



*Bringing Collin County
History to Life!*



The Mission of the Heritage Guild of Collin County is

- *To celebrate community*
- *To preserve history*
- *To inspire the future*

We Achieve Our Mission By

Showing how people lived during a key period in Collin County history (1850-1920) with structures, artifacts and programming.

Our Mission is Supported Through

- *Facility Rentals*
- *Grants/Donations*
- *Sponsorships*
- *Programming*
- *Volunteer Activities*



The Heritage Guild of Collin County owns and operates Heritage Village at Chestnut Square. Located on 2 blocks at Chestnut, Anthony, Davis & Hwy 5, Chestnut Square is home to 5 historic houses, including the oldest house in McKinney, a general store, the former Foote Baptist Church, the “Two Bit” Taylor Inn, the fabulous Dulaney House, and a reproduction of the Wilmeth one room Schoolhouse.





The Need

40% of our revenues come from wedding & event rentals – primarily weddings. The biggest challenge to our ability to book weddings is the size limitation – while the Chapel holds 150, the Bevel House can only seat 72. We overcome that as we can by also seating guests in the adjoining pavilion, increasing the seating capacity to 120, weather permitting.

We would like to add approximately 500 Square Feet to the reception room in the Bevel House on the east end. Currently able to seat 72, the addition would make it possible to seat 120, closer to the Chapel capacity, especially with the flex space outside. The property is available by reconfiguring the staff parking area and reworking the entrance to the Offices/Visitors Center.



The Case

In 2019, a fairly typical year, we hosted 73 wedding events. Of those, 60 were from outside McKinney, and 44 were from outside Collin County (or further north). Approximately 1/3 of these brides reported booking hotel rooms, and more than 1/2 report using local caterers or restaurants, bakeries, florists, photographers, etc.

Wedding revenues are crucial to our financial sustainability. As wedding income is approximately 40% of our revenues, personnel costs are approximately 40% of our expenses. This allows our program, event and donor funding to support the preservation and education tenets of our mission.



The Request

Total Estimated Expenses: \$150,000

Original Estimate \$137,500

Total Request: \$125,000 (83%)

Bids include demolition of interior wall, plumbing, electrical, HVAC, framing, insulation, roofing, siding, interior finish out, restroom upgrades, painting.

The Chestnut Square portion of the project will come from exterior demolition, deck removal/replacement, re-configuring the Visitors Center porch/entrance and office parking lot, upgrades to kitchen and if able, replacement (not just additional) furnishings.



The Results

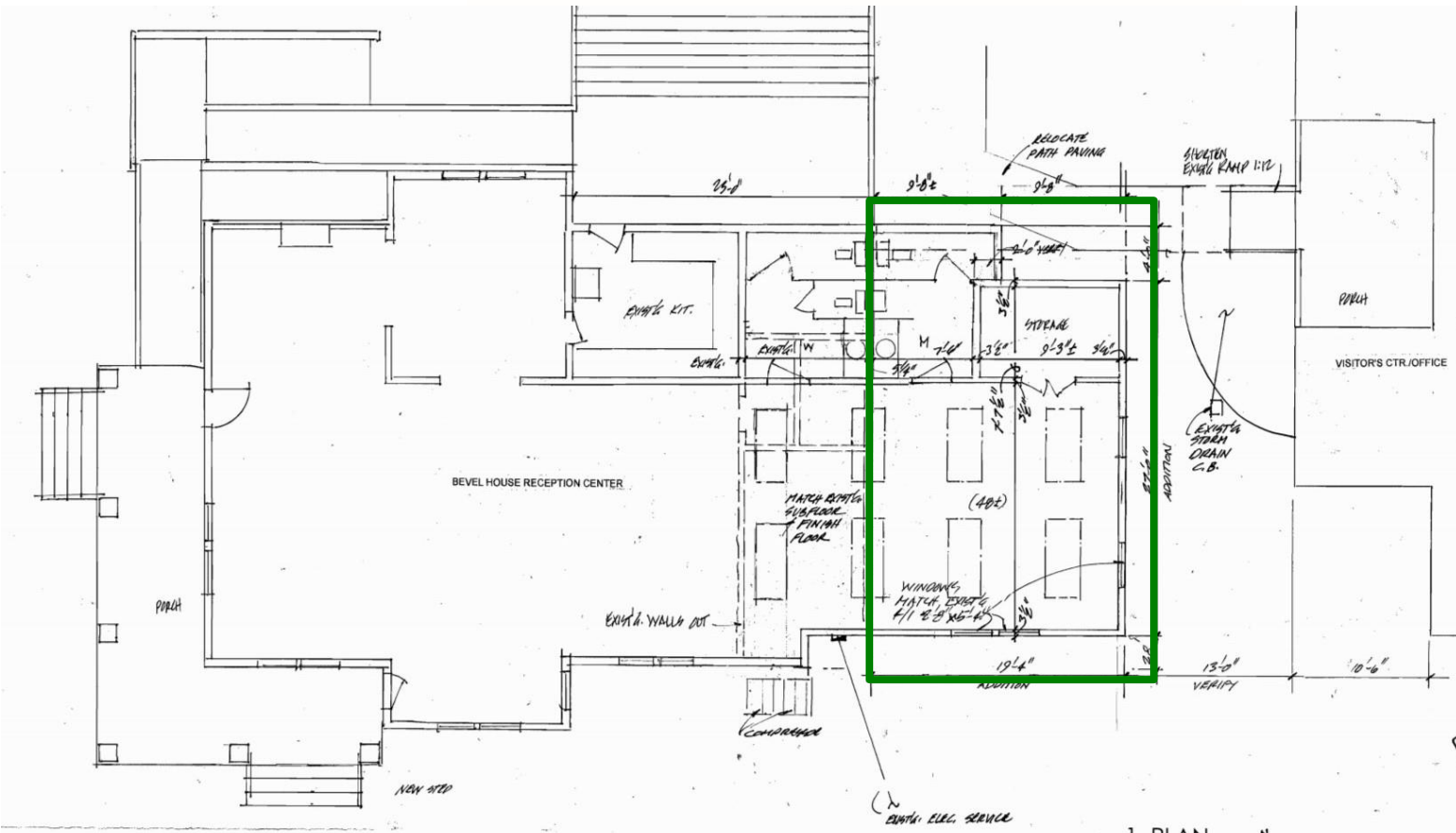
Upon completion, the cost of a Saturday evening wedding package will increase to \$4,000. It will take only 30 weddings to recoup the ROI. Most years, we host at least that many Saturday events, and anticipate making up the investment in a year. We are currently booking 18 months out – so while the increase will take place in 2022, the resulting income will not be realized until late 2022 – 2023.

Funding in this current cycle will allow us to do the majority of the work in August, one of our slowest months. With the expanded interior seating capacity, we anticipate the weather will become less of a challenge in our customary booking schedules. We would not have another 6 week opening available to do the work until Dec - Jan of 2021-2022.



HERITAGE VILLAGE AT CHESTNUT SQUARE

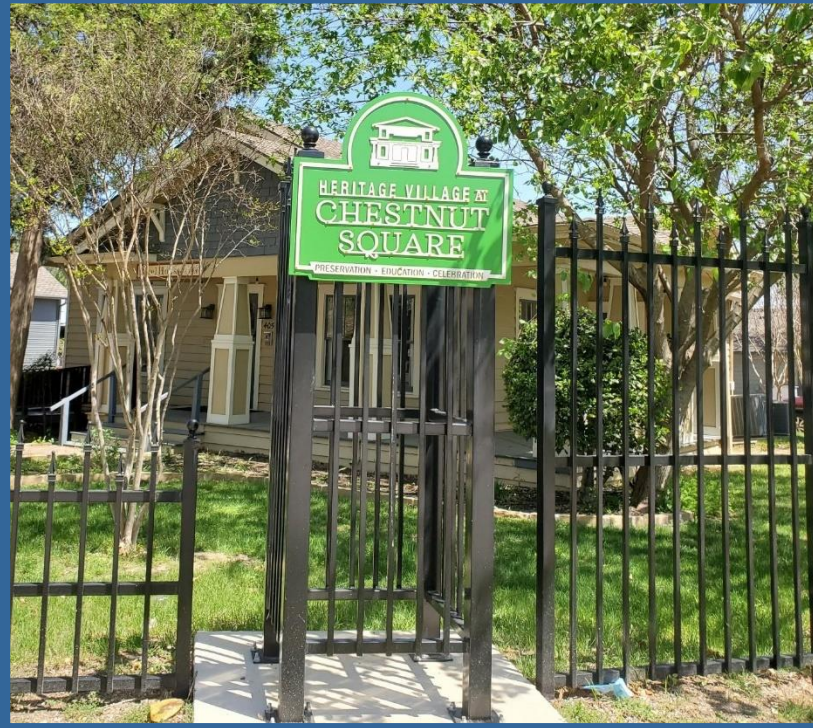
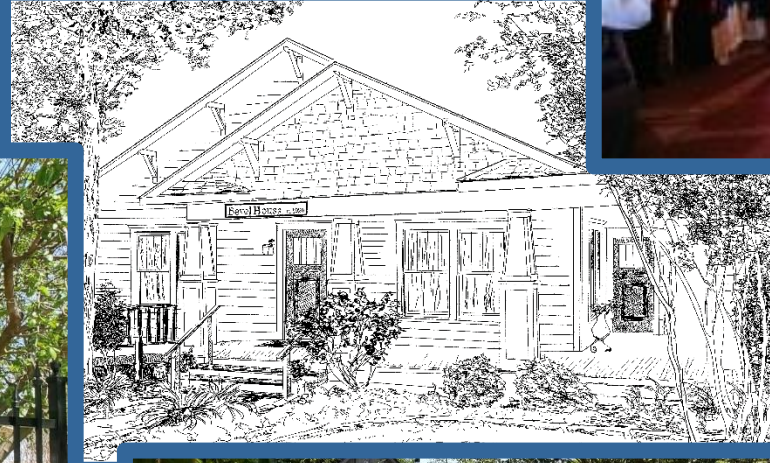
PRESERVATION • EDUCATION • CELEBRATION



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1 PLAN
1/4"=1'-0"





Thank you for your consideration