	
		magazines	
		McKinney and	
Downtown		surrounding	
McKinney Website	KLAK morning spots	areas	Social Media blitzes
FREE			
(Grandfathered)	FREE	FREE	FREE

Pairing free advertising with other advertising

Art Meets Floral – First Year Data



- Number of Visitors: 100
- Revenue from Visitors at \$10\* per person: \$1,000
- Expenses:
  - Floral arrangements were donated.
  - Event was held during ARTS IN BLOOM in April.
  - First year advertising was only through social media word of mouth, and small marketing cards.

## Art Meets Floral – Second Year Projections

- Projected Revenue from Visitors (at \$5.00 per person): \$5,500
  - \$5.00 entrance fee/800 people visiting over 4 weekdays and 300 people on Saturday
  - Open for one week

Plan is to decrease the entrance fee (to increase attendance) so that FIVE TIMES as many people come through in 2017.

- Projected Floral Expenses: Donated with Advertising rights
- Projected Advertising: \$5,240
- Projected revenue for surrounding restaurants: \$88,000
  - Assumption that people will come to the event with at least one friend. The average restaurant meal for 2 people in McKinney is \$40. Projected attendance of 1100 times \$40 = \$88,000 restaurant revenue





## **Promotional Request**



- Funding request is to advertise the event. Ad will be placed in the Community Impact magazine which goes to all McKinney households. Advertisement (via on-line magazines) will go to surrounding cities to draw out-of-McKinney business.
- We will match funds to increase awareness of the event.

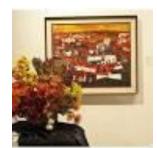
# Promotional Request Aligned with MCDC requirements



- This Event supports the UNIQUE BY NATURE brand for the City.
- This event assists the promotion of businesses in the City (e.g. floral companies that have been serving the City for many years).
- The People's Choice Award encourages public engagement, which is one of the top ways to promote a City.
- Helps to start a conversation about the interesting aspects of the art, the arrangements, and the tie in to City art.
- The event will be held in a sustained Tourist Attraction (46 years since being opened to the public) with city history.
- Visitors Bureau linkages with hotels in the City to promote the event as an attraction for their guests.











HEARD-CRAIG CENTER for the ARTS

We appreciate your consideration to promote *ART MEETS FLORAL* as a unique event for tourism in the City of McKinney.
If questions, please contact us. 972-569-6909



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** December 22, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

#### **ITEM SUMMARY:**

- Heritage Guild of Collin County is requesting a grant in the amount of \$12,500 for advertising, marketing and promotion of the following Chestnut Square events: 2017 Farmer's Market, Tour de Coop, and Ice Cream Crank-off.
- The events will be held during the time period from March to November, 2017.

#### **BACKGROUND INFORMATION:**

- The mission of Heritage Guild of Collin County is to preserve and perpetuate the heritage of Collin County.
- HGCC was organized more than 40 years ago.
- HGCC supports Chestnut Square Historic Village a McKinney museum and tourist destination offering diverse programs and activities throughout the year.

#### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a promotional grant in the amount of \$6,500 to HGCC in 2016.

#### SUPPORTING MATERIALS:

HGCC Grant Application

#### **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION** Grant Application

#### Fiscal Year 2017

#### **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <u>www.mckinneycdc.org</u>; by calling 972.547.7653 or by emailing <u>cschneible@mckinneycdc.org</u>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

Please indicate the type of funding you are requesting:

Project Grant

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 or events that promote the City of Maléman for developing and the city of Maléman for developing and the second seco

the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

#### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	<b>Board Vote and Award Notification</b>					
Cycle I: November 30, 2016	December 2016	January 2017					
Cycle II: May 31, 2017	June 2017	July 2017					
Project Cupatos							

#### Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification					
Cycle I: December 30, 2016	January 2017	February 2017					
Cycle II: March 31, 2017	April 2017	May 2017					
Cycle III: June 30, 2017	July 2017	August 2017					

#### ORGANIZATION INFORMATION

!										
Name:	The Heritage	Guild of Collin County								
Federal Tax I.D.: 75-1602150										
Incorporation Date: 1973										
Mailing Addres	Mailing Address: P.O. Box 583									
City McKinney		ST: TX	Zip: 75070							
Phone: 972-56	52-8790	Fax: 972-562-8790	Email: director@chestnutsquare.org							
Website: www.chestnutsquare.org										
City McKinney Phone: 972-56	52-8790	ST: TX Fax: 972-562-8790								

#### **Check One:**

X Nonprofit – 501(c) Attach a copy of IRS Determination Letter Governmental entity For profit corporation Other

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

REPRESENTATIVE COMPLETING APPLICATION:											
Name: Jaymie Pedigo											
Title: Executive Director											
Mailing Address: PO Box 583											
City: McKinney	ST:	ТХ	Zip: 75069								
Phone: 972-562-8790		Fax:	Email: director@chestnutsquare.org								

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

Name: Jaymie Pedigo			
Title: Executive Director			
Mailing Address: PO Box 583			
City: McKinney	ST:	ТХ	Zip: 75069
Phone: 972-562-8790		Fax:	Email: director@chestnutsquare.org

#### FUNDING

Total amount requested: \$12,500

#### PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 3/2017

Completion Date: 9/2017

BOARD OF DIRECTORS (may be included as an attachment), Chair Hamilton Doak, Chair Stella Stevens, Vice Chair Rick Scauzillo, Treasurer Kathy Moore Carol Ownby Harvey Oaxaca Rick Glew Wayne Hill

LEADERSHIP STAFF (may be included as an attachment) Jaymie Pedigo, E.D. Alice Yeager, Bookeeping, Membership Manager Leisha Phipps, Curation LaDonna Doyle, Education Event Coordinator Sherri Murphy, Education Volunteer Coordinator Kim Ducote, Facilities Sales & Coordinator

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

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

The Heritage Guild was organized 43 years ago and is home to Chestnut Square Historic Village. Chestnut Square has grown from two houses in 1973 to six houses, a general store, an historic chapel, a replica school house, and a Visitors Center. The nine historic buildings span the time period from 1854-1930, and encompass 2.5 acres on two city blocks. The mission of HGCCV, revised in 2013, is to celebrate community, preserve history, and inspire the future.

Chestnut Square Historic Village is open to the public six days a week, with guided tours of the homes provided on Thursdays and Saturdays at 11:00. Group tours may be scheduled Tuesday through Saturday by reservation. Trolley tours of McKinney's Historic District area are available the 2<sup>nd</sup> Saturday of each month, beginning and ending at Chestnut Square, and showcasing the history of McKinney and the architecture in the Historic District. Additionally, a 24/7 audio tour is an option, donated by Munzee.

Events such as the Historic McKinney Farmers Market, the Killis Melton Ice Cream Crank-Off, The Legends of McKinney Ghost Walk and the Holiday Tour of Homes bring people to McKinney to shop, eat and stay at our local hotels and bed and breakfasts. The Historic McKinney Farmers Market at Chestnut Square was voted the #2 farmers market in Texas in 2016, #6 in the nation! The Heritage Guild of Collin County is the proud home of Doc & Clyde's Ice Cream Freezer Museum, part of McKinney's heritage, and recognized as the largest ice cream freezer exhibit in the world. Chestnut Square is a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "history to life" through tours onsite, and programs and events offsite. All structures are open to the public for tours and entertainment and educational programs are held around an historic theme. Our partnership with the Living History Group, allows us to provide demonstrations in historically accurate costumes throughout the village.

Educational programs include tours for students of all ages, Prairie Adventure Camp, (the camp has drawn children from Oklahoma, Louisiana, Houston and Austin) and "Pumpkin Patch" in October. In October of 2016, we hosted over 1000 children ages 4-12.

Every Saturday morning April through November, Chestnut Square hosts the Historic McKinney Farmers Market. More than 50 vendors participate each week offering locally grown and raised produce, meat and eggs. The market is well-attended, often hosting 1,500 people. Customer surveys show that 40% of visitors continue to be there for the first time and 33% are from outside Collin County. We also operate a satellite Farmers Market, April-October, at Adriatica on Thursdays from 3:00 – 6:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week.

Since 2008, when Clyde Geer donated his collection to create "Doc & Clyde's Ice Cream Freezer Museum", Chestnut Square has hosted the Killis Melton Ice Cream Crank-off. In addition to an ice cream competition, the free event offers a variety of family friendly attractions, entertainment and old fashioned fun! Held in conjunction with Farmers Market, it has become a family tradition. At the recent

"Crank-Off", Clyde presented the "Doc & Clyde's" exhibit with the sign from the first ice cream "cranking-off" event, which was held in downtown McKinney to bring business to the square.

Another program on our roster - The Legends of McKinney Ghost Walk, where costumed storytellers share the history of "haunted" sites around downtown McKinney and Chestnut Square. A partnership with Main Street Magic, and TexPart Paranormal add special flair to the event.

We continue the legacy of the Holiday Tour of Homes, the very first fundraising venture for HGCC, drawing visitors from throughout North Texas to tour holiday decorations and architectural wonders of Chestnut Square and another 4-6 historic structures in McKinney. The Home Tour is not only a key fundraiser, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney's downtown square, and McKinney's Historic District. The 42<sup>nd</sup> version of the tour, held December 2015, drew over 1500 attendees and produced the best financial results for this event since 2010.

The Chapel at Chestnut Square can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House can host over 150 for wedding receptions. In 2015, rental sales reached \$258,900, but in 2016, for the first time in 6 years, event and program revenues equaled wedding sales, diversifying our revenue streams. We look to see an increase in sales again with the all weather improvements to the Pavilion.

The programs of the Heritage Guild of Collin County and the attractions of Chestnut Square host over 50,000 visitors annually, where "we bring history to life!"

Currently, the staff consists of an Executive Director; Bookkeeper & Membership Manager; Wedding and Events Sales Manager, part-time curator, 2 part-time education staff, a contract Market Manager and Development Director. All programs are supported by volunteers, who contribute nearly 10,000 hours each year.

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

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

We are asking for funds to support the Farmers Market, The Annual Killis Melton Ice Cream Crank Off, and the Tour de Coop, an educational and fun way to learn about chicken keeping.

- 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 make more of the population on the west side of McKinney aware of the market.
- Tour de Coop last year was the first year that HGCC hosted the Tour de Coop. A record amount of sponsorship dollars plus funds from MCDC made it very profitable. These funds went right back into supporting the Farmers Market. This year we'd like to broaden our audience with advertising in regional options.
- The Ice Cream Crank-Off is not a fundraiser, but a community event designed to keep part of McKinney's history alive. Our goal is to bring in enough participants to cover costs. We'd use funds to advertise in regional travel magazines and local publications/outlets. A small ad in Texas Highways or Texas monthly runs roughly \$2000.

#### • For Promotional Grants/Community Events – describe how this initiative will promote the <u>City of McKinney for the purpose of business development and/or tourism</u>.

These events help MCDC meet their goal of enhancing the historic quality of McKinney both by making the history of McKinney's Historic District accessible and by making Chestnut Square accessible to everyone in McKinney and visitors to McKinney. Chestnut Square has become a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families.

Weddings held at Chestnut Square often bring overnight guests, who stay and eat in McKinney businesses. The new Sheraton has already mentioned that they have hosted many wedding parties who are booked at our chapel. Additionally, these parties utilize local caterers, florists, beauty services, etc. for their events.

• Describe how the proposed Project/Promotion/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.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.

Planning for these events is already in place, with the exception of the Ice Cream Crank Off, for which planning will begin in February. Most of our events are on a year-round planning cycle.

• Detail goals for growth/expansion in future years.

#### **<u>Project Grants</u>** – please complete the section below:

٠	An expansion/improvement?	Yes	No No
٠	A replacement/repair?	🗌 Yes	🗌 No
•	A multi-phase project?	🗌 Yes	No No
٠	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/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue

- Page 6

- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

Several of the MCDC goals are met by HGCC events – promoting McKinney as a unique tourist destination, contribute to the quality of life for McKinney residents, and promoting McKinney business by not only attracting tourists, but also referrals to wedding and event parties for their ancillary goods and service needs.

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

X Yes 🗌 No

#### III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

Farmers Market - \$15,000 Tour de Coop - \$8,000 Ice Cream Crank Off - \$8,000

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

What percentage of Project/Promotion/Community Event funding will be provided by the
Applicant?
Farmers Market – 66%
Tour de Coop – 62%
Ice Cream Crank Off – 62%

Are Matching Funds	available? SOME X Yes	🗌 No
Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Page 7

In-Kind services will be provided for much of the design & layout work for consumable marketing materials. Additionally, we will continue to leverage advertising funds with editorial content.

As of Sept 30, 2016, HGCC has spent \$21,500 in advertising, with projections of another \$6500 by year's end, totaling \$28,000. Of that, \$11,900 was MCDC funded, 42.5% of advertising budget. This is a reduction from 50% of 2015 advertising promotional budget being MCDC funded.

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

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

#### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Events at Chestnut Square, are promoted year-round through the City's Historic Preservation calendar, "rack cards" with all activities at the CVB, Chamber and throughout McKinney, Collin County and at travel centers throughout Texas. Posters for each event are distributed throughout Collin County. Advertising is focused on food and tour magazines with spot ads in local and regional papers, and on local radio.

We are continuing our efforts to 1) rebrand as a museum and tourist attraction, so further outreach throughout Texas is one goal – some of these funds would be used to advertise in state-wide publications. And 2) more collaborations with the other museums in downtown. The Collin County Historical Society Museum is a spot on the Holiday Tour of Homes, and the 3 directors have begun talks to roll out a multi-museum membership option in 2017.

#### V. Metrics to Evaluate Success

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

All events are evaluated by using an exit survey to assess advertising effectiveness. We continue to be amazed at the number of people who visit from outside the area.

#### Acknowledgements

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

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;

- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not • and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

#### We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge. **Chief Executive Officer**

**Representative Completing Application** 

Saymie Ledizo

Signature

Signature

Jaymie Pedigo Printed Name 11/28/16

Same Printed Name

Date

Date

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

								Advertising Plan		%Change	Net	Total							Event Expenses	Total							Event Income	
	other	KLAK	DayTripper Enews	Billboard	Star Local	Regional/Travel	Community Impact	ing Plan					Supplies	Advertising	Print/Marketing	Entertainment	Facility/Rentals/Permits	Food/Bev	penses		Sponsors	Other	FR Activity photos	Entertainment	Food/Bev	Tickets	come	
4500	350	350	375	425	425	2000	575			10%	5000	8000	1000	4500	2500		its			13000	5000	1500				6500		Coop Tour
													Prizes		Signs											12000/\$1		
3725		350	375	425		2000	575	<b>∀</b> *	*Anticipate no	0% <10%>*	1475	10525	800	3725	500	1000	2500	2000		12000						12000		ICCO Fa
15000	1300		1500	425	5100	3800	2875	*Anticipating some reduction due to parking challenges	*Anticipate no gain, or loss, due to contrtuction/parking challenges	10%>*	40000	15000		10000	2400	750	50	1800		55000								Farmers Market

## Heritage Guild of Collin County, Texas BUDGET TO ACTUAL SUMMARY

Nine months ended 9/30/2016

	Actual		Budget	Over (Under)		
Revenues						
Donations & public support	\$	30,030	\$ 20,600	\$	9,430	
Programming		31,757	50,850	·	(19,093)	
Event & fundraising		123,975	75,450		48,525	
Facility rentals		131,105	133,000		(1,895)	
Other		682	38		645	
Investment income		18	28		(10)	
		317,567	279,966		37,602	
Costs and expenses						
Wedding expenses		10,370	12,500		(2,130)	
Programming		4,070	9,875		(5,805)	
Events and fundraising		37,932	18,600		19,332	
Business expenses		25,226	24,040		1,186	
Outside services		1,217	1, <b>44</b> 5		(228)	
Facilities and equipment		38,675	55,750		(17,075)	
Office operations		17,004	9,065		7,939	
Other administrative expenses		22,434	3,974		18,461	
Payroll		124,652	136,098		(11,446)	
		281,580	271,347		10,234	
Net income from operations		35,987	8,619		27,368	
Net grant activity		(2,707)	-		(2,707)	
Net income	\$	33,280	\$ 8,619	\$	24,661	

#### 8:17 PM

#### 10/07/16

Accrual Basis

## The Heritage Guild of Collin County Balance Sheet

	Sep 30, 16	Sep 30, 15	\$ Change
ASSETS	And a state of the		and the second se
Current Assets			
Checking/Savings			
10000 · Petty Cash 10020 · Independent Bank - Operations	350.00	250.00	100.00
10030 · Independent Bank - Endowment	6,533.30 44,132.54	(3,379.44) 25,860.33	9,912.74 18,272.21
10060 · PayPal	(45.89)	(45.89)	0.00
10070 · Tom Thumb Gifted Cards	0.00	1.226.13	(1,226.13)
Total Checking/Savings	50,969.95	23,911.13	27,058.82
Accounts Receivable			
11000 · Accounts Receivable	17,672.00	1,688.74	15,983.26
Total Accounts Receivable	17,672.00	1,688.74	15,983.26
Other Current Assets			
12000 · Undeposited Funds	3,060.00	2,884.26	175.74
Total Other Current Assets	3,060.00	2,884.26	175,74
Total Current Assets	71,701.95	28,484.13	43,217.82
Fixed Assets			
15000 · Buildings, Furniture and Equip	4 400 000 05	4 400 000 05	
15001 · Buildings, general 15010 · Dulaney House	1,162,090.05 19,353.66	1,162,090.05	0.00
15012 · Johnson House	12,469.90	19,353.66 12,469.90	0.00 0.00
15013 · Chapel	12,692.55	12,692.55	0.00
15014 · Faires House	312.16	312.16	0.00
15015 · Dixie's Store	7,783.78	7,783.78	0.00
15016 · Taylor Inn	36,723.53	36,723.53	0.00
15017 · Wilmeth Schoolhouse	89,754.93	89,754.93	0.00
15018 • 405 Reception Hall	152,493.94	152,493.94	0.00
15019 · Blacksmith Shop	3,931.90	3,931.90	0.00
15021 · Landscape/Storage Buildings 15022 · Visitors Center	15,433.39 150,000.00	15,433.39	0.00
15030 · Antiques, Furnishings, Artifact	209,208.50	150,000.00 209,208.50	0.00 0.00
15040 · Assets for Rental Business	1,497.00	1,497.00	0.00
Total 15000 · Buildings, Furniture and Equip	1,873,745.29	1,873,745.29	0.00
Total Fixed Assets	1,873,745.29	1,873,745.29	0.00
TOTAL ASSETS	1,945,447.24	1,902,229.42	43,217.82
LIABILITIES & EQUITY		1 16 57 1 1 10 10 10 10 10 10 10 10 10 10 10 10	
Liabilities			
Current Liabilities			
Accounts Payable			
20000 · Accounts Payable	5,706.27	3,956.69	1,749.58
Total Accounts Payable	5,706.27	3,956.69	1,749.58
Credit Cards 21000 · Credit card payable	0.00	670.34	(670.34)
Total Credit Cards	0.00	670.34	(670.34)
Other Current Liabilities	4.44	0,000	(0, 0.04)
24400 · Deferred Revenue, Dulaney House	1,500.00	34,740.55	(33,240.55)
24450 · Wedding Damage Deposit	19,750.00	17,900.00	1,850.00
24500 · Deferred Income Billings	, -		.,==+.=0
24510 · Weddings	55,775.00	41,150.00	14,625.00
Total 24500 · Deferred Income Billings	55,775.00	41,150.00	14,625.00

#### 8:17 PM 10/07/16 Accrual Basis

#### The Heritage Guild of Collin County Balance Sheet

Sep 30, 16	Sep 30, 15	\$ Change
200.00 0.00	200.00 6,754.74	0.00 (6,754.74)
77,225.00	100,745.29	(23,520.29)
82,931.27	105,372.32	(22,441.05)
82,931.27	105,372.32	(22,441.05)
1,829,235.54 33,280.43	1,834,098.78 (37,241.68)	(4,863.24) 70,522.11
1,862,515.97	1,796,857.10	65,658.87
1,945,447.24	1,902,229.42	43,217.82
	200.00 0.00 77,225.00 82,931.27 82,931.27 1,829,235.54 33,280.43 1,862,515.97	200.00         200.00           0.00         6,754.74           77,225.00         100,745.29           82,931.27         105,372.32           82,931.27         105,372.32           1,829,235.54         1,834,098.78           33,280.43         (37,241.68)           1,862,515.97         1,796,857.10

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10/07/16 Accrual Basis

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
Ordinary Income/Expense Income		and the second		
41000 · Direct Public Support				
41010 · Membership Dues	1,226.00	431.20	794.80	0.40/
41020 · Donations, General Public	831.11	4,492,53	(3,661.42)	0.4% 0.3%
41030 · Corporate Contributions	9,892.49	1,809.55	8,082.94	3.1%
41050 · Special Purpose Gifts	18,080.00	0.00	18,080.00	5.7%
Total 41000 · Direct Public Support	30,029.60	6,733.28	23,296.32	9.5%
42000 · Program Revenues				
42030 · Dixie Store	3,000.21	10,475.00	(7,474.79)	0.9%
42040 · Education Programs	7,660.75	18,578.51	(10,917.76)	2.4%
42050 · Ghostly Haunting	1,260.00	0.00	1,260.00	0.4%
42070 · Prairle Camps	12,010.00	0.00	12,010.00	3.8%
42080 · Public Village Tour	1,898.32	8,612.26	(6,713.94)	0.6%
42085 · Pumpkin Patch & Farm Days 42090 · Tea & Tour	2,328.00	464.00	1,864.00	0.7%
42100 · Trolley Tour	2,945.00	1,725.00	1,220.00	0.9%
42199 · Other Progam Revenues	446.75 207.50	0.00	446.75	0.1%
Total 42000 · Program Revenues	31,756.53	0.00 39,854.77	(8,098.24)	0.1%
42500 · Event & Fundraising Revenues	01,100.00	00,004.11	(0,080.24)	10.0%
42510 · Chester Book Sales	0.00	193.48	(100, 10)	
42520 · Farm to Table Dinner	30,185.00	8,525.27	(193.48) 21,659.73	0.0%
42530 · Farmers' Market	56,108.52	44,405.91	11,702.61	9.5%
42535 · Fun Run	7,155.00	0.00	7,155.00	17.7% 2.3%
42540 · Fashion Show	1,929.50	4,338.23	(2,408.73)	0.6%
42550 · Ghost Walk	64.00	160.88	(96.88)	0.0%
42560 · Holiday Home Tour	1,521.40	1,000.00	521.40	0.5%
42570 · Ice Cream Crank Off	8,598.75	6,182.64	2,416.11	2.7%
42580 · Murder Mystery	5,244.00	0.00	5,244.00	1.7%
42699 · Other Event/Fund Raising Income	13,169.01	0.00	13,169.01	4.1%
Total 42500 · Event & Fundraising Revenues	123,975.18	64,806.41	59,168.77	39.0%
43000 · Facility Rentals 43010 · Weddings				
43020 · Rentals	129,130.00 1,975.00	68,554.50 8,997.00	60,575.50 (7,022.00)	40.7% 0.6%
Total 43000 - Facility Rentals	131,105.00	77,551.50	53,553.50	41.3%
44000 · Other Operating Income				
44020 · Background Check Fees	182.40	121.30	61.10	0.1%
44040 · Miscellaneous Revenue	500.00	472.36	27.64	0.2%
Total 44000 · Other Operating Income	682.40	593.66	88.74	0.2%
45000 · Investments				
45030 · Interest-Savings, Short-term CD	17.91	16.38	1.53	0.0%
Total 45000 · Investments	17.91	16.38	1.53	0.0%
Total Income	317,566.62	189,556.00	128,010.62	100.0%
Expense				
61100 · Wedding Expenses				
61110 · Wedding Costs	10,369.87	6,902.54	3,467.33	3.3%
Total 61100 · Wedding Expenses	10,369.87	6,902.54	3,467.33	3.3%
61200 · Programming Expenses				
61230 · Dixie Store Costs	1,070.53	1,334.27	(263.74)	0.3%
61240 · Educational Programs Costs	1,268.53	1,607.21	(338.68)	0.4%
61250 · Ghostly Haunting Costs	0.00	84.00	(84.00)	0.0%
61265 · Pumpkin Patch & Farm Days Costs 61270 · Tour & Tea Costs	51.62	1,292.99	(1,241.37)	0.0%
61299 · Other Programming Costs	1,679.16	2,832.07	(1,152.91)	0.5%
	0.00	13.03	(13.03)	0.0%
Total 61200 · Programming Expenses	4,069.84	7,163.57	(3,093.73)	1.3%

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#### 10/07/16 Accrual Basis

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of income
61400 · Events & Fundraising Expenses 61420 · Farm to Table Dinner Costs	12,497.05	642.84	11,854.21	3.9%
61430 · Farmers' Market Costs	6,277.65	7,506.74	(1,229.09)	2.0%
61435 · Fun Run Expenses & Promo	5,002.42	0.00	5,002.42	1.6%
61440 · Fashion Show Costs	1,284.00	3,211.00	(1,927.00)	0.4%
61450 · Ghost Walk Costs	185.00	0.00	185.00	0,1%
61460 · Holiday Home Tour Costs	147.63	0.00	147.63	0.0%
61470 · Ice Cream Crank Off Costs	7,273.86	6,139.47	1,134.39	2.3%
61480 · Murder Mystery Costs	2,613.81	0.00	2,613.81	0.8%
61599 · Other Event Costs	2,651.00	0.00	2,651.00	0.8%
Total 61400 · Events & Fundralsing Expenses	37,932.42	17,500.05	20,432.37	11.9%
61600 · Business Expenses				
61610 · Advertising, PR & Marketing	16,203.18	14,811.79	1,391.39	5.1%
61630 · Board Meeting Expenses	56.90	0.00	56.90	0.0%
61640 · Business Registration Fees	0.00	115.00	(115.00)	0.0%
61650 · Contract Labor, Office	0.00	50.00	(50.00)	0.0%
61660 · Rentals (Administrative)	8,098.00	2,093,40	6,004,60	2.6%
61670 · Volunteer Relations	868.02	1,057.50	(189.48)	0.3%
61680 · Staff Relations	0.00	51.97	(51.97)	0.0%
61699 · Other Business Expenses	0.00	9.47	(9.47)	0.0%
Total 61600 · Business Expenses	25,226.10	18,189.13	7,036.97	7.9%
61700 · Outside Services				
61710 · Accounting Fees	745.00	695.00	50.00	0.2%
61720 · Legal Fees	0.00	1,750.00	(1,750.00)	0.0%
61730 · Fundraising Expenses	77.12	61.21	15.91	0.0%
61740 · Outside Contract Services	395.00	0.00	395.00	0.1%
Total 61700 · Outside Services	1,217.12	2,506.21	(1,289.09)	0.4%
62000 · Facilities and Equipment 62010 · Building and Equip Maintenance				
62010 · Building and Equip Malntenance 62011 · Yard	5,764.47	2,158.94	3,605.53	1.8%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment	16,054.83	4,556.71	3,605.53 11,498.12	1.8% 5.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies	16,054.83 2,634.19	4,556.71 2,221.42		
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance	16,054.83 2,634.19 24,453.49	4,556.71 2,221.42 8,937.07	11,498.12 412.77 15,516.42	5.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation	16,054.83 2,634.19 24,453.49 198.80	4,556.71 2,221.42 8,937.07 196.46	11,498.12 412.77 15,516.42 2.34	5.1% 0.8% 7.7% 0.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities	16,054.83 2,634.19 24,453.49 198.80 14,022.41	4,556.71 2,221.42 8,937.07 196.46 14,614.15	11,498.12 412.77 15,516.42 2.34 (591.74)	5.1% 0.8% 7.7% 0.1% 4.4%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation	16,054.83 2,634.19 24,453.49 198.80	4,556.71 2,221.42 8,937.07 196.46	11,498.12 412.77 15,516.42 2.34	5.1% 0.8% 7.7% 0.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02	5.1% 0.8% 7.7% 0.1% 4.4% 12.2%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63036 · Supplies 63036 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63035 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations 64000 · Other Administrative Expenses	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations 64000 · Other Administrative Expenses 64001 · Bank Service Charges	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0.00	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00)	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations 64000 · Other Administrative Expenses 64001 · Other Administrative Expenses 64015 · Bank Service Charges 64020 · Credit Card Fees	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations 64000 · Other Administrative Expenses 64001 · Other Administrative Expenses 64020 · Credit Card Fees 64035 · Insurance, Llability, D & O	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0.00 5,902.38 16,130.00	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17 14,342.02	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21 1,787.98	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9% 5.1%
62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies Total 62010 · Building and Equip Maintenance 62020 · Curation 62060 · Utilities Total 62000 · Facilities and Equipment 63000 · Office Operations 63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications 63040 · IT Expense Total 63000 · Office Operations 64000 · Other Administrative Expenses 64015 · Bank Service Charges 64020 · Credit Card Fees 84035 · Insurance, Llability, D & O 64040 · Interest Expense, Loans	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0.00 5,902.38 16,130.00 279.87	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17 14,342.02 356.13	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21 1,787.98 (76.26)	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9% 5.1% 0.1%
<ul> <li>62010 · Building and Equip Maintenance</li> <li>62011 · Yard</li> <li>62012 · Structures &amp; Equipment</li> <li>62013 · Cleaning &amp; Maintenance Supplies</li> <li>Total 62010 · Building and Equip Maintenance</li> <li>62020 · Curation</li> <li>62060 · Utilities</li> <li>Total 62000 · Facilities and Equipment</li> <li>63000 · Office Operations</li> <li>63010 · Books, Subscriptions, Reference</li> <li>63020 · Postage, Mailing Service</li> <li>63025 · Printing and Copying</li> <li>63035 · Telephone, Telecommunications</li> <li>63040 · IT Expense</li> <li>Total 63000 · Office Operations</li> <li>64000 · Other Administrative Expenses</li> <li>64015 · Bank Service Charges</li> <li>64025 · Insurance, Llability, D &amp; O</li> <li>64040 · Interest Expense, Loans</li> <li>64045 · Finance Charges &amp; Late Fees</li> </ul>	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0.00 5,902.38 16,130.00 279.87 0.00	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17 14,342.02 356.13 173.43	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21 1,787.98 (76.26) (173.43)	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9% 5.1% 0.1% 0.0%
<ul> <li>62010 · Building and Equip Maintenance</li> <li>62011 · Yard</li> <li>62012 · Structures &amp; Equipment</li> <li>62013 · Cleaning &amp; Maintenance Supplies</li> <li>Total 62010 · Building and Equip Maintenance</li> <li>62020 · Curation</li> <li>62060 · Utilities</li> <li>Total 62000 · Facilities and Equipment</li> <li>63000 · Office Operations</li> <li>63010 · Books, Subscriptions, Reference</li> <li>63020 · Postage, Mailing Service</li> <li>63023 · Supplies</li> <li>63030 · Supplies</li> <li>63030 · Supplies</li> <li>63030 · Office Operations</li> <li>63040 · IT Expense</li> <li>Total 63000 · Office Operations</li> <li>64000 · Other Administrative Expenses</li> <li>64015 · Bank Service Charges</li> <li>64020 · Credit Card Fees</li> <li>64035 · Insurance, Llability, D &amp; O</li> <li>64040 · Interest Expense, Loans</li> <li>64045 · Finance Charges &amp; Late Fees</li> <li>64055 · Memberships &amp; Dues</li> </ul>	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0,00 5,902.38 16,130.00 279.87 0.00 115.00	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17 14,342.02 356.13 173.43 60.00	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21 1,787.98 (76.26) (173.43) 55.00	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9% 5.1% 0.1% 0.0% 0.0%
<ul> <li>62010 · Building and Equip Maintenance</li> <li>62011 · Yard</li> <li>62012 · Structures &amp; Equipment</li> <li>62013 · Cleaning &amp; Maintenance Supplies</li> <li>Total 62010 · Building and Equip Maintenance</li> <li>62020 · Curation</li> <li>62060 · Utilities</li> <li>Total 62000 · Facilities and Equipment</li> <li>63000 · Office Operations</li> <li>63010 · Books, Subscriptions, Reference</li> <li>63020 · Postage, Mailing Service</li> <li>63025 · Printing and Copying</li> <li>63035 · Telephone, Telecommunications</li> <li>63040 · IT Expense</li> <li>Total 63000 · Office Operations</li> <li>64000 · Other Administrative Expenses</li> <li>64015 · Bank Service Charges</li> <li>64025 · Insurance, Llability, D &amp; O</li> <li>64040 · Interest Expense, Loans</li> <li>64045 · Finance Charges &amp; Late Fees</li> </ul>	16,054.83 2,634.19 24,453.49 198.80 14,022.41 38,674.70 110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40 17,004.11 0.00 5,902.38 16,130.00 279.87 0.00	4,556.71 2,221.42 8,937.07 196.46 14,614.15 23,747.68 7.99 368.19 5,408.82 1,070.52 1,383.34 984.91 9,223.77 90.00 3,549.17 14,342.02 356.13 173.43	11,498.12 412.77 15,516.42 2.34 (591.74) 14,927.02 102.91 82.40 4,315.27 181.89 377.38 2,720.49 7,780.34 (90.00) 2,353.21 1,787.98 (76.26) (173.43)	5.1% 0.8% 7.7% 0.1% 4.4% 12.2% 0.0% 0.1% 3.1% 0.4% 0.6% 1.2% 5.4% 0.0% 1.9% 5.1% 0.1% 0.0%

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#### 10/07/16 Accrual Basis

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
65000 · Payroll Expenses 65010 · Salaries, Staff 65020 · Salaries, Contract Employees 65030 · Salaries, Wedding Coordinator 65040 · Payroll Taxes 65050 · Payroll Processing Costs	64,813.00 16,212.50 34,055.00 7,544.65 2,027.01	24,027.14 43,000.00 36,782.79 5,859.66 1,331.81	40,785.86 (26,787.50) (2,727.79) 1,684.99 695.20	20.4% 5.1% 10.7% 2.4% 0.6%
Total 65000 · Payroll Expenses	124,652.16	111,001.40	13,650.76	39.3%
Total Expense	281,579.73	214,905.10	66,674.63	88.7%
Net Ordinary Income	35,986.89	(25,349.10)	61,335.99	11.3%
Other Income/Expense Other Income 70000 · Grants (Restricted), Net 70010 · Restricted Grants Received 70020 · Grant Expenses (Advert & Mktg) 70030 · Grant Expenses (Structures) 70040 · Grant Expenses (Delaney House) 70050 · Other Grant Activity	81,804.96 (11,900.20) (72,611.22) 0.00 0.00	62,492.48 (13,074.39) (61,576.98) (7,094.00) 2,383.00	19,312.48 1,174.19 (11,034.24) 7,094.00 (2,383.00)	25.8% (3.7)% (22.9)% 0.0% 0.0%
Total 70000 · Grants (Restricted), Net	(2,706.46)	(16,869.89)	14,163.43	(0.9)%
71000 · Property Damage, Net 71010 · Insurance Proceeds Total 71000 · Property Damage, Net	0.00	4,977.31 4,977.31	(4,977.31) (4,977.31)	0.0%
Total Other Income	(2,706.46)	(11,892.58)	9,186.12	(0.9)%
Net Other Income	(2,706.46)	(11,892.58)	9,186.12	(0.9)%
Net Income	33,280.43	(37,241.68)	70,522.11	10.5%

<ul> <li>8:07 PM</li> <li>10/07/16</li> <li>Accrual Basis</li> <li>Ordinary Income/Expense</li> <li>Income</li> <li>41000 • Direct Public Support</li> <li>41000 • Direct Public Support</li> <li>41020 • Donations, General Public</li> <li>41030 • Conrations, General Public</li> <li>41030 • Conrations, General Public</li> <li>41050 • Special Purpose Giffs</li> <li>Total 41000 • Direct Public Support</li> <li>41050 • Special Purpose Giffs</li> <li>701al 41000 • Direct Public Support</li> <li>42000 • Program Revenues</li> <li>42000 • Program Revenues</li> <li>42000 • Program Revenues</li> <li>42000 • Program Revenues</li> <li>42000 • Traine Carnys</li> <li>42000 • Traine Carnys</li> <li>42000 • Traine Carnys</li> <li>42500 • Eram to Table Dinner</li> <li>42500 • Event &amp; Fundraising Revenues</li> <li>43000 • Net Roystery</li> <li>43000 • Redings</li> <li>4300 • Net Roystery</li> <li>4300 • Net Roystery</li> <li>4300 • Net Roystery</li> <li>4300 • Redings</li> </ul>	1 Facilities 0.00	The Heritage ( January thro January thro January thro 0.00           2 Weddings           0.00	The Heritage Guild of Collin County Profit & Loss           January through September 2016           January through September 2018           January through September 2018           January through September 2018	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	<b>5 Donations</b> <b>1,226,00</b> <b>1,226,00</b> <b>806,11</b> <b>7,392,49</b> <b>18,080,00</b> 0,000	6 Overhead 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	TOTAL           1,226.00           831.11           9,882.49           18,085.00           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           30,029.60           1,286.00           1,286.00           1,286.00           1,286.00           2,945.00           1,226.00           1,929.50           1,929.50           1,929.61           1,929.61           1,929.61           1,929.61           1,929.61           1,929.61           1,975.18           1,975.00           1,975.00
Total 43000 - Facility Rentals 44000 - Other Operating Income 44020 - Background Check Fees 44040 - Miscellaneous Revenue	1,625.00 0.00 500.00	129,480.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00	0.00 182.40 0.00	131.105.00 182.40 500 00
43000 - Facility Rentals 43010 - Weddings 43020 - Rentals Total 43000 - Facility Rentals	0.00 1.625.00 1,625.00	129,130.00 350.00 129,480.00	0.00	00.0	0.00	00.0 00.0	129,130.00 1,975.00 131.105.00
44000 • Other Operating Income 44020 • Background Check Fees 44040 • Miscellaneous Revenue Total 44000 • Other Operating Income	0.00 500.00 500.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00	182.40 0.00 182.40	182.40 500.00 682.40
45030 · Intvestments 45030 · Interest-Savings, Short-term CD Total 45000 · Investments Total Income	0.00 0.00 2,125.00	0.00 0.00 129,480.00	0.00 0.00 126,500.18	0.00 0.00 31.756.53	0.00 0.00 27,504,60	17.91 17.91 200.31	17.91 17.91 317 566 62
Expense 61100 · Wedding Expenses 61110 · Wedding Costs Total 61100 · Wedding Expenses	0.00	10,369.87 10,369.87	0.00	0.00	0.00	0.00	10,369.87 10,369.87

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The Heritage Guild of Collin County Profit & Loss January through September 2016

	1 Facilities	2 Weddings	3 Fundraising Eve	4 Programming	5 Donations	6 Overhead	TOTAL
61200 - Programming Expenses 61230 - Dixie Store Costs 61240 - Educational Processor Control	0.00	00.00	0.00	946.99	0.00	123.54	1 070 53
61265 - Pumpkin Patch & Farm Days Costs	0.00	0.00	0.00	1,268.53 51.62	00.00	00.0	1,268.53
VIZIO - FOUL & LEA COSES	0.00	0.00	0.00	1,679,16	0.00	00.0	1,679,16
	0.00	0.00	0.00	3,946.30	0.00	123.54	4,069.84
61420 - Events & Fundralsing Expenses 61420 - Farm to Table Dinner Costs	0.00	0,00	12,498.17	0.00	0.00	(4.12)	10 A07 DE
o 1430 - Farmers Market Costs 61435 - Fun Run Expenses & Promo	0.00	0.0	6,277.65 5 000 4 0	0.00	00'0	0.00	6,277.65
61440 · Fashion Show Costs	0.00	0.00	5,002.42 1,284.00	0.00	0.00	00.0	5,002.42
61450 - GIOSE Walk Costs 61460 - Holiday Home Tour Costs	0.00	0,00	185.00 147.63	0.00	00.0	0.00	185.00
61470 - Ice Gream Grank Off Costs 61480 - Murder Mystery Costs	0,00	00.00	7,273.86 2,613.81	00.0	00'0	00.0	7,273.86
blogs Other Event Costs	0.00	0.00	2,651.00	0.00	0.00	0.00	2,651,00
1 otal 61400 · Events & Fundraising Expenses	0.00	0.00	37.933.54	0.00	0.00	(1.12)	37,932.42
61600 · Business Expenses 61610 · Advertising, PR & Marketing 64630 · Econer Incode	0.00	2,345.75	1,496.00	741.00	0.00	11.620.43	16.203.18
61660 - Rentals (Administrative)	0.00	0.00	0.00	00.00	0.00	56.90	56.90
61670 • Volunteer Relations	0.00	0.00	0.00	00.0	0.00	8,038,00 868,02	8,098.00 868.02
Total 61600 - Business Expenses	0.00	2,345.75	1,496.00	741.00	0.00	20,643.35	25.226.10
51700 - Outside Services 61710 - Accounting Fees 61730 - Fundraising Expenses 61740 - Outside Contrard: Services	0.00	00.0	0000	0.00	0.00 77.12	745.00 0.00	745.00 77.12
Total 61700 • Outside Services	305.00	0.00	0.00	0:00	0.00	0.00	395.00
62000 · Facilities and Equipment 62010 · Building and Equip Maintenance		000	0.00	0.00	(1.12	745.00	1,217.12
62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Mainhenance Sunnlise	2,024.18 15,850.94 2 508 89	00'0 00'0 00'0	00.0	00.0	0.00	3,740.29 203.89	5,764.47 16,054.83
Total 62010 • Building and Equip Maintenance	20,384.01	69.00	0.00	0.00		26.30	2,634,19
62020 • Curation 62060 • Utilities	198.80 0.00	00.0	0.00	00'0	00'0	0.00	198.80
Total 62000 · Facilities and Equipment	20,582.81	69.00	0.00	0.00		14,022,41	14,UZZ.41 20 674 70
63000 • Office Operations 63010 • Books, Subscriptions, Reference			cccc				
63020 · Postage, Mailing Service 63025 · Printing and Conving	0.00	0.00	0.00	0.0	0.00	110.90 450.59	110,90 450,59
63030 - Supplies	0.00	0.00	0.00	0.00	0.00	9,724.09 1.252.41	9,724.09 1 252 41
63035 • 1 elephone, Telecommunications 63040 • IT Expense	0.00	472.07 0.00	0.00	00.0	0.00	1,288.65 3,705.40	1,760.72 3,705,40
Total 63000 - Office Operations	0.00	472.07	0.00	0.00	0.00	16,532.04	17,004.11

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# The Heritage Guild of Collin County Profit & Loss January through September 2016

64000 · Other Administrative Expenses 64020 · Credit Card Fees 64035 · Insurance, Liability, D & O 64040 · Interest Expense, Loans 64055 · Memberships & Dues	64099 · Other Admin Expenses Total 64000 · Other Administrative Expenses	65000 · Payroll Expenses 65010 · Salaries, Staff 65020 · Salaries, Contract Employees 65030 · Salaries, Wedding Coordinator 65040 · Payroll Taxes 65050 · Payroll Processing Costs	Total 65000 · Payroll Expenses	Total Expense	Net Ordinary Income	Other Income/Expense Other Income 70000 · Grants (Restricted), Net 70010 · Restricted Grants Received 70020 · Grant Expenses (Advert & Mktg) 70030 · Grant Expenses (Structures)	

	2 Weddings	3 Fundraising Eve	4 Programming	5 Donations	6 Overhead	TOTAL
	00.00	00.0	00.0 00.0	00.0	5,902.38 16,130.00	5,902.38 16,130.00
	0.00	00.0	0.00	0.00	2/9.6/ 115.00 0.00	2/9.87 115.00 6.16
	0.00	0.00	0.00	0.00	22,427.25	22,433.41
2,7, 34,0	0.00 2,737.50 34,055.00 0.00	1,100.00 10,200.00 0.00 0.00 0.00	3,372.00 1,415.00 0.00 0.00	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	60, 341.00 1, 860.00 7, 544.65 2,027.01	64,813.00 16,212.50 34,055.00 7,544.65 2.027.01
8	36,792.50	11,300.00	4,787.00	00.0	71,772.66	124,652.16
4	50,049.19	50,729.54	9,474.30	77.12	150,265.61	281,579.73
52	79,430.81	75,770.64	22,282.23	27,427.48	(150,065.30)	35,986.89
	0,00	17 489.72 (9,135.20) 0.00	00.0 00.0	000 0000 0000	0.00 (2,765.00) 0.00	81,804.96 (11,900.20) (72,641.22)
	00.0	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
	00.00	8,354.52	0.00	0'0	(2,765.00)	(2,706,46)
	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)

33,280.43

(152,830.30)

27,427.48

22,282.23

84,125.16

79,430.81

(27,154.95)

I

Total 70000 · Grants (Restricted), Net

Total Other Income Net Other Income

Net Income

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#### The Heritage Guild of Collin County Profit & Loss

Accrual Basis

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
Ordinary Income/Expense	We will be added to the other states of the		a constrain description ( ) and a state of the constraint of the c	
Income				
41000 · Direct Public Support	004.00			
41010 <sup>,</sup> Membership Dues 41020 <sup>,</sup> Donations, General Public	801.00	370.00	55.00	1,226.00
41030 · Corporate Contributions	412.11	150.00	269.00	831.11
41050 · Special Purpose Gifts	1,612.96 3,000.00	3,279.53	5,000.00	9,892.49
Total 41000 · Direct Public Support		3,730.00	11,350.00	18,080.00
	5,826.07	7,529.53	16,674.00	30,029.60
42000 · Program Revenues 42030 · Dixle Store	517.62	4 470 04	4 000 05	
42040 · Education Programs	1,842.00	1,472.94 1,502.50	1,009.65	3,000.21
42050 · Ghostly Haunting	440.00	360.00	4,316.25	7,660.75
42070 · Prairie Camps	0.00	8,740.00	460.00	1,260.00
42080 - Public Village Tour	264.00	690.54	3,270.00	12,010.00
42085 · Pumpkin Patch & Farm Days	0.00	0.00	943.78 2,328.00	1,898.32
42090 · Tea & Tour	1,375.00	1,070.00	500.00	2,328.00
42100 · Trolley Tour	153.00	92.00	201.75	2,945.00
42199 · Other Progam Revenues	35.00	37.50	135.00	446.75 207.50
Total 42000 · Program Revenues	4,626,62	13,965.48	13,164.43	
42500 · Event & Fundraising Revenues	4,020.02	13,303.40	10,104.45	31,756.53
42520 · Farm to Table Dinner	0.00	30,185,00	0.00	00 405 00
42530 · Farmers' Market	14,414.61	21,564.01	0.00 20,129.90	30,185.00
42535 · Fun Run	0.00	3,270.00	3,885.00	56,108.52
42540 · Fashion Show	1,859.00	70,50		7,155.00
42550 · Ghost Walk	0.00	0.00	0.00 64.00	1,929.50
42560 · Holiday Home Tour	233.54	247.86	1,040.00	64.00 1,521,40
42570 · Ice Cream Crank Off	0.00	8,598.75	0.00	
42580 · Murder Mystery	2,544.00	0.00	2,700.00	8,598.75
42699 · Other Event/Fund Raising Income	3,946.00	9,123.01	100.00	5,244.00 13,169.01
Total 42500 · Event & Fundraising Revenues	22,997.15	73,059.13	27,918.90	123,975.18
43000 · Facility Rentals				
43010 · Weddings	23,305.00	66,400.00	39,425.00	129,130.00
43020 · Rentals	600.00	475.00	900.00	1,975.00
Total 43000 · Facility Rentals	23,905.00	66,875.00	40,325.00	131,105.00
44000 · Other Operating Income				
44020 · Background Check Fees	26.20	66.20	90.00	182.40
44040 · Miscellaneous Revenue	0.00	0.00	500.00	500.00
Total 44000 · Other Operating Income	26.20	66.20	590.00	682.40
45000 · Investments	c 00	0.00		
45030 · Interest-Savings, Short-term CD	6.93	8.06	2.92	17.91
Total 45000 · Investments	6.93	8.06	2.92	17.91
Total Income	57,387.97	161,503.40	98,675.25	317,566.62
Expense				
61100 Wedding Expenses				
61110 · Wedding Costs	2,616.51	4,129.71	3,623.65	10,369.87
Total 61100 · Wedding Expenses	2,616.51	4,129.71	3,623.65	10,369.87
61200 · Programming Expanses 61230 · Dixie Store Costs	000 40	040	<b>666</b>	
61240 · Educational Programs Costs	220.48	213.78	636.27	1,070.53
61265 · Pumpkin Patch & Farm Days Costs	274.85 0.00	674.24	319.44	1,268.53
61270 · Tour & Tea Costs	835.28	0.00	51.62	51.62
		415.50	428.38	1,679.16
Total 61200 · Programming Expenses	1,330.61	1,303.52	1,435.71	4,069.84

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#### 10/07/16 Accrual Basis

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
61400 · Events & Fundraising Expenses 61420 · Farm to Table Dinner Costs 61430 · Farmers' Market Costs 61435 · Fun Run Expenses & Promo 61440 · Fashion Show Costs 61450 · Ghost Walk Costs 61460 · Holiday Home Tour Costs 61460 · Holiday Home Tour Costs 61470 · Ice Cream Crank Off Costs 61480 · Murder Mystery Costs 61599 · Other Event Costs	0.00 1,326.23 0.00 0.00 0.00 206.49 1,156.05 130.54	12,497.05 2,226.73 5,002.42 1,284.00 0.00 57.63 7,017.39 0.00 2,199.19	0.00 2,724.69 0.00 185.00 90.00 49.98 1,457.76 321.27	12,497.05 6,277.65 5,002.42 1,284.00 185.00 147.63 7,273.86 2,613.81 2,651.00
Total 61400 · Events & Fundraising Expenses	2,819.31	30,284.41	4,828.70	37,932.42
61600 · Business Expenses 61610 · Advertising, PR & Marketing 61630 · Board Meeting Expenses 61660 · Rentals (Administrative) 61670 · Volunteer Relations	3,513.80 29,90 2,565.00 563.94	4,644.80 27.00 2,565.00 116.98	8,044.58 0.00 2,968.00 187.10	16,203.18 56.90 8,098.00 868.02
Total 61600 · Business Expenses	6,672.64	7,353.78	11,199.68	25,226.10
61700 · Outside Services 61710 · Accounting Fees 61730 · Fundraising Expenses 61740 · Outside Contract Services	0.00 0.00 0.00	0.00 77.12 0.00	745.00 0.00 395.00	745.00 77.12 395.00
Total 61700 · Outside Services	0.00	77.12	1,140.00	1,217.12
62000 · Facilities and Equipment 62010 · Building and Equip Maintenance 62011 · Yard 62012 · Structures & Equipment 62013 · Cleaning & Maintenance Supplies	1,121.67 3,219.35 911.92	1,148.69 2,136.91 874.44	3,494.11 10,698.57 847.83	5,764.47 16,054.83 2,634.19
Total 62010 · Building and Equip Maintenance	5,252.94	4,160.04	15,040.51	24,453.49
62020 · Curation 62060 · Utilities	37.95 3,853.94	0.00 3,940.21	160.85 6,228.26	198.80 14,022.41
Total 62000 · Facilities and Equipment 63000 · Office Operations	9,144.83	8,100.25	21,429.62	38,674.70
63010 · Books, Subscriptions, Reference 63020 · Postage, Mailing Service 63025 · Printing and Copying 63030 · Supplies 63035 · Telephone, Telecommunications 63040 · IT Expense	100.00 241.45 3,122.45 586.28 585.76 2,815.84	0.00 146.97 3,761.92 316.68 587.29 511.42	10.90 62.17 2,839.72 349.45 587.67 378.14	110.90 450.59 9,724.09 1,252.41 1,760.72 3,705.40
Total 63000 · Office Operations	7,451.78	5,324.28	4,228.05	17,004.11
64000 · Other Administrative Expenses 64020 · Credit Card Fees 64035 · Insurance, Liability, D & O 64040 · Interest Expense, Loans 64055 · Memberships & Dues 64099 · Other Admin Expenses	1,607.50 13,219.00 102.97 115.00 0.00	2,678.94 1,437.00 176.90 0.00 0.00	1,615.94 1,474.00 0.00 0.00 6.16	5,902.38 16,130.00 279.87 115.00 6.16
Total 64000 · Other Administrative Expenses	15,044.47	4,292.84	3,096.10	22,433.41
65000 · Payroll Expenses 65010 · Salaries, Staff 65020 · Salaries, Contract Employees 65030 · Salaries, Wedding Coordinator 65040 · Payroll Taxes 65050 · Payroll Processing Costs	18,746.50 3,627.50 13,461.00 2,463.95 957.90	23,343.50 7,295.00 10,594.00 2,585.36 528.35	22,723.00 5,290.00 10,000.00 2,495.34 540.76	64,813.00 16,212.50 34,055.00 7,544.65 2,027.01
Total 65000 · Payroll Expenses	39,256.85	44,346.21	41,049.10	124,652.16
Total Expense	84,337.00	105,212.12	92,030.61	281,579.73
Net Ordinary Income	(26,949.03)	56,291.28	6,644.64	35,986.89

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#### 10/07/16

Accrual Basis

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
Other Income/Expense Other Income 70000 · Grants (Restricted), Net 70010 · Restricted Grants Received 70020 · Grant Expenses (Advert & Mktg) 70030 · Grant Expenses (Structures)	5,589.72 (5,515.40) 0.00	5,400.00 (6,384.80) (25,115.16)	70,815.24 0.00 (47,496.06)	81,804.96 (11,900.20) (72,611.22)
Total 70000 · Grants (Restricted), Net	74.32	(26,099.96)	23,319.18	(2,706.46)
Total Other Income	74.32	(26,099.96)	23,319.18	(2,706.46)
Net Other Income	74.32	(26,099.96)	23,319.18	(2,706.46)
Net Income	(26,874.71)	30,191.32	29,963.82	33,280.43

Internal,Revenue 5 ervice

Department of the Treasury

District -

Henitage Guild of Collin County Texas 909 West Howell Mckinney, TX 75069 Person 10 Contact. ECMF Tax Examiner Telephone Number

214-767-1766 Fierer Feply 10 RM:CSB: 1200 DAL Date NGV 20 1985 EIV: 75-1602150

Gentlement

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Our records show that <u>Heritage Guild of Collin County Tayae</u> is exempt from Federal Income Tax under Section 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 feverue 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,

9. Minen

Tax Exeminer



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** December 22, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

#### **ITEM SUMMARY:**

- Kiwanis Club of McKinney is requesting a grant in the amount of \$5,000 for advertising, marketing and promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon.
- The events will be held April 23, 2017.

#### **BACKGROUND INFORMATION:**

- Kiwanis Club of McKinney is a nonprofit organization dedicated to changing the world one child and one community at a time.
- Target participation number is 400 for the triathlon and 150 for the youth event.
- Past events have drawn as many as 35% of participants from outside of McKinney.

#### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC granted Kiwanis Club of McKinney a grant in the amount of \$3,000 for promotion of the 2016 Historic McKinney Triathlon and Kids Triathlon.

#### SUPPORTING MATERIALS:

**Kiwanis Grant Application** 

#### MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application

Fiscal Year 2017

#### **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <u>www.mckinneycdc.org</u>; by calling 972.547.7653 or by emailing <u>cschneible@mckinneycdc.org</u>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

#### Please indicate the type of funding you are requesting:

Project Grant

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.

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

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

#### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	<b>Board Vote and Award Notification</b>	
Cycle I: November 30, 2016	December 2016	January 2017	
Cycle II: May 31, 2017	June 2017	July 2017	

#### **Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

INFORMATION ABOUT YOUR ORGANIZATION			
Name: Kiwanis Club of McKinney			
Federal Tax I.D.: 27-3890253			
Incorporation Date: November 4, 2010			
Mailing Address: P.O. Box 1565			
City McKinney	ST: Texas	Zip: 75070	
Phone: 972-568-7219 Fax: Email: dscustomy		Email: dscustomwood@gmail.com	
Website: www.mkinneykiwanis.org			

#### Check One:

$\boxtimes$	Nonprofit – 501(c) Attach a copy of IRS Determination	Letter
	Governmental entity	
	For profit corporation	
$\square$	Other	

Professional affiliations and organizations to which your organization belongs:

**Kiwanis International** 

McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING AP	PLICATION:	
Name: Dennis Williams		
Title: Chairman, Kiwanis Triathlon		
Mailing Address: 406 Brook Lane		
City: McKinney	ST: Texas	Zip: 75069
Phone:214-682-1374	Fax:	Email: dscustomwood@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:			
Name: Dennis Williams			
Title: Chairman, Kiwanis Triathlon			
Mailing Address: 406 Brook Lane			
City: McKinney	ST: Texas	Zip: 75069	
Phone214-680-1374	Fax:	Email: dscustomwood@gmail.com	

FUNDING		
Total amount requested: \$5,000		
Matching Funds Available (Y/N and amount): No		
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?		
Yes Xes	10	
Please provide details and funding requested:		

## PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start	Date:	April	23,	2017

Completion Date: April 23, 2017

BOARD OF DIRECTORS (may be included as an attachment)		
rsch		
sen		
1		

and be the second	
Dennis Williams	Mark Carswell
Payton Brooks	Robert Nelson
Mike Livezey	Brian Hazelwood

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

#### I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

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

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- For Promotional Grants/Community Events describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

#### **Project Grants** - please complete the section below:

٠	An expansion/improvement?	Yes	🖂 No
•	A replacement/repair?	Yes	🛛 No
٠	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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

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

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

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

🛛 Yes 🗌	No
---------	----

Date(s): 2010-2015

#### **Financial**

- Provide an overview of the organization's financial status including the impact of this grant request on
  organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

#### \$28,000

#### (Please provide a budget specific to the proposed Project/Promotional/Community Event.)

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

🛛 No

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

# *Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.*

#### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

#### V. Metrics to Evaluate Success

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

#### Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/Community Event.

 The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

# We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge. Chief Executive Officer Representative Completing Application

mark Carswell Signature

Signature

Dennis Williams Printed Name

11-30-16 Date

Mark Carswell

Printed Name

11-30-16 Date

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



Kiwanis Club of McKinney P. O. Box 1565 McKinney, Texas 75070

#### I. Applying organization

The Kiwanis Club of McKinney is a non-profit service organization. We are a member of Kiwanis International which is a global organization dedicated to changing the world, one child and one community at a time. We meet every Thursday at noon for lunch and a program. We have a board meeting once a month and planning meetings as needed during the month. Our officers change each year on October 1<sup>st</sup>. This project will not see a change of our board or committee members. We are incorporated as a 501c 3 under the Federal Tax guidelines and dedicated to serving the needs of McKinney and Collin County. There is no paid staff in our organization. All money that is raised from our fund raising events goes back to the community. Last year we were able to make significant donations to CASA, the Children and Adult Health Clinic, Community Lifeline, The Food Pantry, and our Scholarship fund through MEF. Other donations went to building wheel chair ramps for the needy (free of charge to the recipients), ManeGait, our Terrific Kids programs in the Elementary schools and the Key Clubs in the High Schools.

#### II. Special Event Project, Campaign or Initiative

Triathlons are the modern-day test of endurance. Applicants will swim 300 yards in the McKinney High School pool. They will then bike approximately 13 miles and run 3 miles. The event will begin at the McKinney High School pool and end at the school. We are hoping for 450 applicants with an entrance fee of \$50.00 each. We anticipate an average of two people coming with each applicant. The event is on the internet on Triathlon web sites and magazines. We are giving the information out to health clubs, hospitals, sporting stores and centers. We are giving the applicants names of the hotels and restaurant available in McKinney. The success of this event will be measured in attendance, safety, and profit.

For the sixth year, we are incorporating the Kids Triathlon to encourage young children to stay physically fit. The Kids Triathlon will follow immediately after the adult Triathlon. They will have a 50-yard swim, 2-mile bike course and a 1 mile run. All of this will occur around McKinney High School. We start in January contacting the Physical Education departments in the schools to encourage them to get children interested in physical fitness and possibly entering the event. Last year we had 80 kids participate.

We plan on having approximately 400 in the triathlon and 150 in the children's triathlon, would mean over 1,000 participants and spectators.

We feel that we are making a significant impact on the quality of life in McKinney by promoting the physical aspect of wellness and have chosen our triathlon route to incorporate the historic nature of McKinney and bring in new visitors to our town. We hope a significant number will use the hotels and restaurants as we grow this event into a weekend of fitness.

#### **III. Marketing and Outreach**

This event is already posted on the internet on Triathlon web sites and goes out to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines and we will be posting information about the event in running stores and health clubs, hospitals, sporting stores and centers. The participants will be provided with information on the restaurants and hotels in McKinney.

#### IV. Metrics to Evaluate Success

The success will be measured in attendance, safety and profit.

V. Financial Information

Attached



	2017 Budget		11/28/2016
			11/20/2010
EXPENSES: (Based on 300/30	0 competitors)		
ITEM	EXPLANATION	PROJECTED	ACTUAL
Advertising		\$2,750.00	· · · · · · · · · · · · · · · · · · ·
Signs and Banners	\$1,000		
Competitor Triathlon Magazine	\$500		
Flyers & Printing	\$1,000		
Newspaper Ads	\$250		
T-Shirts- Athletes	600 @ 9	\$5,400.00	
T-Shirts - Volunteers	200 @ 9	\$1,800.00	
Awards		\$1,500.00	
McKinney High Pool		\$1,100.00	
Food pre & post event		\$1,000.00	
lce		\$100.00	
Officials		\$1,000.00	· · ·
Permits		\$50.00	
Police		\$3,100.00	····
Cones/ Barricades rental		\$150.00	
Race event		\$500.00	
Timing		\$2,800.00	
Toilets 2		\$400.00	
Motor Escorts		\$150.00	
Race Director/Set up/Racks		\$5,000.00	
Ambulance Svc		\$450.00	
USAT Sanction		\$150.00	
Misc		\$500.00	· · · · · · · · · ·
TOTAL	· · · · · · · · · · · · · · · · · · ·	\$27,900.00	\$ -
INCOME			· · · · · · ·
Entrants		\$24,000.00	
		\$25,000.00	
Sponsors		¢∠0,000.00	
TOTAL		\$49,000.00	\$-
		\$21,100.00	\$ -

	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.		
	MCKINNEY KIWANIS FOUNDATION, INC		
2.	2 Business name/disregarded entity name, if different from above		
page			
Ы	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: Individual/sole proprietor or C Corporation S Corporation Partnership single-member LLC	Trust/estate	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
tion	Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partners	ship) 🕨	Exempt payee code (if any)
Print or type Specific Instructions	Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the tax classification of the single-member owner.	the line above for	Exemption from FATCA reporting code (if any)
E S	Other (see instructions) ►		(Applies to accounts maintained outside the U.S.)
cifi	5 Address (number, street, and apt. or suite no.)	Requester's name a	and address (optional)
ě	P.O. BOX 667		
e S	6 City, state, and ZIP code		
See	MCKINNEY, TEXAS 75070		
	7 List account number(s) here (optional)		
Par	t I Taxpayer Identification Number (TIN)		
	your TIN in the appropriate box. The TIN provided must match the name given on line 1 to av		curity number
reside	p withholding. For individuals, this is generally your social security number (SSN). However, for int alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other is, it is your employer identification number (EIN). If you do not have a number, see <i>How to ge</i>		
TIN oi	n page 3.	or	
	If the account is in more than one name, see the instructions for line 1 and the chart on page	4 for Employer	identification number
guidel	ines on whose number to enter.	2 7	- 3 8 9 0 2 5 3
Par	t II Certification		
	paralling of particul Landle that		·

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- 3. I am a U.S. citizen or other U.S. person (defined below); and
- 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

nere U.S. person ► Junt and J. U. U.U.U.U. Date ► 11 - 50 50 6	Sign Here U.S. per	re of son ► Xaw	iden J.	well	lean	Date 🕨	1(-	30	2-2	011	Ø
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#### **General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted. Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

#### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (TIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- · Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- · Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

 Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2,
- By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and

 Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See What is FATCA reporting? on page 2 for further information.



**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

- MEETING DATE: December 22, 2016
- **DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

#### **ITEM SUMMARY:**

- McKinney Main Street is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the 2017 Arts in Bloom event.
- The event will be held April 7-9, 2017.

#### **BACKGROUND INFORMATION:**

- McKinney Main Street was established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors.
- Main Street activities contribute to improved retail mix; diversified tax base and a strong McKinney economy.

#### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a promotional grant in the amount of \$15,000 to McKinney Main Street in 2016 for the promotion of Oktoberfest.

#### SUPPORTING MATERIALS:

Main Street Grant Application

#### MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application Fiscal Year 2017

#### **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <a href="http://www.mckinneycdc.org">www.mckinneycdc.org</a>; by calling 972.547.7653 or by emailing <a href="http://cschneible@mckinneycdc.org">cschneible@mckinneycdc.org</a>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

#### Please indicate the type of funding you are requesting:

Project Grant

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 (<u>maximum \$15,000</u>)

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

#### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Presentation to MCDC Board	<b>Board Vote and Award Notification</b>
January 2017	February 2017
April 2017	May 2017
July 2017	August 2017
	January 2017 April 2017

#### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City: McKinney

Phone: 972-547-2660

ST: TX

Fax: 972-547-2615

Zip: 75069

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

#### Check One:

X 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: Texas Downtown Association, Texas Main Street, National Main Street, McKinney Chamber of Commerce

#### **REPRESENTATIVE COMPLETING APPLICATION:**

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney	ST: TX	Zip: 75069
Phone: 972-547-2652	Fax: 972-547-2615	Email: arosenthal@mckinneytexas.org

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

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney	ST: TX	Zip: 75069
Phone: 972-547-2652	Fax: 972-547-2615	Email: arosenthal@mckinneytexas.org

#### FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): Yes

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

Yes X No

Please provide details and funding requested: Promotional support requested for an expanded Arts in Bloom 2017 will help increase festival attendance (attracting visitors surrounding communities), increase exposure of businesses in Historic Downtown McKinney, and provide residents with cultural and artistic experiences.

#### PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: April 7, 2017

Completion Date: April 9, 2017

BOARD OF DIRECTORS (may be included as an attachment) -- ATTACHED

LEADERSHIP STAFF (may be included as an attachment) -- ATTACHED

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

#### I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

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

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- For Promotional Grants/Community Events describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

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

•	An expansion/improvement?	Yes	🗌 No
•	A replacement/repair?	Yes	No No
•	A multi-phase project?	Yes	🗌 No
•	A new project?	Yes	No 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/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

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

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

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

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

X Yes 🗌 No

Date(s): Arts in Bloom – 2014 – \$7,000 Arts in Bloom – 2016 - \$15,000

#### Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

Income: \$133,000 Expense: \$118,200

#### (<u>Please provide a budget specific to the proposed Project/Promotional/Community</u> <u>Event.</u>)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 89%

Are Matching Funds available?	X Yes	No
Cash \$35,000	Source Vendor/Artist	Fees % of Total 26%
In-Kind \$	Source	% of Total

# Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

Nissan of McKinney	5000	Dec 2016/Jan 2017 Ask
Johnson Development Corporation	5000	Dec 2016 Ask
Valliance Bank	2500	Dec 2016/Jan 2017 Ask
Methodist McKinney Hospital	1500	Dec 2016/Jan 2017 Ask
The Dallas Morning News	Matching	Feb 2017 Ask

#### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

#### V. Metrics to Evaluate Success

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

#### Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;

- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge. Chief Executive Officer

Signature Aimy Rosenthal Printed Name

**Representative Completing Application** 

Signature Amy Rosenthal

Printed Name

Date November 30, 2016

Date November 30, 2016

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

#### CHECKLIST:

#### **Completed Application:**

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

#### Attachments:

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

#### A FINAL REPORT IS TO 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.



#### McKinney Main Street Board of Directors 2016-2017

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
Amy Rosenthal	City of McKinney-MPAC	Phone # 972-547-2652
Program Director	111 N. Tennessee St	Cell # 817-269-1326
	McKinney, TX 75069	Email: arosenthal@mckinneytexas.org
Jan Elwell	JE Corporation	Cell # 972-658-3225
Chair	1629 Landon Ln	Email: jan@jecore.com
Term End 9/30/17	McKinney, TX 75071	
Alex Lanio	Goodies Texas	Phone # 401 924-4552
Vice Chair	114 N Tennessee St	Email: alex@goodiestexas.com
Term End 9/30/17	McKinney, TX 75069	
Amber Gutschlag	1405 Clearwater Dr	Phone # 972-542-8485
Secretary/Treasurer	McKinney, TX 75071	Cell # 214-850-9581
Term End 9/30/17		Email: a_gutschlag@hotmail.com
Edna Brown	1103 Hyde Park	Phone #: 214-673-8975
Term End 9/30/17	McKinney, TX 75069	Email: andenana48@gmail.com
Robert 'Matt' Hamilton	207 Byrne St.	Phone #: 469-952-3838
Term End 9/30/17	McKinney, TX 75069	Email: matt@localyocal.com
Kaci Lyford	Patina Green Home and Market	Phone # 972-548-9141
Term End 9/30/17	116 N. Tennessee, Suite 102	Cell# 469-233-2472
	McKinney, TX 75069	Email:
		info@patinagreenhomeandmarket.com
Ric Anderson	1501 Timberline	Cell # 214-632-9652
Ferm End 9/30/17	McKinney, TX 75070	rla@andersonbrand.com
olie Williams	Coldwell Banker, Apex REALTORS®	Cell # 214-502-6495
Term End 9/30/17	7290 Virginia Parkway, Suite 2400	Email: Jolie@Diva-Homes.com
	McKinney, TX75071	
Courtney Ward	907 West St.	Cell # 817-614-7015
Ferm End 9/30/17	McKinney, TX 75069	Email: courtneylaurenward@gmail.com
CoCo Good	City of McKinney – Marketing & Comm.	Phone # 972-547-7508
City Liaison	216 N Tennessee St	Cell # 214-585-3610
	McKinney, TX 75069	Email: cgood@mckinneytexas.org
Barry Shelton	City of McKinney – City Manager's Office	Phone # 972-547-7402
City Liaison	221 N. Tennessee St.	Cell # 469-534-5254
	McKinney, TX 75069	Email: <u>bshelton@mckinneytexas.org</u>

#### GEOFF FAIRCHILD, CFEE 423 Daniel Street, Richardson, TX 75080 214.738.5794 geoff4fair@yahoo.com

#### **Relevant Professional Experience**

#### CITY OF MCKINNEY, McKinney, Texas; January 2016 to present Special Events Coordinator, McKinney Main Street Program

#### CITY OF RICHARDSON, Richardson, Texas; January 2002 to January 2016 Special Events Manager, Parks and Recreation Department

#### SPRINGFEST MUSIC FESTIVAL (501c3), Pensacola, Florida; *December 1996 to July 2001* Marketing and Public Relations Director

#### The following summarizes experiences gained from the above three positions:

#### Marketing

- Developed and implemented the festival's first ever marketing campaign and prepared the annual marketing timeline- resulted in SpringFest's attendance tripling and revenue doubling in just three years.
- Oversee the concept and design of all marketing and advertising including promotional collateral material, print ads, radio & TV spots, outdoor billboards, festival website, street banners, credentials and event handouts.
- Direct ad agency media buys and placements as well as the festival's digital campaign.
- Created and implemented regional CVB promotional contests/campaigns that resulted in increased hotel stays.
- Prepared the event's marketing budget and initiated co-op advertising programs with sponsors.
- Winner of industry awards: Best TV Ad, Best Radio Ad, Best Web Site, Best Press Kit, Best Collateral Material.
- Managed the festival's marketing coordinator, intern, street team and volunteer marketing committee.

#### Communications/Media Relations/Social Media

- Official City of Richardson festival spokesperson- Arranged and led press conferences and currently conduct all media interviews, guest speaker opportunities and City Council presentations.
- Co-produced and hosted local cable TV show promoting the festival.
- Wrote copy for the following: event press releases, print and broadcast advertisements, collateral marketing material, event web site, festival handouts, e-newsletters, calendar/web listings and the festival's Facebook page.
- Managed the Wildflower Festival's contracted Social Media Coordinator and its Publicist.
- Developed the advance press kit and the event Media Guide garnering coverage in USA Today, New York Newsday, New Orleans Times-Picayune, Atlanta Journal-Constitution, and Southern Living magazine.
- Devised media guidelines for the event (request for interviews, credentials, photo policies, and on-site logistics).

#### Event Entertainment/Production/Operations

- Directed the planning, production and implementation of Richardson's Wildflower Arts and Music Festival.
- Oversee the entertainment programming strategy including headliner/regional/local band selection and strolling entertainers, contract administration, band technical, publicity advancement and all on-site production.
- Direct all aspects of the event operations including the coordination of logistics, procurement of rentals and temporary services, site layout, concessions, property agreements, volunteers, vendors, fireworks display, public/private utilities, site décor, festival/band merchandise sales, insurance requirements, and risk management. This coordination involves working with City departments as well as community groups and private businesses.
- Oversaw all ticketing operations including pricing strategy, advance outlet and Internet sales, group ticket sales, Richardson Resident Discount Program and day-of-show box office operations.
- Prepare and administer festival/event operating budgets.
- Renegotiated vendor contracts and streamlined operations- resulted in increased revenue and lower expenses.

• Manage and coordinate annual events/festivals produced by the McKinney Main Street Program- Krewe of Barkus Parade, Arts In Bloom, Bike The Bricks, Red White & Boom Patriotic Parade, McKinney Oktoberfest, Scare on The Square, and Home For The Holidays.

#### **Public Relations**

- Developed the festival's public relations plan and implemented strategies that improved the event's perception by residents and political, corporate, civic, and educational leaders. This included our fundraising efforts, support of the arts and scholarships, use of volunteer groups, award recognition and the positive impact on the economy.
- Established cooperative relationships throughout the Southeast with entertainment/travel editors, convention and visitor bureaus, Radio/TV program directors, on-air media personalities and state/local tourism personnel-resulted in increased coverage and positive perception of the event.
- Authored an emergency crisis Public Relations Media Plan for dealing with both on-site and year round incidents.
- Designed and coordinated event surveys that resulted in improved public and corporate perception of event.

#### <u>Sponsorship</u>

- Designed solicitation packets for corporate/media outlets; identified and implemented new areas of sponsorship and determined pricing and benefit structure for those areas resulted in the securing of 60 new sponsors.
- Negotiated and secured cash and in-kind media as well as event services sponsorships totaling over \$400,000.
- Developed post-event sponsor booklets recapping sponsor return-on-investment: media coverage, proof of performance affidavits, on-site photos, copies of ads, samples of marketing materials and event synopsis.
- Coordinated on-site logistics (signage, credentials, booth set-up, promotional giveaways, meet-n-greets, stage backdrops, vehicle placement) for sponsors, media outlets and product promotional vehicles.

#### Miscellaneous Event Industry Projects and Accomplishments

- Conference speaker (marketing, entertainment, sponsorship) Texas Festivals and Events Association; International Festivals and Events Association; Texas Event Leadership Program administered by Texas A&M.
- Graduate of The International Festival and Events Association's **Certified Festival and Event Executive Program** (CFEE) – This is the highest and most recognized certification within the special events industry.
- Authored article- "Alternatives to Marketing Your Event" published in IE Magazine (IFEA quarterly periodical).
- Successfully partnered with **FLAUSA** and **Texas Department of Transportation**, respectively, on regional promotional contests, interstate welcome center displays, brochure placement and web presence.
- Prepare and administer third-party Special Event and Film Permits for the City of McKinney.
- Event Management consultant for the City of: Milton, FL; Pensacola, FL; Mesquite, TX; Murphy, TX; Allen, TX
- Directed advance publicity, promotional contests and on-site logistics for: VH1's "Rock Across America" Tour, Chevrolet Monte Carlo Tour, Peavey, Gibson Guitar, and The Rock n' Roll Hall of Fame Museum.
- Worked with the Pensacola Convention and Visitors Bureau and designed a festival presentation that resulted in SpringFest Music Festival being named the **"2000 Festival of the Year"** by **The Southeast Tourism Society**.
- Secured funding from the Pensacola CVB further leveraging SpringFest's advertising and promotional budget.

#### **Other Professional Experience**

**EMPIRE DISTRIBUTORS,** Atlanta, GA; *February 1992 to January 1995;* Alcoholic beverage wholesales **QUALITY BEVERAGE,** Houston, TX; *August 1990 to January 1995;* Alcoholic beverage wholesales

	Education
December 1997	<b>Bachelor of Science in Business Administration; Accounting</b>
	<b>UNIVERSITY OF WEST FLORIDA- Pensacola, Florida</b>
May 1990	<b>Bachelor of Science in Business Administration; Marketing</b>
	UNIVERSITY OF SOUTHERN MISSISSIPPI- Hattiesburg, Mississippi

#### **Professional Affiliations/Community Involvement**

Past **Board of Director/President** of the Texas Festivals and Events Association (TFEA); **Member-** International Festivals and Events Association (IFEA); **Alumni-** Leadership Pensacola, Class of 2000

#### AMY SHOULTS ROSENTHAL 8001 Tonkawa Trail, McKinney, TX 75070 817-269-1326 amyrosenthal@sbcglobal.net

**PROFILE:** Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategical thinker with knowledge, motivation and skill set to achieve the dream.

#### MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER

#### Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- · Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with The Dallas Morning News and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission, McKinney Chamber of Commerce and McKinney Community Development Corporation

#### DALLAS CHILDREN'S THEATER (1995 - 2006)

#### Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- · Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- · Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

#### EDUCATION/PROFESSIONAL DEVELOPMENT:

Corporate and Private Sponsorship, IEG (Chicago, IL) Business of Presenting II, Association of Presenting Arts Professionals (New York, NY) Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

#### WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST

#### MCKINNEY MAIN STREET MCDC PROMOTIONAL ACTIVITY / COMMUNITY EVENT GRANT APPLICATION NOVEMBER 30, 2016 – ARTS IN BLOOM 2017 SUPPORT

#### I. <u>APPLYING ORGANIZATION</u>

McKinney Main Street organization information is attached.

#### II. PROMOTION / COMMUNITY EVENT

McKinney Main Street respectfully requests promotional support for ARTS IN BLOOM 2017. Event overview sheet is attached.

ARTS IN BLOOM 2017 Goals:

- Develop Arts in Bloom operations to lessen the burden of McKinney Oktoberfest as only revenue generating event
- Highlight Historic Downtown McKinney as destination for arts, culture and shopping
- Feature/showcase downtown businesses such as LAST Gallery, Orisons Gallery, Landon Winery, Lone Star Wine Cellars
- Support McKinney-based artists

#### III. FINANCIAL

McKinney Main Street's financials are primarily event driven. Funds raised for an event are directly applied toward event expenditures. ARTS IN BLOOM is Historic Downtown McKinney's annual spring arts festival. McKinney Main Street believes that with the management of a wine and craft beer aspect of the festival, that ARTS IN BLOOM would have the potential to generate revenue for the organization. This revenue would be applied to other projects that benefit Historic Downtown McKinney. ARTS IN BLOOM is also intended to showcase the talents and offerings of McKinney-based artists.

Budget overview for ARTS IN BLOOM is attached, as well as budget information for McKinney Main Street. (McKinney Downtown Business Re-Development, Inc.)

#### IV. MARKETING AND OUTREACH

Support from MCDC will allow Main Street to advertise and promote ARTS IN BLOOM to attract regional and new visitors to McKinney. 100% of MCDC support will be invested in promotions and advertising to bring guests from areas surrounding McKinney.

Plans for a robust marketing campaign (outside of McKinney area) include:

- Potential Television Advertising
- Promoted and paid Social Media opportunities

- Digital billboards
- Frisco, Plano, Dallas magazines and publications
- Radio spots
- Direct Mail piece targeted specific Zips meeting economic criteria

Standard marketing initiatives:

- 200 posters in downtown and throughout community
- Postcards
- Press releases
- Ads in Neighbors Go, The Dallas Morning News and Community Impact News
- Email blasts
- Downtown marquees
- Website presence, downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com
- Social media promotions Facebook, Twitter, Instagram and Pinterest

#### V. METRICS TO EVALUATE SUCCESS

The success of this project will be measured on overall foot traffic attendance, store specific sales increases, vendor and community feedback. In 2017, Main Street will work to execute short surveys gathering demographic information. Sample questions will include: zip code of event attendee's residence, inquiring if this is a first visit for the guest, and collecting overall impressions of the event. Redeemed incentives on direct marketing piece will also be measured. As customary with all Main Street events, a post-event survey is conducted to all merchants in downtown.



#### ABOUT MAIN STREET

Main Street consists of 11 board members (two-year staggered terms) and two full time staff members. The board meets the 2<sup>nd</sup> Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve our goals, we focus on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

#### DESIGN

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

#### ORGANIZATION

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our community.

#### PROMOTION

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

#### ECONOMIC REDEVELOPMENT

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy



#### ABOUT DOWNTOWN

McKinney enjoys one the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by Money Magazine.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

Our work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boast downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.





#### **EXPANDED TO THREE DAYS!**

Stroll through the colorful sidewalks and streets of Historic Downtown McKinney from Friday, April 7 through Sunday, April 9, 2017 during McKinney's annual spring arts and wine festival, Arts in Bloom. Experience art in all forms as it blossoms throughout the historic district with art, music, food, shopping and fun for the entire family. This expansion help increase exposure to Historic Downtown McKinney as well as helps increase potential for festival income.

Over 20,000 guests will visit more than 150 local and regional painters, sculptors, jewelry-makers, photographers and musicians showcasing their artistic talents throughout the streets of Downtown McKinney.

In addition to great food and live entertainment, visitors may enjoy wine tastings from 15 Texas wineries, including Downtown's Landon Winery and Lone Star Cellars. Wine tastings helps separate Arts in Bloom from other art festivals in North Texas.

McKinney Main Street will work with McKinney artists to provide a special opportunity to showcase their work.

- DECEMBER / JANUARY: Call for Artists through Zapplication (a national art show listing).
- JANUARY / FEBRUARY: Secure sponsorships and funding. Solicit participating artists. Reserve advance media buys.
- FEBRUARY: Coordinate/confirm vendor and entertainment contracts. Reserve infrastructure elements.
- MARCH: Festival layout and design of promotions. File special event permit.
- END MARCH / EARLY APRIL: Recruit volunteer support and staffing arrangements.
- END MARCH / EARLY APRIL: High concentration of promotions.

Historic Downtown McKinney is nationally recognized as one of the most vibrant and thriving historic downtowns in the country. Downtown McKinney also boasts an extraordinary creative community. Arts in Bloom is the perfect opportunity to visitors from across North Texas to relish the best of what our community has to offer.







## ARTS IN BLOOM 2016 - BUDGET

#### REVENUE:

TOTAL	\$47,912.75
	7,002.00
Vendor Income	7,092.00
Sponsorship Income	16,971.75
Wine Glasses	3,710.00
Concession Sales	3,276.00
Alcohol Sales (Total Collected)	16,863.00

#### EXPENSES:

Labor Ready	417.44
Cashier Staffing	648.00
WRR Radio	2,000.00
DMN Print	3,037.50
GuideLive Digital & Social Media	4,884.28
Signage & Banners Direct Mail & Postage	1,865.75
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	6,121.83
Fencing	477.60
Electricity	1,900.00
Entertainers & Sound Production	2,734.00
Wine Glasses	2,552.10
Liquor Liability Insurance	600.00
Alcohol Expenses (payment to wineries)	13,747.44

**NET PROFIT** 



# **ARTS IN BLOOM 2017 – PROJECTED BUDGET**

#### **REVENUE**:

TOTAL	\$133,000.00
Vendor/Artist Booths	35,000.00
Sponsorship Income	25,000.00
Wine Glasses	8,000.00
Concession Commissions	15,000.00
Alcohol Sales (total collected)	50,000.00

#### EXPENSES:

Alcohol Expenses (payment to wineries)	38,000.00
Liquor Liability Insurance	1,200.00
Wine Glasses	5,000.00
Entertainers & Sound Production	15,000.00
Electricity	12,000.00
Fencing	3,000.00
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	14,000.00
Signage & Banners	3,000.00
Zapplication	1,500.00
Direct Mail & Postage	8,000.00
Digital & Social Media	2,000.00
Print Advertising	5,000.00
Radio	4,500.00
Cashier Staffing	4,000.00
Porters	1,500.00
Food	500.00
TOTAL	\$118,200.00

**NET PROFIT** 

# McKinney Main Street

PROFIT AND LOSS January - September, 2016

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option         11.55.0         11.55.0         11.55.0         11.55.0         11.55.0         12.52.0         12.55.0 <th< td=""><td>Holice         1.1500&lt;</td><td>VSES</td><td></td><td></td><td></td><td></td><td></td><td></td><td>71.00001.00</td><td>00.000,1 \$</td><td>\$165.00</td><td>\$0.00</td><td></td><td>\$797,900.</td></th<>	Holice         1.1500<	VSES							71.00001.00	00.000,1 \$	\$165.00	\$0.00		\$797,900.	
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1       35.00       35.00       206.00       206.00         1       235.00       236.00       236.00       236.00       236.00         1       235.00       236.00       236.00       236.00       236.00       236.00         1       1       2       240.00 <td>Math       3500       3500       2600       2600         Math       23508       2600       2600       2600         No       23508       2600       2600       2600         No       200       1150       2000       2000       2000         No       200       2500       2500       2000       2000       2000         No       200       2500       2500       2000       2000       2000       2000         No       2000</td> <td>ociations/Dues/Subscriptions</td> <td></td> <td>50.00</td> <td></td> <td></td> <td></td> <td></td> <td>1,123.00</td> <td></td> <td></td> <td></td> <td>6,305.46</td> <td>\$7,430.46</td>	Math       3500       3500       2600       2600         Math       23508       2600       2600       2600         No       23508       2600       2600       2600         No       200       1150       2000       2000       2000         No       200       2500       2500       2000       2000       2000         No       200       2500       2500       2000       2000       2000       2000         No       2000	ociations/Dues/Subscriptions		50.00					1,123.00				6,305.46	\$7,430.46	
1         35.00         35.	International internatinternational international international international	d Expense											7,474.90	\$7,524.90	
Mathematical Indiana Indio Indiana Indiana Indiana Indiana Indiana Indiana Indi	1313       35000       3500	ckeeping/Audit											98.00	\$98.00	
Mage         500         642           Nage         23598         2840         2401         2404         2404         2404         2404         2404         2404         2404         2404         2404         2404         2404         2404         270	Mathematical International and an analysis         3000         6748         700         6748           1         23982         28940         1938         13636         13637         13636         13637         13636         13636         13636         13637         13636         13637         13636         13637         13636         1363739         13637         1363739	a Expansas											2,365.00	\$2.365.	
Mathematical International Actiona	Matter Integration         Control         Contro         Control         Control	r Faar								35.00			674.62	\$709.62	
Note         Control         C	Number Service         Service	k Service Charace												\$0.00	
133         133 <td>1         23302         2844         24345         2434</td> <td>Hit Card Foos</td> <td></td> <td>240.84</td> <td>\$240.84</td>	1         23302         2844         24345         2434	Hit Card Foos											240.84	\$240.84	
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	1000000000000000000000000000000000000												2,919.14	\$2.919.14	
2.350.82         2.86.40         3.99.83         4.68.96         3.90.45         3.00.45         <	139.05         289.05         39.840         319.30         456.95         30.845         30.845         456.95<												164.54	\$164	
23682       284.0       436.0         7019       7019       66.055       436.0       277.4         7019       7019       119.51       119.51       277.4         7019       284.0       119.51       119.51       177.4         7019       284.0       119.51       119.51       119.51         7019       284.0       119.51       27.55       280.77       2         105       245.05       213.33       27.55       260.77       2       260.77       2         105       245.05       213.47       27.55       35.00       25.00       2.607.74       1       1         105       100.00       15.57.75       35.00       2.600.70       2.607.74       2	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	Other Fees											0 00V E0	1000	
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	T019         1303         458.6         4	age	2,359.82	288.40									20.420,0	43,324.	
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	lies				319.93			458 05				49.00	\$2,697.	
7013         7014 <th< td=""><td>7013         <th< td=""><td>ъ</td><td>70.19</td><td></td><td></td><td></td><td></td><td></td><td>660 55</td><td></td><td></td><td></td><td>227.99</td><td>\$1,006.</td></th<></td></th<>	7013         7013 <th< td=""><td>ъ</td><td>70.19</td><td></td><td></td><td></td><td></td><td></td><td>660 55</td><td></td><td></td><td></td><td>227.99</td><td>\$1,006.</td></th<>	ъ	70.19						660 55				227.99	\$1,006.	
No. Control         333.40         113.51         72.74         72.74           No. Control         333.40         319.55         35.00         2,895.73         1           1         543.55         543.55         35.00         2,793.55         1         10.666.00         1           1         543.55         543.55         35.00         2,793.55         35.00         2,868.73         2         1         1         1         1         1         1         1         1         1         1         1         1         1         2,868.73         2         2,868.73         2         2,868.73         2         2,868.73         2         2,868.73         2         2,868.73         2         2,358.73         2         2,328.00         2,328.00         2,328.00         2,328.00         2,437.85         2         2,432.800         2	Notation         1/14.01         <	Supplies	70.19			910.00			00.000				499.45	\$1,230.	
Me Expenses         2,430,01         338,40         319,33         119,33         136,30         166,00         166,60         166,60         166,60         166,60         166,60         166,60         166,60         166,60         166,60         2,736,17         35,00         137,77         2,736,17         35,00         137,77         2,546,77         2,566,12         2,566,12         2,556,17         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,17         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,16         2,556,17         2,55	Me Expenses         2,430.1         384.0         19.86.0         22.86.0.0         24.87.75         19.86.0         24.86.0.0         24.86.0.0         24.86.0.0         24.87.75         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.86.0.0         26.36.0.0	el/Training				06.610			1,119.51				727.44	\$2,237.07	
Company         Company <t< td=""><td>Martine         Jacuto         <thjacuto< th=""> <thjacuto< th=""> <thjacuto< t<="" td=""><td>Administrative Eveneses</td><td>100010</td><td></td><td></td><td></td><td></td><td></td><td>495.00</td><td></td><td></td><td></td><td>1,868.80</td><td>\$2,363.80</td></thjacuto<></thjacuto<></thjacuto<></td></t<>	Martine         Jacuto         Jacuto <thjacuto< th=""> <thjacuto< th=""> <thjacuto< t<="" td=""><td>Administrative Eveneses</td><td>100010</td><td></td><td></td><td></td><td></td><td></td><td>495.00</td><td></td><td></td><td></td><td>1,868.80</td><td>\$2,363.80</td></thjacuto<></thjacuto<></thjacuto<>	Administrative Eveneses	100010						495.00				1,868.80	\$2,363.80	
943759       443759         0       13.747.44         0       600.00         0       2.860.20         0       2.860.20         0       2.860.20         0       2.860.20         0       2.860.20         0       2.860.20         0       15,221.25         0       924.00         0       2.734.00         0       3.56.00         1       1.55.21         0       1.55.21         0       924.00         0       2.734.00         1       1.55.01         1       1.55.01         1       1.55.01         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1       1.55.00         1.55.00       2.435	64359         4,4759         4,4759           0         13,77744         1,55777         2,602.0           0         600.00         2,527.75         2,560.20           0         1,3271.25         1,5271.25         1,5271.25           0         1,221.25         1,521.125         1,528.22           0         1,588.51         1,588.51         1,588.22           0         1,588.22         1,588.51         4,457.83           0         1,588.22         1,588.51         4,0.88           0         1,588.51         1,588.51         2,4239.00           0         1,598.60         8,613.12         1,255.00         3,0,86.00           0         1,500.00         1,270.00         8,55.00         3,0,86.00         8,55.00           1,900.00         1,270.00         1,255.00         3,3,04.39         1,1760           1,900.00         1,270.00         1,235.00         3,3,04.29         1,1760           1,900.00         1,270.00         3,0,86.00         8,55.00         3,3,04.52         1,1760           1,900.00         1,315.47         3,3,04.29         3,3,04.52         3,3,04.29         1,1760           1,900.00         1,315.47 <t< td=""><td></td><td>2,430.01</td><td>338.40</td><td></td><td>319.93</td><td></td><td></td><td>2,739.51</td><td>35.00</td><td></td><td></td><td>22.887.74</td><td>\$28.750</td></t<>		2,430.01	338.40		319.93			2,739.51	35.00			22.887.74	\$28.750	
13,74,74 600,00 14,47,59 14,47,59 14,47,59 14,47,59 14,47,59 14,47,59 15,260,20 15,260,20 1,568,51 1,570,00 1,570,	13,74,74 600.00       1,3,74,74 61,155,77       1,155,77       1,155,77       1,155,77       1,155,77       1,155,77       1,155,72       1,155,72       1,152,12       1,152,12       1,152,12       2,122,500       2,122,500       2,122,500       2,122,500       2,122,500       2,122,500       2,122,500       2,125,500       2,125,500       2,125,500       2,132,500       1,17,50       1,17,50       1,17,50       1,17,50       1,1750       2,132,500       3,150,000       2,132,500       2,032,500       2,032,500       2,032,500       2,132,500       2,132,500       2,132,500       2,132,500       2,132,500       2,132,500       2,132,500       2,132,500       2,132,500       2,032,500       2,032,500       2,032,500       2,032,500       2,032,500       2,132,500       2,032,500       2,032,500       2,043,500       2,043,50       2,043,50       <	Expenses		543.59										CEAO	
13.47.44 600.00 14.347.44 1.347.44 1.347.44 1.347.46 1.350.00 1.2734.00 1.2734.00 1.270	13.747.44       51.557.71       51.557.71       51.557.71       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.860.20       2.4329.00       2.432	ties Expense							4.437.59					0000	
600.00 14.347.44 14.347.44 13.27.25 15.27.25 15.27.25 15.27.25 13.350 13.350 13.50 135.36 135.36 135.36 11.50 1.50 1.50 1.50 1.50 1.50 1.50 1.5	600.00 14.347.44 14.347.44 14.347.44 13.350.00 187.50 13.350.00 187.50 13.350.00 187.50 1.255.00 1.200	iol Expense	13,747.44						51.557.77					\$4,437.	
14.347.44       15.21.25 924.00       15.221.25 924.00       15.221.25 924.00       15.85.1       15.85.1       21.32.300       117.60         1.374.00       3.350.00       187.50       8.613.12       1,225.00       30,866.00       825.00       300.00       117.60         1.300.00       1.270.00       16.13.12       1,225.00       30,866.00       825.00       300.00       117.60         1.300.00       1.270.00       16.13.12       1,225.00       30,866.00       825.00       300.00       117.60         1.300.00       1.270.00       16.31.2       1,225.00       30,866.00       825.00       300.00       117.60         1.300.00       1.277.60       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.365.00       3.156.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.374.39       3.356.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.056.00       3.	14.347.44       15.221.55       924.00         14.347.44       15.251.55       924.00         139.36       139.36       1.525.00       3.355.00       3.355.00       3.355.00       3.355.00       300.00       117.50         1,570.00       3.155.00       30.000       117.50         1,570.00       1,255.00       30.366.00       300.00       1         1,270.00       11,315.47       1,315.47       0       00.000       11,315.47       11,315.47       11,315.47       11,315.47       3,374.39 <th< td=""><td>lity Insurance</td><td>600.00</td><td></td><td></td><td></td><td></td><td></td><td>2.860.20</td><td></td><td></td><td></td><td></td><td>\$65,305.</td></th<>	lity Insurance	600.00						2.860.20					\$65,305.	
14,347,44     924,00       14,347,44     139,36       139,36     139,36       2,734,00     3,350,00       17,760     3,350,00       1,270,00     187,50       8,613,12     1,225,00       3,366,00     8,613,12       1,270,00     187,50       1,270,00     187,50       1,270,00     187,50       3,356,00     14,315,47       1,315,47     3,366,00       3,374,39     3,374,39       3,334,47     3,374,59	14.3.7.44       13.3.6.0       13.3.6.0       13.3.6.0       1.5.6.3.2       40.88       2.4.329.00       2         2.734.00       3.350.00       187.50       8.613.12       1,255.00       30,866.00       8.65.00       30,000       117.60         1.900.00       1,270.00       16.750       8.613.12       1,225.00       30,866.00       8.25.00       300.00       117.60         1.900.00       1,270.00       16.000.00       30,866.00       8.25.00       30,306.00       9.2,079.72       300.00       117.60       117.60       117.60       117.60       117.60       117.60       117.50       30,466.21       30,466.21       30,466.21       30,466.21       30,466.21       30,200.00       117.60       117.60       30,179.72       30,100       117.60       30,100       117.60       30,100       30,100       117.60       30,100       117.60       30,100       117.60       30,100       117.60       30,100       117.60       30,100       117.60       117.60       30,100       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60       117.60	ers							15.221.25					\$3,460.	
14,347.44       70,583.22       70,583.22       1,568.51       40,88       24,329.00       2         2,734.00       3,350.00       187.50       8,613.12       1,255.00       30,866.00       8,25.00       300,00       117,60         1,900.00       1,270.00       16,000.00       3,374.39       30,866.00       8,25.00       300,00       117,60         1,900.00       1,270.00       16,000.00       3,374.39       3,374.39       3,374.39       3,357.439       3,374.39       3,374.39       3,374.39       3,374.39       3,374.39       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,357.439       3,356.00       3,357.439       3,356.00       3,357.439       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,357.439       3,356.00       3,356.00       3,357.439       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00       3,356.00 <td>14,347.44         10,335.00         187.50         139.36         1,558.51         40.88         1,558.51         40.88         24,329.00         2           2,734.00         3,350.00         187.50         8,613.12         1,225.00         30,866.00         8,25.00         300.00         1         1         2           1,900.00         1,270.00         16,600.00         1,235.00         30,866.00         8,25.00         300.00         1         1         2<td>IC Permit</td><td></td><td></td><td></td><td></td><td></td><td></td><td>924.00</td><td></td><td></td><td></td><td></td><td>\$15,221.</td></td>	14,347.44         10,335.00         187.50         139.36         1,558.51         40.88         1,558.51         40.88         24,329.00         2           2,734.00         3,350.00         187.50         8,613.12         1,225.00         30,866.00         8,25.00         300.00         1         1         2           1,900.00         1,270.00         16,600.00         1,235.00         30,866.00         8,25.00         300.00         1         1         2 <td>IC Permit</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>924.00</td> <td></td> <td></td> <td></td> <td></td> <td>\$15,221.</td>	IC Permit							924.00					\$15,221.	
2,734.00     3,350.00     187.50     8,613.12     1,558.51     40,88     2,329.00     1,17,50       2,734.00     3,350.00     187.50     8,613.12     1,225.00     30,866.00     825.00     300,00     1,17,50       1,900.00     1,270.00     1,270.00     1,273.00     30,366.00     825.00     300,00     1,17,50       1,900.00     1,270.00     1,270.00     3,155.00     3,156.00     3,374.39       477.60     1,270.00     3,374.39     3,374.39     3,374.39       6,121.83     1,362.00     2,175.00     3,150.00	2,734,00     187,50     1,613,12     1,558,51     40,88     2,332,000     117,50       2,734,00     3,350,00     187,50     8,613,12     1,225,00     30,866,00     8,65,00     300,00     117,50       1,900,00     1,270,00     1,270,00     1,235,00     8,613,12     1,225,00     30,366,00     30,000     117,50       1,900,00     1,270,00     16,000,00     14,315,47     3,374,39     3,374,39     3,354,39       6,121,83     15,000,00     3,356,00     2,079,72     3,3,466,21     3,3,466,21	Alcohol Expense	14,347.44						70.563.22					\$924.	
2,734,00 3,350,00 187,50 8,613,12 1,225,00 30,866,00 825,00 300,00 117,50 117,50 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000 1,200,000,000 1,200,000 1,200,000,000 1,200,000 1,200,000 1,200,0000000000	2.734.00     3.350.00     187.50     8.613.12     1,225.00     30,866.00     825.00     300.00     117.60       1,900.00     1,270.00     16,000.00     14,315.47     3,374.39     3,374.39     3,374.39       477.60     15,000.00     16,000.00     14,315.47     3,374.39     3,374.39       6,121.83     13,527.63     3,346.21     3,3,466.21     3,3,466.21	vrations Expense				139.36			1,658.51	40.88			00 926 10	\$84,81U.	
2,734,00 3,350,00 187,50 8,613,12 1,225,00 30,866,00 825,00 300,00 117,60 1,270,00 15,270,00 1,275,00 30,000 11,315,47 1,900,00 14,315,47 3,374,39 4,77,60 14,315,47 3,374,39 3,374,39 3,374,39 3,374,39 6,121,83 13,6270 5,25,00 3,346,27 3,374,59 3,376,00 3,000 4,000	2,734,00     3,350,00     187,50     8,61,312     1,225,00     30,866,00     825,00     300,00     9       1,900,00     1,270,000     14,315,47     3,374,39     3,374,39     9       477,60     16,000,00     14,315,47     3,374,39     3,374,39     9       6,121,83     13,627,63     525,00     2,079,72     3,346,621     9	nown uninsumas Tree											200		
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Program Expenses							58.96					\$58.96
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**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$15,000 for Advertising and Promotion of McKinney Square Book Festival Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

- MEETING DATE: December 22, 2016
- **DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

#### **ITEM SUMMARY:**

- DEAR Texas (Drop Everything and Read Texas) is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of a 2017 McKinney Square Book Festival event.
- The event will be held June 2-3, 2017.

#### **BACKGROUND INFORMATION:**

- DEAR Texas was created to help promote reading in the state of Texas for all ages.
- Through a partnership with Texas Authors, it will bring the newest and brightest authors Texas has to offer to the McKinney Square Book Festival.

#### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- This is the first request from DEAR Texas for a Promotional and Community Event grant from MCDC.

#### SUPPORTING MATERIALS:

**DEAR Texas Grant Application** 

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Grant Application

#### Fiscal Year 2017

#### **IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at <u>www.mckinneycdc.org</u>; by calling 972.547.7653 or by emailing <u>cschneible@mckinneycdc.org</u>
- 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 <u>www.mckinneycdc.org</u>, by calling 972.547.7653 or emailing <u>cschneible@mckinneycdc.org</u>.

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.

#### Please indicate the type of funding you are requesting:

Project Grant

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.

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

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

#### **Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017
Project Grants:		
Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

#### **APPLICATION**

INFORMATION ABOUT YOUR ORGA	NIZATION	
Name: DEAR Texas, Inc.		
Federal Tax I.D.: 47-1149389		
Incorporation Date: 06/05/2014		
Mailing Address: 1712 E Riverside Dr 56		
City Austin	ST: TX	Zip: 78741
Phone: 512-210-0568	Fax:	Email: info@deartexas.info
Website: DearTexas.info		

#### Check One:

X 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: Texas Authors, Inc., Texas Authors Institute of History, Texas Library Association, American Library Association

REPRESENTATIVE COMPLETING AF	PPLICATION:	
Name: B Alan Bourgeois		
Title: Director/Founder		
Mailing Address: 1712 E Riverside Dr 124		
City: Austin	ST: Tx	Zip: 78741
Phone: 512-554-9560	Fax:	Email: info@deartexas.info

### CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: B Alan Bourgeois		
Title: Director/Founder		
Mailing Address: 1712 E Riverside Dr 56		
City: Austin	ST: TX	Zip: 78741
Phone 512-210-0568	Fax:	Email: info@deartexas.info

FUNDING
Total amount requested: 15,000
Matching Funds Available (Y/N and amount): No
Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?
Yes X No
Please provide details and funding requested: See Attached

# PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: June w, 2017 Completion Date: June 3, 2017

B Alan Bourgeois, Director	Jef Smith, Board Member
Virginia Hunter, Board Member	Madonna Kimball, Board Member
Roxanne Burkey, Board Member	Charles Breakfield, Board Member
Joseph Willis, Board Member	Tweed Scott, Board Member

**LEADERSHIP STAFF** (*may be included as an attachment*) **B. Alan Bourgeois, Director/Founder** 

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

#### I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

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

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

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- For Promotional Grants/Community Events describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

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



Has a feasibility study or market analysis been completed for this proposed project? If so, please attach a copy of the Executive Summary. None is necessary.

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

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

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

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

Yes X No

Date(s):

#### Financial

- Provide an overview of the organization's financial status including the impact of this grant request on
  organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

#### \$15,000.00

#### (Please provide a budget specific to the proposed Project/Promotional/Community Event.)

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

Are Matching Funds available?	Yes	X No
Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

#### IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

#### V. Metrics to Evaluate Success

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

#### Acknowledgements

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

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/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/Promotional/Community Event.

 The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

**Chief Executive Officer** 

Printed Name BALAN BOUR 60015

**Representative Completing Application** 

Printed Name B. ALAN BOUR GEOIS

Date 11-27-16

Date 11-27-16

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



#### 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
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible cschneible@mckinneycdc.org

# DERE JESOS Drop Everything And Read Texas

1712 E Riverside Dr., Ste. 56, Austin, TX 78741 - 512 299 4810

November 27, 2016

Cindy Schneible President McKinney Community Development Corporation 5900 Lake Forest Drive, Suite 110 McKinney, TX 75070

RE: McKinney Square Book Festival Application

Dear Mrs. Schneible;

DEAR Texas, Inc., was created to help promote reading in the state of Texas for ALL ages. While schools may provide the basics for reading, there is a clear and distinct need for reading at home with an emphasis on exploring the creative and imaginary side of books. From an educational aspect where minds may explore foreign lands to the creative aspect of learning about new and wonderful things.

Through our partnership with Texas Authors, Inc., we can bring in some of the newest and brightest authors Texas has to offer for educational instruction, reading programs and experiences. This has proven very valuable to local communities through library programs and to schools when we can present authors to various classes and age groups.

In addition to the outreach and encouragement of reading, DEAR Texas has been able to donate over \$25,000 value in books by Texas authors to schools and libraries over the past two years. Each year, we try to double our efforts to continue to reach out to as many children as possible.

By creating book festivals in smaller communities, we can spotlight local authors, as well as authors from around the state. There is currently estimated 8,400 plus published Texas authors, second only to California in number. Of that estimate, we know well over 1,000 have become NY Times, USA Today best sellers, and twice as many have won awards from various writing competitions. The range of writing expands all genres and have even created new genres ones along the way. This is a

natural talent pool that can have a tremendous impact on a community when they share their stories through books.

The creation of the McKinney Square Book Festival (MSBF) came from a request of local authors asking for help in creating an event where they can promote and share their love of storytelling. DEAR Texas is a natural fit for this group, as we are for every community that wishes to continue to grow and spotlight their cultural diversity and sophistication of the modern world.

We are seeking assistance from the MCDC to help ensure the success of the event, and to welcome citizens from North Texas to the local area so they can see for themselves why McKinney has been ranked in the top ten for communities in which to live in. The MSBF event is a perfect edition to the cultural arts program that McKinney's community is proud to support.

Marketing Goal: To advertise and promote primarily to all community members of McKinney and the surrounding area up to 50 Miles outside the city limit. A secondary outreach is worldwide through our radio show Dear Texas Radio and through our partnership with Book Festival Network.

The requested funds will be used primarily for the following items:

Performing Arts Center	\$3,812.60
Hotel	\$1,413.63
Food	\$750.00
Advertising	\$2,500.00
Speaker Fees	\$4,500.00
Support Staff	\$1,500.00
Book Festival Network Fees	\$4,500.00
Current Estimated cost:	\$18,976.23

It has been the policy for DEAR Texas, Inc., to not charge table fees or entry fees for the first year, and possibly the second year to encourage as much participation as possible at the event. This has proven successful at our Wimberley Book Festival held on June 11, 2016. A secondary event has also been planned for June 10, 2017, which sold out of author booth space within weeks of the event being announced.

To help offset the cost of the event, we look towards having businesses from within the city to help sponsor the event. There is never a guarantee that we will have enough sponsors, thus why we seek assistance from the city to help fund the event. As any event grows in quality over time, it can become self-dependent financially, while presenting additional income to the city sales tax, hotel tax and general economic impact to the community. This was proven in Wimberley in the first year, where we raised funds to offset the cost of the event, with adding an additional \$15,000 in hotel rental, food and general spending to the community by the authors and those that attended the event.

Our first year at MSBF is designed to promote reading and Texas authors books. The second year we anticipate the participation of local arts groups, and schools as we

introduce a writing contest for students. This contest would produce a book of short stories and awards for winning students, which will be used for raising funds for the annual book festival, and awarding books to the schools and the local library. Donating books to the local community is another aspect of the book festival program that we have done with great care and joy. For the Wimberley 2016 event, we donated two \$250 gift certificates, one for the local library and one for the school district.

A new feature we will be adding to the McKinney Square Book Festival is a live feed through our association with Book Festival Network (<u>http://BookFestival.Network</u>) This live feed over the internet will give people additional opportunities to meet the authors, and watch the sessions during the day of the event. In addition, the video will be edited to provide individual snippets for people to view for a one year period after the event. Sponsors will gain additional advertising exposure during the year as the MSBF will be promoted as an example of what the future of book festivals will be like across the nation.

The amount of advertising exposure will reach thousands of people through a variety of media, including our internet radio show that airs three times a week, but also through a variety of national and local media print. Add in the Book Festival Network promotion, the world will begin to see McKinney in the cultural glory is rightfully deserves.

Shortly after agreeing to create the event, we began our social media outreach to our 20,000 plus followers across 25 platforms. You can see the video we created on the promotional page for the event at <u>http://McKinney.DearTexas.info</u> More videos will be created as we move closer to the event, along with tweets and postings.

Working with the Performing Arts Center located in the heart of the McKinney square, we are confident that the event will be well attended and given the opportunity to shine statewide, nationally and internationally, thus creating more opportunities for business and economic growth, while increasing the educational and creative aspect of its local children through education.

Support of this event is a win-win on many levels: Increase tax revenue increased advertisement and promotion of McKinney, increased the educational growth of its students and community members. All of which increase the strength of a community to continue to grow and prosper in a healthy, vibrant way.

We thank you for your consideration and time to review our attached application.

Sincerely yours,

B Alan Bourgeois Director/Founder

Sponsor/Member Organizations:



#### **Cindy Schneible**

Subject:

FW: McKinney Sq Book Festival

From: Texas Authors [mailto:txauthors@live.com] Sent: Wednesday, November 30, 2016 7:38 AM To: Cindy Schneible <cschneible@mckinneycdc.org> Subject: Re: McKinney Sq Book Festival

Than you Cindy for the email and additional feedback. With the information you provided, I do believe the following will be of greater use to you:

#### Marketing and Outreach

Plans for a robust marketing campaign include:

- Radio advertising Started Dec 1
- Local TV promotion when available
- "Goodie" bags will be distributed from March through June to 1,000 people statewide promoting the event.

#### Standard marketing initiatives:

- Posters in downtown and throughout the community
- Press releases
- Ads in The Dallas Morning News and Star Local Media, Strawberry Lit Magazine (National)
- Email blasts
- Downtown Marquees
- Internet Advertising via several websites: DearTexas.Info, BookFestival.Network, Who's Fish Event Calendar, Texas Travel Magazine website
- Social Media Started in October through 25 social media accounts to over 20,000 followers, both national and international, with followers increasing by no less than 100 people weekly.

#### **Metrics to Evaluate Success**

- Overall attendance meets goal (a head count of attendees to the overall event will be made throughout the day.
- Store specific sales increases. Sales figures will be received by two groups. First, the attending Authors, second the local shops on the square providing they share their information.
- Vendor/sponsor and community feedback
- Gathering and sharing demographic information to document where visitors have come from and how they heard about the event a drawing will be held for free books where this information will be gathered.

I look forward to meeting with you and the board on the 22nd of Dec.

If you need anything additional, please let me know. I will be sending any PDF, etc., that we may need to display for the meeting by the 20th.

Cheers,

B. Alan Bourgeois Director/Founder/Author Texas Authors, Inc. - <u>http://books.txauthors.com</u> Dear Texas - <u>http://deartexas.info/</u> Lone Star Book Festival - <u>http://LoneStarBookFest.com</u> Author Marketing Event - <u>http://Authors.Marketing/</u> Super Readers Club - <u>http://SuperReaders.club</u> Texas Authors Institute - <u>http://texasauthors.institute</u> Short Stories by Texas Authors - <u>http://TxShorts.com</u> 8:52 AM

11/27/16 Accrual Basis

#### DEAR Texas Profit & Loss January 1 through November 27, 2016

	Jan 1 - Nov 27, 16	
Ordinary Income/Expense		
Income Book Festival		
Member Non Profit	-100.00 857.62	
Total Book Festival	757.62	
Direct Public Support Individ, Business Contributions Direct Public Support - Other	2,249.70 3,585.00	
Total Direct Public Support	5,834.70	
Program Income Booth Sales	550.00	
Total Program Income	550.00	
Total Income	7,142.32	
Cost of Goods Sold		
Cost of Goods Sold	-179.81	
Total COGS	-179.81	
Gross Profit	7,322.13	
Expense Business Expenses Contract Services FacIlities and Equipment Rent, Parking, Utilities	169.75 592.61 157.00	
Total Facilities and Equipment	157.00	
Operations Advertising Dear Texas Radio Advertising - Other	39.00 358.28	
Total Advertising	397.28	
Banking Lone Star Book Festival Tent Rental	71.08	
Total Lone Star Book Festival	1,000.00	
	1,000.00	
Postage, Mailing Service Printing and Copying Supplies Telephone, Telecommunications Operations - Other	144.13 96.00 480.18 623.99 275.00	
Total Operations	3,087.66	
Payroll Expenses Travel and Meetings Conference, Convention, Meeting Laredo Book Fest Food	20.15	
Laredo Book Fest - Other	370.16	
Total Laredo Book Fest	390.31	
Wimberley Book Fest Conference, Convention, Meeting - Other	57.61 149.89	
Total Conference, Convention, Meeting	597.81	

DEPARTMENT OF THE TREASURY

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date:

OCT 28 2015

DEAR TEXAS INC 1712 E RIVERSIDE DR STE 56 AUSTIN, TX 78741 Employer Identification Number: 47-1149389 DLN: 17053236318005 Contact Person: BRYAN C WOESTE ID# 31660 Contact Telephone Number: (877) 829-5500 Accounting Period Ending: December 31 Public Charity Status: 170(b)(1)(A)(vi) Form 990/990-EZ/990-N Required: Yes Effective Date of Exemption: June 5, 2014 Contribution Deductibility: Yes Addendum Applies: No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.