

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; by calling 972.547.7653 or by emailing 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, by calling 972.547.7653 or emailing 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

Website: www.chestnutsquare.org

Check One:

- X 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), American Association of Living History, Center for Non-Profit Management, Texas Association of Museums, Collin County Historical Commission, McKinney Chamber of Commerce, Texas Lakes & Trails Tourism Bureau

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address:

City: ST: Zip:

Phone: Fax: Email:

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name:

Title:

Mailing Address:

City: ST: Zip:

Phone: Fax: Email:

FUNDING

Total amount requested: \$13,960

Matching Funds Available (Y/N and amount): \$3500

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: August 2022

Completion Date: December 2022

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

Sandi Dinehart, Chair

Jennifer Cobb

Emil Dahl

David Clarke, Vice Chair

Robin Forsythe

Jennifer Druckamiller, Secretary

Tiffany Bellino

Nick Keim, Treasurer

Mark Miserak

Brian Medina, Past Chair

Tricia Robles

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

Jaymie Pedigo, ED

Jamie Seibert, Tour Manager

Kim Ducote, Wedding and Event Manager

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.

The Heritage Guild of Collin County, a 501(c)(3) non-profit organization, oversees Chestnut Square Historic Village. Our mission is to continue the legacy of the founders of the Guild as we preserve McKinney's rich history, celebrate the community, and inspire future generations. Five historic homes, general store, chapel, a replica of a one-room schoolhouse, an original smokehouse, a functioning blacksmith shop, a non-functioning outhouse, a reception house, a Visitor Center, gardens, and a pavilion are part of the Village that spans 2.5 acres just south of the downtown McKinney Square. We represent McKinney's history spanning from 1854-1940.

Why Are We Important?

In 1973, a group of women in McKinney came together in order to save two historic homes in McKinney from being destroyed. They purchased the 1875 Dulaney Cottage and the 1916 Dulaney House with the vision of establishing a museum to preserve Collin County history. They also bought the 1870 Johnson House which sits on its original foundation. Over several years, they rescued other historic homes and buildings and moved them to the property which is now known as Chestnut Square. The homes include the oldest standing house in McKinney, the 1854 Faires House, the 1863 Two-bit Taylor Inn, the Foote Baptist Church, the 1918 Brimer-Anderson Grocery Store, and the 1920 Bevel House. Each of these structures have been painstakingly renovated to their former glory. Each building features period artifacts, many of which were donated by the families of the original pioneering families of McKinney.

Every year, we open the buildings to hundreds of school children and tourists in order to keep history alive. We maintain the buildings, artifacts, and grounds with the idea of informing people about McKinney's rich past. Our educational programming demonstrates and allows children and adults to experience life in the past. We strive to keep the stories of the people who put their blood, sweat, and tears into the founding and building of McKinney. Preserving the past enriches the future.

Whether it's through providing a picturesque venue for weddings and parties, hosting the historic award-winning Farmers Market, or being a place for community gatherings, Chestnut Square offers a place for McKinney and its community to celebrate.

The Need

Chestnut Square Historic Village recognizes the importance of raising support from a variety of ways. We currently pursue revenue and assistance through:

- Members/Volunteers
- Grants/Donations
- Sponsorships
- Programming/Events
- Facility Rentals

Chestnut Square faces the ongoing challenges of preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these unique, precious symbols of our past with high standards and integrity in order to continue to serve the community whose history we represent for future generations.

Our paid staff is comprised of 2 FTE salaried staff, 4 PTE hourly staff, and 4 contractors.

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, Legends of McKinney Ghost Walk and Fall Murder Mystery (in partnership with McKinney Repertory Theater), Bar Wars and the 49th Annual Holiday Tour of Homes.

- *NEW THIS YEAR! The Farmers Market vendors have voted to host the market EVERY Saturday ALL YEAR LONG! In 2022, weather permitting, this means 51 Saturdays, and in 2023, 52!* 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!
 - We’ve added seasonal Farm Fresh breakfasts – debuting with 4 this year, in May, June, September and October.
- BAR WARS – the series continues with September 12; Rum Punch Rumble, and will be scheduled for spring 2023.
- Ghost Walk/Fall 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. We will host a dinner/show on Friday Oct 28, the Legends of McKinney Ghost Walk on Saturday the 29, and a matinee performance on Sunday Oct 30.
- The 49th Annual Holiday Tour of Homes – in 2021 the Home Tour returned to its former financial performance, garnering some \$45,000 in revenues. We are most excited to continue this upward trajectory as we plan for the 50th annual celebration tour in 2023.

- 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 Historic Downtown Square and the city and provides unique recreational tours and opportunities 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. Chestnut Square is a focal point for the Historic Downtown Square and the city, and provides unique recreational and educational tours and events for families. We see visitors from a 50 mile radius on a regular basis, and often from out of state (and the country!)

- 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 support the Heritage Guild. Event and program revenues make up nearly half of our annual revenues. The remainder comes from wedding and private event rentals and public support – donations, sponsorships and membership dues.

- 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? Annual budgets attached

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.

Star Local Community Impact	P	Monthly	145	870	145	1015
Fairview Town News	P/D	Monthly	575	3450	575	4025
Craig Ranch	P	Monthly	250	1500		1500
Stonebridge	P	Monthly	225	1350		1350
Creekside N2	P	Monthly	145	870		870
Edible	P/D	Monthly	450	2700		2700
Drive Guide	P	Qtr	950	1900		1900
	P	Qtr	300	600		600
Ad costs						13960

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!

Continued partnerships with organizations such as McKinney Repertory Theater, local restaurants, merchants, and the other 2 downtown museums helps to broaden our reach.

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	Upon Request

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

Signature

Jaymie Pedigo
Printed Name

Printed Name

5/25/22
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

The Heritage Guild of Collin County

Balance Sheet Summary

As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	126,929.41
Accounts Receivable	12,074.00
Other Current Assets	4,976.33
Total Current Assets	\$143,979.74
Fixed Assets	1,873,745.29
Other Assets	0.00
TOTAL ASSETS	\$2,017,725.03
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Credit Cards	5,094.05
Other Current Liabilities	38,563.00
Total Current Liabilities	\$43,657.05
Long-Term Liabilities	0.00
Total Liabilities	\$43,657.05
Equity	1,974,067.98
TOTAL LIABILITIES AND EQUITY	\$2,017,725.03

The Heritage Guild of Collin County

Budget vs. Actuals: FY 2022 - FY22 P&L

January - April, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
40000 Grants	19,084.17		19,084.17	
40050 MCDC Grant	56,307.16	56,307.16	0.00	100.00 %
Total 40000 Grants	75,391.33	56,307.16	19,084.17	133.89 %
41000 Direct Public Support				
41010 Membership Dues	1,803.95	1,600.00	203.95	112.75 %
41020 Donations, General Public	3,614.00	0.00	3,614.00	
41030 Corporate Contributions	14,456.14	3,500.00	10,956.14	413.03 %
41050 Special Purpose Gifts	2,700.00	2,000.00	700.00	135.00 %
41060 McKinney Heritage Membership	-130.00		-130.00	
Total 41000 Direct Public Support	22,444.09	7,100.00	15,344.09	316.11 %
42000 Program Revenues				
42010 Farmers' Market	24,094.50	19,500.00	4,594.50	123.56 %
42030 Merchandise Sales	127.00	750.00	-623.00	16.93 %
42040 Education Programs	5,396.86	2,500.00	2,896.86	215.87 %
42050 Ghostly Haunting	1,882.32	1,200.00	682.32	156.86 %
42070 Prairie Camps		0.00	0.00	
42080 Public Village Tour	792.13	600.00	192.13	132.02 %
42090 Tea & Tour	380.00	0.00	380.00	
42100 Trolley Tour		150.00	-150.00	
Total 42000 Program Revenues	32,672.81	24,700.00	7,972.81	132.28 %
42500 Event & Fundraising Revenues				
42510 Chester Book Sales Royalties	83.97		83.97	
42520 Farm to Table Dinner		20,000.00	-20,000.00	
42550 Ghost Walk		0.00	0.00	
42560 Holiday Home Tour	0.00	0.00	0.00	
42580 Murder Mystery	3,988.98	2,500.00	1,488.98	159.56 %
42610 Bar Wars	3,288.30	3,500.00	-211.70	93.95 %
Total 42500 Event & Fundraising Revenues	7,361.25	26,000.00	-18,638.75	28.31 %
43000 Facility Rentals				
43010 Weddings	29,925.00	49,500.00	-19,575.00	60.45 %
43020 Rentals	1,390.00	2,000.00	-610.00	69.50 %
Corp Rentals		500.00	-500.00	
Total 43020 Rentals	1,390.00	2,500.00	-1,110.00	55.60 %
Total 43000 Facility Rentals	31,315.00	52,000.00	-20,685.00	60.22 %
44000 Other Operating Income				
44020 Background Check Fees	-39.70		-39.70	
Total 44000 Other Operating Income	-39.70		-39.70	
45000 Investments				
45030 Interest-Savings, Short-term CD	21.53		21.53	
Total 45000 Investments	21.53		21.53	

The Heritage Guild of Collin County

Budget vs. Actuals: FY 2022 - FY22 P&L

January - April, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Crafter Sales	42.00		42.00	
Total Income	\$169,208.31	\$166,107.16	\$3,101.15	101.87 %
GROSS PROFIT	\$169,208.31	\$166,107.16	\$3,101.15	101.87 %
Expenses				
60000 Awards and Grants	0.00		0.00	
61100 Wedding Expenses	9,742.01		9,742.01	
61110 Wedding Costs	1,557.50	4,000.00	-2,442.50	38.94 %
Total 61100 Wedding Expenses	11,299.51	4,000.00	7,299.51	282.49 %
61200 Programming Expenses				
61210 Farmers' Market Costs	4,724.30	5,250.00	-525.70	89.99 %
61230 Merchandise Costs		800.00	-800.00	
61240 Educational Programs Costs	200.00	600.00	-400.00	33.33 %
61270 Tour & Tea Costs	944.60	300.00	644.60	314.87 %
61280 Trolley Tour Costs		0.00	0.00	
61290 Prairie Camp Costs	274.29	0.00	274.29	
61299 Other Programming Costs		100.00	-100.00	
Total 61200 Programming Expenses	6,143.19	7,050.00	-906.81	87.14 %
61400 Events & Fundraising Expenses				
61420 Farm to Table Dinner Costs	1,475.96	6,500.00	-5,024.04	22.71 %
61450 Ghost Walk Costs		0.00	0.00	
61460 Holiday Home Tour Costs	-391.75	0.00	-391.75	
61480 Murder Mystery Costs	1,260.00	500.00	760.00	252.00 %
61599 Other Event Costs	1,071.17	300.00	771.17	357.06 %
Total 61400 Events & Fundraising Expenses	3,415.38	7,300.00	-3,884.62	46.79 %
61600 Business Expenses				
61610 Advertising, PR & Marketing	5,128.22	4,000.00	1,128.22	128.21 %
61611 Advertising - Grant Reimbursable	9,333.80	9,333.80	0.00	100.00 %
Total 61610 Advertising, PR & Marketing	14,462.02	13,333.80	1,128.22	108.46 %
61670 Volunteer Relations		150.00	-150.00	
61680 Staff Relations	74.65	0.00	74.65	
Total 61600 Business Expenses	14,536.67	13,483.80	1,052.87	107.81 %
61700 Outside Services	0.00	500.00	-500.00	0.00 %
61730 Fundraising Expenses		0.00	0.00	
61740 Outside Contract Services	2,972.25	7,200.00	-4,227.75	41.28 %
Total 61700 Outside Services	2,972.25	7,700.00	-4,727.75	38.60 %
62000 Facilities and Equipment				
62010 Building and Equip Maintenance	4,876.00	2,450.00	2,426.00	199.02 %
62011 Yard	3,150.00	2,800.00	350.00	112.50 %
62012 Structures & Equipment	1,645.29	3,000.00	-1,354.71	54.84 %
62013 Cleaning & Maintenance Supplies	3,370.21	3,100.00	270.21	108.72 %
62019 Grant Expenses - Structures	46,973.36	46,973.36	0.00	100.00 %

The Heritage Guild of Collin County

Budget vs. Actuals: FY 2022 - FY22 P&L

January - April, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 62010 Building and Equip Maintenance	60,014.86	58,323.36	1,691.50	102.90 %
62020 Curation		500.00	-500.00	
62030 Equip Rental & Maintenance	55.27		55.27	
62050 Property Insurance	4,136.16	4,500.00	-363.84	91.91 %
62060 Utilities	8,196.42	7,900.00	296.42	103.75 %
Total 62000 Facilities and Equipment	72,402.71	71,223.36	1,179.35	101.66 %
63000 Office Operations				
63010 Books, Subscriptions, Reference		80.00	-80.00	
63020 Postage, Mailing Service	58.00	130.00	-72.00	44.62 %
63025 Printing and Copying	514.47	1,300.00	-785.53	39.57 %
63030 Supplies	323.03	300.00	23.03	107.68 %
63035 Telephone, Telecommunications	1,006.67	1,200.00	-193.33	83.89 %
63040 IT Expense	3,956.98	2,400.00	1,556.98	164.87 %
Total 63000 Office Operations	5,859.15	5,410.00	449.15	108.30 %
64000 Other Administrative Expenses				
64015 Bank Service Charges	103.50	66.66	36.84	155.27 %
64020 Credit Card Fees	3,143.35	2,500.00	643.35	125.73 %
64021 QuickBooks Payments Fees	722.35		722.35	
64035 Insurance, Liability, D & O		590.00	-590.00	
64040 Interest Expense		166.67	-166.67	
64055 Memberships & Dues	355.00	250.00	105.00	142.00 %
Total 64000 Other Administrative Expenses	4,324.20	3,573.33	750.87	121.01 %
65000 Payroll Expenses				
65010 Salaries, Staff	26,882.00	39,466.67	-12,584.67	68.11 %
65030 Salaries, Wedding Coordinator	14,263.00	16,666.67	-2,403.67	85.58 %
65040 Payroll Taxes	3,147.69	4,400.00	-1,252.31	71.54 %
65050 Payroll Processing Costs	949.40	800.00	149.40	118.68 %
Total 65000 Payroll Expenses	45,242.09	61,333.34	-16,091.25	73.76 %
Sales Tax	51.24		51.24	
Total Expenses	\$166,246.39	\$181,073.83	\$ -14,827.44	91.81 %
NET OPERATING INCOME	\$2,961.92	\$ -14,966.67	\$17,928.59	-19.79 %
NET INCOME	\$2,961.92	\$ -14,966.67	\$17,928.59	-19.79 %

The Heritage Guild of Collin County

Budget Worksheet: FY 2022

January - December 2022

	2021	2022
Income		
40000 Grants	29,000.00	
40050 MCDC Grant	53,340.99	
Total 40000 Grants	\$ 82,340.99	
41000 Direct Public Support		
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
Total 41000 Direct Public Support	\$ 31,450.00	33500
42000 Program Revenues		
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
Total 42000 Program Revenues	\$ 79,000.00	90700
42500 Event & Fundraising Revenues		
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
Total 42500 Event & Fundraising Revenues	\$ 83,000.00	87500
43000 Facility Rentals		
43010 Weddings	115,000.00	155000
43020 Rentals	6,500.00	6000
Corp Rentals	2,500.00	2000
Total 43020 Rentals	\$ 124,000.00	163000
Total 43000 Facility Rentals	\$ 124,000.00	
44000 Other Operating Income	250.00	
Total Income	\$ 400,040.99	374700
Gross Profit	\$ 400,040.99	
Expenses		
61100 Wedding Expenses		
61110 Wedding Costs	12,000.00	14000
Total 61100 Wedding Expenses	\$ 12,000.00	14000

61200 Programming Expenses		
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
Total 61200 Programming Expenses	\$ 17,800.00	23400
61400 Events & Fundraising Expenses		
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
Total 61400 Events & Fundraising Expenses	\$ 19,450.00	15000
61600 Business Expenses		
61610 Advertising, PR & Marketing	10,000.00	12000
61611 Advertising - Grant Reimbursable	25,500.00	
Total 61610 Advertising, PR & Marketing	\$ 35,500.00	
61670 Volunteer Relations	500.00	750
61680 Staff Relations	500.00	500
Total 61600 Business Expenses	\$ 36,500.00	13250
61700 Outside Services		
61730 Fundraising Expenses	500.00	1000
61740 Outside Contract Services	18,600.00	22000
Total 61700 Outside Services	\$ 20,600.00	24500
62000 Facilities and Equipment		
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	
Total 62010 Building and Equip Maintenance	\$ 51,740.99	
62020 Curation	500.00	1000
62050 Property Insurance	18,500.00	12000
62060 Utilities	23,000.00	24000
Total 62000 Facilities and Equipment	\$ 93,740.99	72400
63000 Office Operations		
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
Total 63000 Office Operations	\$ 16,100.00	16600

64000 Other Administrative Expenses		
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
Total 64000 Other Administrative Expenses	\$ 9,700.00	11150
65000 Payroll Expenses		
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	
Total 65000 Payroll Expenses	\$ 166,150.00	184000
Total Expenses	\$ 392,040.99	374300
Net Operating Income	\$ 8,000.00	400

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