

# GRANT APPLICATION

## INFORMATION ABOUT YOUR ORGANIZATION

Name: Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: PO Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972.562.8790

Fax:

Email: director@chestnutsquare.org

Website: www.chestnutsquare.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: McKinney Chamber, McKinney Main Street, The American Association for State and Local History (AASLH), Association for Living History, Farm and Agricultural Museums, Texas Historical Commission - Texas Lakes Trail

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: Same

City:

ST:

Zip:

Phone:

Fax (optional):

Email:

**CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:**

Name: Jaymie Pedigo

Title:

Mailing Address:

City: ST: Zip:

Phone 972.532.8790, 936.524.4743 Fax: Email: director@chestnutsquare.org

**FUNDING**

Total amount requested: \$1500

Matching Funds Available (Y/N and if yes, please indicate amount): Y, \$500

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes  No

Please provide details and funding requested:

**ADVERTISING/PROMOTIONAL/COMMUNITY EVENT**

Start Date: Jan 2018

Completion Date: Feb 2018

**APPLICANT'S BOARD OF DIRECTORS** *(list may be included as an attachment)*

Every Saturday morning April through November, Chestnut Square hosts the Historic McKinney Farmers Market. More than 50 vendors participate each week offering locally grown and raised produce, meat and eggs. The market is well-attended, often hosting 1,500 people. Customer surveys show that 40% of visitors continue to be there for the first time and 33% are from outside Collin County. We also operate a satellite Farmers Market, April-October, at Adriatica on Thursdays from 3:00 – 6:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week.

Since 2008, when Clyde Geer donated his collection to create “Doc & Clyde’s Ice Cream Freezer Museum”, Chestnut Square has hosted the Killis Melton Ice Cream Crank-off. In addition to an ice cream competition, the free event offers a variety of family friendly attractions, entertainment and old fashioned fun! Held in conjunction with Farmers Market, it has become a family tradition. At the recent “Crank-Off”, Clyde presented the “Doc & Clyde’s” exhibit with the sign from the first ice cream “cranking-off” event, which was held in downtown McKinney to bring business to the square. This year we re-opened our 1918 “Dixie’s Store” featuring “Doc and Clyde’s” Ice Cream Freezer Collection.

Another program on our roster - The Legends of McKinney Ghost Walk, where costumed storytellers share the history of “haunted” sites around downtown McKinney and Chestnut Square. A partnership with the MPAC, and our friends the North Texas Civilian Historians adds special flair to the event.

We continue the legacy of the Holiday Tour of Homes, the very first fundraising venture for HGCC, drawing visitors from throughout North Texas to tour holiday decorations and architectural wonders of Chestnut Square and another 4-6 historic structures in McKinney. The Home Tour is not only a key fundraiser, but introduces hundreds of visitors from other parts of Collin County and North Texas to McKinney’s downtown square, and McKinney’s Historic District. The 43<sup>rd</sup> version of the tour, held December 2016, drew nearly 1800 attendees, many from out of the area, even out of state.

The Chapel at Chestnut Square can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House can host over 150 for wedding receptions. In 2015, rental sales reached \$258,900, but in 2016, for the first time in 6 years, event and program revenues equaled wedding sales, diversifying our revenue streams. We look to see an increase in sales again with the all weather improvements to the Pavilion.

The programs of the Heritage Guild of Collin County and the attractions of Chestnut Square host over 50,000 visitors annually, where “we bring history to life!”

Currently, the staff consists of an Executive Director; Bookkeeper & Membership Manager; Wedding and Events Sales Manager, part-time curator, a part-time education coordinator, part-time volunteer coordinator, part time social media manager, and a contract Market Manager. All programs are supported by volunteers, who contribute nearly 10,000 hours each year.

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

## **II. Advertising/Promotional/Community Event**

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

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

- 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.*

NO

**Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.\***

- Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). *(Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)*
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

Market McKinney as a unique destination for visitors and promote quality of life for our residents.

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**Has a request for funding, for this Advertising/Promotional/Community Event, been submitted to MCVB in the past?**

- Yes  No

**Date(s):**

**Financial**

- Provide an overview of the organization’s financial status including the impact of this grant request on the organization’s mission and goals.
- Please attach your organization’s 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 total estimated cost for this Advertising/Promotional/Community Event?**

Gross Revenue Projection \$7200- (exp) \$4300 = (Net) \$2900

\$500 for the actors, \$2000 for advertising,

\$12 pp for food (\$1800) = \$4300 Exp

- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Advertising/Promotional/Community Event. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement.
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Advertising /Promotional/Community Event for which funds were received.
- A final report detailing the success of the Advertising/Promotional/Community Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Advertising/Promotional/Community Event.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Project/Promotional/Community Event have been submitted and approved by the MCVB in its sole discretion.

Board Member

Last Name	First Name	Number	Email	Address	Position	Class
Cobb	Jennifer	214-505-1995	jennifer@cobbcpa.net	P.O. Box 6723, McKinney, TX 75077	Treasurer	2017
Ownby	Carol	214-686-4559	cownby@mckinneychristian.org	15793 State Hwy 121 N, Blue Ridge, TX 75424		2014
Moore	Kathy	940-206-4838	john_kathy@jkmooore.org	2203 State Blvd, McK, 75071		2014
Dawson	Greg	817-925-6862	dawsongregory@att.net	508 S. Kentuck St, McKinney, TX 75070	Secretary	& 2017
Glew	Rick	214-395-1573	rglew@tx.rr.com	829 Parkwood Court, McKinney, TX 75070		2015
Pagano	Adam	469-343-3113	adam@daysixcreative.com	5201 N Briar Ridge Circle, McKinney, TX 75070		2017
Stevens	Stella	361-537-9997	stellauribe@aol.com	5424 Hampshire Drive, McK 75070	Chair	2014

Advisory Board Member

Doak	Hamilton	972-658-6422	hamiltondoak@sbcglobal.net	2304 Brenham Drive, McKinney, TX 75070		
Rodgers	Pat	214-544-4000	jjoplin@abernathy-law.com	407 S. Tennessee, McK 75069		
West	James	214-675-1559	tao75070@airmail.net	504 Tucker, McK, 75069		
Baker	Tim	972-302-2791	pandero01@gmail.com	2606 Greenway, Mck, 75070		
Hill	Mac	214-657-6328	COLLINCOMEDSOC@aol.com	PO Box 846, McK, 75069		
Hill	Wayne	214-843-3327	wayne.hill@viewpointbank.com	406 Parker St. McK, 75069		



**IT'D BE A CRIME TO  
MISS THIS DINNER**  
February 13th 2016 6:30pm

