

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: \$12,500

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: 7/2019

Completion Date: 12/2019

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

Jennifer Cobb, Chair

Adam Pagano, Vice Chair

Sandi Dinehart, Secy

Staci Huevel, Treasurer

Greg Dawson, Immediate Past Chair

Rick Glew

Jonathon Ball, new member

Brian Medina, new member

Emil Dahl, new member

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

Jaymie Pedigo, ED

Kim Ducote, Wedding and Rental Manager

Johanna Gillespie, Marketing 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 Joan Palmer Hughston that the unique heritage of the city needed to be recorded and preserved for current residents, future generations and visitors. Beautiful historic structures required attention and care, so with foresight and determination Mrs. Hughston organized a small group of women to ensure an emblematic sample of the city's past be maintained and shared. The first project this group launched was a Christmas tour of homes, with Joan's Mother-in-Law, Margaret Hughston's home on Howell Street as A Children's Christmas, Joan's on Louisiana A Victorian Christmas, Ethel Holt showing her 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 The Village. Subsequently, the Heritage Guild of Collin County was formed in 1974 to perpetuate the preservation of Chestnut Square. 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.

Why Are We Important?

We accomplish our mission by providing educational programs, tours and picturesque venues for weddings, meetings and community gatherings. Chestnut Square hosts events that bring people together to celebrate Collin County's heritage such as the 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 inspire the future. Our educational programming demonstrates the way people lived from 1850-1920, 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 legacy 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 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 fall and winter events, including the Farmers Market, The Legends of McKinney Ghost Walk, the 46th Annual Holiday Tour of Homes, as well and other attractions.

- 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 has proven to be a great success.
 - Chestnut Square has recently been designated a Monarch Friendly spot by the City. We host monthly “butterfly” events as part of our planned “special attractions” of the Farmers Market
- Ghost Walk – plans for this year include an expanded version with both family friendly events and some more “spooky” aspects, including a Ghost Hunt using paranormal research equipment.
- In August we are planning a collaborative Murder Mystery production with the Ovation Academy, a local performing arts school. We’d like to advertise in one publication.
- Funds awarded previously allowed us to advertise The Holiday Tour of Homes in Southern Living magazine and in over 100,000 copies of the Star Local Media papers in Collin County. This 2 year custom is beginning to gain traction and is quite popular with sponsors.

- 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.

Both the Holiday Tour of Homes and the Ghost Walk weekend are designed to be conducive to an overnight stay for out of the area guests – and each year 2 or 3 tour busses join the tour and deposit visitors on the Square for lunch.

- 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.)**

The Farmers market has no admission, the Ghost Walk and Home Tour basic admission is less than \$35.

- Include the venue/location for the proposed event. Chestnut Square
- 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): 2015, 2016,2017,2018, 2019

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?

Advertising plans:

Community Impact	\$3450
Stonebridge Ranch News	\$435
Creekside Living/N2	\$1200
Billboard	\$900
Signage	\$500
Star Local	\$6000
Southern Living	\$2500
Edible Dallas	<u>\$1800</u>
	\$16,785

Financial goals for each event are outlined in our budget. All told, event and programming revenues make up 52% of our budgeted revenues.

(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. One exception would be made if a remnant opportunity became available in Southern Living as last year.

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

05/10/2019
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.



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

BUDGET VS. ACTUALS: FY 2019 - FY19 P&L

January - March, 2019

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants			
40050 MCDC Grant	8,599.04		8,599.04
Total 40000 Grants	8,599.04		8,599.04
41000 Direct Public Support			
41010 Membership Dues	505.00	500.00	5.00
41020 Donations, General Public	286.65	550.00	-263.35
41030 Corporate Contributions	3,041.65	500.00	2,541.65
41035 Corporate Memberships		1,000.00	-1,000.00
41050 Special Purpose Gifts		2,500.00	-2,500.00
41060 McKinney Heritage Membership	110.00	1,400.00	-1,290.00
Total 41000 Direct Public Support	3,943.30	6,450.00	-2,506.70
42000 Program Revenues			
42010 Farmers' Market	11,224.00	11,800.00	-576.00
42020 Tour de Coop	70.00	3,000.00	-2,930.00
42030 Merchandise Sales	46.12	500.00	-453.88
42040 Education Programs	1,000.00	1,800.00	-800.00
42050 Ghostly Haunting	80.00	700.00	-620.00
42070 Prairie Camps	300.00	500.00	-200.00
42080 Public Village Tour	342.35	500.00	-157.65
42090 Tea & Tour	1,600.00	700.00	900.00
Total 42000 Program Revenues	14,662.47	19,500.00	-4,837.53
42500 Event & Fundraising Revenues			
42540 Fashion Show	1,485.00	3,500.00	-2,015.00
42580 Murder Mystery	2,783.00	2,500.00	283.00
42699 Other Event/Fund Raising Income	66.67	0.00	66.67
Total 42500 Event & Fundraising Revenues	4,334.67	6,000.00	-1,665.33
43000 Facility Rentals			
43010 Weddings	15,850.00	15,850.00	0.00
43020 Rentals	2,800.00	1,000.00	1,800.00
Corp Rentals		1,000.00	-1,000.00
Total 43020 Rentals	2,800.00	2,000.00	800.00
Total 43000 Facility Rentals	18,650.00	17,850.00	800.00
44000 Other Operating Income			
44020 Background Check Fees	-109.10	65.00	-174.10
Total 44000 Other Operating Income	-109.10	65.00	-174.10
45000 Investments			
45030 Interest-Savings, Short-term CD	5.09		5.09
Total 45000 Investments	5.09		5.09
Total Income	\$50,085.47	\$49,865.00	\$220.47
GROSS PROFIT	\$50,085.47	\$49,865.00	\$220.47

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Expenses			
60000 Awards and Grants	368.55		368.55
61100 Wedding Expenses	975.00		975.00
61110 Wedding Costs	2,871.26	3,750.00	-878.74
Total 61100 Wedding Expenses	3,846.26	3,750.00	96.26
61200 Programming Expenses			
61210 Farmers' Market Costs	1,931.02	2,600.00	-668.98
61240 Educational Programs Costs	189.34	500.00	-310.66
61270 Tour & Tea Costs	447.68	300.00	147.68
61280 Trolley Tour Costs	720.00	100.00	620.00
61290 Prairie Camp Costs	177.72	0.00	177.72
61299 Other Programming Costs		50.00	-50.00
Total 61200 Programming Expenses	3,465.76	3,550.00	-84.24
61400 Events & Fundraising Expenses			
61440 Fashion Show Costs	183.49	1,000.00	-816.51
61460 Holiday Home Tour Costs	1,137.77	0.00	1,137.77
61480 Murder Mystery Costs	463.59	1,000.00	-536.41
61599 Other Event Costs		250.00	-250.00
Total 61400 Events & Fundraising Expenses	1,784.85	2,250.00	-465.15
61600 Business Expenses			
61610 Advertising, PR & Marketing	7,091.00	1,350.00	5,741.00
61660 Rentals (Administrative)	350.00	1,000.00	-650.00
61670 Volunteer Relations		500.00	-500.00
61680 Staff Relations		750.00	-750.00
Total 61600 Business Expenses	7,441.00	3,600.00	3,841.00
61700 Outside Services			
61730 Fundraising Expenses	717.00	700.00	17.00
61740 Outside Contract Services	2,150.00	3,049.98	-899.98
Total 61700 Outside Services	2,867.00	3,749.98	-882.98
62000 Facilities and Equipment			
62010 Building and Equip Maintenance			
62011 Yard		1,100.00	-1,100.00
62012 Structures & Equipment	1,421.72	800.00	621.72
62013 Cleaning & Maintenance Supplies	1,526.30	2,124.99	-598.69
Total 62010 Building and Equip Maintenance	2,948.02	4,024.99	-1,076.97
62020 Curation		87.50	-87.50
62060 Utilities	5,110.65	4,700.00	410.65
Total 62000 Facilities and Equipment	8,058.67	8,812.49	-753.82
63000 Office Operations			
63010 Books, Subscriptions, Reference		25.00	-25.00
63020 Postage, Mailing Service	55.00	87.50	-32.50
63025 Printing and Copying	3,070.59	1,500.00	1,570.59
63030 Supplies	206.90	249.99	-43.09
63035 Telephone, Telecommunications	1,074.47	1,050.00	24.47
63040 IT Expense	631.10	750.00	-118.90
Total 63000 Office Operations	5,038.06	3,662.49	1,375.57
64000 Other Administrative Expenses			

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
64015 Bank Service Charges		37.50	-37.50
64020 Credit Card Fees	1,731.36	1,875.00	-143.64
64021 QuickBooks Payments Fees	122.62		122.62
64040 Interest Expense	232.53		232.53
64045 Finance Charges & Late Fees	35.16		35.16
64055 Memberships & Dues	194.00	150.00	44.00
Total 64000 Other Administrative Expenses	2,315.67	2,062.50	253.17
65000 Payroll Expenses			
65010 Salaries, Staff	24,512.40	29,895.00	-5,382.60
65020 Salaries, Contract Employees	1,875.00	1,800.00	75.00
65030 Salaries, Wedding Coordinator	12,470.60	11,162.50	1,308.10
65040 Payroll Taxes	2,829.13	3,250.00	-420.87
65050 Payroll Processing Costs	699.69	600.00	99.69
Total 65000 Payroll Expenses	42,386.82	46,707.50	-4,320.68
Total Expenses	\$77,572.64	\$78,144.96	\$ -572.32
NET OPERATING INCOME	\$ -27,487.17	\$ -28,279.96	\$792.79
NET INCOME	\$ -27,487.17	\$ -28,279.96	\$792.79

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

	2018	2019
Ordinary Income/Expense		
Income		
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
42699 · 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	26,500.00
62020 · Curation	500.00	350.00
62030 · Equip Rental & Maintenance	0.00	0.00
62050 · Property Insurance	18,500.00	19000.00
62060 · Utilities	19,000.00	23000.00
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	6000.00
63030 · Supplies	1,200.00	1000.00
63035 · Telephone, Telecommunications	2,500.00	4200.00
63040 · IT Expense	6,450.00	3000.00
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	7500.00
64035 · Insurance, Liability, D & O	6,000.00	6000.00
64055 · 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	119580.00
65020 · Salaries, Contract Employees	22,300.00	7200.00
65030 · Salaries, Wedding Coordinator	58,000.00	44650.00
65040 · Payroll Taxes	13,500.00	13000.00
65050 · Payroll Processing Costs	2,400.00	2400.00
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

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