

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:

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.

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 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

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: 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: \$11,000

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 11/1/2015

Completion Date: 04/30/16

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

Wayne Hill, Chairman

Hamilton Doak, Vice Chair

Rick Scauzillo, Treasurer

Stella Stevens, Secretary

Pat Rodgers

Tim Baker

Kathy Moore

Carol Ownby

Mack Hill

Matthew Sneed

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

Jaymie Pedigo, E.D.

Alice Yeager, Bookkeeping, Membership & Volunteer Manager

Leisha Phipps, Curation

Jamie Spence, Education

Kim Ducote, Facilities Sales & Coordinator

Mary Lee Homan, Farmers Market Manager

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 42 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 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 Thursdays at 11:00 a.m. and Saturdays at 9:00 & 11:00. Group tours may be scheduled Tuesday through Saturday by reservation. Trolley tours of McKinney's Historic District area 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.

New to the tour roster is a Munzee audio option. Developed with and donated by the staff at Munzee, it allows visitors to Chestnut Square a fun learning experience any day, any time!

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 #1 farmers market in Texas in 2013. 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 has become a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "Collin County history to life" through school tours onsite, programs and events offsite, and special presentations. 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 demonstrations in historically accurate costumes throughout the village.

During the summer, a very popular Prairie Adventure Camp is held for children ages 7-12. During this three day camp students forego electronic gadgets and learn how people lived in the 19th century through hands on activities and demonstrations in the various buildings. The camp has drawn children from Oklahoma, Louisiana, Houston and Austin. This year, the education department also offers "Prairie Adventure Fridays", designed for younger groups of children, and will continue with "Pumpkin Patch" in October, for Pre-K groups as well.

Every Saturday morning from 8:00 a.m. until noon, April through November, Chestnut Square hosts the Historic McKinney Farmers Market, now in its eighth year. 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 conducted in 2012 & 2013 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.

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 traffic to businesses on the square.

Chestnut Square launched the Legends of McKinney Ghost Walk in 2008. Storytellers share the history of "haunted" sites around downtown McKinney and Chestnut Square, and a partnership with Main Street Magic adds special flair to the event. The Ghost Walk continues to grow in popularity and in 2011, trolley tours were added as an option to the Ghost Walks. Additionally there are "behind the scenes" Ghostly Hauntings tours of Chestnut Square on the third Saturday of each month, in partnership with TexPart Paranormal.

The Holiday Tour of Homes, the very first fundraising venture for HGCC, is always extremely popular, drawing visitors from throughout North Texas to tour the 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 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 goal for the 42nd version of the tour, December 2015, is to attract some 2000 attendees.

The 1908 Foote Baptist Church, now 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 (circa: 1930) can host over 150 for wedding receptions. In 2014, 85 weddings and 86 special events (private teas, showers, etc) were held at Chestnut Square. In 2015 to date, 96 weddings are currently booked or have been executed. Wedding and event revenues are the single largest source of revenues, making up over 50% of HHCC's income.

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, Volunteer & Membership Manager; Wedding and Events Sales Manager, part-time curator and part-time educator. 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 promote 1) the Holiday Tour of Homes, specifically to the tourist market by advertising in Texas Highways and other regional mediums and 2) The Tour de Coup chicken coup tour, which is being added to HGCC's offerings as an event of Farmers Market.

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

Both events will draw from a wide geographic area, not just to attend the events but to shop, eat, and possibly stay in McKinney as well. The 2013 Home Tour was compromised by icy weather, and the downtown merchants suffered as well, citing the Home Tour as a big draw for seasonal shoppers.

The Chicken Coup Tour is a growing success – each year it has improved in visibility, attendance, and revenues. A fairly specialized, but active, target market, it is the perfect fit to incorporate into the Farmers Market, and will bring an entirely different group of tourists to the area.

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

The addition of the Tour de Coup is the perfect fit to the Farmers Market. This event embodies all three tenets of our mission; to celebrate community, preserve history, and inspire the future. The home tour, as you know, has been the cornerstone fundraiser for HGCC for all of its 42 years.

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

The 2015 Holiday Tour of Homes is scheduled for December 5 & 6. Tickets have been \$20 in years past, we are considering a small increase this year. The ad deadline for Texas Highways is Aug 26.

The Tour De Coup is scheduled for April 30, 2016, but we will want to start the marketing by January 2016.

- Include the venue/location for Project/Promotion/Community Event? Varies
- Provide a timeline for the Project/Promotion/Community Event.

Work on both events has begun. The Tour de Coup chair approached HGCC last month about finding a parent home for their event. We are currently finalizing the details, which will be a financial and outreach benefit to Chestnut Square.

The Home Tour committee has compiled a prioritized list of desirable locations, with 2 homes having been secured to date. Goal is to complete this initial task is end of July.

- Detail goals for growth/expansion in future years. At this time, there are no discussions on growth for the Holiday Tour. But the Tour de Coup has multiple growth opportunities.

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 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:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact “buying local” has on quality of life in McKinney

Part of McKinney's charm, to both locals and tourists, is the history – and the home tour is a proven draw for locals and visitors alike. We anticipate that the Tour de Coup will have the same appeal, but different market. Fun and educational for locals – and an attraction for visitors.

Advertising in Texas Highways, for a proven product like the Home Tour, will be a test as to how broad we can reach outside the region. We chose this publication based on a conversation with the staff at the CVB. Of course the further the travel to the destination, the more likely the visitors will stay overnight.

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

HGCC has not had an independent audit in the recent past.

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

The November edition of Texas Highways has a deadline of August 26 to reserve space. A 1/3 page, along with the digital option, will run \$3492, and digital add-on of \$495. Additionally, we would like to continue with our support of the Historic Reservation initiative of the city; the calendar ad runs \$1200. In previous years, HGCC has had event specific T-shirts printed and sold, mostly at a loss. T-shirts promoting all of our events would be more cost effective.

Total expenses for the Home Tour are approximately \$15,000. These advertising items are currently not budgeted.

Desired promotion of the Tour de Coup will cost \$5400, with most advertising outside of McKinney. Promotions make up over 50% of the project expenses.

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

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

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.*
Sponsorships and ticket sales will provide revenues to cover project expenses.

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. NO*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and 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.

In the past 3 months, we have been featured on Good Morning Texas (ABC Local Channel 8) and Texas Road Trippin’, KRLD radio with J.D.Ryan.

With a grant from Tx Dept of Ag (GoTexan), we revamped our website, the updated version continues to bring more inquiries and interest in Chestnut Square.

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.

Both events will be evaluated by using an exit survey to assess advertising effectiveness.

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;

Acknowledgements - *continued*

- 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

Jaymie Pedigo
Signature

Jaymie Pedigo
Printed Name

Printed Name

6/29/15
Date

6/29/15
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
- 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