

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
 Fiscal Year 2014

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto:cgibson@mckinneycdc.org)
- Please call to discuss your plans for submitting an application in advance of completing the form provided. 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 [cgibson@mckinneycdc.org](mailto:cgibson@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 advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).</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 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

# APPLICATION

## ORGANIZATION INFORMATION

Name: Heard Museum

Federal Tax I.D.: 75-1317961

Incorporation Date: 1967

Mailing Address: One Nature Place

City McKinney

ST: TX

Zip: 75069

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:

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Sy Shahid

Title: Executive Director

Mailing Address: One Nature Place

City: McKinney

ST: TX

Zip: 75069

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

Phone: 972.562.5566

Fax: 972.548.9119

Email:

sshahid@heardmuseum.org

**FUNDING**

Total amount requested: \$17,108

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: August '2014

Completion Date: September '2014

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

Jennifer Dexter

Larry Offerdahl

Steve Gray

Paul Sheldon

Mike Imhoff

John Valencia

Sim Israeloff

Sarah Wariner

Jim Landers

Mike Whitehead

Margaret Latham

Bill Woodfin

Laura Morris

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

Sy Shahid

Using the outline below, provide a written narrative no longer than 7 pages in length:

## I. Applying Organization

Our Mission...

To bring nature and people together to discover, enjoy, experience, preserve, and restore our priceless environment. . .

- Through educational programs emphasizing appreciation and conservation of nature.
- Through the preservation of a portion of North Texas land with its native vegetation and wildlife, in as near a natural condition as possible.
- Through museum exhibits, examples of natural history, nature-related art works, and memorabilia from our founder.
- Through indoor/outdoor nature experiences geared to all age and educational levels.

Founded in 1967 by Miss Bess Heard (1886-1988), The Heard Natural Science Museum and Wildlife Sanctuary is a natural science exploration center focused on interpreting the natural world to people of all ages. The Heard offers guests the unique experience to understand Collin County's natural heritage as well as how lifestyle decisions we make today will affect how Collin County looks in the future. The Heard experience involves both indoor and outdoor activities throughout the 289-acre sanctuary that focus on three topics:

1. Providing educational experiences about natural science (biology, ecology, geology, and paleontology) to people of all ages.
2. Introducing the natural history of Collin County from ancient Cretaceous times when it was an inland sea, through the Ice Age, to the three major ecosystems represented today (tall grass prairie, wetlands, and bottomland forest).
3. Reconnecting people with the natural world by providing a place where people can enjoy birding, hiking, and other nature-related activities.

### Staff Count:

8 Full time employees

26 Part time employees

**There are no planned organizational changes.**

## II. Project or Promotion/Community Event (whichever is applicable)

- We built the amphitheater and the stage in 2008. Since then a problem has been causing us concerns. The elevation of the amphitheater vs. the service road next to the amphitheater is more than 10-12 feet. We have had many instances where our guests have slipped on the grassy slope or lost footing crossing the service road to go from the amphitheater to the pioneer village. The recommendation has been to erect a retainer wall separating the amphitheater from the road and installing railing on the retainer wall. Additionally, there will be a street light installed to improve visibility during the night events.
- **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 the organization.

The purpose of the project to provide a safe environment for our patrons specially children using the amphitheater and the pioneer village.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable. N/A
- What is the venue/location for Project/Promotion/Community Event?

The retainer wall and railing with lights will be installed next to the amphitheater to separate the stage area from the service road.

- Provide a timeline for the Project/Promotion/Community Event.

Plan is to start the project in August and complete before September 17<sup>th</sup> when the outdoor dinosaurs exhibit starts

- Detail goals for growth/expansion in future years.

Our goal is to increase attendance by 10% each year.

**Project Grants – please complete the section below:**

- |                             |                                |                               |
|-----------------------------|--------------------------------|-------------------------------|
| • An expansion/improvement? | X <input type="checkbox"/> Yes | <input type="checkbox"/> No   |
| • A replacement/repair?     | <input type="checkbox"/> Yes   | X <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes   | X <input type="checkbox"/> No |
| • A new project?            | X <input 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 will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC’s goals:**

- Provide a safe environment to enhance the learning at the museum

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

Yes                      X  No

**III. Financial**

- Provide an overview of the organization’s financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

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

**\$17,108**

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

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

**The boulders to construct the retainer wall (value of \$7,000) will be provided by the museum.**

**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. N/A*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested. NO*

#### **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

#### **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.

#### **Acknowledgements**

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

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

#### **Acknowledgements - continued**


- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured

against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.

- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% will 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**

  
\_\_\_\_\_  
Signature

Sy Shahid

July 1, 2014  
Date

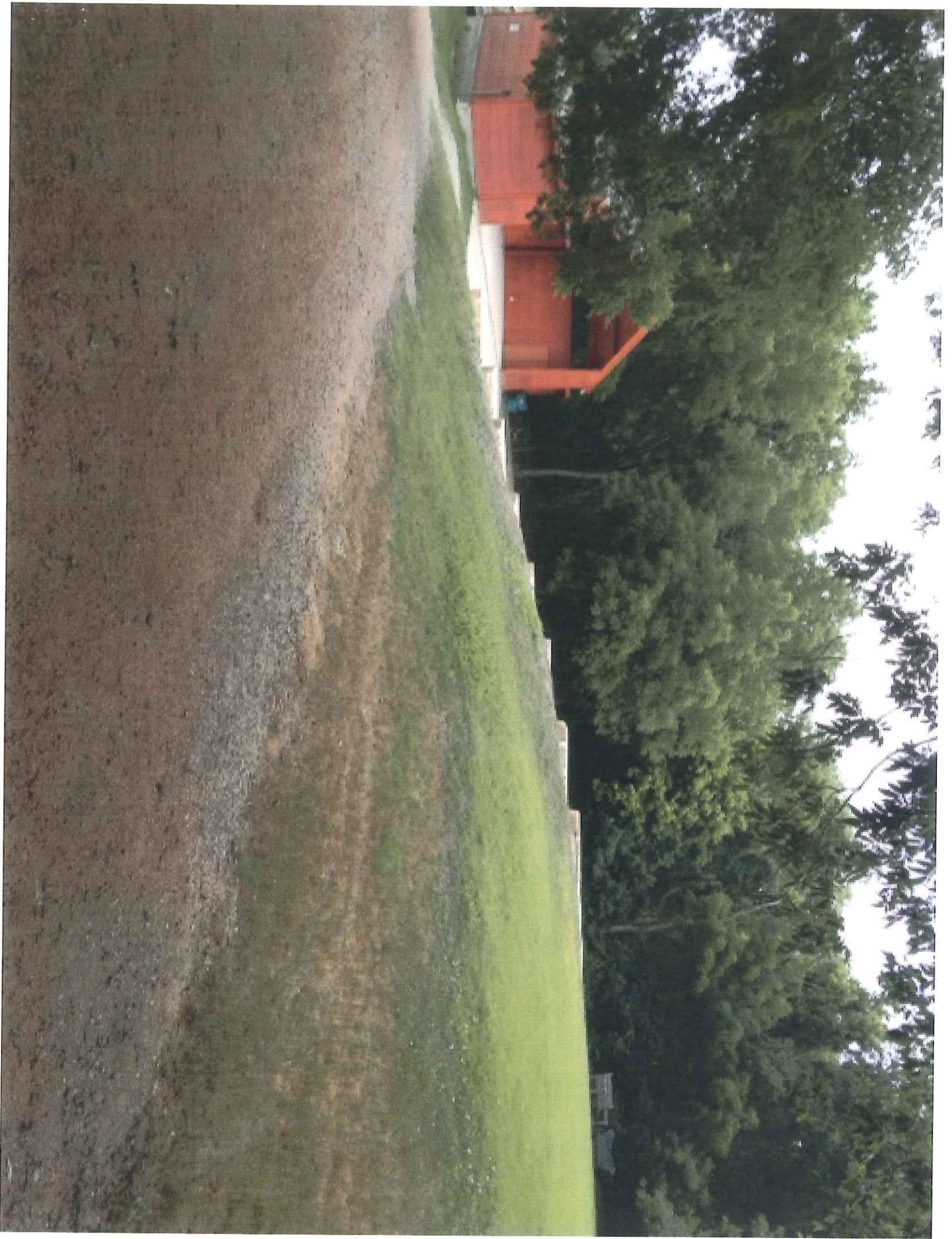
**Representative Completing Application**

  
\_\_\_\_\_  
Signature

Sy Shahid

July 1, 2014  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***





### Retainer Wall Project Cost Estimates

Ground Prep & boulder placement	\$10,000
Dirt	\$2,000
Road Prep	\$500
Concrete /work	\$200
Railing	\$2,800
Lights	\$608
Materials	\$1,000

**Total** **\$17,108**

Heard is Providing the boulders for the wall \$7,000

**Heard Natural Science Museum Wildlife Sanctuary, Inc.**  
**Financial Budget**  
**2013-2014**

		Budget
		Oct '13 - Sep 14
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
5025 · Admission Fees		223,000
5031 · Gift Certificate Income		0
5045 · Membership		0
5046 · Individual Membership		6,200
5047 · Family Membership		116,000
5050 · Roadrunner		26,000
5051 · Bobcat		3,000
5052 · Membership Comission		-1,500
5045 · Membership - Other		0
<b>Total 5045 · Membership</b>		<b>149,700</b>
<b>5065 · Museum Retail Sales</b>		
5066 · Taxable Store Sales		
5066.1 · Store Sale of Bulk Rocks		1,700
5066.2 · Consignment Sale		150
5066 · Taxable Store Sales - Other		80,000
<b>Total 5066 · Taxable Store Sales</b>		<b>81,850</b>
5067 · Non- Taxable Store Sales		4,000
<b>Total 5065 · Museum Retail Sales</b>		<b>85,850</b>
<b>5200 · Program Revenues</b>		
5210 · Summer Camp		47,000
5220 · Homeschool		32,000
5225 · Group Field Trips		69,000
5230 · Birthdays		15,500
5235 · Scouts		17,000
5240 · Annual Adoptions		850
5250 · Education Programs & Workshops		8,200
<b>Total 5200 · Program Revenues</b>		<b>189,550</b>
5245 · Trips & Tours Income		0
5290 · Outreach		6,000
5291 · Ropes Course Income		
5291.1 · Ropes Course Income Hospitality		150
5291 · Ropes Course Income - Other		64,000
<b>Total 5291 · Ropes Course Income</b>		<b>64,150</b>
5293 · Canoe Program Income		1,500
5400 · Grants, Donations & Sponsorshp		
5410 · Unrestricted		
5411 · Individuals		5,100
5413 · Corporations & Organizations		0
5413.1 · Dinosaur Event Sponsor		5,000
5413.3 · Halloween Sponsorship		1,000
5413.5 · Holiday at Heard Sponsorship		1,000

**Heard Natural Science Museum Wildlife Sanctuary, Inc.  
Financial Budget  
2013-2014**

	5413.7 · Spring Event Sponsorship	2,500	
	5413 · Corporations & Organizations - Other	12,000	
	<b>Total 5413 · Corporations &amp; Organizations</b>	<b>21,500</b>	
	5414 · Foundations	0	
	5461 · Gov Grant - Urestricted	6,800	
	<b>Total 5410 · Unrestricted</b>	<b>33,400</b>	
	5420 · Restricted -for Operations		
	5421 · Individuals	5,500	
	5423 · Corporations & Organizations	725	
	5425 · MCDC Grant	5,000	
	5451 · Holbrook Cabin Donation		
	5452 · Restricted Grants to Expenses		
	5452.1 · TXPW Restricted for Expenses	0	
	5452.2 · Walthall Restricted for Expenses		
	5452.5 · Darden Group	4,000	
	<b>Total 5452 · Restricted Grants to Expenses</b>	<b>4,000</b>	
	<b>Total 5420 · Restricted -for Operations</b>	<b>15,225</b>	
	5430 · Memorials	900	
	<b>Total 5400 · Grants, Donations &amp; Sponsorshp</b>	<b>49,525</b>	
	5500 · Special Events		
	5510 · Photo Contest		
	5511 · Photo Entry Fees	3,100	
	<b>Total 5510 · Photo Contest</b>	<b>3,100</b>	
	5537 · Gala		
	5538 · Halloween Event		
	5538.1 · Halloween Event Tickets	9,000	
	5538 · Halloween Event - Other	1,700	
	<b>Total 5538 · Halloween Event</b>	<b>10,700</b>	
	5539 · Holidays at Heard		
	5539.1 · Holidays at Heard Tickets	13,000	
	5540 · Spring Event	1,400	
	5500 · Special Events - Other		
	<b>Total 5500 · Special Events</b>	<b>28,200</b>	
	5515 · Plant Sales		
	5516 · Spring	37,000	
	<b>Total 5515 · Plant Sales</b>	<b>37,000</b>	
	5550 · Facility Rental		
	5551 · SRC Facility Rental	58,051	
	5552 · Laughlin Gallery Rental	9,488	
	5553 · Holbrook Cabin Rental	7,500	
	5554 · Comissions & Rental Expenses	-10,234	
	5555 · Ampitheatre	100	
	5550 · Facility Rental - Other	1,000	

**Heard Natural Science Museum Wildlife Sanctuary, Inc.  
Financial Budget  
2013-2014**

	Total 5550 · Facility Rental	65,905	
	5644 · Trust Inc - Recurring Disbursemen	31,000	
	5700 · Interest & Royalties		
	5720 · Royalties (Oil & Gas)	21,500	
	Total 5700 · Interest & Royalties	21,500	
	5900 · Miscellaneous Income		
	5901 · Earned Discount		
	5900 · Miscellaneous Income - Other	200	
	Total 5900 · Miscellaneous Income	200	
	<b>Total Income</b>	<b>953,080</b>	
	<b>Gross Profit</b>	<b>953,080</b>	
	<b>Expense</b>		
	6110 · Salaries		
	6112 · Salaries - Grant Supported		
	6120 · Payroll Tax - Social Security	27,210	
	6130 · Payroll Tax - Medicare	6,364	
	6140 · Payroll Tax - SUI	9,088	
	6110 · Salaries - Other	427,866	
	Total 6110 · Salaries	470,528	
	6170 · Other Benefits	3,000	
	6150 · Medical Insurance	32,551	
	6200 · Consultants		
	6210 · Accounting Consulting	0	
	6215 · Audit and Review Fees	15,500	
	6220 · Technology	5,000	
	6240 · Legal	0	
	6250 · Payroll Services	3,600	
	6270 · Marketing	300	
	6280 · Other Consultants	250	
	Total 6200 · Consultants	20,650	
	6300 · Cost of Good Sold/Inventory		
	6310 · Merchandise	42,000	
	6330 · Other	1,900	
	6300 · Cost of Good Sold/Inventory - Other	300	
	Total 6300 · Cost of Good Sold/Inventory	44,200	
	6410 · Exhibits		
	6412 · Dinosaurs Alive	78,000	
	6413 · Snake Exhibit Expenses	1,100	
	6414 · Animal Exhibit Expenses	12,300	
	6416 · Butterfly Exhibit	5,100	
	6417 · Exhibit Hall Expenses	6,500	
	6410 · Exhibits - Other	500	
	Total 6410 · Exhibits	103,500	
	6420 · Special Events Expenses		

**Heard Natural Science Museum Wildlife Sanctuary, Inc.  
Financial Budget  
2013-2014**

	6421 · Volunteer & Member Appreciation	1,000	
	6422 · Photo Contest	1,150	
	6425 · Gala	0	
	6426 · Halloween Event	1,700	
	6427 · Holidays at Heard Expenses	8,700	
	6461 · Spring Event Expenses - Other	800	
	6420 · Special Events Expenses - Other		
	<b>Total 6420 · Special Events Expenses</b>	<b>13,350</b>	
	6451 · Plant Sale		
	6452 · COGS - Plants	17,000	
	6451 · Plant Sale - Other	100	
	<b>Total 6451 · Plant Sale</b>	<b>17,100</b>	
	6490 · Outreach Expenses	300	
	6491 · Ropes Course Expenses		
	6491.1 · Ropes Course ExpenseHospitality	0	
	6491 · Ropes Course Expenses - Other	7,000	
	<b>Total 6491 · Ropes Course Expenses</b>	<b>7,000</b>	
	6493 · Canoe Program Expenses		
	6520 · Utilities		
	6521 · Trash	3,100	
	6522 · Electric	39,000	
	6524 · Water	6,000	
	6525 · Telephone	8,400	
	6526 · Security System	2,400	
	6528 · Reimbursed Cellphone	1,755	
	<b>Total 6520 · Utilities</b>	<b>60,655</b>	
	6530 · Postage/Shipping	3,700	
	6540 · Building & Facilities Costs		
	6541 · Facility Cleaning	10,800	
	6546 · Facility/Sanctuary Contractors		
	6546.1 · Contractors - Grant Supported		
	6546 · Facility/Sanctuary Contractors - Other	14,000	
	<b>Total 6546 · Facility/Sanctuary Contractors</b>	<b>14,000</b>	
	6547 · Facility(formerly&Sanct)Supply		
	6547.1 · Facility Supply Grant Supported		
	6547 · Facility(formerly&Sanct)Supply - Other	12,100	
	<b>Total 6547 · Facility(formerly&amp;Sanct)Supply</b>	<b>12,100</b>	
	6549 · Sanctuary		
	6549.5 · SanctuarySupply Grant Supported		
	6549 · Sanctuary - Other		
	<b>Total 6549 · Sanctuary</b>	<b>0</b>	
	6540 · Building & Facilities Costs - Other		
	<b>Total 6540 · Building &amp; Facilities Costs</b>	<b>36,900</b>	

**Heard Natural Science Museum Wildlife Sanctuary, Inc.**  
**Financial Budget**  
**2013-2014**

6550 · Holbrook Cabin		
6551 · Phone	350	
6552 · Electric	315	
6553 · Other	5,900	
<b>Total 6550 · Holbrook Cabin</b>	<b>6,565</b>	
6560 · Computer Services/Equipment	700	
6570 · Office Equipment Lease/Maint	7,500	
6580 · Office Supplies	5,500	
6590 · Printing/Publications	2,000	
6600 · Education		
6610 · Materials/Supplies		
6610.1 · Material/Supply-Grant Supported		
6610 · Materials/Supplies - Other	300	
<b>Total 6610 · Materials/Supplies</b>	<b>300</b>	
6670 · Summer Camp Expense	200	
6672 · Education Printing	1,400	
<b>Total 6600 · Education</b>	<b>1,900</b>	
6700 · Travel/Transportation		
6710 · Mileage Reimbursements	300	
6721 · Gas	2,100	
6700 · Travel/Transportation - Other	0	
<b>Total 6700 · Travel/Transportation</b>	<b>2,400</b>	
6800 · Marketing /Advertising	300	
6810 · Advertising/Public Relations		
6810.1 · Advertising/PR - Dino Exhibit	12,000	
6810.3 · Advertisin/PR - Halloween Event	2,300	
6810.4 · Adv/PR - Holiday at Heard	4,000	
6810.6 · Adv/PR Plant Sales	1,000	
6810.7 · Adv/PR Exhibit Hall Event	6,000	
6810.8 · Summer Camp Advertising	2,200	
6810.9 · Education Advertising	800	
6810.12 · Advertising Facility Rental	200	
6810.11 · Advertise/PR Printing In-House	2,500	
6810.13 · Ropes Course Advertising	1,500	
6810.14 · Adv/PR Outdoor Exhb	5,000	
6810.16 · Gala Advertising	0	
6810.15 · Spring Event Expenses	3,000	
6810.17 · Adv/PR Printing Outside Vendor	500	
6810 · Advertising/Public Relations - Other	2,500	
<b>Total 6810 · Advertising/Public Relations</b>	<b>43,500</b>	
6900 · Other Operating Expenses		
6910 · Vehicle costs	1,000	
6915 · Meetings and Meals	1,000	
6920 · Dues	2,700	
6941 · Credit Card Processing Fees	16,000	
6942 · Retail Sales Over/Short	0	
6900 · Other Operating Expenses - Other	0	

**Heard Natural Science Museum Wildlife Sanctuary, Inc.  
Financial Budget  
2013-2014**

	Total 6900 · Other Operating Expenses	20,700	
	<b>6950 · Insurance &amp; Taxes</b>		
	6951 · Property Insurance	8,685	
	6952 · D & O Insurance	2,500	
	6953 · Workers'Comp Insurance	4,300	
	6954 · Vehicle Insurance	6,918	
	6955 · Collection Insurance	0	
	6956 · Other Insurance	0	
	6956.1 · Ropes Course Insurance	1,500	
	6957 · Property Taxes	600	
	6958 · Umbrella Insurance	2,147	
	6959 · Insurance - Animal Exhibit	2,300	
	6950 · Insurance & Taxes - Other	250	
	<b>Total 6950 · Insurance &amp; Taxes</b>	<b>29,200</b>	
	<b>7399 · ExpCap Assets NoGrant Support</b>		
	<b>Total Expense</b>	<b>937,399</b>	
	<b>Net Ordinary Income</b>	<b>15,681</b>	