

Visit McKinney Grant Application

Feb 10,2023

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.

Our programs and events include: Public & Private Village Tours, the widely acclaimed McKinney Farmers Market, School field trips, Special exhibits and presentations, Historic neighborhood Trolley Tours, the 50 year old Holiday Tour of Homes, The Legends of McKinney History & Hauntings, Murder Mystery dinners and the annual Farm to Table Dinner celebrating and supporting the Farmers Market.

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 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, 4 contractors. We added a contract Maintenance Technician in 2022.

The Project Summary:

Chestnut Square has contracted with Curematics to provide the creation of a digital marketing plan, analysis, and the execution of a Search Engine Optimization program focused on enhancing the Wedding Chapel Venue digital presence.

Goals of the project:

- Increase awareness of organic digital presence for Chestnut Square (Farmer's Market, Tours, Events)
- Increase ranking in major search engines like Google and Bing for wedding venue related keywords
- Increase targeted prospects to Chestnut Square wedding venue bookings
- Increase bookings for Chestnut Square wedding venue by 4+ more than quarterly budgeted

The Impact to McKinney:

Each wedding drives the following tourism dollars for McKinney:

- Hotel occupancy
- Dining and shopping
- Catering and floral services

Timeline:

We plan to engage Curematics for a 3 month trial period to focus on driving wedding sales. The three month period of February, March and April are typically busy "booking" months. Our goal is to see a 3-4 event increase in the 90 day period, which translates into at least twice the project costs.

Heritage Tourism in McKinney

Chestnut Square offers unique tours and events that not only highlight McKinney's history but also provide distinctive entertainment and enjoyment opportunities for all ages. According to cell phone data, upwards of 80% of Farmers Market visitors come from outside McKinney. The 2022 Holiday Tour of Homes brought guests from 99 zip codes!

The Heritage Guild of Collin County

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

January - December 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants	19,084.17		19,084.17
40050 MCDC Grant	263,802.95	207,428.95	56,374.00
Total 40000 Grants	282,887.12	207,428.95	75,458.17
41000 Direct Public Support			
41010 Membership Dues	2,558.95	2,000.00	558.95
41020 Donations, General Public	3,132.02	8,500.00	-5,367.98
41030 Corporate Contributions	26,039.00	18,000.00	8,039.00
41050 Special Purpose Gifts	18,350.00	5,000.00	13,350.00
41060 McKinney Heritage Membership	-300.00		-300.00
Total 41000 Direct Public Support	49,779.97	33,500.00	16,279.97
42000 Program Revenues			
42010 Farmers' Market	72,666.72	60,000.00	12,666.72
42030 Merchandise Sales	450.00	2,500.00	-2,050.00
42040 Education Programs	6,118.86	3,500.00	2,618.86
42050 Ghostly Haunting	5,952.28	4,200.00	1,752.28
42070 Prairie Camps	14,015.25	14,000.00	15.25
42080 Public Village Tour	3,443.75	2,500.00	943.75
42090 Tea & Tour	1,437.93	2,500.00	-1,062.07
42100 Trolley Tour	1,229.89	1,500.00	-270.11
42199 Other Program Revenues	114.84		114.84
Total 42000 Program Revenues	105,429.52	90,700.00	14,729.52
42500 Event & Fundraising Revenues			
42510 Chester Book Sales Royalties	83.97		83.97
42520 Farm to Table Dinner	10,314.86	25,000.00	-14,685.14
42550 Ghost Walk	7,167.20	7,500.00	-332.80
42560 Holiday Home Tour	55,062.70	40,000.00	15,062.70
42580 Murder Mystery	8,381.00	5,000.00	3,381.00
42610 Bar Wars	11,233.53	10,000.00	1,233.53
42699 Other Event/Fund Raising Income	214.20		214.20
Total 42500 Event & Fundraising Revenues	92,457.46	87,500.00	4,957.46
43000 Facility Rentals			
43010 Weddings	123,999.00	155,000.00	-31,001.00
43020 Rentals	3,465.00	8,000.00	-4,535.00
Total 43000 Facility Rentals	127,464.00	163,000.00	-35,536.00
44000 Other Operating Income	162.75		162.75
45000 Investments	123.20		123.20
Crafter Sales	42.00		42.00
Total Income	\$658,346.02	\$582,128.95	\$76,217.07
GROSS PROFIT	\$658,346.02	\$582,128.95	\$76,217.07
Expenses			

The Heritage Guild of Collin County

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

January - December 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
61100 Wedding Expenses	25,214.42	14,000.00	11,214.42
61200 Programming Expenses			
61210 Farmers' Market Costs	19,562.30	16,500.00	3,062.30
61230 Merchandise Costs		1,500.00	-1,500.00
61240 Educational Programs Costs	420.18	1,000.00	-579.82
61270 Tour & Tea Costs	1,026.44	1,200.00	-173.56
61280 Trolley Tour Costs		600.00	-600.00
61290 Prairie Camp Costs	2,935.47	2,500.00	435.47
61299 Other Programming Costs	187.06	100.00	87.06
Total 61200 Programming Expenses	24,131.45	23,400.00	731.45
61400 Events & Fundraising Expenses			
61420 Farm to Table Dinner Costs	1,754.96	7,500.00	-5,745.04
61450 Ghost Walk Costs	119.46	500.00	-380.54
61460 Holiday Home Tour Costs	3,604.70	5,000.00	-1,395.30
61470 Ice Cream Crank Off Costs	54.00		54.00
61480 Murder Mystery Costs	2,819.22	1,000.00	1,819.22
61599 Other Event Costs	1,940.71	1,000.00	940.71
Total 61400 Events & Fundraising Expenses	10,293.05	15,000.00	-4,706.95
61600 Business Expenses			
61610 Advertising, PR & Marketing	15,425.20	12,000.00	3,425.20
61611 Advertising - Grant Reimbursable	28,460.80	28,460.80	0.00
Total 61610 Advertising, PR & Marketing	43,886.00	40,460.80	3,425.20
61670 Volunteer Relations	365.75	750.00	-384.25
61680 Staff Relations	201.17	500.00	-298.83
Total 61600 Business Expenses	44,452.92	41,710.80	2,742.12
61700 Outside Services	8,456.25	24,500.00	-16,043.75
62000 Facilities and Equipment	12.00		12.00
62010 Building and Equip Maintenance	10,451.78	7,500.00	2,951.78
62011 Yard	10,253.18	8,400.00	1,853.18
62012 Structures & Equipment	17,445.04	9,500.00	7,945.04
62013 Cleaning & Maintenance Supplies	10,991.19	10,000.00	991.19
62019 Grant Expenses - Structures	193,342.15	181,468.15	11,874.00
Total 62010 Building and Equip Maintenance	242,483.34	216,868.15	25,615.19
62020 Curation	105.06	1,000.00	-894.94
62030 Equip Rental & Maintenance	55.27		55.27
62050 Property Insurance	9,367.20	12,000.00	-2,632.80
62060 Utilities	24,326.02	24,000.00	326.02
Total 62000 Facilities and Equipment	276,348.89	253,868.15	22,480.74
63000 Office Operations	19,010.71	16,600.00	2,410.71
64000 Other Administrative Expenses	22,681.16	11,150.00	11,531.16
65000 Payroll Expenses	2,599.11		2,599.11
65010 Salaries, Staff	87,586.68	118,400.00	-30,813.32

The Heritage Guild of Collin County

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

January - December 2022

		TOTAL	
		BUDGET	OVER BUDGET
	ACTUAL		
65030 Salaries, Wedding Coordinator	48,114.82	50,000.00	-1,885.18
65040 Payroll Taxes	9,499.61	13,200.00	-3,700.39
65050 Payroll Processing Costs	2,675.27	2,400.00	275.27
Total 65000 Payroll Expenses	150,475.49	184,000.00	-33,524.51
Printing and Copying	511.00		511.00
Sales Tax	51.24		51.24
Total Expenses	\$581,626.58	\$584,228.95	\$ -2,602.37
NET OPERATING INCOME	\$76,719.44	\$ -2,100.00	\$78,819.44
Other Income			
72000 Disposition of Assets	30,925.00		30,925.00
Total Other Income	\$30,925.00	\$0.00	\$30,925.00
NET OTHER INCOME	\$30,925.00	\$0.00	\$30,925.00
NET INCOME	\$107,644.44	\$ -2,100.00	\$109,744.44

The Heritage Guild of Collin County

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$235,563.84
Accounts Receivable	\$4,317.50
Other Current Assets	\$170.00
Total Current Assets	\$240,051.34
Fixed Assets	\$1,873,745.29
TOTAL ASSETS	\$2,113,796.63
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	1,331.92
Total Accounts Payable	\$1,331.92
Credit Cards	\$1,194.21
Other Current Liabilities	
24450 Wedding Damage Deposit	6,800.00
24500 Deferred Income Billings	
24510 Weddings	23,095.00
24520 Building Rentals	2,200.00
Total 24500 Deferred Income Billings	25,295.00
26000 Security Deposits, Other	425.00
Total Other Current Liabilities	\$32,520.00
Total Current Liabilities	\$35,046.13
Total Liabilities	\$35,046.13
Equity	
30000 Unrestricted Fund Balance	1,971,106.06
Net Income	107,644.44
Total Equity	\$2,078,750.50
TOTAL LIABILITIES AND EQUITY	\$2,113,796.63

The Heritage Guild of Collin County
Budget Worksheet: FY 2022

January - December 2022

	2021	2022	2023
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	2,000.00
41020 Donations, General Public	9,450.00	8500	5,000.00
41030 Corporate Contributions	15,000.00	18000	20,000.00
41050 Special Purpose Gifts	5,000.00	5000	5,000.00
Total 41000 Direct Public Support	\$ 31,450.00	33500	32,000.00
42000 Program Revenues			
42010 Farmers' Market	50,000.00	60000	62,000.00
42030 Merchandise Sales	1,500.00	2500	2,000.00
42040 Education Programs	4,500.00	3500	5,000.00
42050 Ghostly Haunting	4,000.00	4200	5,000.00
42070 Prairie Camps	12,000.00	14000	14,000.00
42080 Public Village Tour	2,000.00	2500	2,500.00
42090 Tea & Tour	3,500.00	2500	2,500.00
42100 Trolley Tour	1,500.00	1500	2,000.00
Total 42000 Program Revenues	\$ 79,000.00	90700	95,000.00
42500 Event & Fundraising Revenues			
42520 Farm to Table Dinner	24,000.00	25000	15,000.00
42550 Ghost Walk	7,500.00	7500	7,500.00
42560 Holiday Home Tour	35,000.00	40000	45,000.00
42570 Ice Cream Crank Off	6,500.00		
42580 Murder Mystery	5,000.00	5000	2,500.00
42699 Other Event/Fund Raising Income	5,000.00	10000	7,500.00 Bar Wars
Total 42500 Event & Fundraising Revenues	\$ 83,000.00	87500	77,500.00
43000 Facility Rentals			
43010 Weddings	115,000.00	155000	142,000.00
43020 Rentals	6,500.00	6000	3,000.00
Corp Rentals	2,500.00	2000	
Total 43020 Rentals	\$ 124,000.00	163000	145,000
Total 43000 Facility Rentals	\$ 124,000.00		
44000 Other Operating Income	250.00		50,000.00 City
Total Income	\$ 400,040.99	374700	349,500.00
Gross Profit	\$ 400,040.99		399,500.00
Expenses			
61100 Wedding Expenses			
61110 Wedding Costs	12,000.00	14000	
Total 61100 Wedding Expenses	\$ 12,000.00	14000	23,000.00 Incl Wedding
61200 Programming Expenses			Veronica
61210 Farmers' Market Costs	13,000.00	16500	18,000.00 Incl Mgr
61230 Merchandise Costs	250.00	1500	1,500.00
61240 Educational Programs Costs	1,000.00	1000	1,000.00
61270 Tour & Tea Costs	1,200.00	1200	1,200.00
61280 Trolley Tour Costs	500.00	600	1,000.00

61290 Prairie Camp Costs	1,800.00	2500	3,000.00	
61299 Other Programming Costs	50.00	100	100.00	
Total 61200 Programming Expenses	\$ 17,800.00	23400	25,800.00	Incl Camp Sta
61400 Events & Fundraising Expenses				
61420 Farm to Table Dinner Costs	10,000.00	7500	5,000.00	
61450 Ghost Walk Costs	350.00	500	500.00	
61460 Holiday Home Tour Costs	4,000.00	5000	5,000.00	
61470 Ice Cream Crank Off Costs	3,500.00		0.00	
61480 Murder Mystery Costs	1,100.00	1000	1,500.00	
61599 Other Event Costs	500.00	1000	1,000.00	Bar Wars
Total 61400 Events & Fundraising Expenses	\$ 19,450.00	15000	13,000.00	
61600 Business Expenses				
61610 Advertising, PR & Marketing	10,000.00	12000	12,000.00	Incl AJ
61611 Advertising - Grant Reimbursable	25,500.00			
Total 61610 Advertising, PR & Marketing	\$ 35,500.00			
61670 Volunteer Relations	500.00	750	750.00	
61680 Staff Relations	500.00	500	500.00	
Total 61600 Business Expenses	\$ 36,500.00	13250	13,250.00	
61700 Outside Services	1,500.00	1500	0.00	
61730 Fundraising Expenses	500.00	1000	500.00	
61740 Outside Contract Services	18,600.00	22000	9,000.00	Laura
Total 61700 Outside Services	\$ 20,600.00	24500	9,500.00	
				84550
62000 Facilities and Equipment				Staff
62010 Equip Maintenance & REPAIR		7500	5,000.00	15,000.00 is this a use;
62011 Yard	6,500.00	8400	10,000.00	
62012 Structure REPAIR & SUPPLIES	9,400.00	9500	10,000.00	
62013 Cleaning & Maintenance Supplies	8,000.00	10000	12,000.00	
62019 Grant Expenses - Structures	27,840.99			
Total 62010 Building and Equip Maintenance	\$ 51,740.99		52,000.00	
62020 Curation	500.00	1000	1,000.00	
62050 Property Insurance	18,500.00	12000	13,000.00	
62060 Utilities	23,000.00	24000	24,000.00	
Total 62000 Facilities and Equipment	\$ 93,740.99	72400	38,000.00	90000
63000 Office Operations				
63010 Books, Subscriptions, Reference	100.00	250	100.00	
63020 Postage, Mailing Service	250.00	350	500.00	
63025 Printing and Copying	5,000.00	4000	3,250.00	
63030 Supplies	750.00	1000	1,000.00	
63035 Telephone, Telecommunications	3,500.00	3500	3,200.00	
63040 IT Expense	6,500.00	7500	12,000.00	Anthony + Int -
Total 63000 Office Operations	\$ 16,100.00	16600	20,050.00	
64000 Other Administrative Expenses				
64015 Bank Service Charges	150.00	200	250.00	
64020 Credit Card Fees	7,000.00	7500	10,000.00	
64035 Insurance, Liability, D & O	1,550.00	2200	2,250.00	
64040 Interest Expense	500.00	500	0.00	
64055 Memberships & Dues	500.00	750	1,000.00	
Total 64000 Other Administrative Expenses	\$ 9,700.00	11150	13,500.00	33500
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	180,936.00	190528
Total Expenses	\$ 392,040.99	374300	386,436.00	398578
Net Operating Income	\$ 8,000.00	400	31,064.00	

65000 Payroll Expenses

65010	Staff	121,828.00
65030	Kim	50,000.00
65040 Payroll Taxes (8%)		16,300.00
65050 Payroll Processing Costs		2,400.00
Total 65000 Payroll Expenses		18,700.00
		190,528.00



iff

Program Exp
able code? Or do we need to add one?

Facilities Exp

+ Comp

399500

922



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

Sabine Smith

From: Jaymie Pedigo <jaymie@chestnutsquare.org>
Sent: Tuesday, February 14, 2023 2:48 PM
To: Sabine Smith
Cc: Aaron Werner
Subject: RE: Grant Application
Attachments: Dec 22 BudgetvsActualsFY2022-FY22PL.pdf; Dec 22 BalanceSheet.pdf

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Sabine – thanks! Here are our YE financials 2022. They are the latest I have – sorry, I thought I included those.

I’m aware that our agreement with Curematics will be underway by the time the board meets. We decided to use funds from our marketing advertising budget regardless if we get the grant or not. It’s not an event, so really the timing for promotion is not applicable. We might run out of advertising budget in September – but this is what the board decided!

If we received funding from Visit McKinney we will recognize on the website, all social media, etc. And – if we see the ROI we might decide to reallocate some of the increased revenues back to the advertising/marketing expenses.

I hope this helps -

From: Sabine Smith <:ssmith2@visitmckinney.com>
Sent: Tuesday, February 14, 2023 2:35 PM
To: Jaymie Pedigo <jaymie@chestnutsquare.org>
Cc: Aaron Werner <awerner@visitmckinney.com>
Subject: RE: Grant Application

Hi Jaymie,

I have received and reviewed your grant application and I didn’t see anything missing besides the financial information. Last time you also submitted a **“Balance Sheet as of November 30, 2021”** and the **“Budget vs. Actuals: FY 2021 - FY21 P&L”**, do you want to add the updated documents for 22/23? If so, please send them to me by the end of the week.

Here are some thoughts regarding the **timeline**:

- Page 6 of the Tourism Grant Guidelines states:
*“Because this is a promotional grant, the event for which an application is being submitted must take place **no sooner than five to six months after the grant award is announced** to allow adequate time for promotion of the event.....”*
- Your project summary states:
*“Chestnut Square **has** contracted with Curematics to provide....”*
- Your Timeline states:
*“We plan to engage Curematics for a 3 month trial period to focus on driving wedding sales. The **three month period of February, March and April** are typically busy “booking” months.....”*

It looks like the contracting period is already underway now before the grant has been approved. Grant decisions aren't made until 3-28-23. I wanted to point that out so you are prepared that the Board might question the timeline in case you wanted to get ahead of this in your presentation.

Whatever additional documents you send me I will add to the existing documents and you can address missing information in the presentation to the board.

Details about meeting date/time and presentation rules will be sent out later today.

Thanks, and have a great day!

Sabine Smith

Executive Assistant



(McKinney Convention & Visitors Bureau – MCVB)

200 W. Virginia, McKinney TX 75069

972-547-2058 (office)

972-547-2063 (direct desk line)

www.VisitMcKinney.com

Facebook: [VisitMcKinneyTX](https://www.facebook.com/VisitMcKinneyTX)

Instagram: [VisitMcKinneyTX](https://www.instagram.com/VisitMcKinneyTX)

#VisitMcKinneyTX

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About McKinney

As one of the fastest-growing cities in America, McKinney maintains a nationally-acclaimed quality of life coupled with a convenient location to the DFW area. The city offers award-winning schools, a vibrant historic downtown and cultural district, and a trendy culinary scene set within a uniquely beautiful natural setting. McKinney is home to the top-rated McKinney National Airport and serves as the headquarters to many Fortune 500 companies. A balanced way of life, sense of place and authenticity make McKinney "Unique by nature." To learn more, visit McKinneyTexas.org.

From: Aaron Werner <awerner@visitmckinney.com>

Sent: Friday, February 10, 2023 10:25 AM

To: Sabine Smith <ssmith2@visitmckinney.com>

Subject: Fwd: Grant Application

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From: Jaymie Pedigo <jaymie@chestnutsquare.org>

Sent: Friday, February 10, 2023 10:23:49 AM

To: MCVB Executive Director <executivedirector@visitmckinney.com>

Subject: Grant Application

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Thank you for your consideration.



Jaymie Pedigo

Executive Director | Heritage Village at Chestnut Square

phone: [972.562.8790](tel:972.562.8790)

mobile: [936.524.4743](tel:936.524.4743)

site: ChestnutSquare.org

email: jaymie@ChestnutSquare.org

address: 315 S. Chestnut St McKinney, Texas 75069