

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Promotional and Community Event Grant Application

Fiscal Year 2022

### 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 972.547.7653 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.** 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](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto: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 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

### APPLICATION

#### INFORMATION ABOUT YOUR ORGANIZATION

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](mailto:Jaymie@chestnutsquare.org)

Website: [www.chestnutsquare.org](http://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, 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](mailto:Jaymie@Chestnutsquare.org)

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: SAME

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

**FUNDING**

Total amount requested: \$13,685

Matching Funds Available (Y/N and amount): \$1375

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes  No

Please provide details and funding requested:

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: Jan 2022

Completion Date: July 2022

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

Brian Medina, Chair

Emil Dahl

Sandi Dinehart, Vice Chair

Nick Keim

Jennifer Cobb, Treasurer

Jennifer Druckamiller

David Clarke, Secy

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

**Jaymie Pedigo, ED**

**Jamie Seibert, Tour Manager**

**Kim Ducote, Wedding & Event Mgr**

**Anne 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.

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.

Our paid staff is comprised of 2 FTE salaried staff, 4 PTE hourly staff, and 3 contractors, with 1 to be added in 2022.

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

## 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 Farmers Market, Prairie Adventure Camp, Spring Murder Mystery, the Farm Fresh Market Dinner, and discretionary funds for TBD events – a second edition of BAR WARS may be executed in the spring .

- 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 virus situation has given us the opportunity to promote not only the benefits of eating with short distribution/supply chains, but also the bonus of shopping in an outdoor space with limited contact surfaces. We have met lots of new shoppers from west McKinney and well beyond!
- Farm Fresh Market Dinner – this year of turmoil followed 5 years of growth for this event – it had attained the status of being our second highest earning fundraiser, with the funds supporting the market operations and maintenance expenses. Our 2021 event was a success in every way except the revenues – the ambiance, the attendance, the reviews, and the feedback from the restaurants and market vendors. Once our 2<sup>nd</sup> largest fundraiser, we hope to bring it back to that level.
- Spring Murder Mystery – we have already discussed with the McKinney Repertory Theater board to partner again for a collaborative event. This is a win-win for both quality of life organizations.
- Prairie Adventure Camp – since Covid, our most successful education endeavor. 4 curriculums, each offered twice in June & July provide over 100 children ages 7-14 with the “pioneer life” experience. They learn homesteading skills, crafts such as soap, candle making, basic whittling and blacksmithing, games and music from the 19<sup>th</sup> century.

- 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.

- 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. Events and programming make up ½ of our annual revenues. The remaining is earned through wedding and event rentals and public support – memberships & donations.

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- 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?**

Yes

No

**Date(s): Every cycle**

## Financial

- Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.
- Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization’s budget, please provide a detailed budget for the proposed Promotion/Community Event.**

### Overview of Promotional/Community Event financial goal?

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

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

Community Impact Monthly Ad	\$3450
Stonebridge Ranch News Monthly Ad	\$725
Creekside Living/N2 Monthly print + Facebook Ad	\$2400
Drive Guide Dallas	\$600
Edible Dallas	\$1900
Signage/posters/discretionary	<u>\$4610</u>
	\$13,685

Discretionary allowance allows us the flexibility to target specific areas for digital advertising, take advantage of specials and increase ad sizes when opportunity/need arises. We took advantage of remnant pricing on the Community Impact sticker program for the Home Tour, and hit 10,000 households for \$1000!

## 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 1200 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. We continue to strive to produce the most fun living history events around!

We often compare ourselves to the Plano Heritage Farmstead. By comparison; 2020 figures the most recent available:

	Plano Farmstead	Heritage Guild
Budget	\$850,000	\$338,000
Staff #	6 FTE, 4 PT	2 FTE, 4PT
Personnel Exp	\$406,296	\$166,750
# Buildings	6	10
# Hours serving public	10	22
\$ City Funding	+/- \$475,000 annually	



## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## 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**



\_\_\_\_\_  
Signature  
Jaymie Pedigo

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

11.10.2021  
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 Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** 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](mailto:cschneible@mckinneycdc.org)

# The Heritage Guild of Collin County

## Budget Worksheet: FY 2022

January - December 2022

	2021	2022
<b>Income</b>		
40000 Grants	29,000.00	
40050 MCDC Grant	53,340.99	
<b>Total 40000 Grants</b>	<b>\$ 82,340.99</b>	
<b>41000 Direct Public Support</b>		
41010 Membership Dues	2,000.00	2000
41020 Donations, General Public	9,450.00	8500
41030 Corporate Contributions	15,000.00	18000
41050 Special Purpose Gifts	5,000.00	5000
<b>Total 41000 Direct Public Support</b>	<b>\$ 31,450.00</b>	<b>33500</b>
<b>42000 Program Revenues</b>		
42010 Farmers' Market	50,000.00	60000
42030 Merchandise Sales	1,500.00	2500
42040 Education Programs	4,500.00	3500
42050 Ghostly Haunting	4,000.00	4200
42070 Prairie Camps	12,000.00	14000
42080 Public Village Tour	2,000.00	2500
42090 Tea & Tour	3,500.00	2500
42100 Trolley Tour	1,500.00	1500
<b>Total 42000 Program Revenues</b>	<b>\$ 79,000.00</b>	<b>90700</b>
<b>42500 Event &amp; Fundraising Revenues</b>		
42520 Farm to Table Dinner	24,000.00	25000
42550 Ghost Walk	7,500.00	7500
42560 Holiday Home Tour	35,000.00	40000
42570 Ice Cream Crank Off	6,500.00	
42580 Murder Mystery	5,000.00	5000
42699 Other Event/Fund Raising Income	5,000.00	10000
<b>Total 42500 Event &amp; Fundraising Revenues</b>	<b>\$ 83,000.00</b>	<b>87500</b>
<b>43000 Facility Rentals</b>		
43010 Weddings	115,000.00	155000
43020 Rentals	6,500.00	6000
Corp Rentals	2,500.00	2000
<b>Total 43020 Rentals</b>	<b>\$ 124,000.00</b>	<b>163000</b>
<b>Total 43000 Facility Rentals</b>	<b>\$ 124,000.00</b>	
44000 Other Operating Income	250.00	
<b>Total Income</b>	<b>\$ 400,040.99</b>	<b>374700</b>
<b>Gross Profit</b>	<b>\$ 400,040.99</b>	
<b>Expenses</b>		
<b>61100 Wedding Expenses</b>		
61110 Wedding Costs	12,000.00	14000
<b>Total 61100 Wedding Expenses</b>	<b>\$ 12,000.00</b>	<b>14000</b>

<b>61200 Programming Expenses</b>		
61210 Farmers' Market Costs	13,000.00	16500
61230 Merchandise Costs	250.00	1500
61240 Educational Programs Costs	1,000.00	1000
61270 Tour & Tea Costs	1,200.00	1200
61280 Trolley Tour Costs	500.00	600
61290 Prairie Camp Costs	1,800.00	2500
61299 Other Programming Costs	50.00	100
<b>Total 61200 Programming Expenses</b>	<b>\$ 17,800.00</b>	<b>23400</b>
<b>61400 Events &amp; Fundraising Expenses</b>		
61420 Farm to Table Dinner Costs	10,000.00	7500
61450 Ghost Walk Costs	350.00	500
61460 Holiday Home Tour Costs	4,000.00	5000
61470 Ice Cream Crank Off Costs	3,500.00	
61480 Murder Mystery Costs	1,100.00	1000
61599 Other Event Costs	500.00	1000
<b>Total 61400 Events &amp; Fundraising Expenses</b>	<b>\$ 19,450.00</b>	<b>15000</b>
<b>61600 Business Expenses</b>		
61610 Advertising, PR & Marketing	10,000.00	12000
61611 Advertising - Grant Reimbursable	25,500.00	
<b>Total 61610 Advertising, PR &amp; Marketing</b>	<b>\$ 35,500.00</b>	
61670 Volunteer Relations	500.00	750
61680 Staff Relations	500.00	500
<b>Total 61600 Business Expenses</b>	<b>\$ 36,500.00</b>	<b>13250</b>
<b>61700 Outside Services</b>		
61730 Fundraising Expenses	500.00	1000
61740 Outside Contract Services	18,600.00	22000
<b>Total 61700 Outside Services</b>	<b>\$ 20,600.00</b>	<b>24500</b>
<b>62000 Facilities and Equipment</b>		
62010 Building and Equip Maintenance		Staff 7500
62011 Yard	6,500.00	8400
62012 Structures & Equipment	9,400.00	9500
62013 Cleaning & Maintenance Supplies	8,000.00	10000
62019 Grant Expenses - Structures	27,840.99	
<b>Total 62010 Building and Equip Maintenance</b>	<b>\$ 51,740.99</b>	
62020 Curation	500.00	1000
62050 Property Insurance	18,500.00	12000
62060 Utilities	23,000.00	24000
<b>Total 62000 Facilities and Equipment</b>	<b>\$ 93,740.99</b>	<b>72400</b>
<b>63000 Office Operations</b>		
63010 Books, Subscriptions, Reference	100.00	250
63020 Postage, Mailing Service	250.00	350
63025 Printing and Copying	5,000.00	4000
63030 Supplies	750.00	1000
63035 Telephone, Telecommunications	3,500.00	3500
63040 IT Expense	6,500.00	7500
<b>Total 63000 Office Operations</b>	<b>\$ 16,100.00</b>	<b>16600</b>

<b>64000 Other Administrative Expenses</b>		
64015 Bank Service Charges	150.00	200
64020 Credit Card Fees	7,000.00	7500
64035 Insurance, Liability, D & O	1,550.00	2200
64040 Interest Expense	500.00	500
64055 Memberships & Dues	500.00	750
<b>Total 64000 Other Administrative Expenses</b>	<b>\$ 9,700.00</b>	<b>11150</b>
<b>65000 Payroll Expenses</b>		
65010 Salaries, Staff	104,750.00	
65030 Salaries, Wedding Coordinator	47,000.00	
65040 Payroll Taxes	12,000.00	
65050 Payroll Processing Costs	2,400.00	
<b>Total 65000 Payroll Expenses</b>	<b>\$ 166,150.00</b>	<b>184000</b>
<b>Total Expenses</b>	<b>\$ 392,040.99</b>	<b>374300</b>
<b>Net Operating Income</b>	<b>\$ 8,000.00</b>	<b>400</b>



# The Heritage Guild of Collin County

Budget vs. Actuals: FY 2021 - FY21 P&L

January - September, 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
<b>Income</b>			
40000 Grants	<b>85,090.99</b>	<b>83,840.99</b>	<b>1,250.00</b>
41000 Direct Public Support	<b>23,312.04</b>	<b>18,950.00</b>	<b>4,362.04</b>
<b>42000 Program Revenues</b>			
42010 Farmers' Market	51,558.50	40,000.00	11,558.50
42030 Merchandise Sales	452.06	1,400.00	-947.94
42040 Education Programs	371.21	4,000.00	-3,628.79
42050 Ghostly Haunting	2,499.21	2,400.00	99.21
42070 Prairie Camps	14,213.54	12,000.00	2,213.54
42080 Public Village Tour	2,490.89	1,500.00	990.89
42090 Tea & Tour	840.00	2,625.00	-1,785.00
42100 Trolley Tour	154.71	1,100.00	-945.29
42199 Other Program Revenues	1,084.81		1,084.81
<b>Total 42000 Program Revenues</b>	<b>73,664.93</b>	<b>65,025.00</b>	<b>8,639.93</b>
<b>42500 Event &amp; Fundraising Revenues</b>			
42520 Farm to Table Dinner	14,158.52	24,000.00	-9,841.48
42550 Ghost Walk	-98.00	2,500.00	-2,598.00
42560 Holiday Home Tour	50.00	1,700.00	-1,650.00
42570 Ice Cream Crank Off	6,711.30	6,500.00	211.30
42580 Murder Mystery	1,398.23	5,000.00	-3,601.77
42699 Other Event/Fund Raising Income	441.50	0.00	441.50
<b>Total 42500 Event &amp; Fundraising Revenues</b>	<b>22,661.55</b>	<b>39,700.00</b>	<b>-17,038.45</b>
<b>43000 Facility Rentals</b>			
43010 Weddings	95,105.63	74,500.00	20,605.63
43020 Rentals	<b>12,345.00</b>	<b>7,550.00</b>	<b>4,795.00</b>
<b>Total 43000 Facility Rentals</b>	<b>107,450.63</b>	<b>82,050.00</b>	<b>25,400.63</b>
44000 Other Operating Income	11.00	187.50	-176.50
45000 Investments	73.17		73.17
Crafter Sales	17.00		17.00
<b>Total Income</b>	<b>\$312,281.31</b>	<b>\$289,753.49</b>	<b>\$22,527.82</b>
<b>GROSS PROFIT</b>	<b>\$312,281.31</b>	<b>\$289,753.49</b>	<b>\$22,527.82</b>
<b>Expenses</b>			
61100 Wedding Expenses	<b>12,119.66</b>	<b>10,500.00</b>	<b>1,619.66</b>
<b>61200 Programming Expenses</b>			
61210 Farmers' Market Costs	9,006.11	10,250.00	-1,243.89
61230 Merchandise Costs	371.72	250.00	121.72
61240 Educational Programs Costs	570.13	800.00	-229.87
61270 Tour & Tea Costs	570.70	900.00	-329.30
61290 Prairie Camp Costs	2,317.00	1,800.00	517.00
61299 Other Programming Costs	37.26	50.00	-12.74
<b>Total 61200 Programming Expenses</b>	<b>12,872.92</b>	<b>14,050.00</b>	<b>-1,177.08</b>
61400 Events & Fundraising Expenses			

# The Heritage Guild of Collin County

Budget vs. Actuals: FY 2021 - FY21 P&L

January - September, 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
61420 Farm to Table Dinner Costs	2,120.51	10,000.00	-7,879.49
61450 Ghost Walk Costs	188.76	0.00	188.76
61460 Holiday Home Tour Costs	64.16	0.00	64.16
61470 Ice Cream Crank Off Costs	9.70	3,500.00	-3,490.30
61480 Murder Mystery Costs	37.68	1,100.00	-1,062.32
<b>Total 61400 Events &amp; Fundraising Expenses</b>	<b>2,420.81</b>	<b>14,600.00</b>	<b>-12,179.19</b>
61600 Business Expenses	21,199.20	33,250.00	-12,050.80
61700 Outside Services	14,411.71	15,075.00	-663.29
62000 Facilities and Equipment			
62010 Building and Equip Maintenance			
62011 Yard	5,728.60	4,500.00	1,228.60
62012 Structures & Equipment	9,637.11	7,250.00	2,387.11
62013 Cleaning & Maintenance Supplies	7,780.37	6,200.00	1,580.37
62019 Grant Expenses - Structures	27,840.99	27,840.99	0.00
<b>Total 62010 Building and Equip Maintenance</b>	<b>50,987.07</b>	<b>45,790.99</b>	<b>5,196.08</b>
62020 Curation	286.66	500.00	-213.34
62030 Equip Rental & Maintenance	358.03		358.03
62040 Furnishings Repair & Upkeep	380.91		380.91
62050 Property Insurance	19,408.09	14,500.00	4,908.09
62060 Utilities	14,858.65	17,600.00	-2,741.35
<b>Total 62000 Facilities and Equipment</b>	<b>86,279.41</b>	<b>78,390.99</b>	<b>7,888.42</b>
63000 Office Operations	14,528.19	11,837.50	2,690.69
64000 Other Administrative Expenses	10,297.69	7,282.50	3,015.19
65000 Payroll Expenses	105,671.75	124,612.50	-18,940.75
Sales Tax	320.02		320.02
<b>Total Expenses</b>	<b>\$280,121.36</b>	<b>\$309,598.49</b>	<b>\$ -29,477.13</b>
NET OPERATING INCOME	<b>\$32,159.95</b>	<b>\$ -19,845.00</b>	<b>\$52,004.95</b>
Other Income			
71000 Property Damage, Net	-28,200.00		-28,200.00
<b>Total Other Income</b>	<b>\$ -28,200.00</b>	<b>\$0.00</b>	<b>\$ -28,200.00</b>
NET OTHER INCOME	<b>\$ -28,200.00</b>	<b>\$0.00</b>	<b>\$ -28,200.00</b>
NET INCOME	<b>\$3,959.95</b>	<b>\$ -19,845.00</b>	<b>\$23,804.95</b>

# The Heritage Guild of Collin County

## Balance Sheet

As of September 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	\$64,693.90
Accounts Receivable	\$8,397.00
Other Current Assets	
12000 Undeposited Funds	410.00
Other Receivables	27,840.99
<b>Total Other Current Assets</b>	<b>\$28,250.99</b>
<b>Total Current Assets</b>	<b>\$101,341.89</b>
Fixed Assets	\$1,873,745.29
<b>TOTAL ASSETS</b>	<b>\$1,975,087.18</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	\$1,567.69
Other Current Liabilities	
24450 Wedding Damage Deposit	8,025.00
24500 Deferred Income Billings	
24510 Weddings	58,693.50
24520 Building Rentals	500.00
<b>Total 24500 Deferred Income Billings</b>	<b>59,193.50</b>
26000 Security Deposits, Other	250.00
<b>Total Other Current Liabilities</b>	<b>\$67,468.50</b>
<b>Total Current Liabilities</b>	<b>\$69,036.19</b>
<b>Total Liabilities</b>	<b>\$69,036.19</b>
Equity	
30000 Unrestricted Fund Balance	1,902,091.04
Net Income	3,959.95
<b>Total Equity</b>	<b>\$1,906,050.99</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,975,087.18</b>

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