

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2014

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. 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 cgibson@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:

- | | |
|--|--|
| <input type="checkbox"/> Project Grant
Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines). | <input checked="" 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. |
|--|--|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

APPLICATION

ORGANIZATION INFORMATION

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@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: McKinney Chamber of Commerce, Texas Association of Museums, Collin County Historical Commission, Texas Lakes Trails, Center for Non-Profit Management, and The Association of Living History, Farm and Agricultural Museums, GoTexan

REPRESENTATIVE COMPLETING APPLICATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Cindy Johnson

Title: Executive Director

Mailing Address: P.O. Box 583

City: McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: cindyjohnson@chestnutsquare.org

FUNDING

Total amount requested: \$15,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 3/1/14

Completion Date: 12/31/14

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

Pat Rodgers, Board Chair

Hamilton Doak, Vice Chair

Travis Ussery, Vice Chair

Edna Brown, Secretary

Tim Baker

James West

Guy Giersch

George Lodge

Kathy Moore

Joe Joplin

Mack Hill

Matthew Sneed

Wayne Hill

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

Cindy Johnson, Executive Director

L.C. Tobey, Bookkeeper

Alice Yeager, Volunteers and Membership

Leisha Phipps, Curation

Kirsty Briscoe, Education

Kim Ducote, Facilities Sales

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

I. Applying Organization

The mission of The Heritage Guild of Collin County is: "To preserve and perpetuate the heritage of Collin County. The Heritage Guild was organized 40 years ago and supports Chestnut Square Historic Village. Chestnut Square has grown from two houses in 1973 to seven houses, a general store, a school house and a chapel. These ten historic buildings span a time period from 1854-1930. Chestnut Square now covers 2.5 acres on two city blocks.

Chestnut Square has become a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists from across North Texas, the United States and even internationally. Events such as the Historic McKinney Farmers Market, Civil War Days, the Old-Fashioned Ice-Cream Festival Featuring the Killis Melton Ice Cream Crank-Off, The Spirit of the Cowboy, 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 #1 farmers market in Texas in 2013. In 2007, The Heritage Guild of Collin County stepped forward to provide a home for the Doc & Clyde's Ice Cream Freezer Exhibit which is a part of McKinney's heritage and was cited in the Guinness book of World Records as the largest ice cream freezer exhibit in the world.

Chestnut Square Historic Village is open to the public 9:00 a.m. – 3:00 p.m. Tuesday through Friday and 8:00 a.m. – 12:00 p.m. on Saturdays, with guided tours of the homes provided on Tuesdays, Thursdays and Saturdays at 11:00 a.m. Group tours may be scheduled Tuesday through Saturday by reservation. Chestnut Square began offering trolley tours of McKinney's Historic District in 2011 on the second and fourth Saturday of each month. The trolley tour was created with grant funding from the Collin County Historical Commission. The 90 minute tour showcases the history of McKinney and the architecture in the Historic District. Attendance at our guided tours continues to increase with revenue from tours increasing from ??.

Chestnut Square living history programs are offered during Farmers Market, School Tours, events and select weekends during the year. All structures are open to the public and entertainment and educational programs are held around an historic theme. Members of the Living History Group, an organization created to support historical programs at Chestnut Square, provide craft demonstrations in historically accurate costumes throughout the village. In addition, the following organizations have performed in the past: The Collin County Civil War Living Historians, the Collin County Storytelling Guild, the Trinity River Desperados, Mustang Swing Cowboy Band, North Texas Gunslingers and the Hogwallow Boys. In 2014, we will continue to focus our living history events on a spring Civil War Re-enactment and a fall Spirit of the Cowboy Festival.

Beginning in 2007, every Saturday morning from 8:00 a.m. until noon, April through November, Chestnut Square hosts the Historic Downtown McKinney Farmers Market. More than 50 vendors participate in each market offering locally grown and raised produce, meat and eggs. The market was well-attended in 2013 with over 1,500 people attending each market. Customer surveys show that 40% of visitors continue to be there for the first time and 33% are from outside Collin County. In 2009, The Heritage Guild of Collin County opened a satellite Farmers Market at Adriatica on Thursdays from 3:00 – 7:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week. In 2013, The Historic McKinney Farmers Market

was voted the #1 market in Texas in American Farmland Trust's America's Favorite Farmers Market Contest.

In 2008, Clyde Geer donated the Doc & Clyde's Ice Cream Freezer exhibit to Chestnut Square and asked that future Killis Melton Ice Cream Crank-offs be held at Chestnut Square each year. This free event includes entertainment on the MDCDC stage, children's activities in the Wilmeth Schoolhouse and old-fashioned amusement rides. In 2011 we expanded the Crank-Off to incorporate it into an "Old-Fashioned Ice Cream Festival" featuring the Killis Melton Ice Cream Crank-Off with expanded ice cream offerings and activities. The expansion resulted in record crowds and exciting new sponsorships with Henry's Homemade Ice Cream and Market Street in McKinney. The winning ice cream from the Crank-Off was offered for sale at Local Yocal, Market Street and The Pantry all during the summer. The same format was used in 2013 with over ,4000 people in attendance.

In October 2008, Chestnut Square launched the first annual Legends of McKinney Ghost Walk. Storytellers share legends and the history of haunted sites around downtown McKinney and Chestnut Square. The 2008 Ghost Walk drew over 1,000 people. In 2009 the Ghost Walk was expanded to two nights and the 2009 and 2010 Ghost Walks drew over 1,500 people each year from throughout the Metroplex. The Ghost Walk continues to grow in popularity and in 2011 we added haunted trolley tours to the Ghost Walks. In 2011, we also added "behind the scenes" Ghostly Hauntings tours of Chestnut Square on the third Saturday of each month. These tours have sold out each month.

School groups tour the village during the school year with a focus on elementary students in grades 1-3. In 2011 Chestnut Square partnered with MISD to pilot outreach programs for 4th and 5th graders. Ten schools received visits from the stagecoach and Civil War re-enactors. The program was a success and is offered in 2012-2013 to all MISD 4th and 5th graders. This unique offering from Chestnut Square allows schools to continue to experience Chestnut Square programs despite recent budget cuts.

During the summer, a very popular Prairie Adventure Camp is held for children ages 7-12. During this 9 hour camp students "de-modernize" and learn how people lived in the 19th century through history classes in the one-room school house and hands on demonstrations in the various houses. The camp has drawn children from Oklahoma, Louisiana, Houston and Austin. In 2012 Chestnut Square committed to a dedicated education director chartered with growing camps, scout programs and school programs. Girl Scout badge workshops were added in 2013 and have become extremely popular.

Our annual Historic Home Tour is always extremely popular, drawing visitors from throughout North Texas to tour the holiday decorations throughout Chestnut Square and in 4-6 historic homes throughout McKinney. The Home Tour is not only a key fundraiser for Chestnut Square, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney's downtown square, Chestnut Square and McKinney's Historic District. The 2012 tour was attended by 1,800 people, but due to a historic ice storm the weekend of the 2013 Holiday Tour of Homes only 400 people attended.

Chestnut Square is also a popular venue for weddings. The Chapel at Chestnut Square (formerly the Foote Baptist Church located in Stonebridge Ranch) can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House (circa: 1930) can host over 150 for wedding receptions. During 2013 Chestnut Square hosted over 130 events including 90 weddings and receptions.

All told, the programs at Chestnut Square bring over 50,000 visitors annually to the Square to experience over 150 years of McKinney history. Current staff consists of an Executive Director, part-time volunteer coordinator, part-time bookkeeper, part-time wedding manager, part-time curator and part-time educator. All programs are supported by volunteers who will contribute over 9,500 hours in 2013.

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

We are requesting promotional funding to support the following events:

- The Historic McKinney Farmers Market at Chestnut Square and Adriatica – advertising, promotional shopping bags, t-shirts and a new website.
- Four Living History Weekends: Civil War Days, the Spirit of the Cowboy Days, Legends of McKinney Ghost Walk (2 weekends) – advertising and new website
- The Old-Fashioned Ice Cream Crank-Off featuring The Killis Melton Ice Cream Crank-Off – advertising and promotional t-shirts
- The Holiday Tour of Homes - advertising

The Historic McKinney Farmers Market at Chestnut Square and Adriatica will be held weekly on Thursdays and Saturdays from April 5 through Thanksgiving in 2014. The goal of the market is to recreate an old-fashioned shopping experience with local products, entertainment and a community feel. The target audience is “foodies and families” from across North Texas. In 2013 we achieved our goal of growing the number of vendors from 30 to over 50. The objective for 2014 is to expand our community education and entertainment programs during the market and to maintain our position as the most popular market in North Texas.

Our Living History Weekends will be held on the following dates:

- Civil War Days:
- The Spirit of the Cowboy Days:
- Legends of McKinney Ghost Walks:

The goals of our Living History Weekends are to provide historically accurate, fun and family friendly programming that enhances McKinney’s reputation as a community with a strong heritage. The target audience is families from across Texas that are looking for fun and educational events, however our Spirit of the Cowboy event is was attended by visitors from 23 states, England, Australia, Japan and Canada. We hope to bring in over 12,000 people to these three living history events in 2014.

Our goal for the Old-Fashioned Ice Cream Festival featuring The Killis Melton Ice Cream Crank-Off is to continue to build on last year’s success to draw even more contestants in the Crank-Off and visitors the Festival. We plan on marketing the Crank-Off more heavily to community groups in 2014 to draw contestants. We successfully added carnival rides in the nearby green space in 2011 and hope to add additional children’s activities in 2013. Our partnership with the National Charity League has provided over 100 mothers and daughters to develop fun, old-fashioned games for the event.

With this year’s ice storm compromising our Holiday Tour of Homes and shutting down downtown businesses we heard, loud and clear, from downtown businesses just how important the Tour of Homes weekend is for holiday sales. Not only was the smaller turnout devastating to The Heritage Guild of Collin County (we netted \$15,000 less than in 2012) but it seriously impacted downtown stores and restaurants. In 2014, we want to promote the tour strongly to ensure that it is, once again, attended by over 1,800 people who shop, dine and stay in downtown McKinney.

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

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.

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

X Yes No

III. Financial

- Please see Profit and Loss Statements for 2012 and 2013 and budget for 2014 under separate cover.

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

The total budget for all events is \$125,000. Total promotional cost for the events is \$43,965. See promotional budget under separate cover.

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 52%

Are Matching Funds available? X Yes No

Cash \$15,000	Source GOTEXAN GRANT	% of Total 34%
In-Kind \$	Source	% of Total

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

We will sell sponsorships for the events.

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

Yes, GOTEXAN.

IV. Marketing and Outreach

To promote the events at Chestnut Square, "rack cards" with 2013 activities are distributed throughout McKinney, Collin County and at travel centers throughout Texas. Posters for each event are distributed throughout Collin County. Advertising is focused on childrens', food and tour magazines with spot ads in local papers (when "good deals" present itself) and on KLAK radio. Cowboy days are advertised on The Range radio. Staff attends education and farmers market related exhibitions to distribute materials. Facebook and website updates continue to drive visitors and select Groupons and Living Social campaigns have promoted profitable.

V. Metrics to Evaluate Success

of people who attended events – grow 20% year to year.

Customer satisfaction – measured by feedback from customers and ratings on social media sites.

Financial results – profitable growth of 30%.

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% will 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

Cindy Johnson
Printed Name

Cindy Johnson
Printed Name

1/2/14
Date

1/2/14
Date

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:1200 DAL
Date NOV 20 1985

EIN: 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

Chestnut Square Historic Village 2014 Promotion and Publicity Plan

Event	Edible	Billboard	DMIN	Rack Cards	Posters	TS Buzz	Suburban Parent	Dallas Child	McKinney Mag	Western Mags	Tea n Tour	FB
Farmers Market	\$1,360	\$682	\$1,000	\$200	\$200	\$200	\$700	\$700	\$680	\$0	\$0	\$50
Living History	\$0	\$682	\$1,500	\$200	\$300	\$200	\$1,200	\$1,200	\$680	\$1,500	\$0	\$100
Crank-Off	\$680	\$341	\$1,000	\$200	\$150	\$200	\$700	\$700	\$680	\$0	\$0	\$50
Home Tour	\$0	\$0	\$2,000	\$100	\$150	\$200	\$0	\$0	\$680	\$0	\$600	\$50
Total	\$2,040	\$1,705	\$5,500	\$700	\$800	\$800	\$2,600	\$2,600	\$2,720	\$1,500	\$600	\$250

Promotion and Income by Event

	Promo	Income	% of Income	MCDC	% MCDC	GO TEXAN	% GO TEXAN	GOTEXAN Sponsors	% Sponsors	Event Revenue	% Event Rev
Farmers Market	\$18,122	\$50,000	36%	\$5,000	28%	\$7,500	41%	\$5,000	28%	\$622	1%
Living History	\$12,462	\$30,000	42%	\$4,500	32%	\$0	0%	\$3,000	24%	\$4,962	17%
Crank-Off	\$8,101	\$15,000	54%	\$4,000	43%	\$0	0	\$1,500	19%	\$2,601	17%
Home Tour	\$5,280	\$30,000	18%	\$1,500	47%	\$0	0	\$3,000	57%	\$780	3%
Total	\$43,965	\$125,000	35%	\$15,000	34%	\$7,500	17%	\$12,500	28%	\$8,965	7%

Web	Shirts	Bags	Total
\$7,500	\$1,600	\$3,250	\$18,122
\$2,500	\$2,400	\$0	\$12,462
\$1,000	\$2,400	\$0	\$8,101
\$1,500	\$0	\$0	\$5,280
\$12,500	\$6,400	\$3,250	\$43,965

The Heritage Guild of Collin County

Profit & Loss Prev Year Comparison

January through December 2013

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1/02/14
accrual Basis

	Jan - Dec 13	Jan - Dec 12
Ordinary Income/Expense		
Income		
43400 · Direct Public Support		
43450 · Individ, Business Contributions	17,647.57	6,796.03
43460 · Endowment Contributions	0.00	0.00
Total 43400 · Direct Public Support	<u>17,647.57</u>	<u>6,796.03</u>
44800 · Grants and Gov't Contributions		
44820 · MCDC	87,376.53	45,473.96
44800 · Grants and Gov't Contributions - Other	0.00	12,359.61
Total 44800 · Grants and Gov't Contributions	<u>87,376.53</u>	<u>57,833.57</u>
44800* · Indirect Public Support	20.00	0.00
45000 · Investments		
45030 · Interest-Savings, Short-term CD	15.55	10.97
Total 45000 · Investments	<u>15.55</u>	<u>10.97</u>
46400 · Other Types of Income		
464002 · VOLUNTEER Background check	150.00	0.00
46401 · Chester Book	1,641.01	0.00
46410 · Weddings	170,260.00	144,281.08
46420 · Rentals	18,380.00	23,626.70
46430 · Event Revenues	71,851.45	75,555.31
46430* · Miscellaneous Revenue	11.25	0.00
46440 · Store	18,884.28	17,534.99
46450 · Farmers' Market	33,735.31	30,546.77
46470 · Pecan Grove Income	0.00	350.00
46400 · Other Types of Income - Other	265.59	600.66
Total 46400 · Other Types of Income	<u>315,178.89</u>	<u>292,495.51</u>
46480 · Arcadia Book Royalties	38.17	133.34
47200 · Program Income		
47230 · Membership Dues	1,101.00	2,501.39
47240 · Tours	11,607.50	16,235.91
47260 · Education Programs	22,914.31	16,884.68
Total 47200 · Program Income	<u>35,622.81</u>	<u>35,621.98</u>
49900 · Uncategorized Income	0.00	351.03
Total Income	<u>455,899.52</u>	<u>393,242.43</u>
Gross Profit	<u>455,899.52</u>	<u>393,242.43</u>
Expense		
60900 · Business Expenses		
609040 · Volunteer Relations	2,093.21	2,322.85
609041 · Staff Relations	1,848.09	252.50
60915 · Board Meeting Expenses	2,025.91	544.76

The Heritage Guild of Collin County

Profit & Loss Prev Year Comparison

January through December 2013

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1/02/14
accrual Basis

	Jan - Dec 13	Jan - Dec 12
60920 · Business Registration Fees	281.00	225.00
60930 · Advertising/PR/Marketing		
60931 · MCDC Promo Grant	14,663.44	0.00
60930 · Advertising/PR/Marketing - Other	27,790.89	13,408.35
Total 60930 · Advertising/PR/Marketing	42,454.33	13,408.35
60940 · Tours	3,425.60	7,333.78
60950 · Weddings	27,273.81	34,402.71
60955 · Pecan Grove Management	0.00	125.00
60957 · Pecan Grove Event Expense	0.00	79.92
60960 · Rentals	30.00	209.32
60970 · Events	47,887.36	43,385.42
60975 · Educational Programs Expenses	9,080.66	15,946.59
60980 · Store	12,253.23	10,960.62
60990 · Farmers' Market	11,325.98	17,607.22
60900 · Business Expenses - Other	0.00	0.00
Total 60900 · Business Expenses	159,979.18	146,804.04
60956 · Weddings - Salaries	0.00	13,662.67
62100 · Contract Services		
62110 · Accounting Fees	0.00	2,001.65
62100 · Contract Services - Other	1,350.00	0.00
Total 62100 · Contract Services	1,350.00	2,001.65
62800 · Facilities and Equipment		
62840 · Building and Equip Maintenance		
62841 · Yard	3,562.17	7,344.03
62842 · Structures		
62842.1 · Structures - Facilities Grant	65,856.20	42,695.97
62842 · Structures - Other	3,650.72	4,752.37
Total 62842 · Structures	69,506.92	47,448.34
62843 · Cleaning	2,313.99	1,222.17
62840 · Building and Equip Maintenance - Other	6,651.21	-612.96
Total 62840 · Building and Equip Maintenance	82,034.29	55,401.58
62850 · Curation	589.96	3,923.55
62860 · Furnishings Repair and Upkeep	0.00	160.00
62870 · Property Insurance	1,224.00	5,288.94
62890 · Utilities	24,300.20	20,409.38
62800 · Facilities and Equipment - Other	0.00	1,394.25
Total 62800 · Facilities and Equipment	108,148.45	86,577.70
65000 · Operations		
65010 · Books, Subscriptions, Reference	286.00	0.00
65020 · Postage, Mailing Service	1,469.36	606.63
65030 · Printing and Copying	9,407.55	7,222.35

The Heritage Guild of Collin County

Profit & Loss Prev Year Comparison

January through December 2013

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1/02/14
accrual Basis

	Jan - Dec 13	Jan - Dec 12
65040 · Supplies	510.92	1,015.04
65050 · Telephone, Telecommunications	4,510.50	3,887.42
65060 · IT Expense	253.50	2,548.55
65070 · ED reimbursement expense	850.00	1,300.00
Total 65000 · Operations	17,287.83	16,579.99
65100 · Other Types of Expenses		
65101 · Chester Book Expenses	2,529.57	0.00
65120 · Insurance - Liability, D and O	10,761.57	5,768.29
65130 · Credit Card Fees	4,934.62	4,969.89
65130* · Interest Expense - General	90.00	0.00
65140 · Finance charges	97.68	452.10
65160 · Other Costs	200.00	1,146.62
65170 · interest exp	1,905.71	736.49
65180 · Bank Service Charges/NSF fees	5.00	81.00
65181 · NSF Returned Check	151.00	0.00
65100 · Other Types of Expenses - Other	0.00	275.00
Total 65100 · Other Types of Expenses	20,675.15	13,429.39
65150 · Late Charges	82.59	108.98
66000 · Payroll Expenses		
66010 · Salaries	112,062.99	81,712.84
66020 · Payroll Taxes	28,086.82	16,374.72
66030 · Contract Wages	2,955.50	0.00
66000 · Payroll Expenses - Other	1,629.34	762.25
Total 66000 · Payroll Expenses	144,734.65	98,849.81
66900 · Reconciliation Discrepancies	1,029.15	2,007.98
68300 · Travel and Meetings		
68310 · Conference, Convention, Meeting	0.00	215.00
Total 68300 · Travel and Meetings	0.00	215.00
Total Expense	453,287.00	380,237.21
Net Ordinary Income	2,612.52	13,005.22
Net Income	2,612.52	13,005.22

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

10:59 AM
 1/02/14
 Accrual Basis

	Dec 31, 13
ASSETS	
Current Assets	
Checking/Savings	28,408.06
Accounts Receivable	959.90
Other Current Assets	-930,471.50
Total Current Assets	-901,103.54
Fixed Assets	1,874,126.23
Other Assets	-4,977.31
TOTAL ASSETS	968,045.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	988.83
Credit Cards	-3,950.32
Other Current Liabilities	22,817.56
Total Current Liabilities	19,856.07
Total Liabilities	19,856.07
Equity	948,189.31
TOTAL LIABILITIES & EQUITY	968,045.38

Chestnut Square 2014 Budget

	Proposed 2014 Budget	Assumptions
INCOME		
Donations	\$30,000	Sponsorship, donation plan and committee work.
Investments	\$25	
Grants	\$250,000	\$215,000 from MCDC grants.
Weddings	\$170,000	
Rentals	\$20,000	
Bed and Breakfast	\$30,000	
Events	\$100,000	Better weather! Focused SOTC. More sponsorships.
Store	\$25,000	
Farmers Market	\$50,000	Sponsorships
Other Income	\$500	
Arcadia Royalties	\$100	
Membership Dues	\$3,000	
Tours	\$15,000	
Education	\$30,000	Adult education, scout program growth, Farmers Market programs
TOTAL INCOME	\$723,625	
TOTAL INCOME W/O GRANTS	\$473,625	
EXPENSES		
Volunteer Relations	\$3,000	
Staff & Board Relations	\$3,000	
Registration Fees	\$250	
Marketing	\$20,000	

Travel & Meetings	\$1,000
TOTAL EXPENSES	\$694,350
TOTAL EXPENSES W/O GRANTS	\$464,350
NET INCOME	\$9,275