

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2015

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

**Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.**

**Please indicate the type of funding you are requesting:**

**Project Grant**  
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

**Promotional or Community Event Grant (maximum \$15,000)**  
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

# APPLICATION

## ORGANIZATION INFORMATION

Name: 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

**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    

**FUNDING**

Total amount requested: \$3,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: June 4, 2016

Completion Date: June 4, 2016

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

**Jennifer Dexter**

**Margaret Latham**

**Mike Whitehead**

**Steve Gray**

**Laura Morris**

**Courtney Eudy**

**Mike Imhoff**

**Larry Offerdahl**

**Bill Woodfin**

**Sim Israeloff**

**Paul Sheldon**

**Jim Landers**

**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**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

**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:**

**9 Full time employees**

**27 Part time employees**

**There are no planned organizational changes.**

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

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

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Texas Heritage Festival enhances the offerings of the museum and sanctuary in a way that minimally impacts our natural resources yet appeals to both regular visitors and new visitors from around the state. These visitors will learn about Texas history, a broadly popular subject, and participate in fun, family-friendly activities. This event will be held at Heard Natural Science Museum & Wildlife Sanctuary and is estimated to bring over 1,000 visitors, including McKinney residents that will take advantage of a free admission day. Other visitors will simply be charged general admission. This event will be held on June 4, 2016 at Heard Natural Science Museum & Wildlife Sanctuary. Promotions for this event will begin no later than the end of January as will efforts to coordinate demonstrators, entertainers and vendors. Set up for the event will begin approximately two weeks before the event date. To expand this event in future years, we plan to cultivate relationships with existing demonstrators, entertainers, and vendors while bringing in even more talent. We will also build upon current marketing successes to attract an even broader group of potential visitors.

- **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 your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

*We are embarking to have a new and fresh festival at the museum in early June when normally there are not a lot of such festivals offered. Our goal is to educate and entertain our visitors to create a more broad understanding of our heritage thru artisans demonstrations.*

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

- |                             |                              |  |
|-----------------------------|------------------------------|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A new project?            | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

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

**Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

*We anticipate 2,000-3,000 first year visitors to this event.*

*We anticipate that expanded marketing into other counties will result in additional visits by non-Collin County residents. Random surveys of the visitors will be done to capture information on the exhibit visitors.*

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:**

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**Has a request for funding, for this Project/Promotion/Community Event, 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 on organization mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

**\$10,000**

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

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 70%**

**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.*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *NO*

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

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

#### **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;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

**Chief Executive Officer**

**Representative Completing Application**

\_\_\_\_Sy Shahid\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Sy Shahid  
Printed Name

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

12/30/15  
Date

\_\_\_\_\_  
Date

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

## **CHECKLIST:**

### **Completed Application:**

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### **Attachments:**

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.***



# McKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Final Report

**Organization:**

**Funding Amount:**

**Project/Promotion/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotion/Community Event:**

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

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

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