

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2019

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, 2018	December 20, 2018	January 24, 2019
Cycle II: May 31, 2019	June 27, 2019	July 25, 2019

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: director@chestnutsquare.org

Website: www.chestnutsquare.org

Check One:

- ☐ XXXNonprofit – 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), Association of Living History, Center for Non-Profit Management, Texas Assoc 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: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Fax:

Email: director@chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jaymie Pedigo

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$7500

Matching Funds Available (Y/N and amount):

Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

X ☐ No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: 2/2019

Completion Date: 8/2019

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

Jennifer Cobb, Chair

Adam Pagano, Vice Chair

Sandi Dinehart, Secy

Stan Penn, Treasurer

Greg Dawson, Immediate Past Chair

Stella Stevens, Past Chair

Rick Glew

Jonathon Ball, new member

Brian Medina, new member

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

Jaymie Pedigo, ED

Kim Ducote, Wedding and Rental Manager

Johanna Gillespie, Event Coordinator

Annie Quinn, Education Coordinator

Leisha Phipps, Curator

Melanie Bolling, VISTA Member

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.

Who Are We?

With a mission of celebrating community, preserving history and inspiring the future, The Heritage Guild of Collin County, a 501(c)(3) nonprofit organization, oversees Chestnut Square Historic Village. The Village is comprised of five historic homes, a historically accurate replica of a one-room schoolhouse, a chapel, a store, a reception house, and a Visitors Center all settled on 2.5 acres just south of the downtown McKinney Square.

Also included on the bucolic grounds are a blacksmith shop, smoke house, a (non-functioning) outhouse, and a reception pavilion and gardens. Buildings feature period artifacts highlighting the lifestyles of people living in Collin County during the nearly 100 years spanning 1854 to 1930.

How Did We Come to Be?

In the early 1970s, it became evident to McKinney resident Joan Palmer Hughston that the unique heritage of the city needed to be recorded and preserved for those currently living there, future generations and visitors to the region. Beautiful historic structures required attention and care, so with foresight and determination Mrs. Hughston organized a small group of local women to ensure an emblematic sample of the city's past be maintained, studied and shared.

Their vision was to establish a village where all who wished to experience buildings, artifacts and grounds showcasing how people lived during a key period in Collin County history could gather and celebrate their communal past. The first project this dedicated group launched was to host a Christmas tour of homes, with Joan's Mother-in-Law, Margaret Hughston's home on Howell Street representing A Children's Christmas, Joan's on Louisiana depicting A Victorian Christmas, Ethel Holt showing her farm house as A Farm Christmas, Martha Schubert offering A Family Christmas and Nanette Boyd's home depicting A Modern Christmas.

That first Home Tour was a Great Success and continues to be so Today!

Such were the financial rewards garnered through this event the proceeds enabled the group to begin the purchase of The Dulaney House and the Dulaney Cottage on Chestnut Street. These homes became the cornerstone of what we today call Chestnut Square Historic Village.

Subsequently, in 1974 the Heritage Guild of Collin County was formed to perpetuate the preservation of Chestnut Square Historic Village. The spirit and commitment of our founders still serves as a beacon, motivating our continued efforts to build a living portrait of McKinney and Collin County to this day.

Why Are We Important?

We accomplish our mission by providing educational programs, tours and picturesque venues for local weddings, meetings and social gatherings of all kinds. Chestnut Square hosts community events that bring people together to celebrate Collin County's heritage such as our Farmers Market which recreates the feel of bygone market days held in the old Jockey lot in downtown McKinney.

In addition, we maintain historic buildings, artifacts and grounds that illustrate and inform people about the past, serving to inform the future. Our educational programming demonstrates and disseminates information about the way people lived from 1850-1940, and we support Collin County and McKinney in achieving a community which owns its singular legacy in stewardship of its prosperous future.

A gem in the crown of Chestnut Square is our collection of structures that physically depict the everyday environment of those who came before. Considered the oldest standing house in McKinney, **The Faires House** was built by John Faires who arrived in the city and built his home in 1854. This Greek-revival shotgun style building boasts a front door hand-chiseled by Mr. Faires himself.

Built in 1863, **The Taylor Inn**, otherwise known as the **'Two-Bit' Taylor Inn**, provided drummers (or salesmen) a bed for the night, laundered clothes and offered a hot breakfast, all for 25 cents. In 1892, J.B. Wilmeth built the second schoolhouse in McKinney which was in use until 1922. The replica at the Village was built in 2005 and features two front doors, one for girls and the other for boys.

Home to Dr. Joseph Dulaney and his wife, the signature 1875 **Dulaney Cottage** was originally located on the corner of Chestnut and Anthony Street. Dr. Dulaney was a surgeon during the Civil War, and his office displays several of the doctor's medical pieces that were used in the 19th century.

When Dr. Dulaney passed, his wife, Lucy Ann Field, moved into **The Dulaney House** that was built by her brother and prominent Dallas banker, John Field. The home features sleeping quarters, original fixtures, solid mahogany pocket doors and (prestigious!) indoor plumbing. John Field was insistent that his sister live with prominence, and so he had the Dulaney Cottage moved from the corner lot in order that the grander "house" be built on the more significant parcel.

Built in 1870, **The Johnson House**, a stunning Victorian Cottage with Italianate eave brackets standing still on its original location, was home to State Senator and Legislator John Johnson who was known as a colorful politician credited with writing the Homestead Bill.

The Brimer Anderson Grocery, known as "**Dixie's Store**", the **Chapel at Chestnut Square** and **The Bevel House** round out the collection. All are historic, all significant to the story of McKinney.

Featured **Education Programming** includes Guided Village Tours for all ages, field trips that meet TEKS requirement for 2nd and 3rd grade (and can be modified for K-5), preschool programs, Boy & Girl Scout and other special educational events.

The Need

Chestnut Square Historic Village recognizes the importance of raising support from a plurality of funding streams. We currently pursue revenue through:

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

Chestnut Square faces the ongoing challenges of stewarding and preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these precious symbols of our past with integrity and high standards, thereby serving the community whose history we represent.

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

Major Operational changes in 2018:

- **Transition to new public organizational name of "Heritage Village at Chestnut Square"**
- **New logo to be revealed in 2019**
- **Addition of 2 board members (from 7 to 9, bylaws allow for 15)**
- **Designation of a board member to liaison with the Vendor Committee of the McKinney Farmers Market**

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, The Annual Killis Melton Ice Cream Crank Off, and the Tour de Coop, an educational and fun way to learn about chicken keeping.

- The Farmers Market 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 long anticipated move to Chestnut Street is scheduled for March 2019. We are also working to partner with other organizations to re-establish opportunities for our underserved community.
 - Chestnut Square has recently been designated a Monarch Friendly spot by the City. We will host an event in the spring as part of our planned "special attractions" of the Farmers Market
- Tour de Coop – the chicken coop tour has become an anticipated program of HGCC and a profitable event for the Farmers Market. Continued advertising in industry publications can help broaden our tourist audience. This year we are pleased to be invited to participate in the Collin County Master Gardeners Show.
- The Ice Cream Crank-Off is not a fundraiser, but a community event designed to keep part of McKinney's history alive. The 2018 event brought a new competition (Ice Cream sandwich eating), and an upgraded layout designed to alleviate long waits for competition flavors, a welcome improvement.
 - This year we invited sponsors to have a table at the event; this opportunity was well received and we anticipate increased sponsorship funds this year.
- 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 the Historic Downtown Square and the city and provides unique recreational tours and events for families. We see visitors from a 50 mile radius on a regular basis.

Weddings held at Chestnut Square often bring overnight guests, who stay and eat in McKinney businesses. The new Sheraton has already mentioned that they have hosted many wedding parties who

are booked at our chapel. Additionally, these parties utilize local caterers, florists, beauty services, etc. for their events.

- 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.

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned. **(Please note: if admission/registration fees are charged, they must be limited to \$35 or less; event must be open to the public.)**
- 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.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- 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?

X Yes

☐ No

Date(s): 2018

Financial

- Provide an overview of the organization's financial status including the impact of this event on organization 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.

Overview of Promotional/Community Event financial goal?

Event	Income	Expense	Non grant Advertising \$
Farmers Market	\$62,000	\$15,000	\$2500 (6mos)
Advertising plans:			
Community Impact		\$2300	
Stonebridge Ranch News		\$435	
Creeside Living/N2		\$600	
Billboard		\$450	
KLAK		\$1005	
Signage		\$500	
Star Local		\$750	
Edible Dallas		<u>\$1800</u>	
		\$7840	
Ice Cream Crank Off	\$7500	\$3,000	\$1000
Advertising plans:			
Community Impact		\$575	
Stonebridge Ranch News		\$145	
Creeside Living/N2		\$200	
Billboard		\$450	
KLAK		\$335	
Signage		\$500	
Star Local		<u>\$500</u>	
		\$2705	
Tour de Coop	\$8500	\$2,000	\$1500
Advertising plans:			
Community Impact		\$575	
Stonebridge Ranch News		\$145	
Billboard		\$450	
Signs/Maps		\$500	
Edible Dallas		\$450	
Star Local		<u>\$250</u>	
		\$2370	

(Attach a detailed budget specific to the proposed Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant?

2019 Cash Advertising Budget \$10,000 (43%)

Anticipated Grant funds \$17,500 (57%)

Are Matching Funds available? ☐ Yes

☐ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

Sponsorships are available for every event!

IV. Marketing and Outreach

Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.

Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

Events at Chestnut Square, are promoted year-round through the City's Historic Preservation calendar, "rack cards" with all activities at the CVB, Chamber and throughout McKinney, Collin County and at travel centers throughout Texas. Posters for each event are distributed throughout Collin County. Advertising is focused on food and tour magazines with spot ads in local and regional papers, and on local radio.

We are finding that out of the area (State wide & beyond) advertising is not necessarily paying off. Funds this year will be spent on Community Impact, Stonebridge Ranch News & other neighborhood publications, and digital marketing.

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.

In addition to attendance, verbal feedback and sponsor satisfaction, we send a digital survey to every ticket buyer following every event and use that to guide the event the following year.

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.

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

Jaymie Pedigo
Signature

Signature

Jaymie Pedigo
Printed Name

Printed Name

11/29/2018
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 the MCDC goal(s) that will be supported by this Promotional/Community Event
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall 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 for current 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.

The Heritage Guild of Collin County
Budget Worksheet
January through December 2018

Ordinary Income/Expense

Income

	2018	2019
41000 - Direct Public Support		
41010 - Membership Dues	500.00	500.00
41020 - Donations, General Public	5,000.00	5000.00
41030 - Corporate Contributions	6,000.00	10000.00
Corporate Memberships	10,000.00	5000.00
41050 - Special Purpose Gifts	5,000.00	7500.00
41060 - McKinney Heritage Membership	2,000.00	1500.00
Total 41000 - Direct Public Support	28,500.00	29500.00
42000 - Program Revenues		
42010 - Farmers' Market	55,000.00	62000.00
42020 - Tour de Coop	11,000.00	8500.00
42030 - Merchandise Sales	500.00	3500.00
42040 - Education Programs	7,500.00	8000.00
42050 - Ghostly Haunting	3,600.00	4000.00
42070 - Prairie Camps	10,000.00	10000.00
42080 - Public Village Tour	2,500.00	2500.00
42090 - Tea & Tour	3,500.00	3500.00
42100 - Trolley Tour	2,100.00	2000.00
Total 42000 - Program Revenues	95,700.00	104000.00
42500 - Event & Fundraising Revenues		
42520 - Farm to Table Dinner	40,000.00	36000.00
42540 - Fashion Show	3,500.00	3500.00
42560 - Holiday Home Tour	30,000.00	36000.00
42570 - Ice Cream Crank Off	8,500.00	7500.00
42580 - Murder Mystery	2,500.00	2500.00
42599 - Other Event/Fund Raising Income	1,000.00	1500.00
42550 Ghost Walk	8,000.00	7500.00
Total 42500 - Event & Fundraising Revenues	93,500.00	94500.00
43000 - Facility Rentals		
43010 - Weddings	165,000.00	140000.00
43020 - Rentals	5,050.00	5000.00
Corp Rentals	10,000.00	3500.00
Total 43000 - Facility Rentals	180,050.00	148500.00
44000 - Other Operating Income		
44020 - Background Check Fees	250.00	250.00
44040 - Miscellaneous Revenue	0.00	0.00
Total 44000 - Other Operating Income	250.00	250.00
45000 - Investments		
45030 - Interest-Savings, Short-term CD	0.00	0.00
Total 45000 - Investments	0.00	0.00

The Heritage Guild of Collin County
Budget Worksheet
January through December 2018

	2018	2019
Total Income	398,000.00	376,750.00
Gross Profit	398,000.00	376,750.00
Expense		
61100 - Wedding Expenses		
61110 - Wedding Costs	12,000.00	15000.00
61100 - Wedding Expenses - Other	0.00	0.00
Total 61100 - Wedding Expenses	12,000.00	15,000.00
61200 - Programming Expenses		
61210 - Farmers' Market Costs	10,000.00	15000.00
61220 - Tour de Coup Costs	1,500.00	1750.00
61230 - Merchandise Costs	100.00	100.00
61240 - Educational Programs Costs	1,000.00	1000.00
61270 - Tour & Tea Costs	1,000.00	1200.00
61290 - Prairie Camp Costs	350.00	2500.00
61200 - Programming Expenses - Other	50.00	50.00
Trolley Tour Costs	900.00	900.00
Total 61200 - Programming Expenses	14,900.00	22,500.00
61400 - Events & Fundraising Expenses		
61420 - Farm to Table Dinner Costs	16,000.00	12000.00
61440 - Fashion Show Costs	1,200.00	1000.00
61450 - Ghost Walk Costs	750.00	750.00
61460 - Holiday Home Tour Costs	5,000.00	5000.00
61470 - Ice Cream Crank Off Costs	3,500.00	3000.00
61480 - Murder Mystery Costs	1,200.00	1000.00
61599 - Other Event Costs	300.00	250.00
61400 - Events & Fundraising Exp - Other	0.00	0.00
Total 61400 - Events & Fundraising Expenses	27,950.00	23,000.00
61600 - Business Expenses		
61610 - Advertising, PR & Marketing	7,500.00	10000.00
61660 - Rentals (Administrative)	6,000.00	1000.00
61670 - Volunteer Relations	1,000.00	500.00
61680 - Staff Relations	500.00	750.00
Total 61600 - Business Expenses	15,000.00	12,250.00
61700 - Outside Services		
61730 - Fundraising Expenses	1,000.00	700.00
61740 - Outside Contract Services	21,000.00	12200.00
Total 61700 - Outside Services	22,000.00	12,900.00
62000 - Facilities and Equipment		
62010 - Building and Equip Maintenance		
62011 - Yard	5,000.00	6000.00
62012 - Structures & Equipment	20,000.00	12000.00
62013 - Cleaning & Maint Supplies	4,000.00	8500.00

The Heritage Guild of Collin County
Budget Worksheet
January through December 2018

	2018	2019
62010 - Building & Equip Maint - Other	0.00	0.00
Total 62010 - Building and Equip Maint	29,000.00	28,500.00
62020 - Curation	500.00	350.00
62030 - Equip Rental & Maintenance	0.00	0.00
62050 - Property Insurance	18,500.00	19,000.00
62060 - Utilities	19,000.00	23,000.00
62000 - Facilities and Equipment - Other	0.00	0.00
Total 62000 - Facilities and Equipment	67,000.00	68,850.00
63000 - Office Operations		
63010 - Books, Subscriptions, Reference	100.00	100.00
63020 - Postage, Mailing Service	500.00	350.00
63025 - Printing and Copying	6,000.00	6,000.00
63030 - Supplies	1,200.00	1,000.00
63035 - Telephone, Telecommunications	2,500.00	4,200.00
63040 - IT Expense	6,450.00	3,000.00
Total 63000 - Office Operations	16,750.00	14,650.00
64000 - Other Administrative Expenses		
64015 - Bank Service Charges	150.00	150.00
64020 - Credit Card Fees	7,000.00	7,500.00
64035 - Insurance, Liability, D & O	6,000.00	6,000.00
6405 - Memberships & Dues	500.00	600.00
64099 - Other Admin Expenses	0.00	0.00
Total 64000 - Other Administrative Expenses	13,650.00	14,250.00
65000 - Payroll Expenses		
65010 - Salaries, Staff	113,300.00	119,580.00
65020 - Salaries, Contract Employees	22,300.00	7,200.00
65030 - Salaries, Wedding Coordinator	58,000.00	44,550.00
65040 - Payroll Taxes	13,500.00	13,000.00
65050 - Payroll Processing Costs	2,400.00	2,400.00
Total 65000 - Payroll Expenses	209,500.00	186,830.00
67000 - Travel Expenses		
67010 - Conferences & Meetings	0.00	0.00
Total 67000 - Travel Expenses	0.00	0.00
Total Expense	398,750.00	370,230.00
Net Ordinary Income	(750.00)	6,520.00

The Heritage Guild of Collin County

BUDGET VS. ACTUALS: FY 2018 - FY18 P&L

January - September, 2018

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants	1,000.00		1,000.00
40050 MCDL Grant	36,492.65		36,492.65
Total 40000 Grants	37,492.65		37,492.65
41000 Direct Public Support			
41010 Membership Dues	570.00	500.00	70.00
41020 Donations, General Public	2,256.55	3,600.00	-1,343.45
41030 Corporate Contributions	15,302.84	6,000.00	9,302.84
41035 Corporate Memberships		7,500.00	-7,500.00
41050 Special Purpose Gifts	500.00	5,000.00	-4,500.00
41060 McKinney Heritage Membership	70.00	1,750.00	-1,680.00
Total 41000 Direct Public Support	18,699.39	24,350.00	-5,650.61
42000 Program Revenues			
42010 Farmers' Market	36,565.22	44,500.00	-7,934.78
42020 Tour de Coop	6,681.01	11,000.00	-4,318.99
42030 Merchandise Sales	3,640.03	400.00	3,240.03
42040 Education Programs	2,635.00	5,500.00	-2,865.00
42050 Ghostly Haunting	2,040.00	2,400.00	-360.00
42070 Prairie Camps	10,080.00	10,000.00	80.00
42080 Public Village Tour	1,837.75	1,700.00	137.75
42085 Pumpkin Patch & Farm Days	8.00		8.00
42090 Tea & Tour	1,900.00	3,000.00	-1,100.00
42100 Trolley Tour	322.00	1,500.00	-1,178.00
42199 Other Program Revenues	325.78		325.78
Total 42000 Program Revenues	66,034.79	80,000.00	-13,965.21
42500 Event & Fundraising Revenues	580.00		580.00
42520 Farm to Table Dinner	47,666.02	40,000.00	7,666.02
42540 Fashion Show	1,436.23	3,500.00	-2,063.77
42550 Ghost Walk	270.00	0.00	270.00
42560 Holiday Home Tour	2,220.00	0.00	2,220.00
42570 Ice Cream Crank Off	8,094.70	8,500.00	-405.30
42580 Murder Mystery	1,876.81	2,500.00	-623.19
42699 Other Event/Fund Raising Income	3,154.56	1,000.00	2,154.56
Total 42500 Event & Fundraising Revenues	65,298.32	55,500.00	9,798.32
43000 Facility Rentals			
43010 Weddings	80,788.00	129,000.00	-48,212.00
43011 Wedding Coordinator	400.00		400.00
Total 43010 Weddings	81,188.00	129,000.00	-47,812.00
43020 Rentals	4,700.00	10,750.00	-6,050.00
Total 43000 Facility Rentals	85,888.00	139,750.00	-53,862.00
44000 Other Operating Income			
44020 Background Check Fees	40.00	210.00	-170.00

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Total 44000 Other Operating Income	40.00	210.00	-170.00
45000 Investments			
45030 Interest-Savings, Short-term CD	18.64		18.64
Total 45000 Investments	18.64		18.64
Total Income	\$273,471.79	\$299,810.00	\$ -26,338.21
GROSS PROFIT	\$273,471.79	\$299,810.00	\$ -26,338.21
Expenses			
60000 Awards and Grants	56.94		56.94
61100 Wedding Expenses	2,537.50	9,000.00	-6,462.50
61110 Wedding Costs	8,113.52		8,113.52
Total 61100 Wedding Expenses	10,651.02	9,000.00	1,651.02
61200 Programming Expenses	195.06		195.06
61210 Farmers' Market Costs	9,545.69	7,800.00	1,745.69
61220 Tour de Coup Costs	3,730.50	1,500.00	2,230.50
61230 Merchandise Costs		100.00	-100.00
61240 Educational Programs Costs	419.07	700.00	-280.93
61270 Tour & Tea Costs	804.01	750.00	54.01
61280 Trolley Tour Costs	900.00	900.00	0.00
61290 Prairie Camp Costs	2,182.43	350.00	1,832.43
61299 Other Programming Costs		50.00	-50.00
Total 61200 Programming Expenses	17,776.76	12,150.00	5,626.76
61400 Events & Fundraising Expenses			
61420 Farm to Table Dinner Costs	14,326.05	16,000.00	-1,673.95
61440 Fashion Show Costs	194.45	1,200.00	-1,005.55
61450 Ghost Walk Costs	83.64	0.00	83.64
61460 Holiday Home Tour Costs	136.80	0.00	136.80
61470 Ice Cream Crank Off Costs	5,667.35	3,500.00	2,167.35
61480 Murder Mystery Costs	972.71	1,200.00	-227.29
61599 Other Event Costs		300.00	-300.00
Total 61400 Events & Fundraising Expenses	21,381.00	22,200.00	-819.00
61600 Business Expenses	498.25		498.25
61610 Advertising, PR & Marketing	21,887.23	5,600.00	16,287.23
61630 Board Meeting Expenses	71.58		71.58
61660 Rentals (Administrative)	6,731.90	4,500.00	2,231.90
61670 Volunteer Relations	391.92	700.00	-308.08
61680 Staff Relations	205.90	300.00	-94.10
Total 61600 Business Expenses	29,786.78	11,100.00	18,686.78
61700 Outside Services			
61730 Fundraising Expenses	2,151.00	1,000.00	1,151.00
61740 Outside Contract Services	8,046.95	7,600.00	446.95
Total 61700 Outside Services	10,197.95	8,600.00	1,597.95
62000 Facilities and Equipment	0.00		0.00
62010 Building and Equip Maintenance	0.00		0.00
62011 Yard	5,878.45	3,800.00	2,078.45
62012 Structures & Equipment	6,431.90	16,000.00	-9,568.10
62013 Cleaning & Maintenance Supplies	5,084.37	3,025.00	2,059.37
62019 Grant Expenses - Structures	21,341.15		21,341.15

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Total 62010 Building and Equip Maintenance	38,735.87	22,825.00	15,910.87
62020 Curation	5,479.36	500.00	4,979.36
62030 Equip Rental & Maintenance	185.00		185.00
62050 Property Insurance	11,798.44	18,500.00	-6,701.56
62060 Utilities	17,282.23	14,500.00	2,782.23
Total 62000 Facilities and Equipment	73,480.90	56,325.00	17,155.90
63000 Office Operations			
63010 Books, Subscriptions, Reference	175.00	100.00	75.00
63020 Postage, Mailing Service	177.62	500.00	-322.38
63025 Printing and Copying	3,427.30	4,500.00	-1,072.70
63030 Supplies	698.28	900.00	-201.72
63035 Telephone, Telecommunications	2,966.39	1,900.00	1,066.39
63040 IT Expense	2,729.72	4,845.00	-2,115.28
Total 63000 Office Operations	10,174.31	12,745.00	-2,570.69
64000 Other Administrative Expenses			
64015 Bank Service Charges	38.00	112.50	-74.50
64020 Credit Card Fees	5,964.70	5,000.00	964.70
64021 QuickBooks Payments Fees	574.71		574.71
64035 Insurance, Liability, D & O	2,564.00	6,000.00	-3,436.00
64040 Interest Expense	146.03		146.03
64055 Memberships & Dues	544.00	500.00	44.00
Total 64000 Other Administrative Expenses	9,831.44	11,612.50	-1,781.06
65000 Payroll Expenses			
65010 Salaries, Staff	83,688.08	84,975.03	-1,286.95
65020 Salaries, Contract Employees	143.25	16,724.97	-16,581.72
65030 Salaries, Wedding Coordinator	34,223.00	43,499.97	-9,276.97
65040 Payroll Taxes	8,996.23	10,125.00	-1,128.77
65050 Payroll Processing Costs	1,926.56	1,800.00	126.56
Total 65000 Payroll Expenses	128,977.12	157,124.97	-28,147.85
67000 Travel Expenses			
67010 Conferences & Meetings	155.00		155.00
Total 67000 Travel Expenses	155.00		155.00
Total Expenses	\$312,469.22	\$300,857.47	\$11,611.75
NET OPERATING INCOME	\$ -38,997.43	\$ -1,047.47	\$ -37,949.96
NET INCOME	\$ -38,997.43	\$ -1,047.47	\$ -37,949.96

The Heritage Guild of Collin County

BALANCE SHEET

As of September 30, 2018

	DEC 31, 2017	JAN - SEP, 2018
ASSETS		
Current Assets		
Bank Accounts	\$46,605.19	\$29,301.50
Accounts Receivable		
11000 Accounts Receivable	4,385.00	1,900.00
Total Accounts Receivable	\$4,385.00	\$1,900.00
Other Current Assets		
12000 Undeposited Funds	0.00	1,190.00
Other Receivables	100.00	0.00
Total Other Current Assets	\$100.00	\$1,190.00
Total Current Assets	\$51,090.19	\$32,391.50
Fixed Assets	\$1,873,745.29	\$1,873,745.29
TOTAL ASSETS	\$1,924,835.48	\$1,906,136.79
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	\$958.08	\$0.00
Credit Cards	\$1,718.13	\$2,214.95
Other Current Liabilities		
24450 Wedding Damage Deposit	6,050.00	9,550.00
24500 Deferred Income Billings		
24510 Weddings	29,050.00	43,723.00
24520 Building Rentals	0.00	1,805.00
Total 24500 Deferred Income Billings	29,050.00	45,528.00
25800 Unearned or Deferred Revenue	18.00	0.00
26000 Security Deposits, Other	200.00	1,000.00
Total Other Current Liabilities	\$35,318.00	\$56,078.00
Total Current Liabilities	\$37,994.21	\$58,292.95
Total Liabilities	\$37,994.21	\$58,292.95
Equity		
30000 Unrestricted Fund Balance	1,892,627.43	1,886,841.27
Net Income	-5,786.16	-38,997.43
Total Equity	\$1,886,841.27	\$1,847,843.84
TOTAL LIABILITIES AND EQUITY	\$1,924,835.48	\$1,906,136.79

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

EN: 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