

# 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:**

**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 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: 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: \$12,750

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 2/2016

Completion Date: 06/2016

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

**Wayne Hill, Chair**

**Hamilton Doak, Vice Chair**

**Stella Stevens, Secretary**

**Rick Scauzillo, Treasurer**

**Kathy Moore**

**Pat Rodgers**

**Carol Ownby**

**Tim Baker**

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

**Jaymie Pedigo, E.D.**

**Alice Yeager, Bookkeeping, Membership Manager**

**Leisha Phipps, Curation**

**LaDonna Doyle, Education Event Coordinator**

**Sherrri Murphy, Education Volunteer Coordinator**

**Kim Ducote, Facilities Sales & Coordinator**

**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 six days a week, with guided tours of the homes provided on Thursdays and Saturdays at 11:00. Group tours may be scheduled Tuesday through Saturday by reservation. Trolley tours of McKinney's Historic District area are available the 2<sup>nd</sup> 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 #2 farmers market in Texas in 2015. 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 is a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "history to life" through tours onsite, and programs and events offsite. All structures are open to the public for tours and entertainment and educational programs are held around an historic theme. Our partnership with the Living History Group, allows us to provide demonstrations in historically accurate costumes throughout the village.

Educational programs include tours for students of all ages, Prairie Adventure Camp, (the camp has drawn children from Oklahoma, Louisiana, Houston and Austin) "Pumpkin Patch" in October, and we are returning this year to "Farm Days" in the spring, for Pre-K students.

Every Saturday morning April through November, Chestnut Square hosts the Historic McKinney Farmers Market. 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 show that 40% of visitors continue to be there for the first time and 33% are from outside Collin County. We also operate a satellite Farmers Market, April-October, at Adriatica on Thursdays from 3:00 – 7:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week.

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 business to the square.

Another program on our roster - The Legends of McKinney Ghost Walk, where costumed storytellers share the history of “haunted” sites around downtown McKinney and Chestnut Square. A partnership with Main Street Magic, and TexPart Paranormal add special flair to the event.

We continue the legacy of the Holiday Tour of Homes, the very first fundraising venture for HGCC, drawing visitors from throughout North Texas to tour 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, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney’s downtown square, and McKinney’s Historic District. The 42<sup>nd</sup> version of the tour, held December 2015, drew over 1500 attendees and produced the best financial results for this event since 2010.

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 can host over 150 for wedding receptions. In 2014, \$140,490 in wedding revenues was booked, in 2015, sales reached \$258,900, a 46% increase. 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 & Membership Manager; Wedding and Events Sales Manager, part-time curator and 2 part-time education staff. 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 support general Chestnut Square marketing, wedding venue marketing, The Farmers Market, The 21<sup>st</sup> Annual Killis Melton Ice Cream Crank Off, and educational programs such as Prairie Adventure Camp.

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

These events help MDCDC 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.

Weddings held at Chestnut Square often bring overnight guests, who stay and eat in McKinney businesses. The new Sheraton has already mentioned that they have hosted many wedding parties who are booked at our chapel. Additionally, these parties utilize local caterers, florists, beauty services, etc. for their events.

- Describe how the proposed Project/Promotion/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.

- 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.

Planning for these events is already in place, with the exception of the Ice Cream Crank Off, for which planning will begin next month. Most of our events are on a year-round planning cycle.

- Detail goals for growth/expansion in future years.

**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 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:**

Several of the MCDC goals are met by HGCC events – promoting McKinney as a unique tourist destination, contribute to the quality of life for McKinney residents, and promoting McKinney business by not only attracting tourists, but also referrals to wedding and event parties for their ancillary goods and service needs.

**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 on organization mission and goals.
- 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?**

**\$18,500**

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

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 30%**

**Are Matching Funds available? SOME**  Yes  No

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

In-Kind services will be provided for much of the design & layout work for consumable marketing materials. Additionally, we will leverage advertising funds with editorial content as we did this year – two features on local ABC Channel 8 shows, three pieces in the McKinney Courier Gazette, two pieces in NeighborsGo, one in Community Impact, two mentions in Edible Dallas magazine, and a feature every month in the new McKinney Image magazine, plus a monthly feature on RoadTrippin, the travel radio spot on KRLD.

In 2015, HGCC spent \$28,000 in advertising, and an additional \$10,000 in related expenses – graphic art needs, promotional items such as T-shirts another gift items or give-aways. Of that, approximately \$14,500 was MCDC funded; 50% of our advertising promotional budget was self-funded.

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

**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.*

#### **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.

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.

Marketing efforts in 2015 brought a 20% increase in tour attendees, most significant growth was in school tours and private teas. An increase in general awareness will translate into more interest and support of our special events as well.

In 2016, we are focusing on 1) rebranding as a museum and tourist attraction, so further outreach throughout Texas is one goal – some of these funds would be used to advertise in state-wide publications. And 2) deeper reach to Collin County through a wider membership, with added benefits as a result of our museum efforts. In 2015, we hosted the first traveling exhibit in 5 years.

We are also coordinating efforts with the other sister museums in downtown. The Collin County Historical Society was on our Ghost Walk, and we promoted their Christmas display in our Home Tour Guidebook. In Feb 2016, we are partnering with the Heard Craig Center for the Arts for a focus on Victorian fashion – and their exhibit "Victorian Secrets".

#### **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.

All events are 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;
- 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

Jaymie Pedigo  
Printed Name  
12/30/15

Same  
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)