



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 [Minutes of the McKinney Community Development Corporation Meeting of November 17, 2016](#)

Attachments: [Minutes](#)

REPORTS

16-1219 [October Financial Report](#)

Attachments: [October Transmittal Letter](#)
 [October Financials](#)

16-1220 [November Financial Report](#)

Attachments: [November Transmittal Letter](#)
 [November Financials](#)
 [November Checks](#)

16-1221 [Consider/Discuss Five Year Forecast of MCDC Financials](#)

Attachments: [Five-Year Plan](#)

16-1222 [Board and Liaison Updates](#)

[Board Chair](#)
[City of McKinney](#)
[MPAC/Main Street](#)
[McKinney Chamber](#)
[McKinney Convention and Visitors Bureau](#)

Attachments: [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: [3e Grant Application](#)

16-1225 [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](#)

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 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.

Board Chair - Chairman Kuehn suggested the Board form a sub-committee 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.

City of McKinney – 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 4th with over 200 tickets sold. The Old Settlers Community Center celebrated their 20th Anniversary on November 5th. November 11th 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 20th 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.

MPAC/Main Street – MPAC/Main Street Director Amy Rosenthal reported that the Christmas Tree went up on November 15th. Home for the Holidays kicks off on November 25th with the Christmas Tree lighting at 6:15 p.m. and will continue through November 27th. MPAC will present The Jive Aces on December 2nd, as well as Erica Lane on December

10th. 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.

MEDC – 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.

McKinney Convention and Visitors Bureau – 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 28th and 29th 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 17th 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 long-term 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 15th, 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 in 13.27% 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 Comparison		YTD Comparison	
Revenues	FY17 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Budget	Monthly Variance	YTD Budget	YTD 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	FY17 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD 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	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 Years Budget Balance	Budget FY17	Monthly Actual	YTD Actual	Budget 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	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	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	\$ 58,939	\$ 2,159,036

Discretionary Promotional and Community Grant	FY Board Approved	Project Code	Prelim Prior Years Budget Balance	Budget FY17	Monthly 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	Prelim Prior Years Budget Balance	Budget FY17	Monthly Actual	YTD Actual	Budget 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
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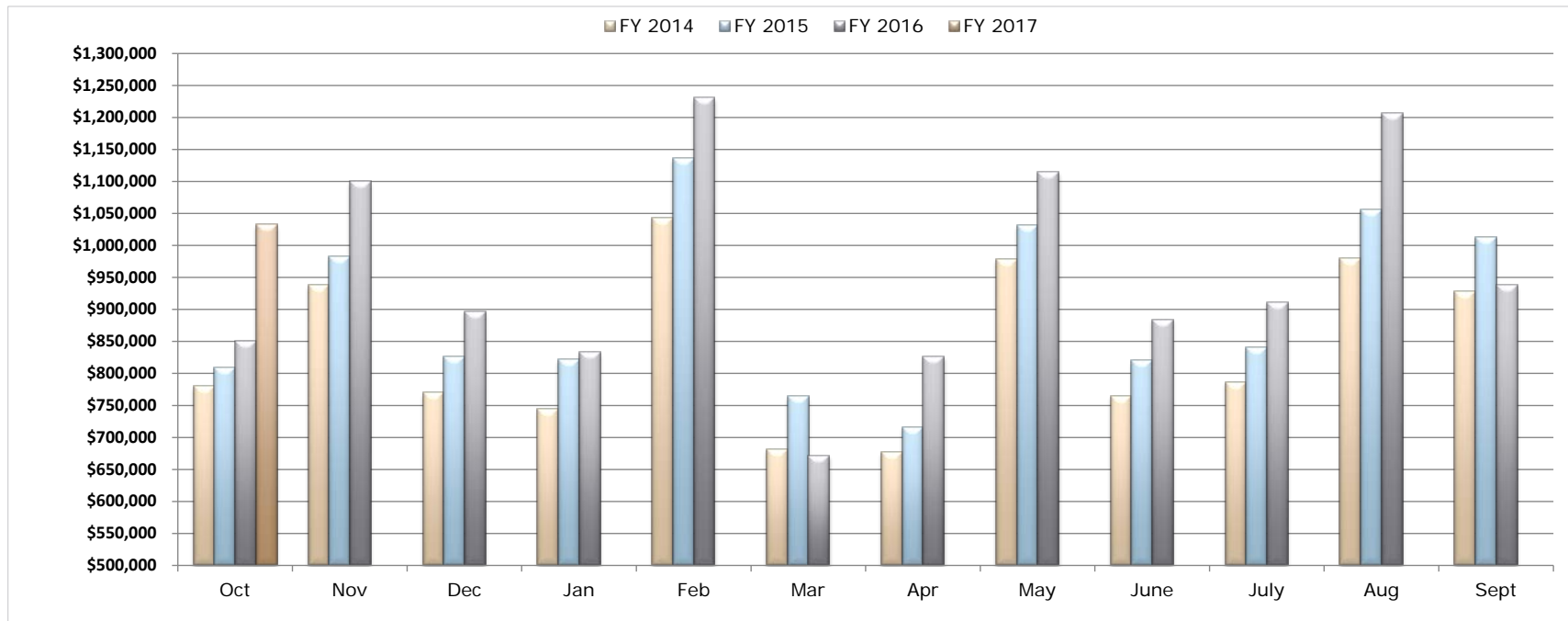
* Other City of McKinney Projects in Eco/Comm Project Allocations

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%

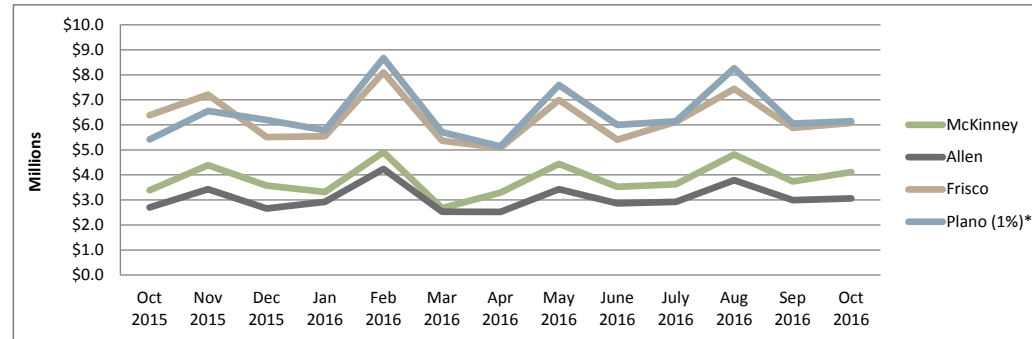


TOTAL SALES TAX COLLECTED

Sister City Comparison

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

	MCDC Operations		MCDC Long Term Debt		General 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 Assets	\$	40,974,187	\$	24,493,168	\$	9,437,723	\$	74,905,078
Liabilities								
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 Liabilities	\$	1,296,573	\$	24,493,168	\$	-	\$	25,789,741
Fund Equity								
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 Fund Equity	\$	39,677,614	\$	-	\$	9,437,723	\$	49,115,337
Total Liabilities and Equity	\$	40,974,187	\$	24,493,168	\$	9,437,723	\$	74,905,078
Unreserved Fund Balance *								
	\$	34,194,498						
Committed Projects Reserve:								
Community Projects	\$	899,291						
Discretionary Prom & Comm Grants		54,137						
Parks Construction Projects		9,499,777						
Aquatic Center Construction								
(unencumbered project balance)		211,361						
Total Committed Projects	\$	10,664,566						
Unreserved 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						
Remaining Unreserved Fund Balance	\$	22,170,187						
Less Contingency		5						
Final Unreserved Fund Balance	\$	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

McKinney Community Development Corporation
Summary Operating Statement
November 2016 (17% of FY Complete)

						Monthly Comparison		YTD Comparison	
Revenues	FY17 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Budget	Monthly Variance	YTD Budget	YTD 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	FY17 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD 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	870	2,592	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	\$ 33,395,712								
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

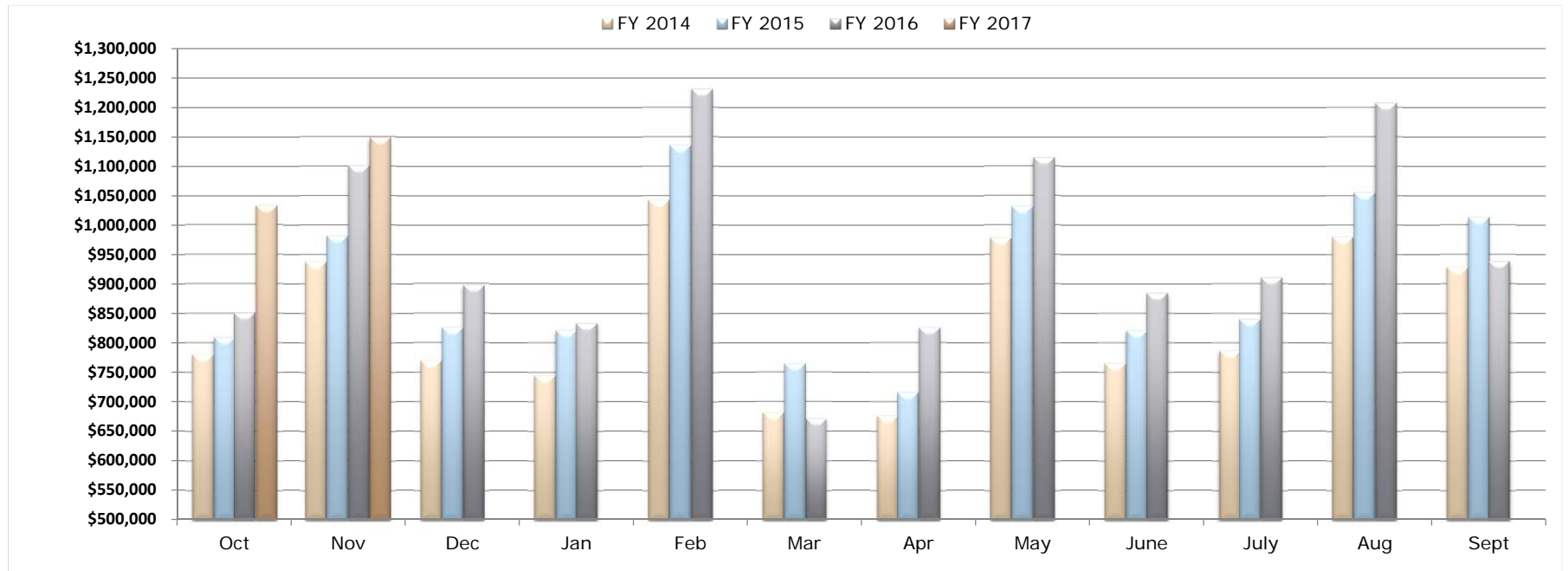
Community Projects	FY Board Approved	Project Code	Prelim Prior Years Budget Balance	Budget FY17	Monthly Actual	YTD Actual	Budget Balance
Habitat for Humanity	2014-2015	4B1506	\$ 80,261	\$ -	\$ -	\$ 48,591	31,670
Heard Natural Science Museum	2015-2016	4B1602	50,000	-	-	-	50,000
Armed Services Memorial 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 Balance	Budget FY17	Monthly 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	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%

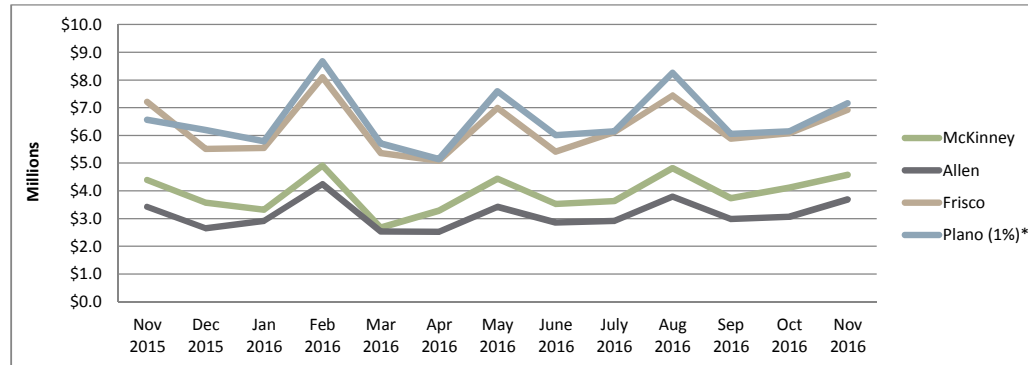


TOTAL SALES TAX COLLECTED

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

	MCDC Operations		MCDC Long Term Debt		General Fixed Assets		Consolidated	
Assets								
Cash and Cash Equivalents	\$	1,311,326	\$	-	\$	-	\$	1,311,326
Investments		39,428,430		-		-		39,428,430
Interest Receivable - Investments		7,525		-		-		7,525
Accounts Receivable		2,177,970		-		-		2,177,970
Security Deposits		4,852		-		-		4,852
Discounts on Investments		(1,539)		-		-		(1,539)
Capital/Land		-		-		4,970,062		4,970,062
Capital/Land Improvements (Net of Depreciation)		-		-		2,137,722		2,137,722
Capital/Construction in Progress		-		-		27,421,069		27,421,069
GASB 68 TMRS/Investment		-		4,617		-		4,617
GASB 68 TMRS/Contributions		-		20,028		-		20,028
General Long Term Debt		-		23,512,628		-		23,512,628
Total Assets	\$	42,928,563	\$	23,537,273	\$	34,528,853	\$	100,994,689
Liabilities								
Vouchers Payable	\$	24,996	\$	-	\$	-	\$	24,996
Compensated Absences		-		33,282		-		33,282
Retainage Payable		1,281,754		-		-		1,281,754
Bonds Payable Interest		-		94,614		-		94,614
Bonds Payable Current		-		960,000		-		960,000
Bonds Payable		-		22,355,000		-		22,355,000
TMRS Pension Liability		-		89,911		-		89,911
TMRS Actuarial Experience		-		4,465		-		4,465
Total Liabilities	\$	1,306,750	\$	23,537,273	\$	-	\$	24,844,023
Fund Equity								
Unreserved Fund Balance *	\$	37,202,400			\$	-	\$	37,202,400
Reserved for Encumbrances		4,419,414		-		-		4,419,414
Investment in Capital Assets		-		-		34,528,853		34,528,853
Total Fund Equity	\$	41,621,813	\$	-	\$	34,528,853	\$	76,150,667
Total Liabilities and Equity	\$	42,928,563	\$	23,537,273	\$	34,528,853	\$	100,994,689
Unreserved Fund Balance *	\$	37,202,400						
Committed Projects Reserve:								
Community Projects	\$	899,291						
Discretionary Prom & Comm Grants		35,992						
Parks Construction Projects		9,254,378						
Aquatic Center Construction (unencumbered project balance)		215,212						
Total Committed Projects	\$	10,404,872						
Unreserved Fund Balance after Project Commit.	\$	26,797,527						
Undesignated Reserve:								
Community Projects (FY17)		1,259,745						
Discretionary Prom & Comm Grants (FY17)		100,000						
Total Undesignated Allocations	\$	1,359,745						
Remaining Unreserved Fund Balance	\$	25,437,782						
Less Contingency		-						
Final Unreserved Fund Balance	\$	25,437,782						

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 MCDL Financials

SUPPORTING MATERIALS:

[Five-Year Plan](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION FUND - DRAFT 5-YEAR PLAN

STATEMENT OF REVENUES AND EXPENDITURES	EOY Est. FY 16-17	Est. FY 17-18	Est. FY 18-19	Est. FY 19-20	Est. FY 20-21	Est. 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): <https://visitmckinney.visitwidget.com/> (You can view this from a computer or smartphone to see the different experiences)

- **Example Client – Kerrville, TX- Widget & Apps:** Web-Widget: <http://www.kerrvilletexascvb.com/> (Click on green Plan Visit button in top left hand corner)
- Apple App: <https://itunes.apple.com/us/app/visit-kerrville-tx/id1156744473?mt=8>
- 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

MEDC-MCDC-MAIN ST.

- Monica Palacios- HelmsBriscoe Regional Manager (lives in McKinney, TX) – 1st 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 3rd 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 attendees, 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
 - Submitted Spring Texas Events calendar listings

November 2016 Media Coverage:

<i>November 2016 - MCVB Publicity/ Free-Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Community Impact News	Article about new 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	\$8,350	\$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: Texas Heritage Festival

Start Date: 06/11/16

Completion Date: 06/11/16

Location of Project/Promotion/Community Event:

Heard 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.

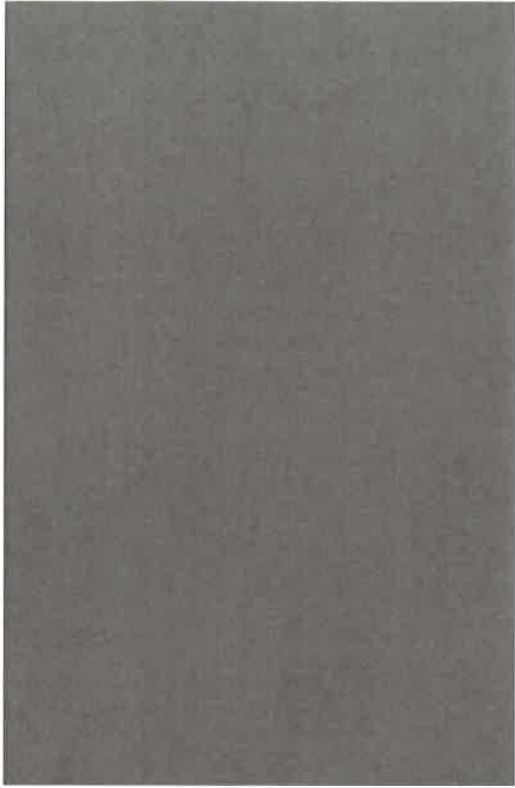
The event was to promote a festival of activities for families to create awareness of the nature and educate the patrons about the Heard Museum. Artisans were on hand to show and demonstrate their crafts. Children activities were provided to offer engagement opportunities for the kids to have hands on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



Texas Heritage Festival

FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



TV ad on NBC 5 and Cozy TV

Facebook

HEARD
Natural Science Museum
& Wildlife Sanctuary

Texas
HERITAGE
Festival

HeardMuseum.org

KID
Baylors Scott & White
MEDICAL CENTER

Sponsored by the Heard Museum

NBC 5

Featured on NBCDFW.com

Texas
HERITAGE
Festival

JUNE 4

McKinney, TX

HeardMuseum.org

NBC 5

McKinney Community Development Corporation

TV and electronic ads

Heard Natural Science Museum & Wildlife Sanctuary shared NBC 5 Community Affairs's video.

Sponsored

Just a few more days until the Texas Heritage Festival! Be sure to save the date.
<https://www.facebook.com/events/931997026908275/>

NBC 5 Community Affairs

Are you going to the #Texas Heritage Festival at the Heard Natural Science Museum & Wildlife Sanctuary?
<http://trib.al/r7GWyzI> NBC DFW

June 4 10am-3pm

Facebook examples



Heard Natural Science Museum & Wildlife Sanctuary shared their event.

Sponsored

McKinney Resident Free Admission! See event page for details & restrictions.





Heard Natural Science Museum & Wildlife Sanctuary shared their event.

Sponsored

McKinney Resident Free Admission! See event page for details & restrictions.





Heard Natural Science Museum & Wildlife Sanctuary shared their event.

Sponsored

McKinney Resident Free Admission! See event page for details & restrictions.



Event website feature example

SharePoint: Heritage

From: edward@mcckinney.org
 To: edward@mcckinney.org
 Sent: Wednesday, June 02, 2026 - 14:48 AM
 Subject: Today's Feature: Texas Heritage Festival

If you are unable to read the email, view our event [here](https://www.who-fish.com).

WhoFish.
 Local, Community and Sustainable

Today's Feature: Texas Heritage Festival
 McKinney, TX



Event: 6/4/2016 (Saturday)
Address: Heard Natural Science Museum & Wildlife Sanctuary, McKinney, TX 75069
Location: McKinney, TX
Web Page: [WhoFish.com](https://www.who-fish.com)

Contact for more detail email edward@mcckinney.org or call 972.562.5566

Description: On June 4th, Heard Natural Science Museum & Wildlife Sanctuary invites the public to part on a cowboy hat and money on over to the Texas Heritage Festival! From 10 am to 3 pm, guests are invited to celebrate all that makes the Lone Star State so special.

Presented by CIEF and sponsored by McKinney Community Development Corporation and Baylor Scott & White Medical Center - McKinney, the Texas Heritage Festival will feature cow-apple, horse-drawn wagon, Western music, local artisans.

TV and electronic ads



Search by zip code or neighborhood: [input] New Price: [input] Beds: [input] Baths: [input] Property Type: [input] Home Listings

HOME BLOG | CONTACT US (214) 901-7993

THE HEARD MUSEUM PRESENTS THE TEXAS HERITAGE FESTIVAL IN JULY



by DW Real Estate
On Jul 16, 2015
Listed in McKinney, Real Estate News

It is no secret that those who live in Texas are proud of their state and of their state's heritage. For these reasons, it makes sense that North Texas would set aside a day to celebrate this heritage in a special way. Taking place on July 18th, the Texas Heritage Festival promises to offer educational opportunities as well as plenty of fun for the whole family.

Celebrating Texas Heritage

During the Texas Heritage Festival, participants get to celebrate all that makes Texas such a special state. Local artists will display their work, and local children will have a place throughout the day "cow party" tossing is among the events planned for children, while live music and other family-friendly entertainment is planned as well.

Participants will also have the opportunity to visit with animals and to explore nature, with one of the most popular activities being a "nature walk" at the Heard Museum. Of course, food will also be available for purchase at the festival. The event is presented by CHD: KID and sponsored by both the McKinney Community Development Corporation and Baylor Medical Center at McKinney.

Exploring The Heard Museum

The Heard Museum, more formally known as the Heard Natural Science Museum and Wildlife Sanctuary, was founded in 1906. This museum features a 360-acre outdoor

Share this:



DON'T MISS LISTINGS

- Dallas Homes
- Arlington Homes
- Fort Worth Homes
- Piano Homes
- Prisco Homes
- Irving Homes

GET AREA INFO

- Addison
- Arlington
- Colleyville
- Dallas
- Fort Worth
- Frisco
- Granbury
- McKinney
- Piano
- Southlake



Stephanie Jennings

From: McKinney BubbleLife News <mailto:mail@bubblife.com>
Sent: Saturday, June 04, 2016 11:36 AM
To: Stephanie Jennings
Subject: Texas Heritage Festival Rescheduled



McKinney BubbleLife

June 4, 2016

Visit Website • Advertise • @BUBBLIFE_MCKINNEY
Share Your News • Participate • Feedback

Follow Us on Facebook



Texas Heritage Festival Rescheduled

(SUMMARY) The Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary has been rescheduled for June 11th, from 10 a.m. to 3p.m. due to the possibility of inclement weather for the original date. Presented by CHD:KID and sponsored by...

6/3/2016 McKinney BubbleLife News

Sponsor >

Looking to Buy/Sell a Home in McKinney?

Christine Hogan strives to make your Real Estate experience as stress free as possible. Click here or call 972-310-2479 to find properties that meet YOUR desired criteria.




SPONSORED POST Christine Hogan

News >

PR Examples (Print, Email and Online)

Stephanie Jennings

From: DFWChild.com <laurenpub@mailex.dfw-child.com>
Sent: Thursday, June 02, 2016 3:06 PM
To: Stephanie Jennings
Subject: Top Kid-Friendly Events This Weekend




Dear Reader,


This weekend, the best-selling author of *The Absolutely True Diary of a Part-Time Indian* makes a stop in Dallas to share his first book written for a younger audience, and revels in McKinney and Highland Village's Texas history and local traditions. Find your way to these area activities and then find us on Instagram and Twitter to show us your weekend using #DFWChildWeekend.

—Elizabeth Smith, *Calendar* Editor


EDITOR'S PICKS




DISCOVER IT
Like Father, Like Son
Native American author Sherman Alexie recently released his first picture book, *Thunder Boy Jr.* Listen to him speak about the story of a little boy and his father this Saturday at the Dallas Museum of Art. \$15 adults, \$7 kids.



HEART IT
Garden Party
The free-lark Concerts in the Garden series at the Fort Worth Botanic Garden begins with jazz. The Blues Brothers and their Friday-Sunday and weekend friends will be very show. Tickets from \$22; free for kids 10 and under.



DO IT
Celebrate Good Times
Spend your Saturday at the Celebrate Highland Village Festival and join a morning 1K or 5K run, family fun-out at Unity Park and evening fireworks at Pilot Knob Park. Free.



LIVE IT
Gone Country
Work in your two-stepping dance moves during the Texas Heritage Festival this Saturday, featuring Western music, historical demos and kids activities at the Heard Natural Science



Southlake Home for the Holidays.
The perfect start to the holiday season.

BROWSE EVENTS

child

CALENDAR | THINGS TO DO | TRAVEL | PARTIES | MOM | SPECIAL NEEDS
EDUCATION | HEALTH & WELLNESS | FIND A DOCTOR | DEVELOPMENT | BABY | TWEEENS & TEENS



Moviehouse & Eatery
TIP ON THE HOUSE (FS)
Reserve your recliner online, not in line at the Moviehouse.





FESTIVAL: Texas Heritage Festival

WHERE: Heard Natural Science Museum & Wildlife Sanctuary
2 Nature Pl.
McKinney, TX 75069

WHEN: Jun 4
10am-3pm.

PRICE: \$9 adults; \$6 kids 3-12.

PHONE: 972/562-5566

WEB: heardmuseum.org

MAP: [Click for map](#)

The second annual Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities.

Guests can rustle up some tasty Texas grub, say "Howdy" to resident wildlife ambassadors, and explore the Native Texas Butterfly Garden and the Heard's Pioneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800s—such as a school house, general store, and settlers cabins!

Event tickets also include general admission to Heard Natural

Or select Ever Any Cour Any Date Jun Date Dec Key Find

PR Examples (Print, Email and Online)

Texas Heritage Festival

Heard Natural Science Museum & Wildlife Sanctuary Sat Jan 4 10am
Ages: family friendly



Music Benefits Community, Festivals & Parades Attractions Outdoor Nature Venue

About Texas Heritage Festival

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 Festival! From 10 a.m. to 3 p.m. guests are invited to celebrate all that makes the Lone Star State so spectacular.

Presented by Cliff KID and sponsored by McKinney Community Development Corporation and Baylor Scott & White Medical Center – McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' and more!

Read More



Home / Event / Texas Heritage Festival at Heard Museum

TEXAS HERITAGE FESTIVAL AT HEARD MUSEUM



WHEN: June 11, 2016 @ 10:00 am – 3:00 pm America/Chicago

Timezone

WHERE: Heard Museum

1 Nature Pl

McKinney, TX 75069

USA

COST: \$6 and up (children 2 and under free)

CONTACT: Event website

FAMILY-FRIENDLY SPORTS AND RECREATION



Add to Calendar

Originally scheduled for June 4, this event has been rescheduled to June 11

Presented by Cliff KID and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities (like "cow patty" tossing!) You can also ruse up some tasty Texas grub, say "Howdy" to our resident wildlife ambassadors, and explore the Native Texas Butterfly Garden

The young-uns will love exploring the Heard's Pioneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800s—such as a school house, general store, and settlers' cabins!

Ticket Admission Cost

PR Examples (Print, Email and Online)



Next Tip

High People Find Your Page's Events

Reorder the tabs on Heard Natural Science Museum & Wildlife Sanctuary Events is one of the first tabs.

Manage Tabs

EVENT TIPS

Next Tip

High People Find Your Page's Events

Reorder the tabs on Heard Natural Science Museum & Wildlife Sanctuary Events is one of the first tabs.

Manage Tabs

ABOUT

Write Post **Add Photo / Video** **Client Post**

Write something

Details

315 interested **45** went **113** shared with

GUIDE

WHAT'S HOT

THINGS TO DO

EATS

BEATS

FEEL LIKE... **GOING SOMETHING** **ANYTHING** **AT PLACES** **ANYWHERE** **SOMETIME** **ANYTIME**

SEARCH

www.guidelive.com/things-to-do/275426/texas-heritage-festival-heard-natural-science-museum

TEXAS HERITAGE FESTIVAL

at Heard Natural Science Museum & Wildlife Sanctuary

The event has already happened

MAP IT

Share

X Meh


The Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary has been rescheduled for June 11, from 10 a.m. to 3p.m. due to the possibility of inclement weather for June 4, the original date.

The Heard invites y'all to put on your cowboy hat and mosey on over to the Texas Heritage Festival! Guests are invited to celebrate all that makes the Lone Star State so spectacular.

Presented by Cliff KID and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities (like "cow patty" tossing!) You can also rustle up some tasty Texas grub.

PR Examples (Print, Email and Online)

From: Koddler News <news@koddler.com>
Sent: Friday, June 03, 2016 12:42 PM
To: Stephanie Jennings
Subject: Koddler Local



Kodler Local

LOCAL EVENTS FOR JUNE & JULY 2016

Local for
McKinney, TX
50 miles (radius)

Add an Event +

Share

f e

June 03, 2016

UPCOMING EVENTS

Events in your area are looking pretty slim! If you know of something we are missing, please login and add it to the Kodler calendar.

Events	Location	Distance
Saturday, Jun 04		
<u>Harris Texas State Fair House & Garden</u>	<u>Heard Natural Science Museum & Wildlife Sanctuary</u>	1.56
<u>Texas Heritage Festival</u>	<u>Heard Natural Science Museum & Wildlife Sanctuary</u>	1.56
Sunday, Jun 05		
<u>Jarvis Texas Butternut House & Garden</u>	<u>Heard Natural Science Museum & Wildlife Sanctuary</u>	1.56
Tuesday, Jun 07		
<u>Perryville Olive Orchard Contest</u>	<u>Heard Natural Science Museum & Wildlife Sanctuary</u>	1.56

From: McKinney Convention & Visitors Bureau <bcm@mcinckinney.com>
Sent: Wednesday, June 08, 2016 4:13 PM
To: Stephanie Jennings
Subject: Ice Cream Crank Off, Nature & BBQ: McKinney Weekend Update for June 2-5, 2016

[illegible]

PR Examples (Print, Email and Online)

Heard Natural Science Museum

Second Annual Texas Heritage Festival



On June 4, 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 Lone Star State so special.

Presented by Cof Kid and sponsored by McKinney Community Development Corporation and Baylor Scott & White Medical Center-McKinney, the Texas Heritage Festival will feature live music, art demonstrations and more, local artisans, historical demonstrations and interactive children's activities. Guests can taste up some tasty Texas grub, say "Howdy" to our resident wildlife ambassadors and explore the Native Texas Burford Garden.

Children will love exploring the Heard's Pioneer Village, comprised of eight put-together buildings typical of prairie settlements in the late 1800s—a schoolhouse, general store and settlers' cabins.

Event tickets also include general admission to Heard Natural Science Museum & Wildlife Sanctuary for the day of the event and free parking. Tickets are just \$9 for adults, \$6 for seniors 64+ and children ages 5-12. Admission is free for Heard Museum Members, children ages 2 and under and McKinney residents (restrictions apply).

For more information, please visit www.heardmuseum.org.

Dinosaur Coloring Contest

Many children draw dinosaurs and wonder what their drawing would look like in real life. This summer, the Heard Natural Science Museum & Wildlife Sanctuary will bring these childhood dreams to life through our new Design-a-Dino Coloring Contest.

As the Heard prepares for the 11th anniversary of the Dinosaur Love exhibit, children ages 12 and under will have the opportunity to submit their own original coloring designs for a chance to have their artwork replicated through a custom print job on one of this year's exhibit dinosaurs—the segosaurs. The winning artist and two runners-up will also receive multiple other prizes.



The contest will begin at 9 a.m. on June 6, and all entries must be received by 5 p.m. on August 5. This contest is open to all children ages 12 and under. For rules, participation instructions and a link to the downloadable coloring sheet, please visit www.heardmuseum.org/designadino. Three judges chosen by Heard Natural Science Museum & Wildlife Sanctuary will choose the winning drawing from all eligible entries received. There are no entry fees for this coloring contest.

Stephanie Jennings

From: Stephanie Jennings
Sends: This Week in McKinney
To: Stephanie Jennings
Subject: This Week in McKinney

This Week in McKinney <cgrimes@mckinneychamber.com>
Friday, June 03, 2016 2:02 PM
Stephanie Jennings
This Week in McKinney



June 3, 2016

[Advertising options available](#)

BE
ST
List of 2013 WINDS CS

Congratulations McKinney Graduates



STAY CONNECTED WITH THE LATEST NEWS

- > Innovate McKinney Finalists Revealed
- > Texas Heritage Festival Rescheduled Because of Incident Weather Awareness Trip
- > City Encourages Residents to Fight the Bite with Mosquito Awareness Trip
- > Holly Rogers Is New Principal of MSO's Dowell Middle School
- > WHAT'S ON TAP?
- > Collin County Hosts Job Fair on June 8
- > Summer Concert at North Brook Place Senior Living
- > McKinney Pools to Open for the Summer
- > Club Meetings: McKinney Morning Pride Lions | McKinney Noon Lions



PR Examples (Print, Email and Online)

From: Metroplex Baby & Kids <tmk@metroplexbaby.com> on behalf of Metroplex Baby & Kids <thescoop@metroplexbaby.com>
 To: Stephanie Jennings
 Cc:
 Subject: What to do around town this weekend: concerts and more

Safari Nights

Saturday 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 mingl bands start to jam. Pre-concert activities begin at 5pm and include special keeper chats; Wonders of the Wild show, presented by Kimberly-Clark Corp.; School of Rock 7pm, will bring music to Texas' largest zoo until 9pm. Guests are encouraged to bring blankets or lawn chairs to enjoy the show, or reserve a six-person cabana. Food: 5-9pm June 6-August 1 in Dallas Zoo. Free with admission: \$15 for adults 12-84; \$12 for children 3-11; \$12 for seniors 65 and up. Children under 3 and Dal info: <http://www.dallaszoo.com/>

First Saturday at Nasher

Enjoy children's activities, architecture exhibits, musical entertainment and more. Art Scavenger Hunt 10am-2pm; Children's Art Activity with the Dallas Public Library 12:30pm. NasherKids Meal Available at Nasher Cafe 11am-2pm. All ages. 10am-2pm in Dallas at [Nasher.org](http://www.nasher.org/)

Texas Heritage Festival

The Heard invites y'all to put on your cowboy hat and money on over to the Texas Heritage Festival, featuring toe-tappin', knee-slappin' Texas grub, say "Howdy" to the resident wildlife ambassadors, and explore the Native Texas Butterfly Garden. The young-uns will love a school house, general store, and settlers' cabins. All ages. 10am-3pm in McKinney at the [Heard Natural Science Museum](http://www.heardmuseum.org/). Included with info: <http://www.heardmuseum.org/>.



United States Residents Born Between 19 and 1966 Are In For a Big Surprise

2016 Texas Heritage Festival Rescheduled

UPDATE: The Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary has been rescheduled for Saturday, June 11. Due to the possibility of inclement weather for the original date, the new date will still feature live music, local artisans, interactive children's activities and more. You can learn more about the event at www.heardmuseum.org.



UPDATE: The Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary has been rescheduled for Saturday, June 11. Due to the possibility of inclement weather for the original date, the new date will still feature live music, local artisans, interactive children's activities and more. You can learn more about the event at www.heardmuseum.org.

NCS 5 and the Heard Natural Science Museum & Wildlife Sanctuary invites you to put your cowboy hat and money on over to the Texas Heritage Festival on Saturday, June 11, 10 a.m. to 3 p.m. Celebrate all that makes the Lone Star State so extraordinary.

Presented by CHMO and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical

settlers' grub, say "Howdy" to our resident wildlife ambassadors, and explore the Native Texas Butterfly Garden.

Children will love exploring the Heard's Pioneer Village, comprised of eight period buildings typical of frontier settlements in the late 1800s—such as a school house, general store, and settlers' cabins.

Event tickets also include general admission to Heard Natural Science Museum &

www.dallas.com/DAL/June-2016/Second-Annual-Texas-Heritage-Festival/

Second Annual Texas Heritage Festival

June 2016 Second Annual Texas Heritage Festival

The Heard Natural Science Museum & Wildlife Sanctuary will host the Texas Heritage Festival from 10 a.m. to 3 p.m. June 4, featuring Western music, local artisans, historical demonstrations and interactive children's activities.

Visitors will find tasty Texas grub, meet the resident wildlife ambassadors, and explore the Native Texas Butterfly Garden. Children can explore a Pioneer Village, comprised of eight period buildings typical of prairie settlements in the late 1800s—such as a schoolhouse, general store and settlers' cabins.

Admission is free for under-2 and McKinney residents up to four persons per address, but ID required. Tickets are \$9 for adults, \$6 for seniors 60 and children 3 through 12. Includes museum admission and parking. Location: Nature Place, McKinney. For more information, visit www.heardmuseum.org.

PR Examples (Print, Email and Online)

Nextdoor

https://prod-photos.nextdoor.com/events/mckinney/texas-heritage-festival-at-the-hear... About Sign up

Texas Heritage Festival At The Heard - June ...

JUN 11

Texas Heritage Festival at the Heard - June 11th (postponed 1 week due to rain)

Details

Sat, Jun 11, 10:00 AM

1 Nature PI

1 Nature Place McKinney, TX

The Texas Heritage Festival will feature toe-tapping demonstrations, and interactive children's activities to our resident wildlife ambassadors, and expect to refer to the following link:

https://mckinney.bubblelife.com/community...

Festivals

LOCATION

Observer

MENU

SXSW

March 10-19, 2017 Austin, TX

New Reading EVENTS

THINGS TO DO IN DALLAS



Observer

MENU

SXSW

March 10-19, 2017 Austin, TX

LEARN MORE

Texas Heritage Festival

SHARE THIS




www.ntxe-news.com/cgi-bin/artman/exec/view.cgi?archive=64&num=101379

Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary
By Heard Natural Science Museum & Wildlife Sanctuary
Jun 10, 2016

June 11, 10:00 a.m.-3:00 p.m.

Mckinney - Heard Natural Science Museum & Wildlife Sanctuary in McKinney invites y'all to put on your cowboy hat Saturday, June 11 and mosey on over to the Texas Heritage Festival! Guests are invited to celebrate all that makes the Lone Star State so spectacular.



Presented by Cill Kid and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tapping, knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities (like 'cow party' tossing!) You can also rustle up some tasty Texas grub, say 'Howdy' to our resident wildlife ambassadors, and explore the Native Texas Butterfly Garden.

The young-uns will love exploring the Heard's Pioneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800s--such as a school house, general store, and settlers' cabins!

This festival will feature music, local artisans, historical demonstrations, and interactive children's activities. Say 'Howdy' to our resident wildlife ambassadors and stop at the Native Texas Butterfly Garden. Children will love exploring the Pioneer Village. \$9 adults, \$6 seniors (60+) and children (3-12). Museum members and McKinney residents free. 10 a.m.-3 p.m.

DETAILS

Time: Sat., June 4, 10 a.m.-3 p.m. 2016

Tickets are just \$9 for adults, \$6 for seniors 60+ and children ages 3 through 12. Admission is free for Heard Museum Members and children ages 2 and under

Nature >

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 Festival! From 10 a.m. to 3 p.m., guests are invited to celebrate all that makes the Lone Star State so spectacular. Presented by Cill Kid and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tapping, knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities. Guests can rustle up some tasty Texas grub, say 'Howdy' to our resident wildlife ambassadors, and explore the Native Texas Butterfly Garden. Children will love exploring the Heard's Pioneer Village.

PR Examples (Print, Email and Online)

JUNE 2015

TEXAS HERITAGE FESTIVAL



EVENT DETAILS

On June 11th, attend the Texas Heritage Festival at the Fort Worth Convention Center. The festival is a celebration of Texas history and culture, featuring live music, food, and activities for all ages. The festival is presented by the Fort Worth Convention Center and the Texas Heritage Festival Committee. The festival is a great opportunity to learn more about Texas history and culture, and to enjoy a day of fun and entertainment. The festival is a must-see event for anyone who loves Texas history and culture.

are problems with how this message is displayed, click here to view it in a web browser.
Plano Magazine <editor@planomagazine.com> mail44 ad121.mca.wire* on behalf of
Plano Magazine <editor@planomagazine.com>
Stephanie Jennings

Plano Magazine | Events This Weekend | BrickUniverse Lego Fan Expo

Plano
MAGAZINE



EVENTS THIS WEEKEND

JUNE 11-12: **BRICKUNIVERSE LEGO FAN EXPO**
Fri & Sat 10a-6p | [Details >](#)

8a-3p | [Details >](#)

JUNE 11 | **TEXAS HERITAGE FESTIVAL**
10a-3p | [Details >](#)

JUNE 11 MEN OF NOTE PAY TRIBUTE TO THE BEST OF

PR Examples (Print, Email and Online)

planoprofile

ENGAGING THE PLANO COMMUNITY SINCE 1982

LOCAL NEWS UPCOMING FOOD & DRINK COMMUNITY BUS

BY PLANO PROFILE EDUCATION & ENRICHMENT EVENTS / JUNE 3, 2016

TEXAS HERITAGE FESTIVAL AT MUSEUM




Courtesy of Heard Museum

You're in luck if you wanted to go to The Texas Heritage Festival at Heard Natural Science Museum & Wildlife Sanctuary and couldn't make it this weekend! The event has been rescheduled for Saturday, June 11, from 10 a.m.-3 p.m. due to the possibility of inclement weather. All of the same wonderful features will still be available: live music, local artisans, interactive children's activities and more.

Presented by Cliff Kid and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities (like "cow patty" tossing)! You can also rustle up some tasty Texas grub, say "Howdy" to Heard's resident wildlife ambassadors and explore the Native Texas Butterfly Garden.

Children will love exploring the Heard's Pioneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800s—such as a school house, general store, and settlers' cabins!



PROJECT LINUS

Providing Security through handmade blankets

Home

About Us

Beneficiaries

Contact Us

Events

FAQs

Patterns and Links

Special Projects

« Alley Sale – Happiness Is Quilting Alley Sale »

Plano Quilt Show »

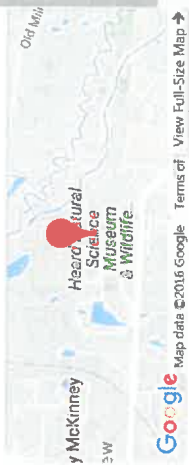
Texas Heritage Festival – Heard Museum

WHEN: June 11, 2016 @ 10:00 AM – 3:00 PM

WHERE: Heard Museum
1 Nature Pl
McKinney, TX 75069
USA

CONTACT: PL Contact: Kathie Aiello
CRAFT SHOW FUND RAISER

← Back to Calendar



Google Map data ©2016 Google Terms of View Full-Size Map →

+ Add to Calendar

+ Add to Google

Project Linus will have a booth for crafts at this fund raising event.

For more details about the Texas Heritage Festival:
<http://www.heardmuseum.org/77XHeritage>

Presented by Cliff Kid and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities (like "cow patty" tossing)! You can also rustle up some tasty Texas

Plan Your Weekend
December 8th-11th

True Food Kitchen, L
vegan, GF and vegeta

PR Examples (Print, Email and Online)

By Heidi Frankel

[illegible]

PR Examples (Print, Email and Online)

photos





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
2060 Couch Drive
McKinney TX 75069



Narrative Report

This year's event was our 6th 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 Birthday/Monster Mash October 29, 2016							
Entertainment						Estimated	Actual
	Humane Society					\$0	\$ -
	Face painting/balloon twister (3 hours)					\$300	\$ 300
	Craft Station: Home Depot Kids Workshop					\$500	\$ -
	Video Gaming Truck					\$750	\$ -
	Photo Booth Guy					\$250	\$ 250
	Games & Contest Prizes and Candy					\$150	\$ 415
	Haunted Cave					\$150	\$ 183
		TOTAL				\$2,100	\$ 1,148
Food							
	Hot Dogs					\$200	\$ -
	Drinks					\$150	\$ -
	Ice					\$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 Expenses						\$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 our 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.

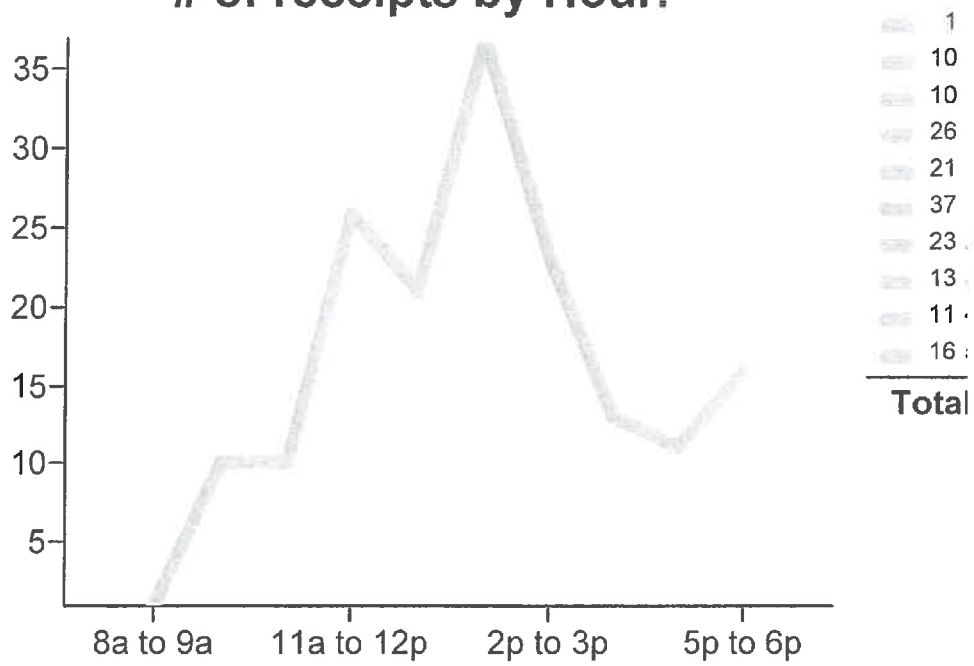
An examination of the sales for the event vs sales of surrounding Saturdays also shows an uptick in the number of purchases. Although the total sales for the day was strong, it was not exceptional compared to all other Saturdays, but rather, continued a string of peaks we have been fortunate enough to 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

ReStore Sales By Hour – October 29, 2016

of receipts by Hour.



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 Advertising			
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

NORTH COLLIN COUNTY HABITAT FOR HUMANITY

You're Invited

BIRTHDAY BASH & MONSTER MASH!



Saturday, October 29, 2016
10 AM - 2 PM

FREE EVENT!

EAT, DRINK AND
BE SCARY!



COSTUME CONTEST,
FACE PAINTING,
SCARY PET CONTEST, GAMES,
GREAT FOOD BY **PROSPER**
- ALL FREE!

PLUS **THE HOME DEPOT** KIDS WORKSHOP



PROSPER
COMMUNITY
DEVELOPMENT
CORPORATION

2060 COUCH DRIVE, MCKINNEY
WWW.MCKINNEYRESTORE.COM

North Collin County
Habitat for Humanity

ReStore

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

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

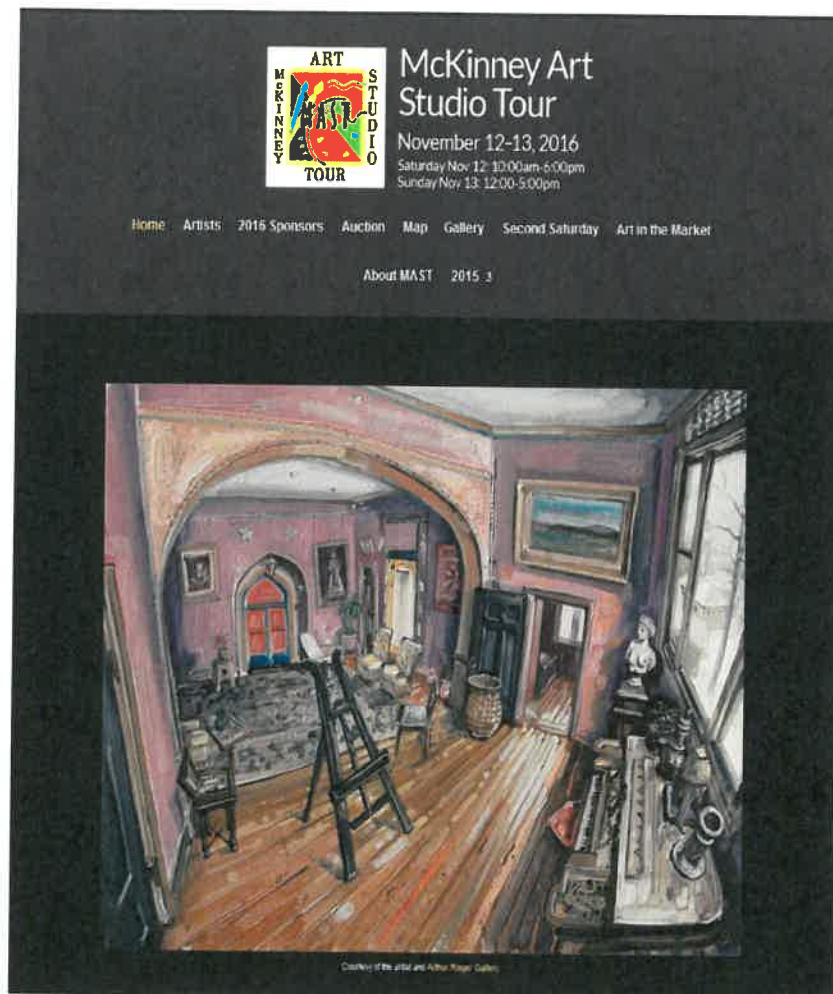
The McKinney Art Studio Tour (MAST) was held the weekend of November 12-13, 2016 and involved a record number of artists, 68, at 23 studio locations. These locations were predominantly in and near the Square, but a few were also located west of Central Expressway. Our artists each contributed at least 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, www.mckinneyartstudiotour.com 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 Studio Tour became a program of the Arts and Music Guild.

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 newspapers 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



**MCKINNEY
ART STUDIO TOUR**

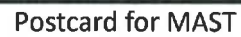
60+ ARTISTS AND 20+ STUDIOS
Come meet the artists and experience the creative process at their studios.
Who knows what treasures you'll find!

SATURDAY, NOVEMBER 12, 10AM – 6PM | SUNDAY, NOVEMBER 13, 12 NOON – 5PM

Free self-guided tour • Silent Auction
Visit mckinneyartstudiotour.com for more information and an online map.

20 McKinney
Community
Foundation
Celebrating
20 Years

Posters



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

Financial Report**Proposed Budget**

Projected Revenue	
Public Donations	1,000.00
Artist Fees	2,000.00
Sponsorships	1,500.00
Silent Auction	1,500.00
MCDC grant	5,000.00
Total Revenue	<u>11,000.00</u>

Projected Expenses

T-shirts	600.00
Printing Maps/Brochures	800.00
Website Development	2,000.00
Misc. Expenses	200.00
Advertising	
Hobson Signs – Billboard	450.00
Ads in Print Media (Allen, Celina, Frisco, Prosper)	4,550.00
Radio ads (WRR)	1,000.00
Postcards and Posters	500.00
Special Promotional Events	900.00
Total Expenses	<u>11,000.00</u>

Actual Financial Performance**Revenue**

MCDC Grant	5,000.00
Sponsorships/Donations	1,600.00
Artist Fees	3,400.00
Silent Auction	1,408.25
T-Shirt Sales	304.64
Total Revenue	<u>11,712.89</u>

Expenses

T-Shirts	728.00
Printing Maps/Brochures/Postcards	1,494.00
Advertising	
Plano Profile, two months	1,730.00
Allen Image	865.00
Living Well Magazine	750.00
Stonebridge Ranch News	410.00
Craig Ranch Telegram	285.00
Hobson Signs	1,059.00
Website Development	1,742.00
Special Promotional Events	950.00
Brown Advertising (Billboard)	500.00
Total Expenses	<u>10,513.00</u>

Attachment A

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

Allen	TX	87	
Altus	OK	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	TX	1	
Hollis	OK	1	
Howe	TX	2	
Irving	TX	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	TX	11	
Richardson	TX	20	
Sachse	TX	5	
Sherman	TX	3	
Spring	TX	1	
Springboro	OH	2	
The Colony	TX	6	
Titusville	FL	3	
Tonasket	WA	1	
Wentworth	SD	5	
Whitesboro	TX	1	
Wills Point	TX	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 \$4,000 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 MCD C was awarded in 2016.	Projected revenue from the event is budgeted at \$41,000; budgeted expenses total \$12,700; marketing expenses total \$4,000	\$3,000 (2016) 3e McKinney Run for Cover	
Collin County Historical Society and Museum/WWI Centennial Commemoration (P&C 17-02)	Mary Carole Strother, Executive Director; 972.542.9457 ext. 100; director@collincountyhistoricalso ciety.org	Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting \$6,225 to promote the Texas and Collin County World War I Centennial Commeration	March 2 - November 11, 2017	Promotion of heritage tourism in McKinney utilizing 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.	\$4,500 (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 Zupanich, Executive Director; 972.569.6909; executivedirector@heardcraig.org	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 \$3,000 to promote Art Meets Floral - an event that combines artwork from various with floral interpretations of the art.	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 MCD C promotional grant.	No previous promotional grants funding provided.	

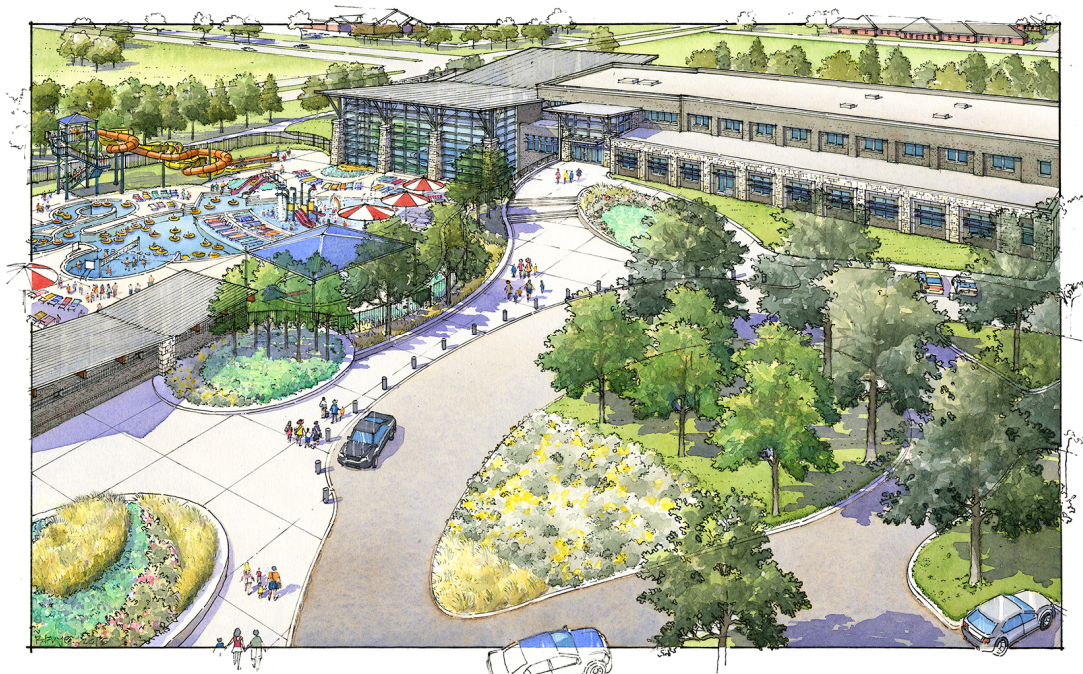
Overview of Promotional and Community Event Grant Applications
Cycle I FY17

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 \$12,500 to support marketing and promotion of 2017 Farmers Market, Tour de Coop and annual Ice Cream Crank-off.	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); \$12,500 (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 \$5,000 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 \$15,000 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 possible to bring the newest and brightest authors Texas has to the McKinney Square Book Festival.	Requesting \$15,000	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

Issued Date: 12/15/2016



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 20th.



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 programming 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 programming 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 programming of all systems including the AV, telecom and security systems. This issue has impacted the commissioning and training process.



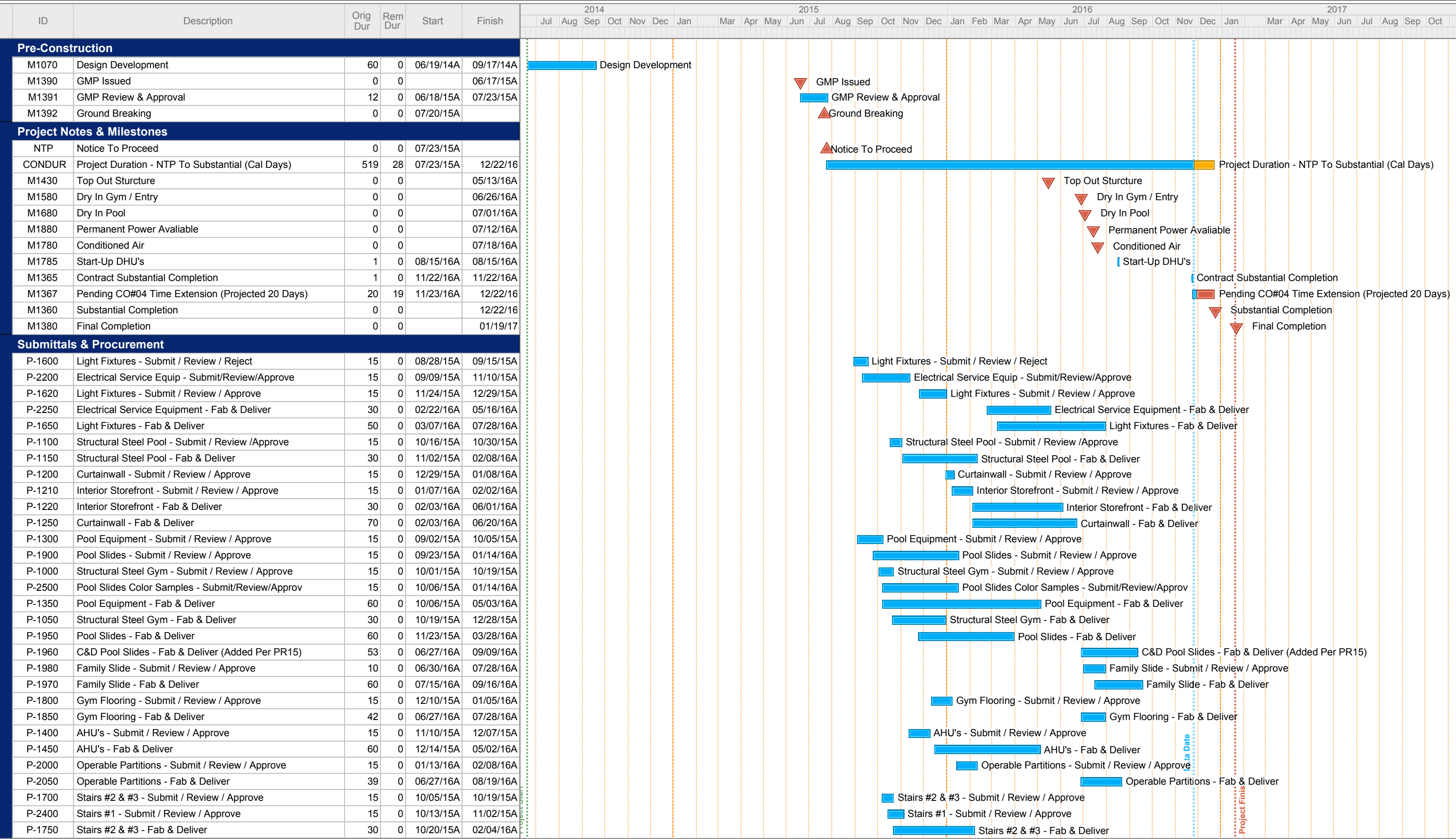
SUBCONTRACTOR STATUS LOG

McKinney Aquatics & Fitness Center - Contractor Award Log


Bid Package:	Scope of Work:	Awarded Contractor:	Award Notice:
2	Concrete	Kent Companies	1
3	Masonry	Skinner Masonry	3
4	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




SCHEDULE SUMMARY





[illegible]

<p>Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16</p> <p>3666-MAF15.ppx</p> <p>Page 7A</p>	<p>McKinney Aquatics & Fitness Center McKinney, TX MCC Project #3666</p>	
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<p>Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16</p> <p>3666-MAF15.ppx</p> <p>Page 12A</p>	<p>McKinney Aquatics & Fitness Center McKinney, TX MCC Project #3666</p>	
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<p>Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16</p> <p>3666-MAF15.ppx</p> <p>Page 14A</p>	<p>McKinney Aquatics & Fitness Center McKinney, TX MCC Project #3666</p>	
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<p>Start Date: 06/19/14 Finish Date: 01/19/17 Data Date: 11/25/16 Run Date: 12/07/16</p> <p>3666-MAF15.ppx</p> <p>Page 16A</p>	<p>McKinney Aquatics & Fitness Center McKinney, TX MCC Project #3666</p>	
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BUDGET & CASH FLOW



WEATHER

McKinney Aquatics and Fitness Center

3003 Alma Road
McKinney, TX 75070

Tel: Fax:

Manhattan Construction Company

Project # 3666

Date	Low	Temperature 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)



PHOTOGRAPHS







Manhattan
Building excellence.



Aquatic & Fitness Center

Print #161126831

Date: 11/26/16

Lat/Lon: 33.172764 -96.714439

Order No. 59827



Aerial Photography, Inc. 954-568-0484



16-1224

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

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 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 APPLICATION:

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: Nancye@3emckinney.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Nancye Ashley

Title: Associate Director

Mailing Address: 202 W Louisiana St #205

City: McKinney

ST: TX

Zip: 75069

Phone: 972-567-5120

Fax: N/A

Email: Nancye@3eMcKinney.com

FUNDING

Total amount requested: \$4,000

Matching Funds Available (Y/N and amount): None

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding 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 8th: 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? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> 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 is 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

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

Attached

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

90.25%

Are Matching Funds available? ☐ Yes

☒ 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.

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 will 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 120th day after the date the MCDC notifies the applicant of the violation.

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

Chief Executive Officer



Signature

Jim Smith

Printed Name

11-28-2016

Date

Representative Completing Application



Signature

Nancy Ashley

Printed Name

11-28-2016

Date

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

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/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
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

Attachments:

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary) N/A
- ☒ 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
Total Expense	\$ 133,759	\$ 134,917	\$ 113,200
Net Ordinary Income	\$ -	\$ 4,648	\$ 0
	2015 Budget	2016 Budget	
	\$ 133,759	\$ 113,200	
	2014 Budget	2015 Budget	
	\$ 137,365	\$ 133,759	
	Variance	Variance	
	\$ (3,606)	\$ (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 Expenses	\$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	2017 Budget	
	\$133,200	\$139,400	
	2015 Budget	2016 Budget	
	\$133,759	\$133,200	
	Variance	Variance	
	-\$3,606	\$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 standards generally 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 basic financial statements are free from material misstatement. An audit involves performing procedures to obtain audit 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 November 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	\$0.00	\$27,000.00		\$31,400.00
Cottonwood Creek		\$350.00	\$350.00		\$350.00		
Covenant Church	\$5,500.00	\$700.00	\$6,200.00	\$350.00	\$6,550.00		\$4,700.00
Crosspoint Church	\$5,000.00		\$5,000.00	\$1,000.00	\$6,000.00		\$4,050.00
First McKinney Baptist	\$24,959.99	\$700.00	\$25,659.99		\$25,659.99		\$27,500.00
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	\$150.00		\$250.00		\$250.00		\$3,350.00
High Pointe							\$250.00
Hope Fellowship		\$350.00	\$350.00		\$350.00		\$5,000.00
Millstone Church	\$1,100.00		\$1,100.00	\$100.00	\$1,200.00		\$1,200.00
Radiant Life	\$1,650.00		\$1,650.00	\$150.00	\$1,800.00		\$1,200.00
Ranch and Church	\$500.00		\$500.00	\$50.00	\$550.00		\$1,000.00
Rea's Mill Baptist	\$3,775.15	\$350.00	\$4,075.15	\$200.00	\$4,275.15		\$1,500.00
St. Andrews Episcopal		\$700.00	\$700.00		\$700.00		\$500.00
St. Gabriel the Archangel Catholic	\$2,625.00		\$2,625.00	\$2,525.00	\$5,150.00		\$5,250.00
St. Peter's Episcopal	\$1,200.00	\$350.00	\$1,550.00		\$1,550.00		\$1,200.00
Stonebridge UMC		\$525.00	\$525.00		\$525.00		\$350.00
The Parks Church	\$100.00		\$100.00		\$100.00		
The Word Church of McKinney, CO			\$0.00		\$0.00		\$1,000.00
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							
Bay of Scott & White	\$3,000.00		\$3,000.00		\$3,000.00		\$3,500.00

Brock Pain Clinic	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$1,000.00
Builders Carpet and Design	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Clarr's Property	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Haynes Landscape and Maintenance	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,500.00
Herman, James and Ariana	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,600.00
Independent Bank	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$1,000.00
Medical Center of McKinney	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,375.00
Methodist McKinney Hosp.	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$1,500.00
New World Communications	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$10,000.00
North Tx Turnkey Services FossilLock						
Pogue Construction						
Total Corporate Contributions	\$5,000.00	\$10,500.00	\$15,500.00	\$500.00	\$8,700.00	\$30,475.00
Foundation Grants						
Communities Foundation TX	\$524.00	\$524.00	\$524.00	\$524.00	\$524.00	\$5,370.00
North Texas Giving Day	\$8,532.67	\$8,532.67	\$8,532.67	\$8,532.67	\$8,532.67	\$1,343.75
Total Foundation Grants	\$9,056.67	\$9,056.67	\$9,056.67	\$0.00	\$2,000.00	\$6,803.75
Individual Contributions &						
Silent Auction Income	\$7,979.03	\$2,641.00	\$10,620.03	\$450.00	\$11,070.03	\$8,676.65
Silent Auction Expense		\$2,895.00				
Silent Auction PayPa		-\$9,000.00				
Net Silent Auction		-\$126.22				
Live Auction Income		-\$231.22	-\$231.22		-\$231.22	
Dinner		\$11,250.00	\$11,250.00		\$11,250.00	
PayPal		-\$4,777.28				
Supplies		-\$364.48				
Total Fundraiser Expense		-\$954.71				
Fundraiser		-\$6,096.47				
Donation in Kind	\$5,000.00	\$5,000.00	\$5,000.00		\$5,000.00	\$0.00
3e Xpress Donation	\$12,726.37	\$12,726.37	\$12,726.37		\$12,726.37	
Gross Operating Income	\$113,412.21	\$25,088.31	\$138,500.52	\$6,825.00	\$145,325.52	\$139,565.44

Expenses					
Operating Expenses					
3e Xpress Expense	\$15,628.25	\$0.00	\$15,628.25	\$15,628.25	\$0.00
Accounting/Audit			\$5,000.00	\$5,000.00	
Adopt the Schools	\$50.74		\$50.74	\$50.74	
Building Maintenance	\$80.00		\$80.00	\$80.00	\$60.00
Insurance - nonemployee	\$3,313.00		\$3,313.00	\$3,313.00	\$3,328.00
Marketing	\$1,403.35		\$400.00	\$1,803.35	\$505.00
Miscellaneous Expense					\$7,351.00
Meeting Expense	\$300.00		\$300.00	\$300.00	
Membership	\$370.00		\$370.00	\$370.00	
Office Supplies	\$741.83		\$125.00	\$866.83	\$1,210.00
Payroll Fees	\$202.74		\$202.74	\$227.74	\$25.00
Phone & Internet	\$1,152.76		\$110.00	\$1,262.76	\$1,225.00
Postage and Delivery			\$70.00	\$70.00	\$70.00
Project Expense	\$289.25		\$289.25	\$289.25	
Rent	\$5,500.00		\$500.00	\$6,000.00	\$5,000.00
Summer Stock	\$1,074.79		\$1,074.79	\$1,074.79	
Technology	\$1,989.16		\$125.00	\$2,114.16	\$1,200.00
Total Operating Expenses	\$32,095.87		\$6,355.00	\$38,450.87	\$16,051.00
					\$15,079.12
Personnel Expenses					
Bonities (PR Tax 7.65%)	\$5,196.78		\$508.08	\$5,702.86	\$6,904.00
Salaries & Wages					
Dir of Program Development	\$4,615.40		\$4,615.40	\$4,615.40	\$24,000.00
Executive Director	\$39,423.14		\$3,846.16	\$43,269.30	\$50,000.00
Associate Director	\$20,769.30		\$2,769.34	\$23,538.64	\$71,076.98
Administrative Assistant	\$3,124.05		\$3,124.05	\$3,124.05	\$15,245.05
Total Salaries & Wages	\$67,931.89		\$6,615.20	\$74,547.09	\$111,322.12
Total Personnel Expenses	\$73,128.67		\$7,121.28	\$80,249.95	\$119,838.25
Total Operating Expenses	\$105,224.54		\$13,476.28	\$118,700.82	\$134,918.25
Total Operating Income	\$113,412.21	\$25,088.31	\$6,825.00	\$145,325.52	\$139,565.44
Net Operating Income	\$8,187.67	\$25,088.31	(\$6,651.28)	\$26,624.70	\$4,648.07

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	\$6,400.00	\$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
First United Methodist Church	\$7,400.00	\$350.00	\$7,750.00		\$2,400.00
Genesis Church	\$3,000.00	\$350.00	\$3,350.00		\$3,000.00
High Points	\$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		\$1,200.00
St. Andrews Episcopal		\$500.00	\$500.00		
St. Gabriel the Archangel Catholic	\$5,250.00		\$5,250.00		\$5,052.50
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 (ICG)		\$1,000.00	\$1,000.00		
Hillcrest Christian Church—Not Covenant 2015			\$0.00		\$698.26
Our Savior Lutheran Church—Not Covenant 2015			\$0.00		\$2,500.00
VLife Church—Not Covenant 2015			\$0.00		\$400.00
Way of Grace Community Church Not Covenant 2015			\$0.00		\$500.00
Total Church Contributions	\$75,600.04	\$17,950.00	\$93,550.04	\$80,000.00	\$80,810.76

**3e McKinney
Financial Reporting**

	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		\$3,000.00
Bob Tomos 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	\$600.00	\$2,600.00		\$2,000.00
Methodist McKinney Hospital		\$1,000.00	\$1,000.00		
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 Realty			\$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		\$5,064.00
Community Foundation of N. Texas	\$1,343.75		\$1,343.75		\$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
Budgeted Fundraising (Results Shown in Fundraiser Column and Integrated into YTD Income)				\$13,259.00	

**3c McKinney
Financial Reporting**

	January - December, 2015 Actuals	Fundraiser 2015 (Net of Expenses)	2015 YTD	2015 Budget	January - December, 2014 Actuals
Gross Profit	\$105,950.94	\$33,614.50	\$139,565.44	\$133,759.00	\$130,999.18

Expenses

Operating Expenses

Building Maintenance	\$60.00		\$60.00	\$150.00	\$35.00
Insurance - non-employee	\$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)			\$0.00	\$150.00	\$167.94
Office Supplies	\$1,600.12		\$1,600.12	\$1,500.00	\$1,538.01
Payroll Fees	\$46.72		\$46.72	\$0.00	\$0.00
Phone & Internet	\$1,372.37		\$1,372.37	\$1,140.00	\$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	\$6,000.00
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 7.05%)	\$8,516.13		\$8,516.13	\$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		\$16,245.06	\$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)
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**3e McKinney
Financial Reporting**

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

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

DEPARTMENT OF THE TREASURY

Date: DEC 06 2006

MCKINNEY NEIGHBORHOOD OUTREACH
1005 A N TENNESSEE ST
MCKINNEY, TX 75069

Employer Identification Number:
20-4950273
DLN:
17053209023016
Contact Person:
DIANE M GENTRY ID# 31361
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
YES
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 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2050, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt 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, in writing, about your public charity status.

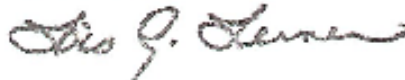
Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

-2-

MCKINNEY NEIGHBORHOOD OUTREACH

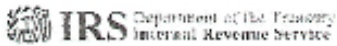
Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

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

Letter 1045 (DO/CG)



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



309556

Taxpayer Identification Number: 20-4950273

Dear Taxpayer:

Thank you for your Form 990-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 () _____ Hours _____

Sincerely yours,

Sheila Branson
Dept. Manager, Code & Edit/Entity 3

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
cschneible@mckinneycdc.org



16-1225

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 ORGANIZATION

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:

- ☒ 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 APPLICATION:

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

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, 2017

Completion 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

Wayne Nabors
Nabors CPA Services
Certified Public Accountant

Jim Doyle
Texas Instruments
Web Design Consultant

Bill Haynes
Retired, English Teacher
Collin County Historian

John Rattan
The Body Shop
Chief Executive Officer

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.

Executive Director

Mary Carole Strother
Signature

Mary Carole Strother
Printed Name

November 28, 2016
Date

Representative Completing Application

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
- 4) 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.

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 100th 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 ☒ 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 MDCD	\$6,225.00
Project Total for In Kind Services by CCHSM	\$9,490.00
Project Grant from MDCD	\$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 museum exhibit
- February 2017
 - Launch Press releases and post upcoming events on social media sites
 - 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 4th 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 soldier, 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***

Promotional Grant Budget Request for WWI Exhibit from MCDC		
Itemized Budget Request 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 Request from MCDC		\$6,225.00

Proposed Budget for WWI Exhibit Provided by Collin County Historical Society and Museum				
Itemized Budget for In-Kind Services				
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 Total for In-Kind Services				\$9,490.00

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

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

Revenue Projections for 2017 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 Budget for WWI Exhibit Grant from MCDC				
Itemized Budget from MCDC Grant				Totals
Item	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 MCDC				\$6968.20

Projected Total Expenditures for Texas and Collin County WWI Centennial Commemoration Exhibit	
Promotional Grant Request from MCDC	\$6,225.00
In-Kind Services by CCHSM	\$9,490.00
Project Grant from MCDC	\$6,968.20
Total Project Expenditures	\$22,683.20

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

Attendance Statistics for CCHSM					
March 2016 - November 2016					
*Numbers represent number of families					
Month	McKinney	Collin County	Texas Cities	United States	Other 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 Cities	Burleson, Ft. Worth, Denton, Lewisville, Houston, Grand Prairie Waxahachie, Rockwall, Rowlett, Granbury, Spring, Fredericksburg, Flower Mound, Cleveland, Haslet, San Antonio, Gainesville, Edgewood, Ft. Davis, Waco, Richardson, Athens, Decatur, Plainview, Bryan, Midland, Bullard, Paris, Arlington, Dallas, Temple, Carrollton, Balch Springs, Lakeway, Friendswood, Cypress, Garland, Argyle, Whitewright, Amarillo, Clear Lake, LaPorte, Burleson, Katy				
United States	Washington, Colorado, California, Iowa, Massachusetts, Arizona, Arkansas, Maryland, Oklahoma, Wyoming, Wisconsin, New Jersey, Missouri, New York, Virginia, North Carolina, Kentucky, Connecticut, Nebraska, Illinois, Indiana, New Mexico, Ohio, Utah, Georgia, Nevada, Rhode Island, Kansas				
Other Countries	Dublane Scotland, Beijing of China, Caracas Venezuela, Metung Australia, Sydney Australia, Leek Staffordshire England, Worthington England, Stockton England, Postcombe Oxfordshire England, Southampton England, Germany, Switzerland, Hong Kong, Northern Ireland, Plettenberg Bay South Africa, Italy				

The Heritage Tourism Traveler

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



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

TOP 10 STATES VISITED BY HERITAGE TRAVELERS

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

Sources:

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

CCHS Financial Report
YTD 2016

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

STATEMENT OF INCOME	
2016 Budget	
Beginning Balance	\$ 20,906.08
Inflows	\$ 47,199.49
Outflows	\$ 23,131.12
Ending Balance	\$ 44,974.46
Net Change	\$ 24,068.38

Summary of Net Change	
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

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

Form 990-PF

Return of Private Foundation

OMB No. 1545-0052
2015

Department of the Treasury
Internal Revenue Service
For calendar year 2015 or tax year beginning

Do not enter social security numbers on this form as it may be made public.
Information about Form 990-PF and its separate instructions is at www.irs.gov/form990pf.

Open to Public Inspection

Name of foundation

Collin County Historical Society

Number and street (or P.O. box number if mail is not delivered to street address)
300 E. Virginia

City or town, state or province, country, and ZIP or foreign postal code
McKinney TX 75069

Check all that apply:
Initial return ☐ Amended return ☐ Address change ☐ Name change ☐

Check type of organization: ☒ Section 501(c)(3) exempt private foundation
☐ Section 4947(a)(1) nonexempt charitable trust ☐ Other taxable private foundation

Fair market value of all assets at end of year (from Part II, col. (c), line 16) **\$ 40,522** (Part I, column (d) must be on cash basis.)

Accounting method: ☐ Cash ☒ Accrual
Other (specify)

Part I Analysis of Revenue and Expenses (The total of amounts in column (b) (c) (d) may not necessarily equal the amounts in column (a) (see instructions).)

	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
Revenue				
1 Contributions, gifts, grants, etc., received (attach schedule)	17,508			
2 Check <input checked="" type="checkbox"/> if the foundation is not required to attach Sch. B				
3 Interest on savings and temporary cash investments				
4 Dividends and interest from securities				
5a Gross rents				
b Net rental income or (loss)				
6a Net gain or (loss) from sale of assets not on line 10				
b Gross sales price for all assets on line 6a				
7 Capital gain net income (from Part IV, line 2)		0	0	0
8 Net short-term capital gain				
9 Income modifications				
10a Gross sales less returns and allowances				
b Less: Cost of goods sold				
c Gross profit or (loss) (attach schedule)				
11 Other income (attach schedule) Stmt 1	30,323		30,323	
12 Total. Add lines 1 through 11	47,831	0	30,323	
13 Compensation of officers, directors, trustees, etc.	0			
14 Other employee salaries and wages	12,500		12,500	
15 Pension plans, employee benefits	1,109		1,109	
16a Legal fees (attach schedule)				
b Accounting fees (attach schedule)				
c Other professional fees (attach schedule)				
17 Interest				
18 Taxes (attach schedule) (see instructions)				
19 Depreciation (attach schedule) and depletion Stmt 2	770		770	
20 Occupancy	8,511			8,511
21 Travel, conferences, and meetings				
22 Printing and publications				
23 Other expenses (all sch.)				
24 Total operating and administrative expenses. Stmt 3	26,611			26,611
25 Add lines 13 through 23	49,501	0	14,379	35,122
26 Total expenses and disbursements. Add lines 24 and 25	49,501	0	14,379	35,122
27 Subtract line 26 from line 12:	-1,670			
a Excess of revenue over expenses and disbursements				
b Net investment income (if negative, enter -0-)		0	0	
c Adjusted net income (if negative, enter -0-)			15,944	
Operating and Administrative Expenses				

For Paperwork Reduction Act Notice, see instructions.

Part II Balance Sheets
Attached schedules and amounts in the description column should be for end-of-year amounts only. (See instructions.)

	Beginning of year		End of year	
	(a) Book Value	(b) Book Value	(c) Book Value	(d) Fair Market Value
Assets				
1 Cash – non-interest-bearing				
2 Savings and temporary cash investments				
3 Accounts receivable ▶				
Less: allowance for doubtful accounts ▶				
4 Pledges receivable ▶				
Less: allowance for doubtful accounts ▶				
5 Grants receivable				
6 Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see instructions)				
7 Other notes and loans receivable (att. schedule) ▶				
Less: allowance for doubtful accounts ▶				
8 Inventories for sale or use				
9 Prepaid expenses and deferred charges				
10a Investments – U.S. and state government obligations (attach schedule)				
b Investments – corporate stock (attach schedule)				
c Investments – corporate bonds (attach schedule)				
11 Investments – land, buildings, and equipment: basis ▶				
Less: accumulated depreciation (attach sch.) ▶				
12 Investments – mortgage loans				
13 Investments – other (attach schedule)				
14 Land, buildings, and equipment: basis ▶				
Less: accumulated depreciation (attach sch.) ▶				
15 Other assets (describe ▶)				
16 Total assets (to be completed by all filers – see the instructions. Also, see page 1, item I.)				
17 Accounts payable and accrued expenses				
18 Grants payable				
19 Deferred revenue				
20 Loans from officers, directors, trustees, and other disqualified persons				
21 Mortgages and other notes payable (attach schedule)				
22 Other liabilities (describe ▶)				
23 Total liabilities (add lines 17 through 22)				
Foundations that follow SFAS 117, check here and complete lines 24 through 26 and lines 30 and 31.				
24 Unrestricted				
25 Temporarily restricted				
26 Permanently restricted				
Foundations that do not follow SFAS 117, check here and complete lines 27 through 31.				
27 Capital stock, trust principal, or current funds				
28 Paid-in or capital surplus, or land, bldg., and equipment fund				
29 Retained earnings, accumulated income, endowment, or other funds				
30 Total net assets or fund balances (see instructions)				
31 Total liabilities and net assets/fund balances (see instructions)				
Net Assets or Fund Balances				
24 Unrestricted	33,633	31,963		
25 Temporarily restricted				
26 Permanently restricted				
27 Capital stock, trust principal, or current funds				
28 Paid-in or capital surplus, or land, bldg., and equipment fund				
29 Retained earnings, accumulated income, endowment, or other funds				
30 Total net assets or fund balances (see instructions)	33,633	31,963		
31 Total liabilities and net assets/fund balances (see instructions)	43,822	40,522		
Part III Analysis of Changes in Net Assets or Fund Balances				
1 Total net assets or fund balances at beginning of year – Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)			1	33,633
2 Enter amount from Part I, line 27a			2	-1,670
3 Other increases not included in line 2 (itemize) ▶			3	
4 Add lines 1, 2, and 3			4	31,963
5 Decreases not included in line 2 (itemize) ▶			5	
6 Total net assets or fund balances at end of year (line 4 minus line 5) – Part II, column (b), line 30			6	31,963

Page 3

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col. (b) divided by col. (c))
2014	23,698	35,015	0.676796
2013	22,511	43,261	0.520353
2012	22,747	33,149	0.686205
2011	26,793	29,132	0.919710
2010	100,630	35,752	2.814668
2 Total of line 1, column (d)		2	5.617732
3 Average distribution ratio for the 5-year base 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		3	1.123546
4 Enter the net value of noncharitable-use assets for 2015 from Part X, line 5		4	35,600
5 Multiply line 4 by line 3		5	39,998
6 Enter 1% of net investment income (1% of Part I, line 27b)		6	
7 Add lines 5 and 6		7	39,998
8 Enter qualifying distributions from Part XII, line 4		8	35,122

Part VI Exempt Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions)

1a	Exempt operating foundations described in section 4940(d)(2). Check here <input type="checkbox"/> and enter "N/A" on line 1.	1	
b	Date of ruling or determination letter: Domestic foundations that meet the section 4940(e) requirements in Part V, check here <input type="checkbox"/> and enter 1% of Part I, line 27b. All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of Part I, line 12, col. (b).	2	0
3	Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)	3	
4	Add lines 1 and 2	4	0
5	Subline A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)	5	0
6	Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0-.	6	
7	Credits/Payments:	7	
a	2015 estimated tax payments and 2014 overpayment credited to 2015	8a	
b	Exempt foreign organizations - tax withheld at source	8b	
c	Tax paid with application for extension of time to file (Form 8868)	8c	
d	Backup withholding erroneously withheld	8d	
7	Total credits and payments. Add lines 8a through 8d	7	
8	Enter any penalty for underpayment of estimated tax. Check here <input type="checkbox"/> if Form 2220 is attached	8	
9	Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed	9	
10	Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid	10	
11	Enter the amount of line 10 to be: Credited to 2016 estimated tax <input type="checkbox"/> Refunded <input type="checkbox"/>	11	

Part VII-A Statements Regarding Activities

	Yes	No
1a During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?	1a	X
b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for the definition)?	1b	X
c 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.	1c	X
d Did the foundation file Form 1120-POL for this year?	2	X
e Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year: (1) On the foundation. <input type="checkbox"/> \$ <input type="checkbox"/> (2) On foundation managers. <input type="checkbox"/> \$ <input type="checkbox"/>	3	X
f Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. <input type="checkbox"/> \$ <input type="checkbox"/>	4a	X
2 Has the foundation engaged in any activities that have not previously been reported to the IRS? If "Yes," attach a detailed description of the activities.	4b	X
3 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	5	X
4a Did the foundation have unrelated business gross income of \$1,000 or more during the year?	6	X
b If "Yes," has it filed a tax return on Form 990-T for this year?	7	X
5 Was there a liquidation, termination, dissolution, or substantial contraction during the year?	8b	X
If "Yes," attach the statement required by General Instruction T.	9	X
6 Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either: • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?	10	X
7 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		
8a Enter the states to which the foundation reports or with which it is registered (see instructions) <input type="checkbox"/>		
None		
b If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? If "No," attach explanation		
9 Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2015 or the taxable year beginning in 2015 (see instructions for Part XIV)? If "Yes," complete Part XIV		
10 Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses		

Part VII-A Statements Regarding Activities (continued)

	Yes	No
11 At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions)		<input checked="" type="checkbox"/>
12 Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions)		<input checked="" type="checkbox"/>
13 Did the foundation comply with the public inspection requirements for its annual returns and exemption application? Website address WWW.THENTHC.ORG		<input checked="" type="checkbox"/>
14 The books are in care of THE ORGANIZATION Telephone no. 972-542-9457 300 E. VIRGINIA		

Located at **MCKINNEY, TX** ZIP+4 **75070**

Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - Check here ☐

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 bank, securities, or other financial account in a foreign country? See the instructions for exceptions and filing requirements for FinCEN Form 114. If "Yes," enter the name of the foreign country **15**

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required

	Yes	No
File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.		
1a During the year did the foundation (either directly or indirectly):		
(1) Engage in the sale or exchange, or leasing of property with a disqualified person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(6) Agree to pay money or property to a government official? (Exception. Check "No" if the 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.)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
b If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see instructions)?		N/A
c Did the foundation engage in a current notice regarding disaster assistance check here		N/A
2 Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)):		
a At the end of tax year 2015, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2015?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If "Yes," list the years 20 , 20 , 20		
b 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 all years listed, answer "No" and attach statement - see instructions.)		N/A
c If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here.		
3a 20 , 20 , 20		
Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
b If "Yes," did it have excess business holdings in 2015 as a result of (1) any purchase by the foundation or disqualified persons after May 25, 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-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2015.)		N/A
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 2015?		<input checked="" type="checkbox"/>

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."		
(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		
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 beneficiaries served, conference convened, research papers produced, etc.		Expenses
1	N/A	
2		
3		
4		

Part IX-B Summary of Program-Related Investments (see instructions)

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.		Amount
1	N/A	
2		
All other program-related investments. See instructions.		
3		
Total. Add lines 1 through 3		

Part X Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations, see instructions.)

1	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	1a	0
b	Average of monthly cash balances	1b	16,334
c	Fair market value of all other assets (see instructions)	1c	19,808
d	Total (add lines 1a, b, and c)	1d	36,142
e	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	1e	0
2	Acquisition indebtedness applicable to line 1 assets		
3	Subtract line 2 from line 1d	2	0
4	Cash deemed held for charitable activities. Enter 1½% of line 3 (for greater amount, see instructions)	3	36,142
5	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	4	542
6	Minimum investment return. Enter 5% of line 5	5	35,600
		6	1,780

Part XI Distributable Amount (see instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here ☐ and do not complete this part.)

1	Minimum investment return from Part X, line 6	1	1,780
2a	Tax on investment income for 2015 from Part VI, line 5	2a	
b	Income tax for 2015. (This does not include the tax from Part VI.)	2b	
c	Add lines 2a and 2b		
3	Distributable amount before adjustments. Subtract line 2c from line 1	2c	
4	Recoveries of amounts treated as qualifying distributions	3	1,780
5	Add lines 3 and 4	4	
6	Deduction from distributable amount (see instructions)	5	1,780
7	Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1	6	
		7	1,780

Part XII Qualifying Distributions (see instructions)

1	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
a	Expenses, contributions, gifts, etc. — total from Part I, column (d), line 26	1a	35,122
b	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., purposes	2	
3	Amounts set aside for specific charitable projects that satisfy the:		
a	Suitability test (prior IRS approval required)	3a	
b	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
5	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
6	Adjusted qualifying distributions. Subtract line 5 from line 4	6	35,122

Note. The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.

Part XIII Undistributed Income (see instructions)

	(a) Corpus	(b) Years prior to 2014	(c) 2014	(d) 2015
1 Distributable amount for 2015 from Part XI, line 7				1,780
2 Undistributed income, if any, as of the end of 2015:				
a Enter amount for 2014 only				
b Total for prior years: 20____, 20____, 20____				
3 Excess distributions carryover, if any, to 2015:				
a From 2010	98,842			
b From 2011	25,336			
c From 2012	21,090			
d From 2013	20,348			
e From 2014	21,947			
f Total of lines 3a through e	187,563			
4 Qualifying distributions for 2015 from Part XII, line 4: ▶ \$ 35,122				
a Applied to 2014, but not more than line 2a				
b Applied to undistributed income of prior years (Election required – see instructions)				
c Treated as distributions out of corpus (Election required – see instructions)				
d Applied to 2015 distributable amount				
e Remaining amount distributed out of corpus	33,342			1,780
5 Excess distributions carryover applied to 2015 (If an amount appears in column (d), the same amount must be shown in column (a).)				
6 Enter the net total of each column as indicated below:				
a Corpus. Add lines 3f, 4c, and 4e. Subtract line 5	220,905			
b 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 been issued, or on which the section 4942(a) tax has been previously assessed				
d Subtract line 6c from line 6b. Taxable amount – see instructions				
e Undistributed income for 2014. Subtract line 4a from line 2a. Taxable amount – see instructions				
f Undistributed income for 2015. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2016				0
7 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)				
8 Excess distributions carryover from 2010 not applied on line 5 or line 7 (see instructions)	98,842			
9 Excess distributions carryover to 2016. Subtract lines 7 and 8 from line 6a	122,063			
10 Analysis of line 9:				
a Excess from 2011	25,336			
b Excess from 2012	21,090			
c Excess from 2013	20,348			
d Excess from 2014	21,947			
e Excess from 2015	33,342			

Part XIV Private Operating Foundations (see instructions and Part VII-A, question 9)

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2015, enter the date of the ruling 4942(j)(3) or 4942(j)(5) ▶

b Check box to indicate whether the foundation is a private operating foundation described in section 507(c)(2) ▶

2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

Tax year	(a) 2015	(b) 2014	(c) 2013	(d) 2012	(e) Total
85% of line 2a					
Qualifying distributions from Part XII, line 4 for each year listed					
Amounts included in line 2c not used directly for active conduct of exempt activities					
Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c					
3. Complete 3a, b, or c for the alternative test relied upon:					
a "Assets" alternative test – enter:					
(1) Value of all assets					
(2) Value of assets qualifying under section 4942(j)(3)(B)(i)					
b "Endowment" alternative test – enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed					
c "Support" alternative test – enter:					
(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties)					
(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					
(4) Gross investment income					

Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year – see instructions.)**1 Information Regarding Foundation Managers:**

- a** List any managers of the foundation who 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(d)(2).)

N/A

- b** List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

N/A

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

- Check here ☐ if the foundation only makes contributions to preselected charitable organizations and does 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.

- a** The name, address, and telephone number or e-mail address of the person to whom applications should be addressed:

COLLIN COUNTY HISTORICAL SOCIETY 972-542-9457
300 E. VIRGINIA MCKINNEY TX 75069

- b** The form in which applications should be submitted and information and materials they should include:

LETTER

- c** Any submission deadlines:

NONE

- d** Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

NONE

Part XV Supplementary Information (continued)

3 Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient		If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)					
a Paid during the year					
N/A					
Total				3a	
b Approved for future payment					
N/A					
Total				3b	

1

Part XVI-B Relationship of Activities to the Accomplishment of Exempt Purposes

1a	Online & Museum Books Purchased
1b	Program Fees Collected Through Tour
11b	Donations From Charitable Bingo
11c	Refunds and Credits for Expenses

Part XVII Information Regarding Transfers To and Transactions and Relationships With Noncharitable Exempt Organizations

[illegible]

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Statement 1 - Form 990-PF, Part I, Line 11 - Other Income

Description	Revenue per Books	Net Investment Income	Adjusted Net Income
Book Publishing Projects	\$ 10,007	\$	10,007
Tour / Exhibit Admission	5,755		5,755
MEMBERSHIP DUES	190		190
Charitable Bingo Donations	14,293		14,293
Miscellaneous Income	78		78
Total	\$ 30,323	\$ 0	\$ 30,323

Statement 2 - Form 990-PF, Part I, Line 19 - Depreciation

Description	Date Acquired	Cost Basis	Prior Year Depreciation	Method	Life	Current Year Depreciation	Net Investment Income	Adjusted Net Income
WINDOW REPAIRS								
10/15/02 \$	30,000	\$	9,422	S/L	39	\$	\$	770
DELTA DESIGN CABINETS								
6/22/02	27,682		27,682	S/L	7			
FIREPROOF CABINETS								
8/20/02	4,798		4,798	S/L	7			
SECURITY SYSTEM								
10/03/02	16,000		16,000	S/L	7			
PRE 2001 ASSETS								
12/31/01	35,975		35,975	S/L	7			
FURNITURE DONATION								
4/01/03	12,429		12,429	S/L	7			
STORAGE CABINETS								
5/23/03	13,624		13,624	S/L	7			
STORAGE CABINETS								
8/13/07	3,445		3,445	S/L	5			
LIBRARY SHELVING								
8/31/07	1,693		1,693	S/L	5			
3 DELL COMPUTERS								
3/22/05	3,774		3,774	S/L	5			
DELL PRINTER								
3/22/05	799		799	S/L	5			

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Statement 2 - Form 990-PF, Part I, Line 19 - Depreciation (continued)

Date		Description		Method		Life		Current Year Depreciation		Net Investment Income		Adjusted Net Income	
Acquired		Cost Basis						Prior Year Depreciation					
DELL POWEREDGE 2900 SERVER													
4/16/07	\$	6,300	\$	6,300	S/L	5	\$		\$			\$	
DELL D820 LAPTOP													
4/16/07		1,875		1,875	S/L	5							
2 DELL DESKTOPS 745													
4/16/07		2,800		2,800	S/L	5							
NETWORK HARDWARE													
4/16/07		382		382	S/L	5							
SOFTWARE & LICENSES													
4/16/07		1,185		1,185	S/L	5							
FLAT PANEL MONITOR													
8/13/07		396		396	S/L	5							
LYNKSYS SWITCH & CABLES													
8/13/07		141		141	S/L	5							
CISCO FIREWALL BACKUP													
8/13/07		4,033		4,033	S/L	5							
COMPUTER EQUIPMENT													
5/01/03		1,642		1,642	S/L	5							
COMPUTER PROJECTOR													
5/01/03		3,319		3,319	S/L	5							
COMPUTER SERVER													
4/30/02		7,160		7,160	S/L	5							
HP LASERJET													
6/14/02		526		526	S/L	5							
Total	\$	179,978	\$	159,400			\$	770	\$	0	\$	770	

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Statement 3 - Form 990-PF, Part I, Line 23 - Other Expenses

Description	Total	Net Investment	Adjusted Net	Charitable Purpose
Expenses	\$	\$	\$	\$
Marketing & Public Relations	209			209
Misc Expenses	1,205			1,205
Fundraising	4,300			4,300
Insurance	3,304			3,304
Bank Charges	787			787
Storage	1,720			1,720
Office Supplies	467			467
Computer & Software Support	335			335
Web Hosting	875			875
Event Expenses	10,978			10,978
Memberships & Dues	119			119
Supplies	91			91
Book Royalties	1,845			1,845
Postage & Shipping	344			344
Building Repairs & Maintenance	32			32
Total	\$ 26,611	\$ 0	\$ 0	\$ 26,611

Statement 4 - Form 990-PF, Part II, Line 14 - Land, Building, and Equipment

Description	Beginning Net Book	End Cost / Basis	End Accumulated Depreciation	Net FMV
Total	\$ 20,578	\$ 179,978	\$ 160,170	\$ 19,808
	\$ 20,578	\$ 179,978	\$ 160,170	\$ 19,808

Statement 5 - Form 990-PF, Part II, Line 22 - Other Liabilities

Description	Beginning of Year	End of Year
Payroll Liabilities	\$ 1,630	\$
TIAA-CREF Payable	8,559	8,559
Total	<u>\$ 10,189</u>	<u>\$ 8,559</u>

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Statement 6 - Form 990-PF, Part VIII, Line 1 - List of Officers, Directors, Trustees, Etc.

Name and Address	Title	Average Hours	Compensation	Benefits	Expenses
MARY CAROLE STROTHER 300 E VIRGINIA MCKINNEY TX 75069	VICE-CHAIR/E	4.00	0	0	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

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**Statement 6 - Form 990-PF, Part VIII, Line 1 - List of Officers, Directors, Trustees,
Etc. (continued)**

Name and Address	Title	Average Hours	Compensation	Benefits	Expenses
300 E VIRGINIA MCKINNEY TX 75069					

Form 990-PF, Part XV, Line 2b - Application Format and Required Contents

LETTER	Description
--------	-------------

Form 990-PF, Part XV, Line 2c - Submission Deadlines

DESCRIPTION

Form 990-PF, Part XV, Line 2d - Award Restrictions or Limitations

DESCRIPTION

Form **4562**Depreciation and Amortization
(Including Information on Listed Property)Department of the Treasury
Internal Revenue Service
Name(s) shown on return(99) ▶ Information about Form 4562 and its separate instructions is at www.irs.gov/form4562.

OMB No. 1545-0172

2015
Attachment
Sequence No. **179**Collin County Historical Society
Identifying number
52-1093455

Business or activity to which this form relates

Indirect Depreciation

Part I Election To Expense Certain Property Under Section 179**Note:** If you have any listed property, complete Part V before you complete Part I.

1 Maximum amount (see instructions)	1	500,000
2 Total cost of section 179 property placed in service (see instructions)	2	
3 Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,000,000
4 Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5 Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6	(a) Description of property	(b) Cost (business use only)
		(c) Elected cost
7 Listed property. Enter the amount from line 29	7	
8 Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9 Tentative deduction. Enter the smaller of line 5 or line 8	9	
10 Carryover of disallowed deduction from line 13 of your 2014 Form 4562	10	
11 Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12 Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11	12	
13 Carryover of disallowed deduction to 2016. Add lines 9 and 10, less line 12	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.**Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)**

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	
15 Property subject to section 168(f)(1) election	15	
16 Other depreciation (including ACRS)	16	770

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

17 MACRS deductions for assets placed in service in tax years beginning before 2015	17	0
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here		

Section B—Assets Placed in Service During 2015 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property			27.5 yrs.	MM	S/L	
			27.5 yrs.	MM	S/L	
			39 yrs.	MM	S/L	
i Nonresidential real property				MM	S/L	

Section C—Assets Placed in Service During 2015 Tax Year Using the Alternative Depreciation System

20a Class life		
b 12-year		S/L
c 40-year		S/L
	12 yrs.	MM
	40 yrs.	S/L

Part IV Summary (See instructions.)

21 Listed property. Enter amount from 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 here and on the appropriate lines of your return. Partnerships and S corporations—see instructions	22	770
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

For Paperwork Reduction Act Notice, see separate instructions.

DAA

There are no amounts for Page 2

Form **4562** (2015)

Federal Asset Report
Form 990, Page 1

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Asset	Description	Date In Service	Cost	Bus Sec % 179 Bonus	Basis for Depr	PerConv Meth	Prior	Current
Other Depreciation:								
1	WINDOW REPAIRS	10/15/02	30,000		30,000	39 MO S/L	9,422	770
2	DELTA DESIGN CABINETS	6/22/02	27,682		27,682	7 MO S/L	27,682	0
3	FIREPROOF CABINETS	8/20/02	4,798		4,798	7 MO S/L	4,798	0
4	SECURITY SYSTEM	10/03/02	16,000		16,000	7 MO S/L	16,000	0
5	PRE 2001 ASSETS	12/31/01	35,975		35,975	7 MO S/L	35,975	0
6	FURNITURE DONATION	4/01/03	12,429		12,429	7 MO S/L	12,429	0
7	STORAGE CABINETS	5/23/03	13,624		13,624	7 MO S/L	13,624	0
9	STORAGE CABINETS	8/13/07	3,445		3,445	5 MO S/L	3,445	0
10	LIBRARY SHELVING	8/31/07	1,693		1,693	5 MO S/L	1,693	0
11	3 DELL COMPUTERS	3/22/05	3,774		3,774	5 MO S/L	3,774	0
12	DELL PRINTER	3/22/05	799		799	5 MO S/L	799	0
13	DELL POWEREDGE 2900 SERVER	4/16/07	6,300		6,300	5 MO S/L	6,300	0
14	DELL D820 LAPTOP	4/16/07	1,875		1,875	5 MO S/L	1,875	0
15	2 DELL DESKTOPS 745	4/16/07	2,800		2,800	5 MO S/L	2,800	0
16	NETWORK HARDWARE	4/16/07	382		382	5 MO S/L	382	0
17	SOFTWARE & LICENSES	4/16/07	1,185		1,185	5 MO S/L	1,185	0
18	FLAT PANEL MONITOR	8/13/07	396		396	5 MO S/L	396	0
19	LYNKSYS SWITCH & CABLES	8/13/07	141		141	5 MO S/L	141	0
20	CISCO FIREWALL BACKUP	8/13/07	4,033		4,033	5 MO S/L	4,033	0
21	COMPUTER EQUIPMENT	5/01/03	1,642		1,642	5 MO S/L	1,642	0
22	COMPUTER PROJECTOR	5/01/03	3,319		3,319	5 MO S/L	3,319	0
23	COMPUTER SERVER	4/30/02	7,160		7,160	5 MO S/L	7,160	0
24	HP LASERJET	6/14/02	526		526	5 MO S/L	526	0
Total Other Depreciation			179,978		179,978		159,400	770
Total ACRS and Other Depreciation								
			179,978		179,978		159,400	770
Grand Totals								
			179,978		179,978		159,400	770
Less: Dispositions and Transfers			0		0		0	0
Less: Start-up/Org Expense			0		0		0	0
Net Grand Totals			179,978		179,978		159,400	770



16-1226

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 46th 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:

[Heard-Craig Grant Application](#)

[Heard-Craig Powerpoint Presentation](#)

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

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 (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 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.org

Check One:

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

Professional affiliations and organizations to which your organization belongs: 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 Street

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

FUNDING

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)?

☐ Yes

☒ 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 for their interpretation of a sepia painting by Frank Klepper entitled "Boats on Whiterock Lake". (photographs of 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 46th 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 Of 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**).

As a summary:

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 open from Tuesday, April 25th through Friday, April 28th 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.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> 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 Unique destination (nothing like this is done in any surrounding community between here and Dallas), attracting both resident participation, vendor participation and visitor participation. In addition, the florists of McKinney get increased exposure, business, and revenue 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.

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? ☒ Yes ☐ No

Cash \$3,000	Source 2017 Marketing Budget	% of Total 50%
In-Kind \$	Source	% 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 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 120th day after the date the MCDC notifies the applicant of the violation.

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

Chief Executive Officer

Representative Completing Application

M. Davis, Board Vice President
November 29, 2016

K. Zupanic
November 29, 2016

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Chief Executive Officer



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



Artwork: Portrait of Dale

Floral Design by: Dream Petals Floral



Artwork: Danish Coast

Floral Design by: McKinney Market Street



Artwork: Coast of Maine

Floral Design by: Gathered Floral



Artwork: Westerville Road, N.H.

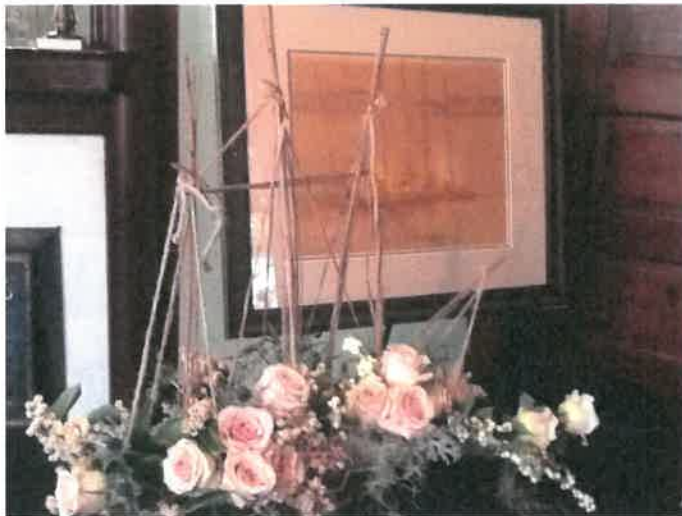
Floral Design by: Tuberose Creative Design



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

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TBD

Education and Programs

Amy Anderson (2015) Sang Lee (2016)

Interns

UT Austin

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sangyeon41@gmail.com

	A	B	C	D	E	F	G
1						Heard-Craig Center for the Arts	
2						2016 Budget	2016
3							BUDGET
4							
5						Income	
6						2091 · Trust Distribution (Intra Fund Transfer)	108,000
7						3050 · Grants	20,000
8						4000 · Contributions (Contributions)	4,800
9						4025 · Club donations	2,000
10						4000 · Contributions (Contributions) - Other	3,000
11						Total 4000 · Contributions (Contributions)	9,800
12						4012 · Tea & Conversation	
13						4012.1 · Tea & Conversation - Member	6300
14						4012.2 · Tea & Conversation - Nonmember	14,700
15						4012 · Tea & Conversation - Other	0
16						Total 4012 · Tea & Conversation	21000
17							
18						4014 · Heard Craig Membership (Museum Memberships)	3,800
19						4015 · Garden	4,000
20						4059 · Exhibit Revenue (This is the money we will get when we charge	2,000
21						4060 · Tour Income (Tour of House)	160
22						4061 · Canasta (rental fee for carriage house)	840
23						4062 · Gift Shop	1600
24						4065 · Misc. Revenue (Miscellaneous)	40
25						4067 · CH-Garden Rentals	7,000
26						4068 · House Rentals	2,000
27						4201 · Interest Income	7,000
28						4202 · Div Inc - UBS Financial	3,000
29						4203 · Div Inc - UBS Perm Endow	6,000
30						4205 · Unrealized investment gains los	6,000
31							43,440
32							
33						Total Income	202,240
34							
35						Cost of Goods Sold	
36						4500 · Gift Shop Items	800
37						Total COGS	
38						Gross Profit	\$201,440
39						Expense	
40						02 · Auditorium Rental	N/A
41						2000 · Inter Account Transfer (Transfer to Operating Account)	N/A
42						5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	N/A
43						5020 · Aud. Electricity (Auditorium/Electricity)	N/A
44						5021 · Aud. Gas (Auditorium/Gas)	N/A
45						5022 · Auditorium Telephone (Telephone Lines)	N/A
46						5023 · Aud. Water-Sewer (Aud./Water & Sewer)	N/A
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)	N/A
51						5100 · Community Relations	
52						5101 · Stakeholder Relations	270
53						5100 · Community Relations	260
54						5200 · Carriage House Expense	
55						5220 · CH Electricity (C. H./Electricity)	1,100
56						5221 · CH Gas (Carriage House/Gas)	580
57						5223 · CH Water-Sewer (C. H./Water & Sewer)	360
58						5240 · CH FFE (C.H./Maintenance/Bldg.)	200
59						5243 · CH Maintenance (C.H./Maint/Heat & Air)	200
60						5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	200
61						5262 · CH Misc.Expense (Carriage House/Miscellan.)	100
62						5280 · CH Security	440
63						5200 · Carriage House Expense - Other	260
64						Total 5200 · Carriage House Expense	3,970
65						5300 · Education	
66						5301 · Research	
67						5374 · Programs/Lectures	1,400
68						5300 · Education	
69						Total 5300	
70						5400 · House Expenses	
71						5420 · House Electricity (H. C. House/Electricity)	5,500
72						5421 · House Gas (H. C. House/Gas)	970
73						5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,300
74						5424 · House Trash	167

	A	B	C	D	E	F	G
4							
75						5430 · House Landscape/Maint. (House/Landscape Mainten.)	\$6,000
76						5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	770
77						5432 · House Watering (Hse/Land.Sprink.WaterCost)	3,800
78						5442 · House FFE (House/Maint/Equip/Furnish)	5,000
79						5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	7,070
80						5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	200
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						Total 5400 · House Expenses	\$39,177
89						5500 · Garden Expenses	8,000
90						5510 · Property Decorations	60
91						5520 · Refunds	
92						5600 · Administrative Expenses	
93						Contract Labor (contract labor)	4518
94						5622 · Telephone (Gen./Telephone)	2750
95						5655 · Technology (computers, projectors, wifi and any technology)	2500
96						5665 · Office Supplies (Gen/Office Supply/Expense)	1,900
97						5600 · Administrative Expenses - Other	0
98						Total 5600 · Administrative Expenses	11,668
99						5630 · Grounds Improvements (Gardens/Yard)	300
100						5642 · General Maint. (Gen/Maint/Equip/Furnishs)	0
101						5662 · Gen.Misc. (GenOverhead/Miscellaneous)	0
102						5663 · Professional Training/Ed (professional development for staff)	1,600
103						5664 · Professional Dues	600
104						5676 · Tea & Conversation Supplies	4,000
105						5677 · Internet	300
106						5680 · Event Expense	
107						5680.01 · Music	100
108						5680 · Event Expense - Other	200
109						Total 5680 · Event Expense	300
110						5681 · Exhibit Expenses	800
111						5685 · Marketing	
112						5685.01 · Printing	900
113						5685 · Marketing - Other	5,200
114						Total 5685 · Marketing	6,100
115							
116						5688 · Recognition	900
117						5690 · Tax/Legal (General Overhead/Audit)	2900
118						5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21000
119						5698 · - Sales Tax	400
120						5800 · Investment Fees	250
121						5801 · Bank Charges	275
122						5802 · Paypal Fees	100
123						6550 · Salaries and Wages	
124						6555 · Management (Wage Account - Employee Gross Pay)	
125						6560 · Support Staff (Wage Account - Employee Gross Pay)	
126						6565 · Payroll Taxes (Tax Account - Employer Taxes)	
127						Total 6550 · Salaries and Wages	99,000
128						66900 · Reconciliation Discrepancies (Discrepancies between bank statements and comp	
129						6999 · 6999	
130						7800 · Collection Management	
131						Total Expense	\$199,730
132							
133						Net Ordinary Income	\$2,510
134						Net Income	
135							
136							
137							

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
Ordinary Income/Expense			
Income			
2091 · Trust Distribution (Intra Fund Transfer)	109,849.19	127,632.44	-17,783.25
3050 · Grants	2,046.00	0.00	2,046.00
3300 · Interest Earned	0.00	20.00	-20.00
4000 · Contributions (Contributions)	3,065.00		
4025 · Club donations	4,583.25	2,500.00	2,083.25
4000 · Contributions (Contributions) - Other			
Total 4000 · Contributions (Contributions)	7,648.25	2,500.00	5,148.25
Total 4012 · Tea & Conversation			
4012 · Tea & Conversation	180.00		
4012.1 · Tea & Conversation - Member	500.00		
4012.2 · Tea & Conversation - Nonmember	1,653.57	4,000.00	-2,346.43
4012 · Tea & Conversation - Other			
Total 4012 · Tea & Conversation	2,333.57	4,000.00	-1,666.43
4014 · Heard Craig Membership (Museum Memberships)	2,560.00	1,200.00	1,360.00
4015 · Garden	1,109.00	0.00	1,109.00
4060 · Tour Income (Tour of House)	376.00	2,500.00	-2,124.00
4061 · Canasta (rental fee for carriage house)	585.00		
4062 · Gift Shop	688.80	2,000.00	-1,311.20
4065 · Misc. Revenue (Miscellaneous)	980.74	3,000.00	-2,019.26
4067 · CH-Garden Rentals	4,242.00	5,500.00	-1,258.00
4068 · House Rentals	150.00	200.00	-50.00
4070 · Hall Rentals	7,640.00	5,000.00	2,640.00
4201 · Interest Income	2,389.69		
4202 · Div Inc - UBS Financial	4,910.33		
4203 · Div Inc - UBS Perm Endow	1,579.28		
4205 · Unrealized investment gains los	-13,090.67		
4210 · Art Restoration/Acquisition	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

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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
Expense			
02 · Auditorium Rental	1,022.00	1,022.00	0.00
03 · CH/Garden Deposit Refunds	0.00	600.00	-600.00
5010 · Aud. Contract Labor (Auditorium/Salaries Gross)	3,170.50	750.00	2,420.50
5020 · Aud. Electricity (Auditorium/Electricity)	3,078.96	1,600.00	1,478.96
5021 · Aud. Gas (Auditorium/Gas)	1,335.58	250.00	1,085.58
5022 · Auditorium Telephone (Telephone Lines)	203.25	125.00	78.25
5023 · Aud. Water-Sewer (Aud./Water & Sewer)	410.93	250.00	160.93
5041 · Auditorium Elevator (Aud/Maint) (Aud/Maintenance/Elevator)	0.00	190.00	-190.00
5045 · Auditorium Plumbing/Electrical (Aud/Maint/Plumb/Electric)	140.00		
5054 · Aud. Cleaning (Aud/Cleaning/Extra Activ.)	720.00	400.00	320.00
5057 · Aud. Club Expenses (Auditorium/Laundry)	42.08	0.00	42.08
5078 · Auditorium Trash Pick-Up (Trash Pick-Up)	97.46	150.00	-52.54
5080 · Auditorium Security (Auditorium/Security)	0.00	130.00	-130.00
5100 · Community Relations (Expenses related to building community partners)	275.29		
5101 · Stakeholder Relations (Expenses related to building relations within the Heard-...)	10.48		
5100 · Community Relations (Expenses related to building community partners) - Other			
Total 5100 · Community Relations (Expenses related to building community partners)	285.77		
5200 · Carriage House Expense			
5220 · CH Electricity (C. H./Electricity)	942.69	1,200.00	-257.31
5221 · CH Gas (Carriage House/Gas)	414.91	1,100.00	-685.09
5223 · CH Water-Sewer (C. H./Water & Sewer)	285.40	450.00	-164.60
5240 · CH FFE (C.H./Maintenance/Bldg.)	287.93	200.00	87.93
5243 · CH Maintenance (C.H./Maint/Heat & Air)	5,243.17		
5244 · CH Exterior (C.H./Maint/Parking/Walkways)	0.00	200.00	-200.00
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	145.00		
5253 · CH Cleaning (Carriage House/Cleaning)	0.00	350.00	-350.00
5262 · CH Misc.Expense (Carriage House/Miscellan.)	722.50	100.00	622.50
5288 · CH Pest Control (Carriage House/PestControl)	0.00	250.00	-250.00
5280 · CH Security	345.70	980.00	-634.30
5283 · CH Cleaning Supplies (Carriage House/Supplies)	0.00	50.00	-50.00
5200 · Carriage House Expense - Other	260.00		
Total 5200 · Carriage House Expense	8,647.30	4,880.00	3,767.30
5300 · Education (expenses related to creating educational programming)			
5301 · Research	176.14		
5374 · Programs/Lectures (General Overhead/Programs)	47.10		
5300 · Education (expenses related to creating educational programming) - Other	49.98		
Total 5300 · Education (expenses related to creating educational programming)	273.22		

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
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 (Hse/Land.Sprink.WaterCost)	3,072.95	5,000.00	-1,927.05
5442 · House FFE (House/Maint/Equip/Furnish)	13,664.00	13,000.00	664.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	2,273.83	1,500.00	773.83
5444 · House Parking/Walkway Maint. (House/Maint/Parking/Walks)	0.00	500.00	-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			
5600 · Administrative Expenses	304.21		
Contract Labor (contract labor)			
5622 · Telephone (Gen./Telephone)	728.75		
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,293.19	2,500.00	-206.81
5665 · Office Supplies (Gen/Office Supply/Expense)	976.12		
5600 · Administrative Expenses - Other	1,359.25	1,800.00	-440.75
	174.76		
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. (Gen/Maint/Equip/Furnishs)	624.36	150.00	474.36
5662 · Gen.Misc. (GenOverhead/Miscellaneous)	2,714.16	1,800.00	914.16
5663 · Professional Training/Ed (professional development for staff)	500.00	500.00	0.00
5664 · Professional Dues	70.00	300.00	-230.00
5676 · Tea & Conversation Supplies	2,481.23	2,500.00	-18.77
5677 · Internet	295.30	1,100.00	-804.70
5678 · Music in the Garden	0.00	150.00	-150.00
5685 · Marketing			
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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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
5688 · Recognition	500.00		
5690 · Tax/Legal (General Overhead/Audit)	1,511.40	2,000.00	-488.60
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	25,330.27	15,000.00	10,330.27
5698 · Sales Tax	706.20	350.00	356.20
5801 · Bank Charges	241.50		
5802 · Paypal Fees	66.08		
6550 · Salaries and Wages			
6555 · Management (Wage Account - Employee Gross Pay)	27,923.07	55,000.00	-27,076.93
6560 · Support Staff (Wage Account - Employee Gross Pay)	13,732.13	5,000.00	8,732.13
6565 · Payroll Taxes (Tax Account - Employer Taxes)	3,335.76	3,000.00	335.76
6550 · Salaries and Wages - Other	0.00	3,000.00	-3,000.00
Total 6550 · Salaries and Wages	44,990.96	66,000.00	-21,009.04
66900 · Reconciliation Discrepancies (Discrepancies between bank statements and com...	3.94		
7800 · Collection Management			
5601 · Art Expense	0.00	2,500.00	-2,500.00
7800 · Collection Management - Other	45.00		
Total 7800 · Collection Management	45.00	2,500.00	-2,455.00
Total Expense	152,483.13	151,723.00	760.13
Net Ordinary Income	-17,228.54	1,829.44	-19,057.98
Net Income	-17,228.54	1,829.44	-19,057.98

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11/29/16

Accrual Basis

Heard-Craig Center for the Arts Profit & Loss Budget vs. Actual January 1 through November 28, 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
3050 · Grants	2,000.00	20,000.00	-18,000.00
4000 · Contributions (Contributions)			
4005 · Patron Campaign	70.00	4,800.00	-4,730.00
4025 · Club donations	2,000.00	2,000.00	0.00
4000 · Contributions (Contributions) - Other	2,831.46	3,000.00	-168.54
Total 4000 · Contributions (Contributions)	4,901.46	9,800.00	-4,898.54
4012 · Tea & Conversation			
4012.1 · Tea & Conversation - Member	1,460.00	6,300.00	-4,840.00
4012.2 · Tea & Conversation - Nonmember	4,125.00	14,700.00	-10,575.00
4012.3 · Granddaughter Tea	2,549.00	0.00	2,549.00
Total 4012 · Tea & Conversation	8,134.00	21,000.00	-12,866.00
4014 · Heard Craig Membership (Museum Memberships)	4,468.00	3,800.00	668.00
4015 · Garden	459.70	4,000.00	-3,540.30
4030 · Fundraising (Fundraiser)	16.24	0.00	16.24
4058 · Event Revenue	1,210.50	0.00	1,210.50
4059 · Exhibit Revenue (This is the money we will get when we charge customers to com...	1,658.00	2,000.00	-342.00
4060 · Tour Income (Tour of House)	860.00	160.00	700.00
4061 · Canasta (rental fee for carriage house)	1,301.00	840.00	461.00
4062 · Gift Shop	1,065.39	1,600.00	-534.61
4063 · Art of the Card Income	654.00	0.00	654.00
4065 · Misc. Revenue (Miscellaneous)	0.00	40.00	-40.00
4067 · CH-Garden Rentals	9,725.00	7,000.00	2,725.00
4068 · House Rentals	1,020.00	2,000.00	-980.00
4075 · Rentals (Rentals of tablecloths and other equipment)	283.00	0.00	283.00
4201 · Interest Income	5,801.14	7,000.00	-1,198.86
4202 · Div Inc - UBS Financial	1,728.17	3,000.00	-1,271.83
4203 · Div Inc - UBS Perm Endow	319.46	6,000.00	-5,680.54
4205 · Unrealized investment gains los	11,158.35	6,000.00	5,158.35
4206 · Dividend Income	7,987.37	0.00	7,987.37
4209 · Stock Sales	225.00	0.00	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
Gross Profit	145,438.03	201,440.00	-56,001.97

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11/29/16

Accrual Basis

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

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
Expense			
5100 · Community Relations (Expenses related to building community partners)			
5101 · Stakeholder Relations (Expenses related to building relations within the Heard-...	0.00	270.00	-270.00
5100 · Community Relations (Expenses related to building community partners) - Other	45.68	260.00	-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)	638.03	1,100.00	-461.97
5221 · CH Gas (Carriage House/Gas)	617.19	580.00	37.19
5223 · CH Water-Sewer (C. H./Water & Sewer)	425.17	360.00	65.17
5240 · CH FFE (C.H./Maintenance/Bldg.)	0.00	200.00	-200.00
5243 · CH Maintenance (C.H./Maint/Heat & Air)	1,391.03	200.00	1,191.03
5245 · CH Plumbing/Electrical (Maint/Plumbing/Elect/C.H.)	59.95	200.00	-140.05
5253 · CH Cleaning (Carriage House/Cleaning)	150.00	0.00	150.00
5256 · CH Decorations (Carriage House/Decoration)	73.28	0.00	73.28
5262 · CH Misc.Expense (Carriage House/Miscellan.)	0.00	100.00	-100.00
5268 · CH Pest Control (Carriage House/PestControl)	1,692.00	0.00	1,692.00
5280 · CH Security	1,010.75	440.00	570.75
5283 · CH Cleaning Supplies (Carriage House/Supplies)	35.26	0.00	35.26
5200 · Carriage House Expense - Other	0.00	260.00	-260.00
Total 5200 · Carriage House Expense	6,092.66	3,440.00	2,652.66
5300 · Education (expenses related to creating educational programming)			
5374 · Programs/Lectures (General Overhead/Programs)	25.00	1,400.00	-1,375.00
5300 · Education (expenses related to creating educational programming) - Other	47.14	0.00	47.14
Total 5300 · Education (expenses related to creating educational programming)	72.14	1,400.00	-1,327.86
5400 · House Expenses			
5420 · House Electricity (H. C. House/Electricity)	5,864.44	5,500.00	364.44
5421 · House Gas (H. C. House/Gas)	1,209.01	970.00	239.01
5423 · House Water-Sewer (H. C. House/Water & Sewer)	1,906.24	1,300.00	606.24
5424 · House Trash	0.00	167.00	-167.00
5430 · House Landscape/Maint. (House/Landscape Mainten.)	8,116.00	6,000.00	2,116.00
5431 · House Sprinkler Maint. (House/Land.SprinklerMaint)	86.00	770.00	-684.00
5432 · House Watering (Hse/Land.Sprink.WaterCost)	2,156.13	3,800.00	-1,643.87
5442 · House FFE (House/Maint/Equip/Furnish)	0.00	5,000.00	-5,000.00
5443 · House Heat/Air Maint. (House/Maint/Heat & Air)	1,947.29	7,070.00	-5,122.71
5445 · House Plumbing/Electric (Hse/Maint/Plumb/Electric)	827.70	200.00	627.70
5446 · House Maintenance	215.00	0.00	215.00
5453 · House Cleaning (H. C. House/Cleaning)	2,700.00	3,600.00	-900.00
5456 · House Decorations (H. C. House/Decoration)	38.89	150.00	-111.11
5465 · House Supplies	486.13	250.00	236.13
5468 · House Pest Control (H. C. House/Pest Control)	610.00	1,600.00	-990.00

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11/29/16

Accrual Basis

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

	Jan 1 - Nov 28, 16	Budget	\$ Over Budget
5475 · House Preservation Account	100.00	400.00	-300.00
5480 · House Security (H. C. House/Security)	1,445.75	2,400.00	-954.25
Total 5400 · House Expenses	27,708.58	39,177.00	-11,468.42
5500 · Garden Expenses	1,812.78	8,000.00	-6,187.22
5510 · Property Decorations	132.67	60.00	72.67
5520 · Refunds	40.00	0.00	40.00
5525 · Art of the Card Expenses	594.00	0.00	594.00
5600 · Administrative Expenses			
Contract Labor (contract labor)	586.50	4,518.00	-3,931.50
5622 · Telephone (Gen./Telephone)	2,819.35	2,750.00	69.35
5655 · Technology (computers, projectors, wifi and any technology expense or repair)	2,156.01	2,500.00	-343.99
5665 · Office Supplies (Gen/Office Supply/Expense)	1,908.03	1,900.00	8.03
Total 5600 · Administrative Expenses	7,469.89	11,668.00	-4,198.11
5630 · Grounds Improvements (Gardens/Yard)	0.00	300.00	-300.00
5642 · General Maint. (Gen/Maint/Equip/Furnishs)	703.83	0.00	703.83
5663 · Professional Training/Ed (professional development for staff)	198.77	1,600.00	-1,401.23
5664 · Professional Dues	0.00	600.00	-600.00
5676 · Tea & Conversation Supplies	3,743.54	4,000.00	-256.46
5677 · Internet	360.00	300.00	60.00
5680 · Event Expense			
5680.01 · Music	0.00	100.00	-100.00
5680 · Event Expense - Other	1,072.81	200.00	872.81
Total 5680 · Event Expense	1,072.81	300.00	772.81
5681 · Exhibit Expenses			
5682 · Fundraising expenses	767.56	800.00	-32.44
5685 · Marketing	163.67	0.00	163.67
5685.01 · Printing	319.40	900.00	-580.60
5685 · Marketing - Other	3,951.30	5,200.00	-1,248.70
Total 5685 · Marketing	4,270.70	6,100.00	-1,829.30
5688 · Recognition	151.69	900.00	-748.31
5690 · Tax/Legal (General Overhead/Audit)	1,875.00	2,900.00	-1,025.00
5692 · Insurance (General Overhead) (GeneralOverhead/Insurance)	21,008.92	21,000.00	8.92
5698 · Sales Tax	213.10	400.00	-186.90
5699 · Other Taxes	128.00	0.00	128.00
5700 · League Membership Expenses	430.08	0.00	430.08
5800 · Investment Fees	3,799.74	250.00	3,549.74
5801 · Bank Charges	35.86	275.00	-239.14
5802 · Paypal Fees	291.77	100.00	191.77

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11/29/16

Accrual Basis

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

	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	99,000.00	-22,530.04
Total Expense	159,653.40	203,100.00	-43,446.60
Net Ordinary Income	-14,215.37	-1,660.00	-12,555.37
Net Income	-14,215.37	-1,660.00	-12,555.37

Address any reply to: 1600 Paterson St., Dallas, Tex. 75201

Department of the Treasury

District Director

Internal Revenue Service

Date:

AUG 24 1971

In reply refer to:

A:EQ:RT:309

DAL-EO-71-341

► The Heard-Craig Women'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)

Ellis Campbell, Jr.
District Director

cc: Robert L. Trimble
2030 Republic Bank Tower
Dallas, Texas 75201

John L. McCraw, Jr.
211 North Tennessee Street
McKinney, Texas 75069



HEARD-CRAIG

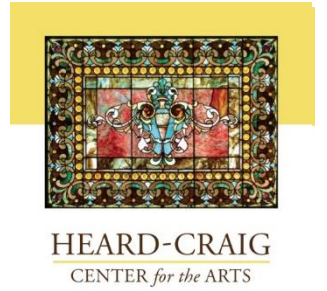
CENTER *for the* ARTS

Promotional Grant Request

December 14, 2016

Heard-Craig Board

Introduction



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

2016 Introduction of *Art Meets Floral*



HEARD-CRAIG
CENTER *for the* ARTS



Art Meets Floral



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

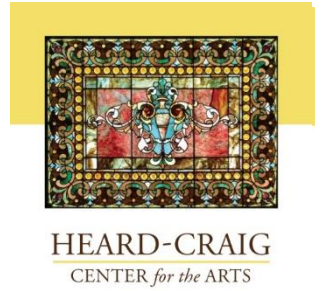


2016



HEARD-CRAIG
CENTER for the ARTS

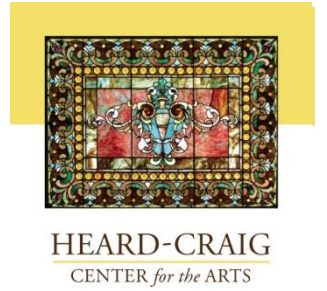
Art Meets Floral



People's Choice Award

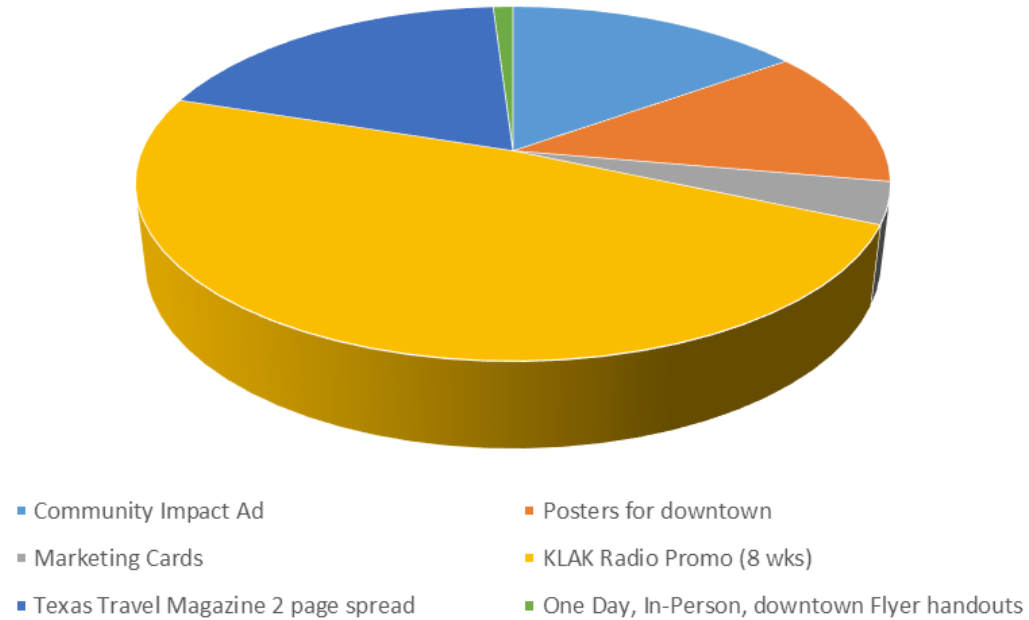
2016 Award went to **FRANKLINS FLOWERS** for their sepia floral interpretation of Frank Klepper's ***Boats on Whiterock Lake***

Art Meets Floral Advertising Budget



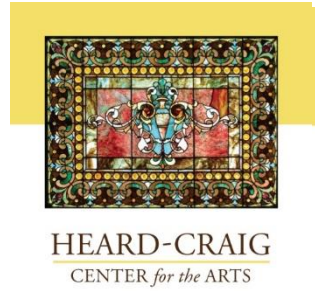
Projected Total:
\$5,420

Projected Budget for Art Meets Floral



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

Art Meets Floral Advertising Budget

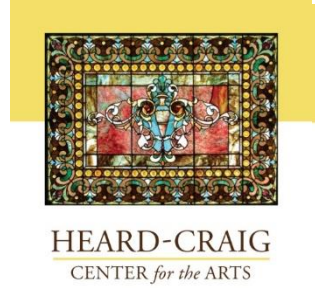


Downtown McKinney Website	KLAK morning spots	On-Line magazines McKinney and surrounding areas	Social Media blitzes
FREE (Grandfathered)	FREE	FREE	FREE

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.

*Bouquets in Art (San Francisco) charges \$25 per person with Senior and Youth discounts for a similar event. Under 12 are FREE.

Art Meets Floral –

Second Year Projections



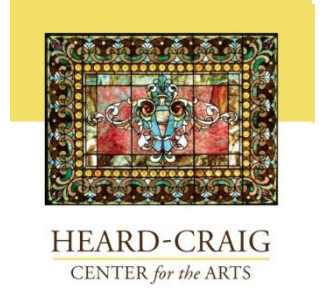
- Projected Revenue from Visitors (at \$5.00 per person): \$5,500
 - \$5.00 entrance fee/800 people visiting over 4 weekdays and 300 people on Saturday
 - Open for one week

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

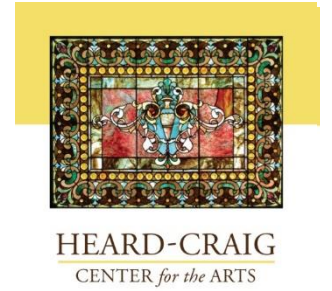


Promotional Request



- 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



16-1227

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

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 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

ORGANIZATION INFORMATION

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: director@chestnutsquare.org

Website: www.chestnutsquare.org

Check One:

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

☐ Governmental entity

☐ For profit corporation

☐ Other

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

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST:

TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

FUNDING

Total amount requested: \$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, Bookkeeping, 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 2nd 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 42nd 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 City of McKinney for the purpose of business development and/or tourism.**

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.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

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

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

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

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

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

Several of 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 ☒ Yes

☐ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

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 120th day after the date the MCDC notifies the applicant of the violation.

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

Chief Executive Officer

Representative Completing Application

Jaymie Pedigo

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.

	Coop Tour	ICCO	Farmers Market
Event Income			
Tickets	6500	12000/\$1	12000
Food/Bev			
Entertainment			
FR Activity photos			
Other	1500		
Sponsors	5000		
Total	13000	12000	55000
Event Expenses			
Food/Bev		2000	1800
Facility/Rentals/Permits		2500	50
Entertainment		1000	750
Print/Marketing	2500	500	2400
Advertising	4500	3725	10000
Supplies	1000	800	
Total	8000	10525	15000
Net	5000	1475	40000
%Change	10%	0% <10%>*	
Advertising Plan			
Community Impact	575	575	2875
Regional/Travel	2000	2000	3800
Star Local	425		5100
Billboard	425	425	425
DayTripper Enews	375	375	1500
KLAK	350	350	
other	350		1300
	4500	3725	15000

* Anticipate no gain, or loss, due to contrtuction/parking challenges
 *Anticipating some reduction due to parking challenges

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	1,445	(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

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Accrual Basis

The Heritage Guild of Collin County Balance Sheet

	Sep 30, 16	Sep 30, 15	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10000 · Petty Cash	350.00	250.00	100.00
10020 · Independent Bank - Operations	6,533.30	(3,379.44)	9,912.74
10030 · Independent Bank - Endowment	44,132.54	25,860.33	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			
15001 · Buildings, general	1,162,090.05	1,162,090.05	0.00
15010 · Dulaney House	19,353.66	19,353.66	0.00
15012 · Johnson House	12,469.90	12,469.90	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	15,433.39	15,433.39	0.00
15022 · Visitors Center	150,000.00	150,000.00	0.00
15030 · Antiques, Furnishings, Artifact	209,208.50	209,208.50	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			
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			
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			
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

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Accrual Basis

The Heritage Guild of Collin County Balance Sheet

	Sep 30, 16	Sep 30, 15	\$ Change
26000 - Security Deposits, Other	200.00	200.00	0.00
27000 - Notes Payable, IB Credit Line	0.00	6,754.74	(6,754.74)
Total Other Current Liabilities	77,225.00	100,745.29	(23,520.29)
Total Current Liabilities	82,931.27	105,372.32	(22,441.05)
Total Liabilities	82,931.27	105,372.32	(22,441.05)
Equity			
30000 - Unrestricted Fund Balance	1,829,235.54	1,834,096.78	(4,863.24)
Net Income	33,280.43	(37,241.68)	70,522.11
Total Equity	1,862,515.97	1,796,857.10	65,658.87
TOTAL LIABILITIES & EQUITY	1,945,447.24	1,902,229.42	43,217.82

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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
Ordinary Income/Expense				
Income				
41000 · Direct Public Support				
41010 · Membership Dues	1,226.00	431.20	794.80	0.4%
41020 · Donations, General Public	831.11	4,492.53	(3,661.42)	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 · Prairie 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	2,328.00	464.00	1,864.00	0.7%
42090 · Tea & Tour	2,945.00	1,725.00	1,220.00	0.9%
42100 · Trolley Tour	446.75	0.00	446.75	0.1%
42199 · Other Program Revenues	207.50	0.00	207.50	0.1%
Total 42000 · Program Revenues	31,756.53	39,854.77	(8,098.24)	10.0%
42500 · Event & Fundraising Revenues				
42510 · Chester Book Sales	0.00	193.48	(193.48)	0.0%
42520 · Farm to Table Dinner	30,185.00	8,525.27	21,659.73	9.5%
42530 · Farmers' Market	56,108.52	44,405.91	11,702.61	17.7%
42535 · Fun Run	7,155.00	0.00	7,155.00	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	129,130.00	68,554.50	60,575.50	40.7%
43020 · Rentals	1,975.00	8,997.00	(7,022.00)	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	51.62	1,292.99	(1,241.37)	0.0%
61270 · Tour & Tea Costs	1,679.16	2,832.07	(1,152.91)	0.5%
61299 · Other Programming Costs	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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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	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 & Fundraising 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				
62011 · Yard	5,764.47	2,158.94	3,605.53	1.8%
62012 · Structures & Equipment	16,054.83	4,556.71	11,498.12	5.1%
62013 · Cleaning & Maintenance Supplies	2,634.19	2,221.42	412.77	0.8%
Total 62010 · Building and Equip Maintenance	24,453.49	8,937.07	15,516.42	7.7%
62020 · Curation	198.80	196.46	2.34	0.1%
62060 · Utilities	14,022.41	14,614.15	(591.74)	4.4%
Total 62000 · Facilities and Equipment	38,674.70	23,747.68	14,927.02	12.2%
63000 · Office Operations				
63010 · Books, Subscriptions, Reference	110.90	7.99	102.91	0.0%
63020 · Postage, Mailing Service	450.59	368.19	82.40	0.1%
63025 · Printing and Copying	9,724.09	5,408.82	4,315.27	3.1%
63030 · Supplies	1,252.41	1,070.52	181.89	0.4%
63035 · Telephone, Telecommunications	1,760.72	1,383.34	377.38	0.6%
63040 · IT Expense	3,705.40	984.91	2,720.49	1.2%
Total 63000 · Office Operations	17,004.11	9,223.77	7,780.34	5.4%
64000 · Other Administrative Expenses				
64015 · Bank Service Charges	0.00	90.00	(90.00)	0.0%
64020 · Credit Card Fees	5,902.38	3,549.17	2,353.21	1.9%
64035 · Insurance, Liability, D & O	16,130.00	14,342.02	1,787.98	5.1%
64040 · Interest Expense, Loans	279.87	356.13	(76.26)	0.1%
64045 · Finance Charges & Late Fees	0.00	173.43	(173.43)	0.0%
64055 · Memberships & Dues	115.00	60.00	55.00	0.0%
64099 · Other Admin Expenses	6.16	100.00	(93.84)	0.0%
Total 64000 · Other Administrative Expenses	22,433.41	18,670.75	3,762.66	7.1%

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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	Jan - Sep 16	Jan - Sep 15	\$ Change	% of Income
65000 · Payroll Expenses				
65010 · Salaries, Staff	64,813.00	24,027.14	40,785.86	20.4%
65020 · Salaries, Contract Employees	16,212.50	43,000.00	(26,787.50)	5.1%
65030 · Salaries, Wedding Coordinator	34,055.00	36,782.79	(2,727.79)	10.7%
65040 · Payroll Taxes	7,544.65	5,859.66	1,684.99	2.4%
65050 · Payroll Processing Costs	2,027.01	1,331.81	695.20	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	81,804.96	62,492.48	19,312.48	25.8%
70020 · Grant Expenses (Advert & Mktg)	(11,900.20)	(13,074.39)	1,174.19	(3.7)%
70030 · Grant Expenses (Structures)	(72,611.22)	(61,576.98)	(11,034.24)	(22.9)%
70040 · Grant Expenses (Delaney House)	0.00	(7,094.00)	7,094.00	0.0%
70050 · Other Grant Activity	0.00	2,383.00	(2,383.00)	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	0.00	4,977.31	(4,977.31)	0.0%
Total 71000 · Property Damage, Net	0.00	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%

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Accrual Basis

The Heritage Guild of Collin County

Profit & Loss

January through September 2016

Ordinary Income/Expense	1 Facilities	2 Weddings	3 Fundraising Eve...	4 Programming	5 Donations	6 Overhead	TOTAL
Income							
41000 - Direct Public Support							
41010 - Membership Dues	0.00	0.00	0.00	0.00	1,226.00	0.00	1,226.00
41020 - Donations, General Public	0.00	0.00	25.00	0.00	806.11	0.00	831.11
41030 - Corporate Contributions	0.00	0.00	2,500.00	0.00	7,392.49	0.00	9,892.49
41050 - Special Purpose Gifts	0.00	0.00	0.00	0.00	18,080.00	0.00	18,080.00
Total 41000 - Direct Public Support	0.00	0.00	2,525.00	0.00	27,504.60	0.00	30,029.60
42000 - Program Revenues							
42030 - Dixie Store	0.00	0.00	0.00	3,000.21	0.00	0.00	3,000.21
42040 - Education Programs	0.00	0.00	0.00	7,660.75	0.00	0.00	7,660.75
42050 - Ghostly Haunting	0.00	0.00	0.00	1,260.00	0.00	0.00	1,260.00
42070 - Prairie Camps	0.00	0.00	0.00	12,010.00	0.00	0.00	12,010.00
42080 - Public Village Tour	0.00	0.00	0.00	1,898.32	0.00	0.00	1,898.32
42085 - Pumpkin Patch & Farm Days	0.00	0.00	0.00	2,328.00	0.00	0.00	2,328.00
42090 - Tea & Tour	0.00	0.00	0.00	2,945.00	0.00	0.00	2,945.00
42100 - Trolley Tour	0.00	0.00	0.00	446.75	0.00	0.00	446.75
42199 - Other Program Revenues	0.00	0.00	0.00	207.50	0.00	0.00	207.50
Total 42000 - Program Revenues	0.00	0.00	0.00	31,756.53	0.00	0.00	31,756.53
42500 - Event & Fundraising Revenues							
42520 - Farm to Table Dinner	0.00	0.00	30,185.00	0.00	0.00	0.00	30,185.00
42530 - Farmers' Market	0.00	0.00	56,108.52	0.00	0.00	0.00	56,108.52
42535 - Fun Run	0.00	0.00	7,155.00	0.00	0.00	0.00	7,155.00
42540 - Fashion Show	0.00	0.00	1,929.50	0.00	0.00	0.00	1,929.50
42550 - Ghost Walk	0.00	0.00	64.00	0.00	0.00	0.00	64.00
42560 - Holiday Home Tour	0.00	0.00	1,521.40	0.00	0.00	0.00	1,521.40
42570 - Ice Cream Crank Off	0.00	0.00	8,598.75	0.00	0.00	0.00	8,598.75
42580 - Murder Mystery	0.00	0.00	5,244.00	0.00	0.00	0.00	5,244.00
42699 - Other Event/Fund Raising Income	0.00	0.00	13,169.01	0.00	0.00	0.00	13,169.01
Total 42500 - Event & Fundraising Revenues	0.00	0.00	123,975.18	0.00	0.00	0.00	123,975.18
43000 - Facility Rentals							
43010 - Weddings	0.00	129,130.00	0.00	0.00	0.00	0.00	129,130.00
43020 - Rentals	1,625.00	350.00	0.00	0.00	0.00	0.00	1,975.00
Total 43000 - Facility Rentals	1,625.00	129,480.00	0.00	0.00	0.00	0.00	131,105.00
44000 - Other Operating Income							
44020 - Background Check Fees	0.00	0.00	0.00	0.00	0.00	182.40	182.40
44040 - Miscellaneous Revenue	500.00	0.00	0.00	0.00	0.00	0.00	500.00
Total 44000 - Other Operating Income	500.00	0.00	0.00	0.00	0.00	182.40	682.40
45000 - Investments							
45030 - Interest-Savings, Short-term CD	0.00	0.00	0.00	0.00	0.00	17.91	17.91
Total 45000 - Investments	0.00	0.00	0.00	0.00	0.00	17.91	17.91
Total Income	2,125.00	129,480.00	126,500.18	31,756.53	27,504.60	200.31	317,566.62
Expense							
61100 - Wedding Expenses	0.00	10,369.87	0.00	0.00	0.00	0.00	10,369.87
61110 - Wedding Costs							
Total 61100 - Wedding Expenses	0.00	10,369.87	0.00	0.00	0.00	0.00	10,369.87

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Accrual Basis

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	0.00	0.00	0.00	946.99	0.00	123.54	1,070.53
61240 • Educational Programs Costs	0.00	0.00	0.00	1,268.53	0.00	0.00	1,268.53
61265 • Pumpkin Patch & Farm Days Costs	0.00	0.00	0.00	51.62	0.00	0.00	51.62
61270 • Tour & Tea Costs	0.00	0.00	0.00	1,679.16	0.00	0.00	1,679.16
Total 61200 • Programming Expenses	0.00	0.00	0.00	3,946.30	0.00	123.54	4,069.84
61400 • Events & Fundraising Expenses							
61420 • Farm to Table Dinner Costs	0.00	0.00	12,498.17	0.00	0.00	(1.12)	12,497.05
61430 • Farmers' Market Costs	0.00	0.00	6,277.65	0.00	0.00	0.00	6,277.65
61435 • Fun Run Expenses & Promo	0.00	0.00	5,002.42	0.00	0.00	0.00	5,002.42
61440 • Fashion Show Costs	0.00	0.00	1,284.00	0.00	0.00	0.00	1,284.00
61450 • Ghost Walk Costs	0.00	0.00	185.00	0.00	0.00	0.00	185.00
61460 • Holiday Home Tour Costs	0.00	0.00	147.63	0.00	0.00	0.00	147.63
61470 • Ice Cream Crank Off Costs	0.00	0.00	7,273.86	0.00	0.00	0.00	7,273.86
61480 • Murder Mystery Costs	0.00	0.00	2,613.81	0.00	0.00	0.00	2,613.81
61599 • Other Event Costs	0.00	0.00	2,651.00	0.00	0.00	0.00	2,651.00
Total 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	0.00	2,345.75	1,496.00	741.00	0.00	11,620.43	16,203.18
61630 • Board Meeting Expenses	0.00	0.00	0.00	0.00	0.00	56.90	56.90
61660 • Rentals (Administrative)	0.00	0.00	0.00	0.00	0.00	8,098.00	8,098.00
61670 • Volunteer Relations	0.00	0.00	0.00	0.00	0.00	888.02	888.02
Total 61600 • Business Expenses	0.00	2,345.75	1,496.00	741.00	0.00	20,643.35	25,226.10
61700 • Outside Services							
61710 • Accounting Fees	0.00	0.00	0.00	0.00	0.00	745.00	745.00
61730 • Fundraising Expenses	0.00	0.00	0.00	0.00	77.12	0.00	77.12
61740 • Outside Contract Services	395.00	0.00	0.00	0.00	0.00	0.00	395.00
Total 61700 • Outside Services	395.00	0.00	0.00	0.00	77.12	745.00	1,217.12
62000 • Facilities and Equipment							
62010 • Building and Equip Maintenance							
62011 • Yard	2,024.18	0.00	0.00	0.00	0.00	3,740.29	5,764.47
62012 • Structures & Equipment	15,850.94	0.00	0.00	0.00	0.00	203.89	16,054.83
62013 • Cleaning & Maintenance Supplies	2,508.89	69.00	0.00	0.00	0.00	56.30	2,634.19
Total 62010 • Building and Equip Maintenance	20,384.01	69.00	0.00	0.00	0.00	4,000.48	24,453.49
62020 • Curation	198.80	0.00	0.00	0.00	0.00	0.00	198.80
62060 • Utilities	0.00	0.00	0.00	0.00	0.00	14,022.41	14,022.41
Total 62000 • Facilities and Equipment	20,582.81	69.00	0.00	0.00	0.00	18,022.89	38,674.70
63000 • Office Operations							
63010 • Books, Subscriptions, Reference	0.00	0.00	0.00	0.00	0.00	110.90	110.90
63020 • Postage, Mailing Service	0.00	0.00	0.00	0.00	0.00	450.59	450.59
63025 • Printing and Copying	0.00	0.00	0.00	0.00	0.00	9,724.09	9,724.09
63030 • Supplies	0.00	0.00	0.00	0.00	0.00	1,252.41	1,252.41
63035 • Telephone, Telecommunications	0.00	472.07	0.00	0.00	0.00	1,288.65	1,760.72
63040 • IT Expense	0.00	0.00	0.00	0.00	0.00	3,705.40	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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Accrual Basis

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
64000 - Other Administrative Expenses							
64020 - Credit Card Fees	0.00	0.00	0.00	0.00	0.00	5,902.38	5,902.38
64035 - Insurance, Liability, D & O	0.00	0.00	0.00	0.00	0.00	16,130.00	16,130.00
64040 - Interest Expense, Loans	0.00	0.00	0.00	0.00	0.00	279.87	279.87
64055 - Memberships & Dues	0.00	0.00	0.00	0.00	0.00	115.00	115.00
64099 - Other Admin Expenses	6.16	0.00	0.00	0.00	0.00	0.00	6.16
Total 64000 - Other Administrative Expenses	6.16	0.00	0.00	0.00	0.00	22,427.25	22,433.41
65000 - Payroll Expenses							
65010 - Salaries, Staff	0.00	0.00	1,100.00	3,372.00	0.00	60,341.00	64,813.00
65020 - Salaries, Contract Employees	0.00	2,737.50	10,200.00	1,415.00	0.00	1,860.00	16,212.50
65030 - Salaries, Wedding Coordinator	0.00	34,055.00	0.00	0.00	0.00	0.00	34,055.00
65040 - Payroll Taxes	0.00	0.00	0.00	0.00	0.00	7,544.65	7,544.65
65050 - Payroll Processing Costs	0.00	0.00	0.00	0.00	0.00	2,027.01	2,027.01
Total 65000 - Payroll Expenses	0.00	36,792.50	11,300.00	4,787.00	0.00	71,772.66	124,652.16
Total Expense	20,983.97	50,049.19	50,729.54	9,474.30	77.12	150,265.61	281,579.73
Net Ordinary Income	(18,858.97)	79,430.81	75,770.84	22,282.23	27,427.48	(150,065.30)	35,986.89
Other Income/Expense							
Other Income							
70000 - Grants (Restricted), Net	64,315.24	0.00	17,489.72	0.00	0.00	0.00	81,804.96
70010 - Restricted Grants Received	0.00	0.00	(9,135.20)	0.00	0.00	(2,765.00)	(11,900.20)
70020 - Grant Expenses (Advert & Mktg)	(72,611.22)	0.00	0.00	0.00	0.00	0.00	(72,611.22)
70030 - Grant Expenses (Structures)	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Total 70000 - Grants (Restricted), Net	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Total Other Income	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Net Other Income	(8,295.98)	0.00	8,354.52	0.00	0.00	(2,765.00)	(2,706.46)
Net Income	(27,154.95)	79,430.81	84,125.16	22,282.23	27,427.48	(152,830.30)	33,280.43

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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
Ordinary Income/Expense				
Income				
41000 · Direct Public Support				
41010 · Membership Dues	801.00	370.00	55.00	1,226.00
41020 · Donations, General Public	412.11	150.00	269.00	831.11
41030 · Corporate Contributions	1,612.96	3,279.53	5,000.00	9,892.49
41050 · Special Purpose Gifts	3,000.00	3,730.00	11,350.00	18,080.00
Total 41000 · Direct Public Support	5,826.07	7,529.53	16,674.00	30,029.60
42000 · Program Revenues				
42030 · Dixie Store	517.62	1,472.94	1,009.65	3,000.21
42040 · Education Programs	1,842.00	1,502.50	4,316.25	7,660.75
42050 · Ghostly Haunting	440.00	360.00	460.00	1,260.00
42070 · Prairie Camps	0.00	8,740.00	3,270.00	12,010.00
42080 · Public Village Tour	264.00	690.54	943.78	1,898.32
42085 · Pumpkin Patch & Farm Days	0.00	0.00	2,328.00	2,328.00
42090 · Tea & Tour	1,375.00	1,070.00	500.00	2,945.00
42100 · Trolley Tour	153.00	92.00	201.75	446.75
42199 · Other Program Revenues	35.00	37.50	135.00	207.50
Total 42000 · Program Revenues	4,626.62	13,965.48	13,164.43	31,756.53
42500 · Event & Fundraising Revenues				
42520 · Farm to Table Dinner	0.00	30,185.00	0.00	30,185.00
42530 · Farmers' Market	14,414.61	21,564.01	20,129.90	56,108.52
42535 · Fun Run	0.00	3,270.00	3,885.00	7,155.00
42540 · Fashion Show	1,859.00	70.50	0.00	1,929.50
42550 · Ghost Walk	0.00	0.00	64.00	64.00
42560 · Holiday Home Tour	233.54	247.86	1,040.00	1,521.40
42570 · Ice Cream Crank Off	0.00	8,598.75	0.00	8,598.75
42580 · Murder Mystery	2,544.00	0.00	2,700.00	5,244.00
42699 · Other Event/Fund Raising Income	3,946.00	9,123.01	100.00	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				
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 Expenses				
61230 · Dixie Store Costs	220.48	213.78	636.27	1,070.53
61240 · Educational Programs Costs	274.85	674.24	319.44	1,268.53
61265 · Pumpkin Patch & Farm Days Costs	0.00	0.00	51.62	51.62
61270 · Tour & Tea Costs	835.28	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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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
61400 · Events & Fundraising Expenses				
61420 · Farm to Table Dinner Costs	0.00	12,497.05	0.00	12,497.05
61430 · Farmers' Market Costs	1,326.23	2,226.73	2,724.69	6,277.65
61435 · Fun Run Expenses & Promo	0.00	5,002.42	0.00	5,002.42
61440 · Fashion Show Costs	0.00	1,284.00	0.00	1,284.00
61450 · Ghost Walk Costs	0.00	0.00	185.00	185.00
61460 · Holiday Home Tour Costs	0.00	57.63	90.00	147.63
61470 · Ice Cream Crank Off Costs	206.49	7,017.39	49.98	7,273.86
61480 · Murder Mystery Costs	1,156.05	0.00	1,457.76	2,613.81
61599 · Other Event Costs	130.54	2,199.19	321.27	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	3,513.80	4,644.80	8,044.58	16,203.18
61630 · Board Meeting Expenses	29.90	27.00	0.00	56.90
61660 · Rentals (Administrative)	2,565.00	2,565.00	2,968.00	8,098.00
61670 · Volunteer Relations	563.94	116.98	187.10	868.02
Total 61600 · Business Expenses	6,672.64	7,353.78	11,199.68	25,226.10
61700 · Outside Services				
61710 · Accounting Fees	0.00	0.00	745.00	745.00
61730 · Fundraising Expenses	0.00	77.12	0.00	77.12
61740 · Outside Contract Services	0.00	0.00	395.00	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	1,121.67	1,148.69	3,494.11	5,764.47
62012 · Structures & Equipment	3,219.35	2,136.91	10,698.57	16,054.83
62013 · Cleaning & Maintenance Supplies	911.92	874.44	847.83	2,634.19
Total 62010 · Building and Equip Maintenance	5,252.94	4,160.04	15,040.51	24,453.49
62020 · Curation	37.95	0.00	160.85	198.80
62060 · Utilities	3,853.94	3,940.21	6,228.26	14,022.41
Total 62000 · Facilities and Equipment	9,144.83	8,100.25	21,429.62	38,674.70
63000 · Office Operations				
63010 · Books, Subscriptions, Reference	100.00	0.00	10.90	110.90
63020 · Postage, Mailing Service	241.45	146.97	62.17	450.59
63025 · Printing and Copying	3,122.45	3,761.92	2,839.72	9,724.09
63030 · Supplies	586.28	316.68	349.45	1,252.41
63035 · Telephone, Telecommunications	585.76	587.29	587.67	1,760.72
63040 · IT Expense	2,815.84	511.42	378.14	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	1,607.50	2,678.94	1,615.94	5,902.38
64036 · Insurance, Liability, D & O	13,219.00	1,437.00	1,474.00	16,130.00
64040 · Interest Expense, Loans	102.97	176.90	0.00	279.87
64055 · Memberships & Dues	115.00	0.00	0.00	115.00
64099 · Other Admin Expenses	0.00	0.00	6.16	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	18,746.50	23,343.50	22,723.00	64,813.00
65020 · Salaries, Contract Employees	3,627.50	7,295.00	5,290.00	16,212.50
65030 · Salaries, Wedding Coordinator	13,461.00	10,594.00	10,000.00	34,055.00
65040 · Payroll Taxes	2,463.95	2,585.36	2,495.34	7,544.65
65050 · Payroll Processing Costs	957.90	528.35	540.76	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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Accrual Basis

The Heritage Guild of Collin County Profit & Loss

	Jan - Mar 16	Apr - Jun 16	Jul - Sep 16	TOTAL
Other Income/Expense				
Other Income				
70000 · Grants (Restricted), Net				
70010 · Restricted Grants Received	5,589.72	5,400.00	70,815.24	81,804.96
70020 · Grant Expenses (Advert & Mktg)	(5,515.40)	(6,384.80)	0.00	(11,900.20)
70030 · Grant Expenses (Structures)	0.00	(25,115.16)	(47,496.06)	(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 Service

Department of the Treasury

District
Director

Heritage Guild of Collin County Texas
909 West Howell
McKinney, TX 75069

Person to Contact
ECMF Tax Examiner
Telephone Number

214-767-1766
Refer Reply to

RM:CSB:1290 DAL
Date NOV 20 1985

EN: 75-1602150

Gentlemen:

Our records show that Heritage Guild of Collin County Texas is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code. This exemption was granted September, 1979, and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by Section 170 of the Code.

We have classified your organization as one that is not a private foundation within the meaning of Section 509(a) of the Internal Revenue Code because you are an organization as described in Section 170(b)(1)(A)(vi).

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Tax Examiner



16-1228

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

- | | |
|---|---|
| <p><input type="checkbox"/> 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.</p> | <p><input checked="" type="checkbox"/> 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.</p> |
|---|---|

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: 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: dscustomwood@gmail.com

Website: www.mkinneykiwanis.org

Check One:

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

Professional affiliations and organizations to which your organization belongs:

Kiwanis International

McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

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

Phone 214-680-1374

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

☒ No

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)*

Michelle Beatty

Margaret Harsch

Bill Rosnett

Jim Cairo

Julie Lichter

Tressie Johnsen

Jim Smith

Dave Hinman

Sandra Williams

Mary Minnis

Rob Nelson

Terry Sanner

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

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:

- | | | |
|-----------------------------|------------------------------|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> 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

Are Matching Funds available? ☐ Yes

☒ 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 120th day after the date the MCDC notifies the applicant of the violation.

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

Chief Executive Officer

Mark Carswell

Signature

Mark Carswell
Printed Name

11-30-16
Date

Representative Completing Application

Dennis Williams

Signature

Dennis Williams
Printed Name

11-30-16
Date

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

Kiwanis

Texas/Oklahoma District

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 1st. 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



HISTORIC McKINNEY KIWANIS TRIATHLON			
	2017 Budget		11/28/2016
EXPENSES: (Based on 300/300 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	
Ice		\$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	
Sponsors		\$25,000.00	
TOTAL		\$49,000.00	\$ -
NET INCOME		\$21,100.00	\$ -

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

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 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC
☒ C Corporation
☐ S Corporation
☐ Partnership
☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
P.O. BOX 667

6 City, state, and ZIP code
McKINNEY, TEXAS 75070

7 List account number(s) here (optional)

8 Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
				-				

or

Employer identification number								
2	7		-	3	8	9	0	2
								5
								3

Part II Certification

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
2. 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.

Sign Here Signature of U.S. person ▶ *Sandra J. Wellman* Date ▶ *11-30-2016*

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 (ITIN), 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
4. 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.



16-1229

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

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 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: 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

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

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

☒ 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? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> 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

III. 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

(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? 89%

Are Matching Funds available? ☒ 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

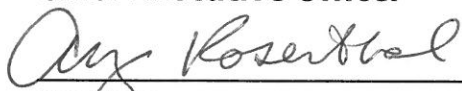
If funding is approved by the MCDC board of directors, Applicant will assure:

- 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 120th day after the date the MCDC notifies the applicant of the violation.

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


Chief Executive Officer


Signature

Amy Rosenthal
Printed Name

Date November 30, 2016

Representative Completing Application


Signature

Amy Rosenthal
Printed Name

Date November 30, 2016

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

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/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
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

Attachments:

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

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/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 Program Director	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817-269-1326 Email: arosenthal@mckinneytexas.org
Jan Elwell Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: jan@jecore.com
Alex Lanio Vice Chair Term End 9/30/17	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: alex@goodiestexas.com
Amber Gutschlag Secretary/Treasurer Term End 9/30/17	1405 Clearwater Dr McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: a_gutschlag@hotmail.com
Edna Brown Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: andenana48@gmail.com
Robert 'Matt' Hamilton Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: matt@localyocal.com
Kaci Lyford Term End 9/30/17	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: info@patinagreenhomeandmarket.com
Ric Anderson Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 rla@andersonbrand.com
Jolie Williams Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX 75071	Cell # 214-502-6495 Email: Jolie@Diva-Homes.com
Courtney Ward Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: courtneylaurenward@gmail.com
CoCo Good City Liaison	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: cgood@mckinneytexas.org
Barry Shelton City Liaison	City of McKinney – City Manager's Office 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # 469-534-5254 Email: bshelton@mckinneytexas.org

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.

Sponsorship

- 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

Bachelor of Science in Business Administration; Accounting
UNIVERSITY OF WEST FLORIDA- Pensacola, Florida

May 1990

Bachelor of Science in Business Administration; Marketing
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. Strategic 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. APPLYING ORGANIZATION

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 2nd 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 of 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 boost 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:

Alcohol Sales (Total Collected)	16,863.00
Concession Sales	3,276.00
Wine Glasses	3,710.00
Sponsorship Income	16,971.75
Vendor Income	7,092.00
TOTAL	\$47,912.75

EXPENSES:

Alcohol Expenses (payment to wineries)	13,747.44
Liquor Liability Insurance	600.00
Wine Glasses	2,552.10
Entertainers & Sound Production	2,734.00
Electricity	1,900.00
Fencing	477.60
Tables, tents, chairs, picnic tables, CC machines, coupon scales, radios	6,121.83
Signage & Banners	1,865.75
Direct Mail & Postage	4,884.28
GuideLive Digital & Social Media	1,666.67
DMN Print	3,037.50
WRR Radio	2,000.00
Cashier Staffing	648.00
Labor Ready	417.44
Food	70.19
TOTAL	\$42,722.80

NET PROFIT

\$5,189.98

ARTS IN BLOOM 2017 – PROJECTED BUDGET

REVENUE:

Alcohol Sales (total collected)	50,000.00
Concession Commissions	15,000.00
Wine Glasses	8,000.00
Sponsorship Income	25,000.00
Vendor/Artist Booths	35,000.00
TOTAL	\$133,000.00

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

\$14,800.00

McKinney Main Street

PROFIT AND LOSS

January - September, 2016

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income											6,600.00	\$6,600.00
Events Income												\$0.00
Alcohol Sales	16,863.00											\$16,863.00
Concession Sales Food and Beverage	3,276.03											\$3,527.01
Ticket Sales							250.98					\$645,197.99
Total Events Income	20,139.03						645,197.99					\$665,598.00
Miscellaneous Income							273.75					\$273.75
Non Profit Income						15,151.19					2.01	\$2.01
Total Non Profit Income						15,151.19					2.01	\$15,153.20
Programs Income												\$0.00
Shoppers Guide												\$0.00
Total Programs Income											2,000.00	\$2,000.00
Sales of Product Income	3,710.00											\$2,000.00
Sponsorship Income	16,971.75											\$3,935.00
Vendor Income	7,092.00											\$70,446.75
Total Income	\$47,912.78											\$33,904.00
GROSS PROFIT	\$47,912.78										\$8,602.01	\$797,900.70
EXPENSES											\$8,602.01	\$797,900.70
Administrative Expenses												
Associations/Dues/Subscriptions												6,305.46
Board Expense												7,474.90
Bookkeeping/Audit												\$7,524.90
Office Expenses												98.00
Other Fees												\$98.00
Bank Service Charges												2,385.00
Credit Card Fees												\$2,385.00
Interest												674.62
Total Other Fees												\$709.62
Postage	2,359.82											\$0.00
Supplies												240.84
Food												\$240.84
Total Supplies	70.19											\$2,919.14
Travel/Training												2,919.14
Total Administrative Expenses	2,430.01											\$164.54
Event Expenses												164.54
Activities Expense												3,324.52
Alcohol Expense	13,747.44											49.00
Liability Insurance	600.00											\$2,697.22
Servers												\$1,006.88
TABC Permit												499.45
Total Alcohol Expense	14,347.44											\$1,230.19
Decorations Expense												727.44
Downtown Christmas Tree Expense												\$2,237.07
Entertainer Expense	2,734.00											1,868.80
Event Permit												\$2,363.80
Infrastructure												\$28,750.59
Electricity	1,900.00											\$543.59
Fencing	477.60											\$4,437.59
Ice												\$65,305.21
Portables												\$3,460.20
Rentals												\$15,221.25
												\$924.00
Total												\$84,910.66
												\$24,329.00
												\$117.60
												\$48,100.62
												\$1,270.00
												\$0.00
												\$32,215.47
												\$3,851.99
												\$3,150.00
												\$2,604.72
												\$53,215.67

	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OCTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Total Infrastructure	8,499.43			29,827.63	525.00		56,385.79					\$95,037.85
Marketing Expense							3,500.00					\$3,500.00
Billboards				3,800.00								\$3,800.00
Event T-Shirts		3,429.20			596.25		3,545.50					\$7,570.95
Misc Marketing	2,524.46	2,270.34	607.62				1,932.68		400.00	72.40	4,521.00	\$12,328.50
Newspaper	3,037.50			3,727.50			2,500.00					\$9,265.00
Radio	2,000.00			5,160.00			7,650.00					\$16,560.00
Signage	1,865.75	1,750.00			339.82		5,011.24	534.08				\$12,118.46
Social Media	1,666.67	4,367.57					7,067.73	27.80		39.65	193.72	\$9,667.33
Television		559.73		112.03								\$8,826.00
		8,826.00										
Total Marketing Expense	11,094.38	12,376.84	607.62	21,825.53	936.07		31,207.15	961.88		112.05	4,714.72	\$83,636.24
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/General Administrative Expenses												
Prize Winnings												
Staffing Expense		715.00										
Cashiers	648.00								100.00		829.98	\$829.98
Misc Staff							7,830.00					\$815.00
Porters/Cleanup	417.44						4,550.00					\$0.00
							2,257.16					\$8,478.00
Total Staffing Expense	1,065.44						14,637.16					\$4,550.00
Supplies & Materials							2,652.35					\$2,674.60
Ticket Redemption							319,796.78				14.62	\$15,702.60
Weather Insurance							10,600.00					\$2,666.97
Total Event Expenses	40,292.79	18,255.43	795.12	60,005.64	2,686.07		560,554.55	1,827.76	100.00	412.05	30,005.92	\$714,935.33
Mileage							58.96					\$58.96
Program Expenses												\$0.00
Seat Cushion Replacement												\$0.00
Total Program Expenses							9,085.00					\$9,085.00
Total Expenses	\$42,722.80	\$18,593.83	\$795.12	\$60,325.57	\$2,686.07		\$9,085.00	\$1,862.76	\$100.00	\$412.05	\$52,893.68	\$752,829.88
NET OPERATING INCOME	\$5,189.98	\$-12,868.83	\$-795.12	\$-58,825.57	\$1,323.93		\$6,066.19	\$-362.76	\$65.00	\$-412.05	\$-44,291.65	\$45,070.82
NET INCOME	\$5,189.98	\$-12,868.83	\$-795.12	\$-58,825.57	\$1,323.93		\$6,066.19	\$-362.76	\$65.00	\$-412.05	\$-44,291.65	\$45,070.82



16-1230

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 www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

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 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: 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:

☒ 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 APPLICATION:

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

☒ No

Please provide details and funding requested: See Attached

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: June w, 2017

Completion Date: June 3, 2017

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

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:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | X Yes | <input type="checkbox"/> No |

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

☒ 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 ☒ 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 120th day after the date the MCDC notifies the applicant of the violation.

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

Chief Executive Officer


Signature

Printed Name *BALAN BOURGEOIS*

Date *11-27-16*

Representative Completing Application


Signature

Printed Name *B. ALAN BOURGEOIS*

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



DEAR Texas

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 (<http://BookFestival.Network>) 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 it 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 <http://McKinney.DearTexas.info> 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. - <http://books.txauthors.com>

Dear Texas - <http://deartexas.info/>

Lone Star Book Festival - <http://LoneStarBookFest.com>

Author Marketing Event - <http://Authors.Marketing/>

Super Readers Club - <http://SuperReaders.club>

Texas Authors Institute - <http://texasauthors.institute>

Short Stories by Texas Authors - <http://TxShorts.com>

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	-100.00
Non Profit	857.62
Total Book Festival	757.62
Direct Public Support	
Individ, Business Contributions	2,249.70
Direct Public Support - Other	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	169.75
Contract Services	592.61
Facilities and Equipment	
Rent, Parking, Utilities	157.00
Total Facilities and Equipment	157.00
Operations	
Advertising	
Dear Texas Radio	39.00
Advertising - Other	358.28
Total Advertising	397.28
Banking	71.08
Lone Star Book Festival	
Tent Rental	1,000.00
Total Lone Star Book Festival	1,000.00
Postage, Mailing Service	144.13
Printing and Copying	96.00
Supplies	480.18
Telephone, Telecommunications	623.99
Operations - Other	275.00
Total Operations	3,087.66
Payroll Expenses	152.02
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	57.61
Conference, Convention, Meeting - Other	149.89
Total Conference, Convention, Meeting	597.81

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

DEPARTMENT OF THE TREASURY

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.