

# 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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto: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"/> <b>Project Grant</b><br/>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"/> <b>Promotional or Community Event Grant (maximum \$15,000)</b><br/>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> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**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: \$15,000 available from internal funding

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 06/01/2016

Completion Date: 9/1/2016

**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.

Dinosaurs Live exhibit started at the Heard Museum in the Fall of 2006. We wrapped up our 10<sup>th</sup> anniversary of this exhibit in the past February. The plan is to bring back the exhibit in mid-September 2016 thru late February 2017. This exhibit has been a major draw for the museum. It averages 34,000 visitors to the exhibit per year. People from 100 miles radius come to McKinney to see the exhibit. It has been a great ambassador for the City and the museum.

All the infrastructures supporting the exhibit are worn out. They all must be replaced as we are to the point of not wanting to continue the repairs as the equipment are beyond the repair stage.

The proposed project entails the following:

1. Rewire the loop for the 10 dinosaurs stations
2. Lay all new air lines to each dinosaur station
3. Construct a shed to house all compressors and dryers
4. Purchase 3 new compressors and required support equipment

**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 MCDG consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDG 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.

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 promote the City and the museum to our out of area visitors.

- 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?**

**\$65,000**

<b><i>Compressors</i></b>	<b><i>\$29,000</i></b>
<b><i>Prepare areas for air lines installation</i></b>	<b><i>#3,000</i></b>
<b><i>Air lines to dinosaurs stations</i></b>	<b><i>\$7,000</i></b>
<b><i>Electrical works</i></b>	<b><i>\$9,000</i></b>
<b><i>Shed Construction</i></b>	<b><i>\$17,000</i></b>

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 25%**

**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.*

Not.

**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.*

- None

#### **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.

\$13,000 is allocated to promote the Dinosaurs Live exhibit in.

If this project is approved, then MCDC will be designated as this year's Dinosaurs Live exhibit Title Sponsor, a \$25,000 value

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.

Customer count will be maintained to assess the continuing success of the exhibit.

#### **Acknowledgements**

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

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy



provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

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

**Chief Executive Officer**

**Representative Completing Application**

\_\_\_\_\_  
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](mailto:cschneible@mckinneycdc.org)