

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name The Heritage Guild of Collin County DBA Chestnut Square

Federal Tax I.D. 75-1602150

Incorporation Date Sunday, February 4, 1973

Mailing Address P.O. Box 583
McKinney, Texas, 75070

Phone Number (972) 562-8790

Email deanna@chestnutsquare.org

Website www.chestnutsquare.org

Social Media <https://www.facebook.com/share/qVNusogfKiNHZr9M/?mibextid=kF> <https://www.facebook.com/share/zLRxxJD> ,
https://www.instagram.com/chestnutsquaremckinney?igsh=MW5ybm1xZ3l3cjV3Yw%3D%3D&utm_source=qr <https://www.facebook.com/share/qVNusogfKiNHZr9M/?mibextid=kF>

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

Several amazing women held the first Holiday Tour of Homes in 1973, in an effort to preserve the beauty of McKinney's history. Progress for any community is important; however, it is only impactful when you can pause and reflect on where you began the journey. Chestnut Square allows the McKinney community to step back in time and capture the historical beauty and charm of the past. Celebrate community, preserve history and inspire the future captures the mission of Chestnut Square. We are seeking to grow the community of McKinney through connecting us with the past. We are not only driven to keep the integrity of the stories together, but also the beauty of the artifacts of the past. Through celebrating community, we encourage local vendors, farmers and artists to pursue their dreams and find a source of strength and health in their own backyard. We have employed 4 senior citizens in support of the Senior Community Service Employment Program. They are able to connect to the employment world and establish skills to aid in their personal and professional growth. Chestnut Square has also employed three additional employees as Onsite Coordinators to assist with the demand of weddings and events. We have executed 122 events this year and served over 12,000 guests. Chestnut Square has also had the opportunity to support local churches and non-profits by allowing a space to gather at zero to minimal cost. We understand the scope of establishing community and we are thankful to have a place where we can come together and call home. In 1973, this organization was founded by opening the homes in our community and inviting people to come together. It is our desire to continue that journey.

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3

 Tax Exempt.pdf

Noteworthy recognitions or awards in the last two years.

Chamber of Commerce McKinney Votes Finalist Wedding Venue
Star Local Finalist for Activity Center

Representative Completing Application

DeAnna Stone Executive Director

Mailing Address

315 S. Chestnut Street
McKinney, Texas, 75069

Phone Number

(214) 384-7126

Email

deanna@chestnutsquare.org

Contact for Communications Between MCDC and Organization

DeAnna Stone Executive Director

Address

315 S. Chestnut Street
McKinney, Texas, 75069

Phone Number

(214) 384-7126

Email

deanna@chestnutsquare.org

Funding - Total Amount Requested

15,000

Are matching funds available?

No

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

No

Have you received or will funding be requested from other organizations / foundations?

No

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

Yes

Please list.

Chestnut Square has been awarded a grant for promotions as far back as the last 4 years.

Board of Directors

Mark Miserak - Chairman
Melanie Perkins - Vice Chair
Nick Keim - Secretary
Leigh Chamberlain - Treasurer
Jennifer Druckamiller - Chair HTOH, Advisory, Mkt
Robin Forsythe - Sponsors/Development
(Pa)Tricia Robles - Farmer's Market Liaison
Paul Miles - Sponsors/Development
Davina Gazo - Marketing Committee - Chair
Tim McClure - Organizational Excellence
Amanda Konersmann -Community Relations - Volunteers
Ian Maclean - Facilities Committee - Chair
Dean Lucas - Corporate Meeting Space - Chair

Board of Directors Attachment



CS Board Roster 2024.pdf

Leadership Staff

DeAnna Stone - Executive Director
Jim Doyle - Operations Manager
Jamie Seibert - Museum Director
Kimberly Kirchner - Events Coordinator

Information provided for promotional / community event for which you are seeking funding.

Date(s) of Event

Farmers Market every Saturday 8am-12pm, 3rd Saturday of the month, March Spring Break, June, July,

Location(s)

Chestnut Square 315 S. Chestnut Street McKinney, Texas 75069

Event(s) open to the public?

Yes

Ticket Prices

Farmers Market - Free
Village Tours - \$7.00

Ghostly Haunting - \$30.00
Prairie Adventure Camp - \$150.00 (3 day camp)
School Tours - \$6.00
Trolley Tours - \$15.00
Educational Events - \$10.00 - \$25.00
Exhibits - \$25.00 - \$50.00 (Dinner or Exhibit Only)

Describe the target audience for the event(s).

Chestnut Square hosts a variety of events throughout the year for all ages. The Farmers Market offers free activities for children of the ages 3-12 depending on the time of the year. Our village tours are for all ages and showcase the history of McKinney. Prairie Adventure Camp takes our youth back in time from the ages 7-14. Ghostly Hauntings offer older teens and adults the opportunity to step away from the typical movie night and experience something unique. The Trolley Tour will capture all of McKinney's history in one evening as you are driven throughout the community. All ages will enjoy the history of McKinney, unique exhibits and fabulous tours throughout the year.

Is this the first for this event?

No

If not, what is the history for the event (annual / biannual since what year)?

Chestnut Square has been a unique treasure to McKinney Texas since 1974. They incorporate events throughout the year to celebrate community, preserve history and inspire the future. The farmers market is weekly, Prairie Adventure Camp is yearly, and all village tours are weekly, monthly, and privately scheduled. Prairie Adventure Camp has inspired children for over 20 years.

How does event showcase McKinney for tourism and/or business development?

Chestnut Square spotlights the development and growth of the McKinney community by taking you back in time. By allowing individuals to experience the first home in McKinney, the Tailor Inn and a replicated schoolhouse of the late 1800's, we are able to find a deeper appreciation of today. Allowing our youth to experience life in the 1800's creates an impactful message of finding gratitude in the small things of life. Our property is available to walk through after a dinner in the downtown square, after a morning brunch with friends as well as a moment capturing photos of your first anniversary or graduation from High School. We welcome you to showcase our historical story as you create your own story in the McKinney community.

Expected attendance. 10-2000

Expected number or percentage of attendees coming from outside of McKinney. 25-35%

Does the event support a non-profit (other than applicant)? No

What percentage of revenue will be donated (indicate gross or net)? 0

Financial Goals of Promotional / Community Event

Gross Revenue \$30,000

Projected Expenses \$30,000

Net Revenue 00

Other Funding Sources

Chestnut Square is a non-profit organization that works to serve the community through opportunities that bring the community together. The Farmers Market, Weddings and Celebrations as well as educational events offers opportunity to share the beautiful history of McKinney and allow McKinney to become part of everyone's story. Our weddings and celebrations allow Chestnut Square to operationally function and provide an income source as well as an area the community can gather throughout the year for various events. Being that we celebrate a number of events throughout Q1 and Q2 it is difficult to determine the exact revenue. The Farmers Market is about supporting local vendors and providing a source of their lively hood.

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

Chestnut Square works diligently to compliment the community in the events and experiences we create. The museum is unique in that it highlights an entire village creating an immersive experience. Bringing people together, creating a family tree for all and inspiring our youth of today, draws us closer to our mission. We are driven to create a balance in offering a range of experiences for all budgets, individuals and make all feel welcome. We launched the Pumpkin Pals event for a sensory friendly experience in October as a unique way to capture a love for the season, yet honor anyone that may have food allergies or sensory issues.

January - June Special Farmers Market Events:

Sweetheart Valentine Market, Farmers Market Spring Kick Off, Bark-it at the Market, Mommy and Me Picnic, Family Fun Farm Day Farmers Market

Bridal Exhibit

February - Valentine Dinner

Ghostly Hauntings

January and February - Hometown Heroes - Homeschool Youth Education Workshop

March - May - Trolley Tour

Village Tours

Spring Break and Summer -Prairie Adventure Camp

Provide a detailed marketing plan and budget for the event(s).

Chestnut Square Marketing and Advertising Plan Q1 and Q2 2025

Farmers Market Expense

Edible \$435.00

KLAKE Radio Advertisement /Digital Banner \$1,210.00

Community Impact Digital \$320.00

Community Impact Print \$625.00

Community Impact Newsletter \$550.00

Housewarmers \$600.00

Posters and Postcards \$250.00

META \$300.00

Total Request \$4,290.00

Prairie Adventure Camp Expense

KLAKE Radio Advertisement/Digital Banner \$600.00

Posters & Postcards \$250.00

Local Profile \$450.00

Community Impact Print \$350.00

Community Impact Digital \$320.00

Community Impact Newsletter \$550.00

META \$250.00

Total Request \$2,770.00

Ghostly Hauntings Expense

KLAKE Radio Advertisement/Digital Banner \$600.00

Posters and Postcards \$150.00

Community Impact Newsletter \$550.00
 Community Impact Digital \$325.00
 Community Impact Print \$625.00
 META \$250.00

Total Request \$2,500.00

Museum and Trolley Tours Expense
 KLAKE Radio Advertisement/Digital Banner \$600.00
 Posters & Postcards \$400.00
 Community Impact Print \$625.00
 Community Impact Digital \$325.00
 Fairview Town News \$200.00
 META \$250.00
 Total Request \$2,400.00

Youth and Adult Education Events Expense
 KLAKE Radio Advertisement/Digital Banner \$600.00
 Facebook Event Post Boost \$100.00
 Facebook Post Boost - Video or Animated Graphic \$100.00
 Community Impact Digital \$300.00
 Community Impact Print \$625.00
 Fairview Town News \$200.00
 Old School House Magazine \$850.00
 META \$250.00
 Total Request \$3,025.00

Total Request \$14,985.00

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Print : Magazine and Newspaper	4,500
Local Radio	3,610
Flyers and Rack Cards	3,785
Digital : Google, Facebook, etc.	3,090

Event Marketing Plan and Budget Attachment



Total Promotional Budget 14,985.00

What percentage of the total marketing budget does the grant represent? 100%

Attendance from previous event(s), if applicable 2000+, 20-30% Non-Residents

Marketing lessons learned from past (what worked and what did not).

In Q3 and Q4 of 2024, we had several events on the schedule that overlapped. Ghostly Hauntings, Pumpkin Pals, Haunted Trolley, Murder Mystery and the Veterans events. All events did exceptionally well; however, the new initiative struggled with attendance. We decided to push it to May during Military appreciation month. We hope this will offer a better balance. In addition, we considered promoting on the digital billboard on 380. It was discussed and reviewed by the Board as well as the marketing committee. After much discussion, we opted to invest more in Google and Digital promotion that was less costly and allowed more impressions. The results were fabulous. In addition, recently while in a discussion about our website design, I opted to search museums in McKinney. To my surprise, Chestnut Square does not come up as a museum on a search in McKinney. This has become a priority to help define what Chestnut Square is about and improving our representation online.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

Print is often difficult to determine the impact. Yet, social media, google analytics and investing in our website design will offer insight to what is working. We are also seeking solutions in ways to determine the geographic locations of our visitors.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Holiday Tour of Homes, Farmers Market, Farm to Table, have been promoted in Community Impact, KLAK Radio, and digital platforms.

Additional details related to marketing efforts.

Chestnut Square is seeking to connect to the community to share the McKinney Story. Chestnut Square was not just designed to tell the Village story but all of McKinney. We hope to be inspirational for surrounding city as they see the beauty of the McKinney story continuing.

Budget

 Chestnut Square MCDC Budg... .pdf

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 0

Are matching funds available? No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue 0

Registration Fees 0

Donations 0

Other (raffle, auction, etc.) 0

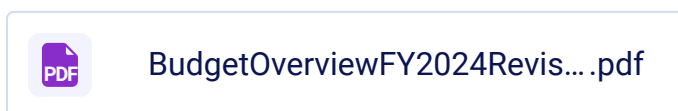
Net Revenue 0

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.

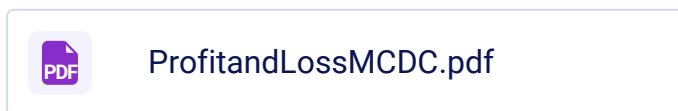
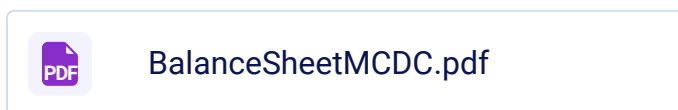
Being that we produce several events throughout the year, it is difficult to answer the above questions. Farm to Table sold out in 2 weeks and was an incredible event. We had 10K in sponsors and a registration of 125.00 for the dinner as well as raffles. However, the Farmers Market is free to attend and participate in the events. Each event has a profit and loss and we determine the success not always in financial outcome but rather impact to the community. Pumpkin Pals did not yield a monetary profit but was a huge blessing to the community with sensory sensitive youth. We hope to not only promote monetary results but to bring people to explore McKinney in all ways.

- 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget



Financial Statements



W9



Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

Please be prepared to provide the information outlined below in your presentation:

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- 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 MCDC 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's 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.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- 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 the 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.**

Applicant Electronic Signature

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer



Date

Thursday, November 21, 2024

Representative Completing Application



Date

Thursday, November 21, 2024

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

Chestnut Square Marketing and Advertising Plan Q1 and Q2 2025	
Farmers Market	
	Expense
Edible	\$435.00
KLAKE Radio Advertisement /Digital Banner	\$1,210.00
Community Impact Digital	\$320.00
Community Impact Print	\$625.00
Community Impact Newsletter	\$550.00
Housewarmers	\$600.00
Posters and Postcards	\$250.00
META	\$300.00
Total Request	\$4,290.00
Prairie Adventure Camp	
	Expense
KLAKE Radio Advertisement/Digital Banner	\$600.00
Posters & Postcards	\$250.00
Local Profile	\$450.00
Community Impact Print	\$350.00
Community Impact Digital	\$320.00
Community Impact Newsletter	\$550.00
META	\$250.00
Total Request	\$2,770.00
Ghostly Hauntings	
	Expense
KLAKE Radio Advertisement/Digital Banner	\$600.00
Posters and Postcards	\$150.00
Community Impact Newsletter	\$550.00
Community Impact Digital	\$325.00
Community Impact Print	\$625.00
META	\$250.00
Total Request	\$2,500.00
Museum and Trolley Tours	
	Expense
KLAKE Radio Advertisement/Digital Banner	\$600.00
Posters & Postcards	\$400.00
Community Impact Print	\$625.00
Community Impact Digital	\$325.00
Fairview Town News	\$200.00
META	\$250.00
Total Request	\$2,400.00
Youth and Adult Education Events	
	Expense
KLAKE Radio Advertisement/Digital Banner	\$600.00
Facebook Event Post Boost	\$100.00
Facebook Post Boost - Video or Animated Graph	\$100.00
Community Impact Digital	\$300.00
Community Impact Print	\$625.00
Fairview Town News	\$200.00
Old School House Magazine	\$850.00
META	\$250.00
Total Request	\$3,025.00
Total Request	\$14,985.00

Board Roster Heritage Village - Chestnut Square

Member	Role
DeAnna Stone	Executive Director
Mark Miserak	Chairman
Melanie Perkins	Vice Chair
Nick Keim	Secretary
Leigh Chamberlain	Treasurer
Jennifer Druckamiller	Chair HTOH, Advisory, Mkt
Robin Forsythe	Sponsors/Development
(Pa)Tricia Robles	Farmer's Market Liaison
Paul Miles	Sponsors/Development
Davina Gazo	Marketing Committee - Chair
Tim McClure	Organizational Excellence
Amanda Konersmann	Community Relations - Volunteers
Ian Maclean	Facilities Committee - Chair
Dean Lucas	Corporate Meeting Space - Chair

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Budget Overview: FY 2024 Revised - FY24 P&L

January - December 2024

	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	TOTAL
62020 Curation	83.33	83.33	83.33	83.33	83.33	83.33	83.33	83.33	83.33	83.33	83.33	83.37	\$1,000.00
62050 Property Insurance	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	\$15,000.00
62060 Utilities	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	\$27,000.00
Total 62000 Facilities and Equipment	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.33	8,583.37	\$103,000.00
63000 Office Operations													\$0.00
63010 Books, Subscriptions, Reference	8.33	8.33	8.33	8.33	8.33	8.33	8.33	8.33	8.33	8.33	8.33	8.37	\$100.00
63020 Postage, Mailing Service	41.67	41.67	41.67	41.67	41.67	41.67	41.67	41.67	41.67	41.67	41.67	41.63	\$500.00
63025 Printing and Copying	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	\$3,600.00
63030 Supplies	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	\$1,200.00
63035 Telephone, Telecommunications	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.37	\$4,000.00
63040 IT Expense	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.63	\$8,000.00
Total 63000 Office Operations	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	\$17,400.00
64000 Other Administrative Expenses													\$0.00
64015 Bank Service Charges	16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.63	\$200.00
64020 Credit Card Fees	583.33	583.33	583.33	583.33	583.33	583.33	583.33	583.33	583.33	583.33	583.33	583.37	\$7,000.00
64021 QuickBooks Payments Fees	216.67	216.67	216.67	216.67	216.67	216.67	216.67	216.67	216.67	216.67	216.67	216.63	\$2,600.00
64035 Insurance, Liability, D & O	291.67	291.67	291.67	291.67	291.67	291.67	291.67	291.67	291.67	291.67	291.67	291.63	\$3,500.00
64055 Memberships & Dues	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	\$1,200.00
Total 64000 Other Administrative Expenses	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.34	1,208.26	\$14,500.00
65000 Payroll Expenses													\$0.00
65010 Salaries, Staff	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.67	12,666.63	\$152,000.00
65030 Salaries, Wedding Coordinator	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	4,633.75	\$55,605.00
65040 Payroll Taxes	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	1,254.25	\$15,051.00
65050 Payroll Processing Costs	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	\$4,200.00
Total 65000 Payroll Expenses	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.67	18,904.63	\$226,856.00
Total Expenses	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.84	\$40,983.76	\$491,806.00
NET OPERATING INCOME	\$ -4,290.18	\$ -4,290.18	\$ -1,165.18	\$ -1,165.18	\$5,084.82	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.02	\$ -13,982.00
NET INCOME	\$ -4,290.18	\$ -4,290.18	\$ -1,165.18	\$ -1,165.18	\$5,084.82	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.18	\$ -1,165.02	\$ -13,982.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Balance Sheet

As of November 21, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Petty Cash	50.00
10010 First United Operating Account 5637	15,701.61
10020 Indep Bank - Operating	34,020.45
10030 Indep Bank - Reserve	348.58
10040 First United Money Market *6099 (Reserve & Short Term Funds)	13,766.75
10050 First United Savings *9355 (Designated Funds)	35,006.42
10060 PayPal	136.53
10070 Merchant Services	0.00
10080 First United Certificate of Deposit 4211	12,679.21
1065 MEF Endowment Investment	0.00
Total Bank Accounts	\$111,709.55
Accounts Receivable	
11000 Accounts Receivable	21,281.25
Total Accounts Receivable	\$21,281.25
Other Current Assets	
10900 Marketable Securities	50,000.00
12000 Undeposited Funds	5,337.50
Other Receivables	0.00
Total Other Current Assets	\$55,337.50
Total Current Assets	\$188,328.30
Fixed Assets	
15000 Buildings, Furniture and Equip	14,210.00
15001 Buildings, general	1,162,090.05
15010 Dulaney House	19,353.66
15012 Johnson House	12,469.90
15013 Chapel	27,292.55
15014 Faires House	7,402.16
15015 Dixie's Store	7,783.78
15016 Taylor Inn	36,723.53
15017 Wilmeth Schoolhouse	89,754.93
15018 405 Reception Hall	152,493.94
15019 Blacksmith Shop	3,931.90
15021 Landscape/Storage Buildings	15,433.39
15022 Visitors Center	150,000.00
15030 Antiques, Furnishings, Artifact	209,208.50
15040 Assets for Rental Business	1,497.00
15099 Accumulated Depreciation	0.00
Total 15000 Buildings, Furniture and Equip	1,909,645.29
Total Fixed Assets	\$1,909,645.29
Other Assets	

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Balance Sheet

As of November 21, 2024

	TOTAL
18600 Other Assets	0.00
18700 Security Deposits	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$2,097,973.59
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	0.00
Total Accounts Payable	\$0.00
Credit Cards	
21000 Credit card payable	0.00
21100 Indep MC 3622	0.00
21120 First United Credit Card	1,207.66
Total Credit Cards	\$1,207.66
Other Current Liabilities	
24000 Payroll Liabilities	0.00
24400 Deferred Revenue, Dulaney House	0.00
24450 Wedding Damage Deposit	9,850.00
24500 Deferred Income Billings	
24510 Weddings	55,462.83
24520 Building Rentals	600.00
Total 24500 Deferred Income Billings	56,062.83
24600 Insurance Claim Reimbursement	0.00
25500 Sales Tax Payable	0.00
25800 Unearned or Deferred Revenue	0.00
26000 Security Deposits, Other	0.00
27000 Notes Payable	0.00
27100 Due to Officer	0.00
Accrued Expenses	0.00
Other Current Liabilities	0.00
Sales Tax Agency Payable	0.00
STATE COMPTROLLER Payable	0.00
Total Other Current Liabilities	\$65,912.83
Total Current Liabilities	\$67,120.49
Long-Term Liabilities	
27200 Other Liabilities	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$67,120.49
Equity	
30000 Unrestricted Fund Balance	2,184,698.87
Net Income	-153,845.77

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Balance Sheet

As of November 21, 2024

	TOTAL
Total Equity	\$2,030,853.10
TOTAL LIABILITIES AND EQUITY	\$2,097,973.59

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss January - October, 2024

	TOTAL
Income	
40000 Grants	
40050 MCDC Grant	47,950.03
Total 40000 Grants	47,950.03
41000 Direct Public Support	
41010 Membership Dues	1,300.00
41020 Donations, General Public	13,032.27
41030 Corporate Contributions	26,953.37
41031 HTOH Sponsorship	5,654.02
41032 F2T Sponsorship	10,950.00
Total 41030 Corporate Contributions	43,557.39
41050 Special Purpose Gifts	100.00
41060 McKinney Heritage Membership	440.00
Total 41000 Direct Public Support	58,429.66
42000 Program Revenues	
42000- Farmers Market Revenue	
42010 Farmers' Market	72,739.50
42011 FM Social Media Fees	6,685.00
Total 42010 Farmers' Market	79,424.50
Total 42000- Farmers Market Revenue	79,424.50
42000-- Museum Revenue	
42030 Merchandise Sales	2,516.37
42040 Education Programs	3,263.00
42050 Ghostly Haunting	5,450.00
42070 Prairie Camps	11,340.00
42080 Public Village Tour	1,927.75
42090 Tea & Tour	217.00
42100 Trolley Tour	1,800.00
Total 42000-- Museum Revenue	26,514.12
Total 42000 Program Revenues	105,938.62
42500 Event & Fundraising Revenues	
42520 Farm to Table Dinner	22,728.00
42560 Holiday Home Tour	11,654.00
42580 Murder Mystery	2,820.00
42620 Special Event	5,571.00
42699 Other Event/Fund Raising Income	1,013.01
Total 42500 Event & Fundraising Revenues	43,786.01
43000 Facility Rentals	
43010 Weddings	122,217.50
43020 Rentals	7,535.00
Corp Rentals	3,975.00
Total 43020 Rentals	11,510.00
Total 43000 Facility Rentals	133,727.50

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss
January - October, 2024

	TOTAL
45000 Investments	
45030 Interest-Savings, Short-term CD	1,684.33
Total 45000 Investments	1,684.33
Total Income	\$391,516.15
GROSS PROFIT	\$391,516.15
Expenses	
61100 Wedding Expenses	700.00
61110 Wedding Costs	30,900.27
61114 Security Services	2,925.00
Total 61100 Wedding Expenses	34,525.27
61111 Corporate Facility Rental Expense	9,390.58
61112 Rental Event Costs	155.00
61200 Programming Expenses	
61210 Farmers' Market Costs	9,985.44
61211 Farmer's Market Marketing	3,421.31
Total 61210 Farmers' Market Costs	13,406.75
61230 Merchandise Costs	2,797.57
61240 Educational Programs Costs	1,356.20
61270 Tour & Tea Costs	1,178.07
61290 Prairie Camp Costs	2,314.96
Total 61200 Programming Expenses	21,053.55
61400 Events & Fundraising Expenses	
61420 Farm to Table Dinner Costs	9,847.03
61460 Holiday Home Tour Costs	1,293.19
61480 Murder Mystery Costs	583.39
61510 Special Event Costs	13,841.36
61599 Other Event Costs	6,409.80
Total 61400 Events & Fundraising Expenses	31,974.77
61600 Business Expenses	
61610 Advertising, PR & Marketing	15,244.49
61611 Advertising - Grant Reimbursable	18,473.29
Total 61610 Advertising, PR & Marketing	33,717.78
61640 Business Registration Fees	10.99
61645 Background Check Expense	19.90
61660 Rentals (Administrative)	210.00
61670 Volunteer Relations	853.02
61680 Staff Relations	161.03
Total 61600 Business Expenses	34,972.72
61700 Outside Services	
61740 Outside Contract Services	6,725.00
Total 61700 Outside Services	6,725.00
62000 Facilities and Equipment	11,074.25
62010 Building and Equip Maintenance	8,046.54

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss
January - October, 2024

	TOTAL
62011 Landscaping	28,115.52
62012 Repairs & Maintenance Museum	54,574.35
	390.80
Total 62012 Repairs & Maintenance	54,965.15
62013 Cleaning & Maintenance Supplies	12,345.11
Total 62010 Building and Equip Maintenance	103,472.32
62020 Curation	402.52
62030 Equip Rental & Maintenance	306.00
62050 Property Insurance	5,801.00
62060 Utilities	26,688.44
Total 62000 Facilities and Equipment	147,744.53
63000 Office Operations	
63010 Books, Subscriptions, Reference	254.15
63020 Postage, Mailing Service	482.08
63025 Printing and Copying	7,238.18
63030 Supplies	9,716.99
63035 Telephone, Telecommunications	4,900.84
63040 IT Expense	11,902.25
Total 63000 Office Operations	34,494.49
64000 Other Administrative Expenses	
64015 Bank Service Charges	60.79
64020 Credit Card Fees	5,870.45
64021 QuickBooks Payments Fees	6,456.15
64035 Insurance, Liability, D & O	6,200.31
64045 Finance Charges & Late Fees	75.00
64055 Memberships & Dues	1,133.50
Total 64000 Other Administrative Expenses	19,796.20
65000 Payroll Expenses	
65010 Salaries, Staff	131,309.07
65030 Salaries, Wedding Coordinator	52,981.80
65040 Payroll Taxes	14,088.82
65050 Payroll Processing Costs	2,383.90
Total 65000 Payroll Expenses	200,763.59
67000 Travel Expenses	
67010 Conferences & Meetings	325.00
67020 Travel	41.20
Total 67000 Travel Expenses	366.20
Sales Tax	107.26
Total Expenses	\$542,069.16
NET OPERATING INCOME	\$ -150,553.01
NET INCOME	\$ -150,553.01

Internal Revenue Service

Department of the Treasury

District
Director

Heritage Guild of Collin County Texas
909 West Howell
Mckinney, TX 75069

Person to Contact:
EOMF Tax Examiner
Telephone Number:

214-767-1766
Refer Reply to:
RM:CSB:1200 DAL
Date: NOV 20 1985

EIN: 75-1602150

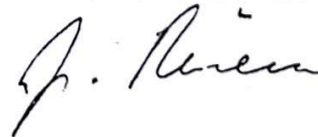
• Gentlemen:

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

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
requester. Do not
send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	<p>1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p> <p>The Heritage Guild of Collin County</p>	
	<p>2 Business name/disregarded entity name, if different from above.</p> <p>Chestnut Square</p>	
	<p>3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p>Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) Nonprofit corporation exempt under IRS Code Section 501(c)(3)</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p style="text-align: right; font-size: small;">(Applies to accounts maintained outside the United States.)</p>
	<p>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. <input type="checkbox"/></p>	
	<p>5 Address (number, street, and apt. or suite no.). See instructions.</p> <p>315 Chestnut Street</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code</p> <p>McKinney, TX 75069</p>	
	<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> </tr> </table>											
or											
Employer identification number											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">7</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">5</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">-</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">6</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">2</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">5</td> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</td> </tr> </table>	7	5	-	1	6	0	2	1	5	0	
7	5	-	1	6	0	2	1	5	0		

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person		Date	
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they