

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2020

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

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

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION		
Name:	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: Jaymie@chestnutsquare.org
Website: www.chestnutsquare.org		

Check One:

- XXXX 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, Texas Lakes & Trails Tourism Bureau

REPRESENTATIVE COMPLETING APPLICATION:

Name: Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: jaymie@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: Jaymie@Chestnutsquare.org

FUNDING

Total amount requested: \$15,000

Matching Funds Available (Y/N and amount): Y \$1500

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)? Yes No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: Aug 2020

Completion Date: Dec 2020

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

2020 BOD

Brian Medina, Chair

Rick Gelw, Vice Chair

Jennifer Cobb, Treasurer, Past Chair

David Clarke, Secretary

Sandi Dinehart

Greg Dawson

Emil Dahl

Lori Geer

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

Jaymie Pedigo, Executive Director

Kim Ducote, Wedding and Rental Manager

Megan Colvin, Museum Program Manager

Annie Quinn, Curator

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.

Who Are We?

With a mission of celebrating community, preserving history and inspiring the future, The Heritage Guild of Collin County, a 501(c)(3) nonprofit organization, oversees Chestnut Square Historic Village. The Village is comprised of five historic homes, a historically accurate replica of a one-room schoolhouse, a chapel, a store, a reception house, and a Visitors Center all settled on 2.5 acres just south of the downtown McKinney Square.

Also included on the bucolic grounds are a blacksmith shop, smoke house, a (non-functioning) outhouse, and a reception pavilion and gardens. Buildings feature period artifacts highlighting the lifestyles of people living in Collin County during the nearly 100 years spanning 1854 to 1930.

Why Are We Important?

We accomplish our mission by providing educational programs, tours and picturesque venues for local weddings, meetings and social gatherings of all kinds. Chestnut Square hosts community events that bring people together to celebrate Collin

County's heritage such as our Farmers Market which recreates the feel of bygone market days held in the old Jockey lot in downtown McKinney.

In addition, we maintain historic buildings, artifacts and grounds that illustrate and inform people about the past, serving to inform the future. Our educational programming demonstrates and disseminates information about the way people lived from 1850-1940, and we support Collin County and McKinney in achieving a community which owns its singular legacy in stewardship of its prosperous future.

A gem in the crown of Chestnut Square is our collection of structures that physically depict the everyday environment of those who came before. Considered *the oldest standing house* in McKinney, ***The Faires House*** was built by John Faires who arrived in the city and built his home in 1854. This Greek-revival shotgun style building boasts a front door hand-chiseled by Mr. Faires himself.

Also on property: The Taylor Inn (1863), The Dulaney Cottage (c1875), our cornerstone Dulaney House (1916), the 1870 *Johnson House*, home to State Senator and Legislator John Johnson, a colorful politician credited with writing the Homestead Bill, The Brimer - Anderson Grocery, (1918), the reproduction Wilmeth Schoolhouse, *The Chapel at Chestnut Square* and *The Bevel House* round out the collection. All are historic, all significant to the story of McKinney.

The Need

Chestnut Square Historic Village recognizes the importance of raising support from a plurality of funding streams. We currently pursue revenue through:

- Volunteers/Members
- Grants/Donations
- Sponsorships
- Programming/Events
- Facility Rentals

Chestnut Square faces the ongoing challenges of stewarding and preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these precious symbols of our past with integrity and high standards, thereby serving the community whose history we represent.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

Our 2020 Event planning includes the celebration and highlighting of two indigenous structures onsite – the Johnson House and the Dulaney Cottage – both turning approximately 150 years old next year.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

We are asking for funds to support the Fall Murder Mystery, The Legends of McKinney Ghost Walk, Fall Fundraiser (Music Event – but details TBD) the 47th Holiday Tour of Homes, & the Farmers Market.

○

- August 15, 2020 – Fall Murder Mystery
- Sept 19, 2020 – Concert/Music Fest. Details TBD. Planned use of Parks & Rec stage at Anthony/Chestnut intersection, lawn chair/blanket seating in street, & Davis at the Square park. Food vendors on Chestnut north of Howell St, beverage vendors inside Chestnut Square gates.
- October 30 & 31 - Legends of McKinney Ghost Walk. We are planning family events on Friday night – storytellers, food vendors, etc, and adult Ghostly Haunting & Trolley tours Saturday night.
- Dec 5 & 6 – 47th Annual Holiday Tour of Homes. Due to the pandemic, we are planning to completely alter the scope of this event, likely transitioning to virtual tours. Enhanced advertising will be necessary to educate customers of 45 years!
- The Farmers Market funds would be used for advertising both locally and in Edible Dallas, a “foodie” magazine supporting local sourcing. One emphasis in the coming year is to build a relationship with our new neighbors in an effort to become their “grocery” store. The move to Chestnut Street has proven to be a fabulous improvement for the market – both vendors and shoppers are pleased with the layout, the parking, the ease of navigation and the blending of the urban and historic settings.

- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

These events help MCDC meet their goals of both attracting visitors to McKinney and by providing quality of life events for our residents. Chestnut Square is a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families. We see visitors from a 50 mile radius on a regular basis.

During the early spring months when many Farmers Markets were closed, we regularly had shoppers from Plano, Carrollton, Ft Worth and other DFW areas. Our social media presence has grown with the increased traffic from other areas.

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

Our goal of bringing history to life is the theme of all of our events; educational programs, special events and fundraisers all fit our historic mission.

- Promotional/Community Events must be open to the public. If a registration fee is charged, it must be \$35 or less.
- If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).

100% of the proceeds benefit The Heritage Guild

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

All events are subject to changes to accommodate and Covid 19 guidelines.

Murder Mystery: Estimate 75 attendees, Admission \$20-\$50 (incl Dinner)

Music Fest: estimated 250 attendees, admission \$20-\$25.

Ghost Walk: 250 attendees per night, admission \$20-\$35.

Holiday Tour of Homes: 1000-2500 attendees, \$35 admission.

The Farmers Market is every other week January – March, and weekly from April – November. Admission is free. Attendance: 1000 shoppers weekly in prime season

- Include the venue/location for the proposed event. All events are held on Chestnut Square property.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

X Yes No

Date(s): 2020, 2019, 2018, 2017, 2016, 2015

Financial

- Provide an overview of the organization’s financial status including the impact of this event on organization mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal years and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Overview of Promotional/Community Event financial goal?

Projected revenues for these events, prior to COVID adjustments, totaled \$61,500. In this season of uncertainty, we cannot predict what alterations will take place and outcomes will be. We have not adjusted our budget at this time.

Gross Revenue \$
Projected Expenses \$
Net Revenue \$

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

Community Impact	\$4025
Stonebridge Ranch News	\$725
Creekside Living/N2	\$1750
Collin County Guide	\$500
Extra HTOH	\$5000
Signage/posters/discretionary	\$2605
Edible Dallas	\$1900
	<hr/>
	\$16,500

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 10%

Are Matching Funds available? Yes No

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

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Promotional/ Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

We evaluate event success not only by the financial gain, but more valuable is the community response. Approximately 1000 people visit the Farmers Market weekly at the height of the season, and vendors and customers alike tout it as the best market in the Metroplex. This year marks the 25th year of the Ice Cream Crank Off – a major achievement by any event standards!

Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.

- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Printed Name

Printed Name

05/21/20
Date

05/21/20
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 Promotional/Community Event; description, budget, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Promotional/Community Event
- Promotional/Community Event timeline and venue included
- Overall event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

The Heritage Guild of Collin County

Proposed Budget: FY 2020

January - December 2020

	<u>2020</u>
Income	
40000 Grants	0.00
40050 MCDC Grant	0.00
Total 40000 Grants	\$ 0.00
41000 Direct Public Support	
41010 Membership Dues	1,500.00
41020 Donations, General Public	3,500.00
41030 Corporate Contributions	15,000.00
41035 Corporate Memberships	0.00
41050 Special Purpose Gifts	7,500.00
41060 McKinney Heritage Membership	1,000.00
Total 41000 Direct Public Support	\$ 28,500.00
42000 Program Revenues	
42010 Farmers' Market	55,000.00
42020 Tour de Coop	0.00
42030 Merchandise Sales	0.00
42040 Education Programs	6,500.00
42050 Ghostly Haunting	3,200.00
42070 Prairie Camps	10,000.00
42080 Public Village Tour	2,000.00
42090 Tea & Tour	3,500.00
42100 Trolley Tour	1,500.00
Total 42000 Program Revenues	\$ 81,700.00
42500 Event & Fundraising Revenues	
42520 Farm to Table Dinner	25,000.00
42540 Fashion Show	
42550 Ghost Walk	8,500.00
42560 Holiday Home Tour	36,000.00
42570 Ice Cream Crank Off	8,500.00

42580 Murder Mystery		3,000.00
42699 Other Event/Fund Raising Income		4,000.00
Total 42500 Event & Fundraising Revenues	\$	85,000.00
43000 Facility Rentals		
43010 Weddings		136,000.00
43020 Rentals		6,500.00
Corp Rentals		2,500.00
Total 43020 Rentals	\$	9,000.00
Total 43000 Facility Rentals	\$	145,000.00
44000 Other Operating Income		
44020 Background Check Fees		250.00
Total 44000 Other Operating Income	\$	250.00
Total Income	\$	340,450.00
Gross Profit	\$	340,450.00
Expenses		
60000 Awards and Grants		0.00
61100 Wedding Expenses		
61110 Wedding Costs		12,000.00
Total 61100 Wedding Expenses	\$	12,000.00
61200 Programming Expenses		
61210 Farmers' Market Costs		12,000.00
61220 Tour de Coup Costs		0.00
61230 Merchandise Costs		100.00
61240 Educational Programs Costs		1,500.00
61270 Tour & Tea Costs		1,000.00
61280 Trolley Tour Costs		500.00
61290 Prairie Camp Costs		1,800.00
61299 Other Programming Costs		50.00
Total 61200 Programming Expenses	\$	16,950.00
61400 Events & Fundraising Expenses		
61420 Farm to Table Dinner Costs		10,000.00
61440 Fashion Show Costs		0.00
61450 Ghost Walk Costs		750.00
61460 Holiday Home Tour Costs		5,000.00

61470 Ice Cream Crank Off Costs		5,000.00
61480 Murder Mystery Costs		500.00
61599 Other Event Costs		1,250.00
Total 61400 Events & Fundraising Expenses	\$	22,500.00
61600 Business Expenses		
61610 Advertising, PR & Marketing		10,000.00
61611 Advertising - Grant Reimbursable		0.00
Total 61610 Advertising, PR & Marketing	\$	10,000.00
61660 Rentals (Administrative)		1,500.00
61670 Volunteer Relations		500.00
61680 Staff Relations		500.00
Total 61600 Business Expenses	\$	12,500.00
61700 Outside Services		
Acct Services		1,500.00
61730 Fundraising Expenses		500.00
61740 Outside Contract Services		12,200.00
Total 61700 Outside Services	\$	14,200.00
62000 Facilities and Equipment		
62010 Building and Equip Maintenance		
62011 Yard		10,250.00
62012 Structures & Equipment		10,000.00
62013 Cleaning & Maintenance Supplies		8,500.00
62019 Grant Expenses - Structures		0.00
Total 62010 Building and Equip Maintenance	\$	28,750.00
62020 Curation		350.00
62050 Property Insurance		18,400.00
62060 Utilities		23,000.00
Total 62000 Facilities and Equipment	\$	70,500.00
63000 Office Operations		
63010 Books, Subscriptions, Reference		100.00
63020 Postage, Mailing Service		350.00
63025 Printing and Copying		6,500.00
63030 Supplies		1,000.00
63035 Telephone, Telecommunications		4,200.00

63040 IT Expense		3,500.00
Total 63000 Office Operations	\$	15,650.00
64000 Other Administrative Expenses		
Credit Card Interest		1,200.00
64015 Bank Service Charges		150.00
64020 Credit Card Fees		7,500.00
64035 Insurance, Liability, D & O		1,550.00
64055 Memberships & Dues		750.00
Total 64000 Other Administrative Expenses	\$	11,150.00
65000 Payroll Expenses		
65010 Salaries, Staff		87,200.00
65020 Salaries, Contract Employees		0.00
65030 Salaries, Wedding Coordinator		45,000.00
65040 Payroll Taxes		13,000.00
65050 Payroll Processing Costs		2,400.00
Total 65000 Payroll Expenses	\$	147,600.00
Total Expenses	\$	323,050.00
Net Operating Income	\$	17,400.00
Net Income	\$	17,400.00

Tuesday, Nov 05, 2019 01:31:25 PM GMT-8 - Accrual Basis

The Heritage Guild of Collin County

BALANCE SHEET

As of September 30, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Petty Cash	50.00
10020 Indep Bank - Operating	2,195.26
10030 Indep Bank - Reserve	24,986.04
10060 PayPal	259.13
Total Bank Accounts	\$27,490.43
Accounts Receivable	\$20,325.00
Other Current Assets	
12000 Undeposited Funds	215.00
Other Receivables	9,620.50
Total Other Current Assets	\$9,835.50
Total Current Assets	\$57,650.93
Fixed Assets	\$1,873,745.29
TOTAL ASSETS	\$1,931,396.22
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	\$9,766.75
Other Current Liabilities	
24450 Wedding Damage Deposit	11,250.00
24500 Deferred Income Billings	
24510 Weddings	53,825.00
Total 24500 Deferred Income Billings	53,825.00
Total Other Current Liabilities	\$65,075.00
Total Current Liabilities	\$74,841.75
Total Liabilities	\$74,841.75
Equity	
30000 Unrestricted Fund Balance	1,875,001.32
Net Income	-18,446.85
Total Equity	\$1,856,554.47
TOTAL LIABILITIES AND EQUITY	\$1,931,396.22

The Heritage Guild of Collin County

BUDGET VS. ACTUALS: FY 2019 - FY19 P&L

January - September, 2019

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants	500.00	500.00	0.00
40050 MCDC Grant	62,404.88	62,404.88	0.00
Total 40000 Grants	62,904.88	62,904.88	0.00
41000 Direct Public Support			
41010 Membership Dues	865.00	500.00	365.00
41020 Donations, General Public	2,037.78	3,250.00	-1,212.22
41030 Corporate Contributions	21,229.08	4,500.00	16,729.08
41035 Corporate Memberships		5,000.00	-5,000.00
41050 Special Purpose Gifts	4,020.00	7,500.00	-3,480.00
41060 McKinney Heritage Membership	165.00	1,500.00	-1,335.00
Total 41000 Direct Public Support	28,316.86	22,250.00	6,066.86
42000 Program Revenues			
42010 Farmers' Market	38,203.00	49,900.00	-11,697.00
42020 Tour de Coop	2,500.24	8,500.00	-5,999.76
42030 Merchandise Sales	805.47	2,750.00	-1,944.53
42040 Education Programs	1,868.00	5,000.00	-3,132.00
42050 Ghostly Haunting	348.06	3,000.00	-2,651.94
42070 Prairie Camps	9,420.00	10,000.00	-580.00
42080 Public Village Tour	1,120.35	2,000.00	-879.65
42090 Tea & Tour	3,330.00	3,150.00	180.00
42100 Trolley Tour	239.39	1,500.00	-1,260.61
42199 Other Program Revenues	141.00		141.00
Total 42000 Program Revenues	57,975.51	85,800.00	-27,824.49
42500 Event & Fundraising Revenues			
42520 Farm to Table Dinner	23,565.02	36,000.00	-12,434.98
42540 Fashion Show	1,485.00	3,500.00	-2,015.00
42550 Ghost Walk	179.17	1,500.00	-1,320.83
42560 Holiday Home Tour	939.89	1,500.00	-560.11
42570 Ice Cream Crank Off	9,622.00	7,500.00	2,122.00
42580 Murder Mystery	4,293.00	2,500.00	1,793.00
42699 Other Event/Fund Raising Income	436.67	1,000.00	-563.33
Total 42500 Event & Fundraising Revenues	40,520.75	53,500.00	-12,979.25
43000 Facility Rentals			
43010 Weddings	88,341.00	99,350.00	-11,009.00
43020 Rentals	7,955.00	4,000.00	3,955.00
Corp Rentals		3,000.00	-3,000.00
Total 43020 Rentals	7,955.00	7,000.00	955.00
Total 43000 Facility Rentals	96,296.00	106,350.00	-10,054.00
44000 Other Operating Income			
44020 Background Check Fees	110.05	200.00	-89.95
44040 Miscellaneous Revenue	100.00		100.00

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Total 44000 Other Operating Income	210.05	200.00	10.05
45000 Investments			
45030 Interest-Savings, Short-term CD	27.84		27.84
Total 45000 Investments	27.84		27.84
Sales of Product Income	0.00		0.00
Total Income	\$286,251.89	\$331,004.88	\$ -44,752.99
GROSS PROFIT	\$286,251.89	\$331,004.88	\$ -44,752.99
Expenses			
60000 Awards and Grants	650.05	650.05	0.00
61100 Wedding Expenses	3,550.00		3,550.00
61110 Wedding Costs	6,853.14	11,250.00	-4,396.86
Total 61100 Wedding Expenses	10,403.14	11,250.00	-846.86
61200 Programming Expenses	0.00		0.00
61210 Farmers' Market Costs	8,238.27	12,461.23	-4,222.96
61220 Tour de Coup Costs		1,750.00	-1,750.00
61230 Merchandise Costs		100.00	-100.00
61240 Educational Programs Costs	2,114.86	1,189.68	925.18
61265 Pumpkin Patch & Farm Days Costs	235.46		235.46
61270 Tour & Tea Costs	1,262.83	1,200.00	62.83
61280 Trolley Tour Costs	720.00	700.00	20.00
61290 Prairie Camp Costs	2,036.18	2,500.00	-463.82
61299 Other Programming Costs		50.00	-50.00
Total 61200 Programming Expenses	14,607.60	19,950.91	-5,343.31
61400 Events & Fundraising Expenses			
61420 Farm to Table Dinner Costs	9,442.08	12,000.00	-2,557.92
61440 Fashion Show Costs	183.49	1,000.00	-816.51
61450 Ghost Walk Costs	24.97	0.00	24.97
61460 Holiday Home Tour Costs	1,137.77	0.00	1,137.77
61470 Ice Cream Crank Off Costs	6,345.81	3,000.00	3,345.81
61480 Murder Mystery Costs	1,011.86	1,000.00	11.86
61599 Other Event Costs		250.00	-250.00
Total 61400 Events & Fundraising Expenses	18,145.98	17,250.00	895.98
61600 Business Expenses			
61610 Advertising, PR & Marketing	1,062.40	4,600.00	-3,537.60
61611 Advertising - Grant Reimbursable	21,296.32	21,296.32	0.00
Total 61610 Advertising, PR & Marketing	22,358.72	25,896.32	-3,537.60
61630 Board Meeting Expenses	27.39		27.39
61650 Contract Labor, Office	150.00		150.00
61660 Rentals (Administrative)	1,700.00	1,000.00	700.00
61670 Volunteer Relations	293.40	500.00	-206.60
61680 Staff Relations	147.41	750.00	-602.59
Total 61600 Business Expenses	24,676.92	28,146.32	-3,469.40
61700 Outside Services			
61710 Accounting Fees	542.20		542.20
61730 Fundraising Expenses	1,195.00	700.00	495.00
61740 Outside Contract Services	7,018.00	9,149.94	-2,131.94
Total 61700 Outside Services	8,755.20	9,849.94	-1,094.74

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
62000 Facilities and Equipment			
62010 Building and Equip Maintenance			
62011 Yard	6,088.13	8,938.00	-2,849.87
62012 Structures & Equipment	2,364.26	9,500.00	-7,135.74
62013 Cleaning & Maintenance Supplies	7,404.54	6,374.97	1,029.57
62019 Grant Expenses - Structures	34,677.50	34,677.50	0.00
Total 62010 Building and Equip Maintenance	50,534.43	59,490.47	-8,956.04
62020 Curation	10.78	262.50	-251.72
62050 Property Insurance	13,519.00	16,100.00	-2,581.00
62060 Utilities	13,976.05	17,900.00	-3,923.95
Total 62000 Facilities and Equipment	78,040.26	93,752.97	-15,712.71
63000 Office Operations			
63010 Books, Subscriptions, Reference		75.00	-75.00
63020 Postage, Mailing Service	356.00	262.50	93.50
63025 Printing and Copying	6,679.69	5,242.10	1,437.59
63030 Supplies	946.60	749.97	196.63
63035 Telephone, Telecommunications	3,527.58	3,150.00	377.58
63040 IT Expense	3,564.40	2,250.00	1,314.40
Total 63000 Office Operations	15,074.27	11,729.57	3,344.70
64000 Other Administrative Expenses			
64015 Bank Service Charges	30.00	112.50	-82.50
64020 Credit Card Fees	4,692.05	5,625.00	-932.95
64021 QuickBooks Payments Fees	583.15		583.15
64035 Insurance, Liability, D & O	1,544.00	1,544.00	0.00
64040 Interest Expense	852.76		852.76
64045 Finance Charges & Late Fees	35.16		35.16
64055 Memberships & Dues	1,123.48	450.00	673.48
Total 64000 Other Administrative Expenses	8,860.60	7,731.50	1,129.10
65000 Payroll Expenses			
65010 Salaries, Staff	77,233.71	90,110.72	-12,877.01
65020 Salaries, Contract Employees	3,750.00	5,400.00	-1,650.00
65030 Salaries, Wedding Coordinator	34,089.80	33,981.88	107.92
65040 Payroll Taxes	8,516.18	9,750.00	-1,233.82
65050 Payroll Processing Costs	1,895.03	1,800.00	95.03
Total 65000 Payroll Expenses	125,484.72	141,042.60	-15,557.88
Total Expenses	\$304,698.74	\$341,353.86	\$ -36,655.12
NET OPERATING INCOME	\$ -18,446.85	\$ -10,348.98	\$ -8,097.87
NET INCOME	\$ -18,446.85	\$ -10,348.98	\$ -8,097.87

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

ENR: 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