

**Heard  
Natural Science  
Museum  
#12-09**

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2011

### 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)
- Completed application and all supporting documents are required to be submitted on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
321 N. Central Expressway, Suite 240  
McKinney, TX 75070

- If you are interested in a preliminary review of your project proposal or idea, please complete and submit the Letter of Intent 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, 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 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).

**Promotional or Community Event Grant (up to \$15,000)**

Initiatives, activities or events that enhance quality of life for McKinney residents, attract visitors to our area and promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or enterprises.

### Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
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Cycle I: December 17, 2010	January 2011	February 2011
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Cycle II: June 30, 2011	July 2011	August 2011
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## Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2011	February 2011	March 2011
Cycle II: April 30, 2011	May 2011	June 2011
Cycle III: July 31, 2011	August 2011	September 2011

## 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: \_\_\_\_\_  
American Association of Museums  
American Science and Technology Centers  
Texas Association of Museums

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Sy Shahid  
Title: Executive Director  
Mailing Address: One Nature Place  
City: McKinney ST: TX Zip: 75069  
Phone: 972-562-5566 X226 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: \$18,335

**PROJECT/EVENT**

Start Date: September 2012 Completion Date: March 2013

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

Jennifer Dexter \_\_\_\_\_ Jim Landers \_\_\_\_\_

Steve Gray \_\_\_\_\_ Margaret Latham \_\_\_\_\_

Matthew Gus \_\_\_\_\_ Laura Morris \_\_\_\_\_

Matthew Gus \_\_\_\_\_ Ray Ricchi \_\_\_\_\_

Mike Imhoff \_\_\_\_\_ Paul Sheldon \_\_\_\_\_

Sim Isrealoff \_\_\_\_\_ John Valencia \_\_\_\_\_

**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:**

7 Full time employees

26 Part time employees

**There are no planned organizational changes.**

## **II. Project, Promotion or Community Event (whichever is applicable) •**

**The project is a multi phase project. This application addresses the first phase of the project.**

**The application is to purchase and install five (5) video cameras throughout the 289 acres sanctuary to capture videos of the wildlife at the Heard. The cameras will be placed strategically in the multi ecosystems present at the Heard (Native Prairie, Wet land, and Bottom forest land).**

**The cameras will be activated based on motion sensors. The videos will be uploaded to the internet for viewing by wider audience.**

- Describe how the proposed project fulfills strategic goals and objectives for the organization.

**A major part of the museum's mission is to educate the public on the environment and habitat of the wildlife in our sanctuary. It will show case the animals as they co-habitat in a suburban setting. It will further enable the public to see wildlife in their natural settings instead of manmade/controlled environment.**

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

**The locations of the cameras will be in remote areas of the sanctuary to enhance the opportunities to capture wildlife videos.**

- What is the venue/location for project or event?

**The camera locations are yet to be determined. It will be based on the locations of foot prints and type of the setting to enlarge the opportunities to capture images as diverse as possible**

- Provide a timeline for the project or event.

**Commence the project in September 2012 with anticipated completion in March 2013**

- Detail goals for growth/expansion in future years.

**Planned expansions based on the quantifiable measurements of the first phase is to place additional cameras in the sanctuary.**

**Is this Project:**

- An expansion/improvement?  Yes  No
- A replacement/repair?  Yes  No
- A multi-phase project?  Yes  No
- A new project?  Yes  No

**Has a feasibility study or market analysis been completed for this proposed project?** If so, please attach a copy of the Executive Summary.

**See Attached Project cost Estimate**

**The project has many benefits:**

- **Enhance Heard Museum visibility**
- **Enhance City of McKinney visibility via online viewing of the wildlife at the museum**

**Has a request for funding, for this project, been submitted to MCDC in the past?**

Yes  No

**III. Financial**

- Provide an overview of the organization's financial status including the impact of this grant request.

**This project will increase museum's visibility, thus it is anticipated that it will increase attendance and membership.**

- 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.

**See Attached**

**What is the estimated total cost for this Project?** \$ 18,335

(Please attach a Project budget.)

**What percentage of Project funding will be provided by the Applicant?** 0%

**Are Matching Funds available?**  Yes  No

Cash \$ \_\_\_\_\_ \$1,000 \_\_\_\_\_ Source \_\_\_\_\_ Zynga \_\_\_\_\_ 5.5 \_\_\_\_\_ % of Total \_\_\_\_\_  
In-Kind \$ \_\_\_\_\_ Source \_\_\_\_\_ % of Total \_\_\_\_\_

**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.

**NO**

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

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

#### **Multi facet marketing via emails, e-blasts, TV, and radio commercials**

#### **V. Metrics to Evaluate Success**

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

**Number of site visits, duration of each visit by internet public access will be the measurements to determine success for this project.**

#### **Acknowledgements**

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

- The event/project/program 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 event/project/program described in the application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the event/project. 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 event/project for which funds were received.
- A final report detailing the success of the project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the event/completion of project.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to project/program conclusion with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final project/program/event report.
- 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

Sy Shahid

Printed Name

April 30, 2012

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 event/project plan description, goals and objectives
- ✓ Event/Project timeline
- ✓ Plans for marketing and outreach
- Evaluation metrics
- ✓ List of board of directors and staff

**Attachments:**



- ✓ Financials: organization's budget for current fiscal year; event/project 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. PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



## McKINNEY COMMUNITY DEVELOPMENT CORPORATION

### Final Project Report

**Organization:** \_\_\_\_\_

**Funding Amount:** \_\_\_\_\_

**Project/Promotion/Event:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **Completion Date:** \_\_\_\_\_

**Location of Project/Event:** \_\_\_\_\_

**Please include the following in your report:**

- Narrative report on the project/promotion/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.
- Evaluation against metrics outlined in application

**Please submit Final Project Report no later than 30 days following the completion of the project/event to:**

McKinney Community Development Corporation  
 321 N. Central Expressway, Suite 240  
 McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

Buckeye Cam X7D configuration

website: </index.php/product-line/wireless/x7d>

Number of cameras 5

Camera system	Qty	Price	Extended	SKU	Description
Orion camera	5	\$1,049	\$5,245	5030-2-XIR	still and video capabilities
Solar panel	5	\$116	\$580	888-0005	6V panel to connect to camera.
High Gain antenna	6	\$125	\$750	109-0013	57" high gain. Included in count, one for base kit.
Antenna cable	5	\$65	\$325	109-0027-30	30' cable to connect camera to antenna.
Antenna cable	1	\$130	\$130	109-0027-30	100' cable to connect antenna to the server
Base kit	1	\$549	\$549	5030-3	Talks to closest camera and connects to a PC
Live cam registration	1	\$60	\$60	SAL-SUB-0112	Supports up to 15 cameras. Ability to post feeds so they appear on Heard website
<b>Security:</b>					
Enclosure	5	\$135	\$675		Security enclosures that can be padlocked.
Battery bank	5	\$325	\$1,625	5010	
Poles	5	\$150	\$750		
Server	1	\$1,300	\$1,300		
External Hard Drive	5	\$130	\$650		2 Terabyte Drives
T1 Data Line	1	\$2,640	\$2,640		1 Year subscription at \$220/Mo.
Contingency			\$3,056		
<b>Total</b>			<b>\$18,335</b>		

Heard Natural Science Museum & Wildlife Sanctuary, Inc.  
Budget  
Oct 1 2011 to Sept 30 2012

				Budget		
Income						
	5025	Admission Fees		250,000		
	5030	Dinosaur Admissions/Memshp Bump				
	5031	Gift Certificate Income		0		
	5045	Membership				
		5046	Individual Membership	7,500		
		5047	Family Membership	130,000		
		5048	H.P. Society	0		
		5049	Lifetime	3,500		
		5050	Roadrunner	18,000		
		5051	Bobcat	1,500		
		5052	Membership Comission	-1,600		
		5045	Membership - Other	15		
		Total 5045	Membership	158,915		
	5065	Museum Retail Sales				
		5066	Taxable Store Sales			
			5066.1	Store Sale of Bulk Rocks	3,000	
			5066.2	Consignment Sale	68	
			5066	Taxable Store Sales - Other	110,000	
			Total 5066	Taxable Store Sales	113,068	
			5067	Non- Taxable Store Sales	5,370	
			5065	Museum Retail Sales - Other		
		Total 5065	Museum Retail Sales	118,438		
	5095	Heard Consultancy Income		0		
	5200	Program Revenues				
		5210	Summer Camp	50,000		
		5215	Moppets/Preschool	0		
		5220	Homeschool	37,000		
		5225	Group Field Trips	75,000		
		5230	Birthdays	15,000		
		5235	Scouts	20,000		
		5240	Annual Adoptions	1,000		
		5250	Adult Education & Workshops	12,000		
		5255	Workshops			
		5200	Program Revenues - Other	0		
		Total 5200	Program Revenues	210,000		
		5245	Trips & Tours Income	24,200		
		5290	Outreach	10,000		
	5291	Ropes Course Income				
		5291.1	Ropes Course Income Hospitality	2,500		
		5291	Ropes Course Income - Other	42,000		
		Total 5291	Ropes Course Income	44,500		
		5292	Ampitheater Events	0		
		5293	Canoe Program Income	7,500		
	5400	Grants, Donations & Sponsorship				
		5410	Unrestricted			
			5411	Individuals		
				5411.1	Treasures from Earth Sponsors	0
				5411	Individuals - Other	7,215
			Total 5411	Individuals	7,215	
			5412	Annual Appeal Donation	0	
			5413	Corporations & Organizations		
				5413.1	Dinosaur Event Sponsor	2,500
				5413.2	Green Living Event Sponsorship	0
				5413.3	Halloween Sponsorship	7,000
				5413.4	Take A Hike Sponsorship	0
				5413.5	Holiday at Heard Sponsorship	11,000

Heard Natural Science Museum & Wildlife Sanctuary, Inc.

Budget

Oct 1 2011 to Sept 30 2012

			Budget
		5413.6 · Ice Age Exhibit Sponsorship	
		5413.7 · Spring Festival Sponsorship	5,000
		5413 · Corporations & Organizations - Other	11,000
		<b>Total 5413 · Corporations &amp; Organizations</b>	<b>36,500</b>
		5414 · Foundations	0
		5461 · Gov Grant - Urestricted	5,000
		<b>Total 5410 · Unrestricted</b>	<b>48,715</b>
		<b>5420 · Restricted -for Operations</b>	
		5421 · Individuals	0
		5423 · Corporations & Organizations	
		5423.1 · Conservation Grants	
		5423 · Corporations & Organizations - Other	0
		<b>Total 5423 · Corporations &amp; Organizations</b>	<b>0</b>
		5424 · Foundations	
		5424.1 · Bass Grant	
		5424 · Foundations - Other	20,000
		<b>Total 5424 · Foundations</b>	<b>20,000</b>
		5425 · MCDC Grant	10,000
		5428 · Tourism Grant - CVB	
		5451 · Holbrook Cabin Donation	3,000
		5452 · Restricted Grants to Expenses	
		5452.1 · TXPW Restricted for Expenses	
		5452.2 · Walthall Restrict for Expenses	7,500
		5452.3 · Hillcrest Restricted for Exp	
		<b>Total 5452 · Restricted Grants to Expenses</b>	<b>7,500</b>
		<b>Total 5420 · Restricted -for Operations</b>	<b>40,500</b>
		5430 · Memorials	40
		5400 · Grants, Donations & Sponsorship - Other	
		<b>Total 5400 · Grants, Donations &amp; Sponsorship</b>	<b>89,255</b>
		<b>5500 · Special Events</b>	
		5510 · Photo Contest	
		5511 · Photo Entry Fees	4,000
		5510 · Photo Contest - Other	0
		<b>Total 5510 · Photo Contest</b>	<b>4,000</b>
		5534 · Animal Exhibit	0
		5535 · Green Living Festival	0
		5537 · Gala	23,000
		5538 · Halloween Event	
		5538.1 · Halloween Event Tickets	9,450
		5538 · Halloween Event - Other	1,100
		<b>Total 5538 · Halloween Event</b>	<b>10,550</b>
		5539 · Holidays at Heard	
		5539.1 · Holidays at Heard Tickets	25,350
		5539 · Holidays at Heard - Other	4,600
		<b>Total 5539 · Holidays at Heard</b>	<b>29,950</b>
		5541 · Take A Hike	0
		5543 · Movie Night	0
		5540 · Spring Festival	5,200
		5500 · Special Events - Other	5,600
		<b>Total 5500 · Special Events</b>	<b>78,300</b>
		5515 · Plant Sales	
		5516 · Spring	40,000

Heard Natural Science Museum & Wildlife Sanctuary, Inc.

Budget

Oct 1 2011 to Sept 30 2012

				Budget
			5517 · Fall	0
			Total 5515 · Plant Sales	40,000
			5550 · Facility Rental	
			5551 · SRC Facility Rental	40,000
			5552 · Laughlin Gallery Rental	7,500
			5553 · Holbrook Cabin Rental	10,500
			5554 · Commissions & Rental Expenses	-8,700
			5555 · Amphitheatre	0
			5550 · Facility Rental - Other	0
			Total 5550 · Facility Rental	49,300
			5640 · B.HeardTrust-Disbursements	0
			5644 · Trust Inc - Recurring Disbursements	42,000
			5645 · Trust Inc - Legal&Contractors	26,000
			5649 · Trust Inc. - Sponsorship	0
			5645 · Trust Inc - Legal&Contractors - Other	0
			Total 5645 · Trust Inc - Legal&Contractors	26,000
			5700 · Interest & Royalties	
			5720 · Royalties (Oil & Gas)	31,333
			5700 · Interest & Royalties - Other	
			Total 5700 · Interest & Royalties	31,333
			5800 · Investment Income	
			5811 · Interest Restricted Fund Accts	0
			Total 5800 · Investment Income	0
			5900 · Miscellaneous Income	
			5900.2 · Employee Purchase HeardClothing	
			5900.4 · NTMWD Escrow	0
			5901 · Earned Discount	40
			5900 · Miscellaneous Income - Other	2,097
			Total 5900 · Miscellaneous Income	2,137
			Total Income	1,181,878
				1,181,878
			Expense	
			6110 · Salaries	
			6112 · Salaries - Grant Supported	2,500
			6120 · Payroll Tax - Social Security	33,472
			6130 · Payroll Tax - Medicare	7,828
			6140 · Payroll Tax - SUI	7,000
			6160 · Retirement Contribution	0
			6110 · Salaries - Other	551,694
			Total 6110 · Salaries	602,494
			6170 · Other Benefits	4,902
			6150 · Medical Insurance	62,840
			6200 · Consultants	
			6210 · Accounting Consulting	
			6215 · Audit and Review Fees	10,000
			6220 · Technology	6,000
			6230 · Environmental/Science	0
			6240 · Legal	0
			6250 · Payroll Services	3,000
			6251 · Human Resource Consultant	0
			6270 · Marketing	0
			6280 · Other Consultants	2,000
			Total 6200 · Consultants	21,000
			6300 · Cost of Good Sold/Inventory	

Heard Natural Science Museum & Wildlife Sanctuary, Inc.

Budget

Oct 1 2011 to Sept 30 2012

			Budget
		6310 · Merchandise	50,399
		6330 · Other	882
		6340 · Expenses Heard Consultancy	0
		6300 · Cost of Good Sold/Inventory - Other	1,295
		<b>Total 6300 · Cost of Good Sold/Inventory</b>	<b>52,576</b>
		<b>6410 · Exhibits</b>	
		6412 · Dinosaurs Alive	80,000
		6413 · Snake Exhibit Expenses	1,000
		6414 · Animal Exhibit Expenses	
		6414.1 · Animal Purchase	0
		6414 · Animal Exhibit Expenses - Other	18,000
		<b>Total 6414 · Animal Exhibit Expenses</b>	<b>18,000</b>
		6416 · Butterfly Exhibit	6,000
		6417 · Exhibit Hall Expenses	55,000
		6418 · Butterfly Garden Expense	563
		6410 · Exhibits - Other	2,500
		<b>Total 6410 · Exhibits</b>	<b>163,063</b>
		<b>6420 · Special Events Expenses</b>	
		6421 · Volunteer & Member Appreciation	2,000
		6422 · Photo Contest	1,610
		6424 · Green Living Festival	0
		6425 · Gala	11,750
		6426 · Halloween Event	3,250
		6427 · Holidays at Heard Epenses	14,350
		6428 · Take A Hike Expenses	0
		6429 · New Event Not Specified - Expen	0
		6460 · Movie Night Expense	0
		6461 · Spring Festival Expense	1,575
		6420 · Special Events Expenses - Other	3,733
		<b>Total 6420 · Special Events Expenses</b>	<b>38,268</b>
		<b>6430 · Trips &amp; Tours</b>	
		6431 · Big Bend Expenses	7,500
		6432 · Caddo Lake	4,000
		6430 · Trips & Tours - Other	0
		<b>Total 6430 · Trips &amp; Tours</b>	<b>11,500</b>
		<b>6451 · Plant Sale</b>	
		6452 · COGS - Plants	18,000
		6454 · Plant Sale Other	1,000
		6451 · Plant Sale - Other	0
		<b>Total 6451 · Plant Sale</b>	<b>19,000</b>
		<b>6490 · Outreach Expenses</b>	<b>383</b>
		<b>6491 · Ropes Course Expenses</b>	
		6491.1 · Ropes Course ExpenseHospitality	2,000
		6491 · Ropes Course Expenses - Other	5,000
		<b>Total 6491 · Ropes Course Expenses</b>	<b>7,000</b>
		<b>6492 · Ampitheatre Event Expenses</b>	
		<b>6493 · Canoe Program Expenses</b>	<b>500</b>
		<b>6500 · Office and General</b>	
		6501 · Late Fees & Penalties	42
		<b>Total 6500 · Office and General</b>	<b>42</b>
		<b>6520 · Utilities</b>	
		6521 · Trash	2,658
		6522 · Electric	52,000
		6524 · Water	8,500
		6525 · Telephone	8,401
		6526 · Security System	2,265

Heard Natural Science Museum & Wildlife Sanctuary, Inc.

Budget

Oct 1 2011 to Sept 30 2012

		Budget
	6528 · Reimbursed Cellphone	1,300
	<b>Total 6520 · Utilities</b>	<b>75,124</b>
	6530 · Postage/Shipping	4,051
	6540 · Building & Facilities Costs	
	6541 · Facility Cleaning	11,700
	6543 · Capital Equipment	
	6546 · Facility/Sanctuary Contractors	
	6546.1 · Contractors - Grant Supported	0
	6546 · Facility/Sanctuary Contractors - Other	10,000
	<b>Total 6546 · Facility/Sanctuary Contractors</b>	<b>10,000</b>
	6547 · Facility(formerly&Sanct)Supply	
	6547.1 · Facility Supply Grant Supported	5,000
	6547 · Facility(formerly&Sanct)Supply - Other	9,809
	<b>Total 6547 · Facility(formerly&amp;Sanct)Supply</b>	<b>14,809</b>
	6548 · Facility(formerly&Sanct)Tools	0
	6549 · Sanctuary	
	6549.1 · Sanctuary-Garden Supply/Chemical	1,200
	6549.2 · Sanctuary Training/Workshops	0
	6549.3 · Sanctuary Office Supplies	120
	6549.4 · Sanctuary Vehicles/Equipment	3,180
	6549 · Sanctuary - Other	4,330
	<b>Total 6549 · Sanctuary</b>	<b>8,830</b>
	<b>Total 6540 · Building &amp; Facilities Costs</b>	<b>45,339</b>
	6550 · Holbrook Cabin	
	6551 · Phone	323
	6552 · Electric	240
	6553 · Other	12,300
	<b>Total 6550 · Holbrook Cabin</b>	<b>12,863</b>
	6560 · Computer Services/Equipment	1,013
	6570 · Office Equipment Lease/Maint	6,903
	6580 · Office Supplies	9,056
	6590 · Printing/Publications	7,143
	6600 · Education	0
	6610 · Materials/Supplies	
	6610.1 · Material/Supply-Grant Supported	
	6610 · Materials/Supplies - Other	1,500
	<b>Total 6610 · Materials/Supplies</b>	<b>1,500</b>
	6620 · Field Trips	500
	6630 · Equipment Technology	
	6661 · Educ. Staff Training	0
	6662 · Volunteer Expenses	
	6670 · Summer Camp Expense	600
	6672 · Education Printing	2,500
	6600 · Education - Other	355
	<b>Total 6600 · Education</b>	<b>5,455</b>
	6700 · Travel/Transportation	
	6710 · Mileage Reimbursements	1,200
	6720 · Travel	0
	6721 · Gas	3,774
	6730 · Conference/Conventions	
	6730.1 · Conferences - Grant Support	1,000
	6730 · Conference/Conventions - Other	1,000
	<b>Total 6730 · Conference/Conventions</b>	<b>2,000</b>
	<b>Total 6700 · Travel/Transportation</b>	<b>6,974</b>

Heard Natural Science Museum & Wildlife Sanctuary, Inc.  
**Budget**  
Oct 1 2011 to Sept 30 2012

				Budget
			6801 · Comission Exp In-Kind Donation	0
			6810 · Advertising/Public Relations	
			6810.1 · Advertising/PR - Dino Exhibit	25,000
			6810.2 · Advertising/PR - Green Living	0
			6810.3 · Advertisin/PR - Halloween Event	2,500
			6810.4 · Adv/PR - Holiday at Heard	5,000
			6810.5 · Adv/PR - Take a Hike	0
			6810.6 · Adv/PR Plant Sales	1,000
			6810.7 · Adv/PR Exhibit Hall Event	12,500
			6810.8 · Summer Camp Advertising	5,000
			6810.9 · Education Advertising	0
			6810.10 · Advert Printing- Outside Vendor	2,000
			6810.11 · Advertise/PR Printing In-House	3,000
			6810.12 · Advertising Facility Rental	0
			6810.13 · Ropes Course Advertising	2,000
			6810.14 · Adv/PR Outdoor Exhb	10,000
			6810.15 · Spring Festival Advertising	2,500
			6810.16 · Gala	500
			6810 · Advertising/Public Relations - Other	8,100
			<b>Total 6810 · Advertising/Public Relations</b>	<b>79,100</b>
			6820 · Land Campaign	0
			6900 · Other Operating Expenses	
			6910 · Vehicle costs	2,403
			6915 · Meetings and Meals	1,738
			6920 · Dues	2,677
			6930 · Subscriptions	54
			6941 · Credit Card Processing Fees	15,599
			6942 · Retail Sales Over/Short	-331
			6900 · Other Operating Expenses - Other	86
			<b>Total 6900 · Other Operating Expenses</b>	<b>22,226</b>
			6950 · Insurance & Taxes	
			6951 · Property Insurance	12,008
			6952 · D & O Insurance	1,903
			6953 · Workers'Comp Insurance	4,526
			6954 · Vehicle Insurance	5,849
			6955 · Collection Insurance	3,444
			6956 · Other Insurance	394
			6957 · Property Taxes	463
			6958 · Umbrella Insurance	2,176
			<b>Total 6950 · Insurance &amp; Taxes</b>	<b>30,763</b>
			7000 · Miscellaneous Expenses	
			7100 · Interest Expense	
			7120 · Loan Interest	
			<b>Total 7100 · Interest Expense</b>	
			7200 · Credit Card Exp Pending Support	0
			<b>Total 7000 · Miscellaneous Expenses</b>	<b>0</b>
			7399 · ExpCap Assets NoGrant Support	
			7399.1 · ExpCap Asset - Trust Supported	26,000
			7399 · ExpCap Assets NoGrant Support - Other	0
			<b>Total 7399 · ExpCap Assets NoGrant Support</b>	<b>26,000</b>
			<b>Total Expense</b>	<b>1,315,578</b>
				-133,700
			5900.3 · Misc. Income - Insurance Procee	0



Heard Natural Science Museum & Wildlife Sanctuary, Inc.  
Budget  
Oct 1 2011 to Sept 30 2012

						Budget
5900.5 · Misc Inc - Legal Settlement						
5429 · Restrict Grants Capital Assets						
5429.1 · Restr. Grant Cap Assets - MCDC						35,000
5429.3 · Restr Grant CapAssets Hillcrest						0
5429.4 · Restr Grant Cap Assets-Walthall						0
5429.5 · Restr Grant CapAssets-Sturgis						
5429.6 · RestrCapAssetTX Park & Wildlife						0
5429.7 · Res Gr Cap - Butterfly Garden						0
5429.8 · Restr Grants Cap Asset - REI						0
5429.9 · Restr Grant Cap Assets - EPA						0
5429 · Restrict Grants Capital Assets - Other						150,000
Total 5429 · Restrict Grants Capital Assets						185,000
5465 · Gifts in Kind Income						0
5600 · Bessie Heard Trust Act						
5642 · Trust - Income						0
5643 · Trust - Bank Fees						0
5646 · Trust -Asset Transfer						0
5647 · Trust Distrib-Offset in Mo Oper						
5630 · Other						
5650 · Trust-Unrealized Chg Mrkt Value						0
Total 5600 · Bessie Heard Trust Act						0
5601 · Other Trust Distributions						0
5646.1 · OtherTrustDistr-Asset Transfer						0
5831 · Unrealized Chg Endowment Accts						0
5832 · Endowment Accounts Int. Income						0
5900.1 · Misc Income - Asset Sales						0
						185,000
6465 · Gifts In Kind Expense						0
7400 · Exp Cap AssetsGrants-toBalSheet						
7400.1 · Cap Asset Exp - MCDC						35,000
7400.2 · Cap Asset Exp - CCOS						
7400.3 · Cap Asset Exp - Hillcrest						
7400.4 · Cap Asset Exp - Walthall						0
7400.5 · Cap Asset&Exp - Sturgis						0
7400.6 · CapAsset Exp-TX Park & Wildlife						0
7400.7 · ExpCap Assets - REI						0
7400.8 · Exp Cap Asset -Butterfly Garden						0
7400.9 · Exp Capital Asset - EPA Grant						0
7400 · Exp Cap AssetsGrants-toBalSheet - Other						150,000
Total 7400 · Exp Cap AssetsGrants-toBalSheet						185,000
8000 · Non Operating Exp- Depreciation						
8201 · Gain/Loss Asset Disposal						
8200 · Depreciation Expenses						
8221 · Depr Exp_Land Improvements						0
8231 · Depr Exp_BLD-Museum						0
8241 · Depr Exp_BLD-Raptor Ctr						0
8251 · Depr Exp_FF & E						0
8261 · Depr Exp_Vehicles						0
8271 · Depr Exp_Exhibits						0
Total 8200 · Depreciation Expenses						0
Total 8000 · Non Operating Exp- Depreciation						0
						185,000
						0
Net Income						-133,700



HEARD  
*Museum*





## Heard Natural Science Museum & Wildlife Sanctuary: Purpose and History



The Heard Natural Science Museum & Wildlife Sanctuary, in McKinney Texas, is the result of Bessie Heard's vision for the future and her commitment to the community and North Texas. Founded in 1967, the Heard consists of a 289 acre wildlife sanctuary and a natural science museum for the primary purpose of educating children about nature. The Heard exists to bring nature and people together to discover, enjoy, experience, restore, and preserve our priceless environment. In keeping with Miss Heard's vision, the Heard's mission is threefold: education, conservation, and preservation. Through education, particularly for young people, the Heard emphasizes an appreciation of nature and its conservation.

### Miss Bessie Heard: Founder and Visionary

Bessie ("Miss Bessie" or "Miss Bess") Heard, founder of the Heard Natural Science Museum and Wildlife Sanctuary, was born in McKinney, Texas, on May 26, 1886. In later years she was a life member of many conservation organizations. In 1916, as a young lady, she organized a birdhouse-building contest for local children, with prizes for the winners. She also conducted a tree-planting project around the town square. Miss Bessie collected nature prints, including lithographs by John James Audubon, Chinese art, butterflies, rocks and minerals, and sea shells. She kept her collections in a room at home and would often invite groups in to see her collections and hear her talk about them. In her mid-seventies, upon the advice of the president of the Natural Science for Youth Foundation, she founded her own museum, using her collections as a nucleus. In 1964 she set up a charitable foundation, purchased 207 acres of land south of McKinney, and, in her eightieth year, began building the Heard Natural Science Museum and Wildlife Sanctuary. The facility opened to the public in 1967 and grew steadily afterward. Miss Heard died in 1988, a few weeks short of her 102<sup>nd</sup> birthday. Today, the museum's 25,000 square feet hosts exhibits of natural history, nature art, and live native animals. New outdoor and indoor classrooms and meeting spaces have been added. The Heard attracts more than 90,000 visitors annually and offers a variety of educational programs for all ages. The wildlife sanctuary has also grown to 289 acres with nature trails and a constructed wetland area.



### Programs and Service



The Heard Natural Science Museum annually serves approximately ninety thousand visitors (unduplicated), primarily from the DFW Metroplex and surrounding counties. The Heard offers the public a variety of meaningful science and environmental programs, including, but not limited to:

*EcoAdventures* introduce participants to canoeing basics and giving them the opportunity to learn about the aquatic ecosystem they are paddling.



*Field Trips* offer children the opportunity to study natural science in a small group setting with hands-on experiments, classroom studies, and field investigations.

*Homeschool/Pre-school Natural Science Classes* engage children in hands-on learning experiences that promote an early connection to nature.

*The Native Plant Garden* demonstrates how native plants can be used in a urban garden setting.

*Night Hikes* allow participants to experience and learn about the nocturnal world of nature.

*Observation Station* is a program that encourages children to self-educate themselves about the environment and natural sciences.

*Outreach programs* take the excitement of nature discovery into classrooms and events.



*Ropes Courses* teach teambuilding skills in a beautiful deciduous forest tree canopy.

*Scouting programs* are appropriate for all types of groups with an interest in exploring the outdoors.

*Summer Nature Camps* let children, ages 5-16, enjoy the summer months as they get an in-depth education indoors in our exhibits, and outdoors on our 289-acre sanctuary.

*Teacher Workshops* provide professional development courses in the Heard's natural setting to develop a teacher's understanding of the natural world to share this with their students.

*Heard Exhibits* provide an interactive environment in which visitors can discover, enjoy and experience various aspects of the Texas natural environment. The exhibits also enhance the experience of visitors to The Heard by providing interpretation of natural events/objects found that might otherwise be overlooked or misunderstood when encountered on the wildlife sanctuary.

*The Heard Wildlife Sanctuary's* mission of is threefold: provide the best possible habitat for native and endemic wildlife species; train future land stewards and naturalists through habitat restoration and wildlife management; and preserve functional examples of pre-settlement Collin County ecosystems. In part, the sanctuary exists to restore human connection to the land.

## **Heard Facilities**

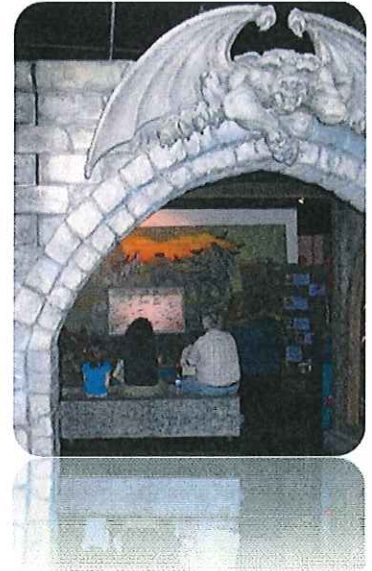
*Laughlin Hall* is located in the main museum. This room serves as booth meeting room and classroom to many local business, organizations, schools, and more. Laughlin Hall, named after the Museum's first executive director, has a beautiful painted floor. Children often go on 'scavenger hunts' in this room to find various animals

painted into the mural on the floor. Laughlin Hall also has a window on nature overlooking the wildlife sanctuary and provides bird watching opportunities for those seeking to see the many varieties of birds that visit the Heard Sanctuary throughout the year.

*The Exhibit Hall* hosts exhibits that enhance the educational experience of visitors to The Heard by providing interpretation of natural events/objects. Our most recent exhibits have included insects, arthropods, ice age mammals, and real dinosaur skeletons.

*Observation Station* is a unique program that encourages children to self-educate themselves about the environment and natural sciences. Specifically designed for families, this program rewards participants through a point system for bringing an object from the environment and natural sciences. The object (shells, rocks, insects, etc.) can be brought, or the child can bring a photo, plaster cast, drawing, painting, rubbing, poems or stories.

*The Living Lab* is a fantasy science laboratory within a forest setting and allows people of all ages to explore the natural sciences including biology, ecology and geology and invites a better understanding of The Heard's most valuable asset, the Heard Wildlife Sanctuary. The room is complete with scientific instruments that allow guests to manipulate, to measure and to observe many specimens and to answer scientific questions in a fun and interactive fashion. The Living Lab has three windows to the world, each provides a glimpse into the major ecosystems found at The Heard.



*The Science Resource Center* is a testament to people working with nature. Designed using green architecture, the center was built beside a nature trail atop a hill overlooking the wetlands and wildlife sanctuary. A deck offers gorgeous views of the wetlands and sanctuary making it a beautiful option for wedding ceremonies and receptions. This building has also proved to be an excellent setting for meetings of local companies and organizations as well as a classroom for many educational programs.

*The Heard Education Annex* is the base of operations for the Heard Ropes Course. Here many organizations and businesses have come together to practice fun and challenging teambuilding activities.

*Tree House (proposed) classrooms* will allow education programs to be conducted in a natural setting where children or adults may observe nature while being taught about it. By constructing any new buildings at the Heard through sustainable practices, we exemplify this purpose by providing an excellent teaching opportunity for the public to passively and actively learn how to adapt this lifestyle in their everyday life. Interpretive signage may be incorporated, as well, to further this message.

Proposed Sites: Wetlands, Prairie, Animal Area, Bottomland Forest

*Heard Nature Trails* allow visitors to escape the concrete of the city and hike over 6.5 miles of self-guided or interpreted nature trails that wind through the diverse habitats of our 289-acre wildlife sanctuary, including tall grass prairie, bottomland hardwood and limestone escarpment. Visitors may take advantage of the opportunity to encounter many species of birds, insects and animals.

Trails include:

- Hoot Owl Trail
- Cedar Brake Loop



- Wood Duck Trail
- Bluestem Trail
- Sycamore Trail

*The Heard Amphitheater* has become known as an excellent location to host concerts, theater performances, speeches, education programs and more.



*A Bus Drop-off/Field Trip Pavilion (proposed)* will allow a central drop-off point and easily-accessible outdoor meeting area for the many large groups that visit the heard, including school field trips.

*Gardens* at the Heard allow visitors to experience a wondrous display of trees, shrubs, grasses, vines, ground covers and perennials native to the Lone Star State. This garden demonstrates how native plants can be used in an urban garden setting.

Gardens:

- Native Plant Garden
- Sanctuary Plant Garden (proposed - behind building)
- SRC Garden
- Butterfly Garden/Butterfly House

*Climate Controlled Animal Enclosures (proposed)* will allow our animals to easily live in comfort year round. This improvement of the animal enclosures will also provide an area that will facilitate veterinary care.



Animals in Outdoor Exhibit:

- White Tailed Deer- Fuzz
- Mongooses
- Moluccan Cockatoo – Crystal
- Racoons – Roscoe & Albus
- Patagonian Cavy
- Ring-tailed Lemur – Uno
- Capybaras – Lucy & Dezi

*Outdoor Environmental Education Center* provides kids with a hands-on experience with aquatic studies. Taking and testing water samples, using microscopes to identify aquatic microorganisms, and collecting plankton in tow nets are just a few of the opportunities kids of all ages have to explore.