

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

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 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

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

Please indicate the type of funding you are requesting:

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><input checked="" type="checkbox"/> Project Grant
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.</p> | <p><input type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.</p> |
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Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: Heard Natural Science Museum & Wildlife Sanctuary

Federal Tax I.D.: 75-1317961

Incorporation Date: 1967

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069-8840

Phone: 972-562-5566

Fax: 972-548-9119

Email: sshahid@heardmuseum.org

Website: www.heardmuseum.org

Check One:

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

Professional affiliations and organizations to which your organization belongs: American Association of Museums; American Science and Technology Centers; Texas Association of Museums

REPRESENTATIVE COMPLETING APPLICATION:

Name: Sy Shahid

Title: Executive Director

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069-8840

Phone: 972-562-5566

Fax: 972-548-9119

Email: sshahid@heardmuseum.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Sy Shahid

Title: Executive Director

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069-8804

Phone: 972-562-5566

Fax: 972-548-9119

Email: sshahid@heardmuseum.org

FUNDING

Total amount requested: \$50,000

Matching Funds Available: \$30,000 already approved by the Katherine C. Carmody Trust (Note: we are working to raise a total of \$249,000 to support this project and have an additional \$100,000 in outstanding requests to-date.)

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 04/01/2016

Completion Date: 12/31/2016

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

Jennifer Dexter

Margaret Latham

Mike Whitehead

Steve Gray

Laura Morris

Courtney Eudy

Mike Imhoff

Larry Offerdahl

Bill Woodfin

Sim Israeloff

Paul Sheldon

Jim Landers

John Valencia

LEADERSHIP STAFF (*may be included as an attachment*)
Sy Shahid, Executive 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.

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 Heard Natural Science Museum & Wildlife Sanctuary is the result of one woman's vision for the future and her commitment to the local community and to the natural environment in our region. Miss Bessie Heard devoted most of her lifetime (1886-1988) to the city of McKinney and its people. Her philanthropic endeavors and generosity of spirit left a legacy of accomplishment few people attain. Bessie Heard's greatest contribution to her community and to North Texas is the Heard Natural Science Museum & Wildlife Sanctuary which comprises 289 acres of North Texas prairie, wetlands and bottomland forest. Miss Heard was 80 years old when she saw the need to preserve a place where future generations could visit to experience nature. The museum opened October 1, 1967 and now serves 100,000 visitors from around the Metroplex annually. The museum employs 7 full-time and 14 part-time staff and engages about 300 volunteers annually.

In keeping with Miss Heard's vision, the museum's purpose is threefold: education, conservation and preservation. The organization's mission is to bring nature and people together to discover, enjoy, experience, preserve, and restore our priceless environment. The Heard Museum accomplishes this mission through:

- Educational programs including field trips, teacher training, scouting programs and summer camps which span the natural sciences (biology, ecology, geology, and paleontology) and emphasize appreciation and conservation of nature;
- Preservation of a portion of the North Texas landscape with its native vegetation and wildlife in as near a natural condition as possible;
- Interactive museum exhibits, engaging natural history specimens, nature related art works, and historical memorabilia from the museum's founder; and
- Direct experiences of nature in both indoor and outdoor settings accessible to all age and educational levels such as hiking, birding, and observation opportunities.

The Heard Museum offers guests the unique experience of understanding our region's natural heritage as well as how decisions we make today about allocating resources in our own lives and in our community will affect how North Texas looks in the future.

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.
- **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/Promotion/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/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

The Heard Museum proposes to launch a new educational experience bringing together cutting edge technology with place-based experiential education. The museum plans to acquire two spherical displays – known as a Magic Planet - to support science education and environmental literacy. A 4-foot diameter sphere will be permanently installed in the main building of the museum to support learning which is coordinated with field investigations and other exhibits on-site. In addition, a 23-inch transportable globe will enable presentation of the same dynamic content during classroom-based demonstrations at local schools, extending the reach and frequency with which this technology is used. This unique display format enables spatially-oriented data to be projected without distortion onto a sphere. It is well-suited for studies of earth science, planetary science, meteorology, and much more. Extensive datasets have been made available by the National Oceanic and Atmospheric Administration, NASA, and other institutions. The academic concepts supported by these datasets are diverse, ranging from plate tectonics to wildlife migrations to human settlement and economic development over time.

This project emerged from the Heard Museum’s desire to deepen relationships with local school districts and enhance the museum’s position as a premier destination for nature-based science explorations in the region. As the host for this state-of-the-art educational tool, the Heard Museum would be able to provide access to world-class data on global topics to tens of thousands of students and adults in North Texas. Even more powerful, the Heard Museum is uniquely positioned to help visitors think globally yet act locally. As students literally broaden their horizons through exposure to the Magic Planet exhibit, they will also develop a more meaningful connection to local observations right here in McKinney. For instance, bird sightings on the trails at the Heard Museum take on greater significance as students learn to place local bird populations in the context of trans-continental migration patterns.

Over the past decade, the use of spherical display technology has grown exponentially, and Magic Planet exhibits are now available to more than 40 million people across 39 countries. NOAA has compiled a series of evaluation reports from partner institutions documenting the impact of spherical displays. The results are overwhelmingly positive suggesting increased engagement among students and visitors which, in turn, leads to a deeper understanding of complex subjects like global ocean currents. Many institutions offer targeted programming for school groups, similar to our proposed program. Multiple studies document learning gains among students who participated in lessons incorporating spherical data presentations. A large-scale study in China examined the impact of classroom-based implementation of the Magic Planet technology and found that student comprehension improved by an average of 16%.

The Magic Planet exhibit is clearly a powerful teaching tool. However, it is most effective when paired with expert instruction by a well-trained classroom teacher or museum docent. For this reason, the proposed project includes extensive training for museum staff and local teachers. This training will help instructors align Magic

Planet datasets with the prescribed curriculum. They will also be trained to help students and museum visitors make connections to extended learning activities (such as on-site field investigations or classroom projects) which draw on data presented via the Magic Planet.

Local school districts, including McKinney ISD, share our excitement and have expressed formal support for the proposed project. Data from the Texas Education Agency shows that less than 40% of students in grades 5 and 8 met the recommended achievement standard for science in 2015. Among Title I schools, a priority population for our services, the percentage of students meeting the science standard drops to 30%. North Texas students require a strong foundation of scientific knowledge to succeed in the 21st century. This project will help meet the community's demand for a robust education system that prepares students for advanced studies and successful careers. The methods and tools used to improve science education must extend beyond the textbook and even beyond the lab. Students need engaging, relevant content which motivates learning and places facts in a meaningful context. The proposed project aligns two powerful learning opportunities: three-dimensional visualization of data and science concepts on a spherical display combined with field investigations to connect broad, global concepts with personal, place-based experience. The Heard Museum is uniquely suited to host this educational experience given its position as a trusted educational resource for the community and an accessible, well-managed nature preserve. Furthermore, the Heard Museum's strong existing relationships with local school districts will be critical to the successful and sustained use of the Magic Planet exhibit to improve science education.

Improving and enhancing formal science education is a key component of this program. In addition, the Magic Planet exhibit will benefit all visitors to the Heard Museum and will support our mission to provide education which leads to a greater appreciation for nature. By strengthening visitors' understanding of scientific and environmental concepts, this technology will not only enhance their experience of nature on-site at the sanctuary but will help them connect their local experiences to phenomena on a global scale. Through this project, we anticipate serving at least 10,000 students and adults on an annual basis.

After the initial outlay of procurement and installation costs for the Magic Planet technology, we expect that ongoing admission and program fees provided by schools, districts, and other community groups will be sufficient to support ongoing maintenance costs related to technology upgrades, software subscriptions, etc. We expect this project will spark increased interest in on-site and school-based programming in partnership with local schools and districts. We do not anticipate the need to add paid staff positions to support this exhibit. Existing staff will receive training to effectively incorporate the Magic Planet technology as part of their educational programming and community outreach. In addition, volunteer docents will be trained to facilitate on-site programs using the Magic Planet exhibit. To ensure that this project serves the stated needs and priorities of our educational partners, we will work closely with local school districts to align the program with their curriculum objectives and to plan the scheduling and content of our educational modules to maximize their benefit for local students. We have already held conversations with the science directors in several local school districts (Allen, McKinney, and Frisco ISD's), and district staff strongly support this coordinated approach to science education. They appreciate the efficiency and accessibility of making a central technology investment for equipment housed/managed by the Heard Museum and subsequently collaborating to provide both field-based and classroom-based learning experiences supported by innovative data visualizations.

Once we secure full funding to launch the project, we anticipate the following phases:

1. Installation (3-4 months) – we will partner with a vendor – Global Imagination – to install the Magic Planet technology on-site. Our staff will oversee any necessary building modifications and will participate in training provided by the vendor.

2. Curriculum Development (2 months) – our program staff will collaborate with peer institutions, spherical dataset providers, local school districts and other experts to tailor educational modules that are impactful for children and adults, well-integrated with our natural environment and other resources at the museum, and aligned with core academic content and learning objectives.
3. Program Launch – after installation, training and curriculum development are complete, we will open the exhibit to museum visitors and begin scheduling both on-site and classroom-based programs with local schools.

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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *N/A*

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:

This project aligns with the community’s goal to ***support cultural projects that attract resident and visitor participation and contribute to quality of life***. In addition, the project is uniquely positioned to ***highlight and promote McKinney as a unique destination for residents and visitors alike***.

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

- Yes No

III. Financial

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

As noted above, we anticipate that the proposed project will increase visitation and provide an enhanced revenue stream for the museum. Our current financial status is strong and our sources of revenue are diversified. The proposed project would allow us to enhance our educational programming and provide services which align with the need for data-driven learning which seamlessly integrates large-scale scientific concepts with direct applications of that knowledge. In this way, we will increase our relevance in the digital era while helping students and adults stay grounded in the natural world.

- 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?

\$249,000

Hardware	\$170,000
Support/Subscription	\$2,510
On-site Equipment add-ons	\$20,000
Building Modifications	\$20,000
Building Electrical	\$4,000
On-site seats/bleachers	\$2,490
Installation	\$5,000
Heard & ISD's training Costs 1st year	\$25,000

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 80%

Are Matching Funds available? Yes No

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

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

Yes, the Katherine C. Carmody Trust recently approved a grant of \$30,000 to support this project.

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.*

To-date, we have approached one additional private foundation seeking support for this project:

- The Hillcrest Foundation (\$100,000 requested on 11/29/2015)

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.

Our staff take a relational, hands-on approach to marketing and outreach for our educational programs. We maintain strong relationships with local school districts and other education providers and regularly communicate with them about new and ongoing educational programs. We regularly visit area schools to make educational presentations. In turn, school groups as well as individual students and their families are inspired to visit the Heard Museum to participate in on-site programming.

We maintain a strong online presence to assist with marketing and outreach. In addition to our website and events calendar, we regularly announce programming via Facebook, Twitter, and electronic communications to our members and supporters.

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.

By the end of 2016, we aim to:

- Acquire and install two state-of-the-art digital globes to enhance the educational programming at the museum and in classroom outreach programs;
- Provide internal training to staff and volunteers as well as external training to more than 50 local teachers on how to integrate this technology to improve science education;
- Serve at least 10,000 students with on-site or classroom-based programming utilizing spherical data presentations to increase student engagement and comprehension of complex scientific concepts; and
- Educate an additional 10,000 museum visitors (including children and adults) as they engage with the Magic Planet exhibit.

We intend to survey teachers and district partners who participate in our educational programming with the Magic Planet technology during the first year. Through these surveys, we hope to assess the accessibility and curricular alignment of our program as well as gain insights on how the Magic Planet and its integrated learning activities (including field investigations and project-based work) affect student learning.

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

Signature

Signature

Sy Shahid
Printed Name

Sy Shahid
Printed Name

Date

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/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/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/Promotion/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/PROMOTION/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:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- 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