

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

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.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
 - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
 - Planned activities pre-event and during event;
 - History of past or similar events;
 - Event budget (fundraising goals, projected revenue, funding sources);
 - Ticket price(s). (At least one category of ticket must be \$35 or under.)
 - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
 - Attendance projections (include how your calculations were made);
 - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
 - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
 - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
 - Verification of organization's status (IRS letter of determination, W9);
 - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	Chestnut Square
CEO / Executive Director	Jim Doyle
Federal Tax I.D.	75-1602150
Incorporation Date	Monday, February 5, 1973
Mailing Address	P.O. Box 583 McKinney, Texas, 75070
Phone Number	(972) 562-8790
Email	jim@chestnutsquare.org
Website	www.chestnutsquare.org
Social Media	https://www.facebook.com/ChestnutSquareHeritageVillage , https://www.instagram.com/chestnutsquaremckinney/

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

Chestnut Square Heritage Village, located just south of McKinney’s historic downtown square, has been preserving history and community spirit since the early 1970s. Founded by the Heritage Guild of Collin County, our mission is simple yet powerful: to preserve history, inspire the future, and celebrate community.

The village features beautifully restored homes and buildings from the 1850s to the 1940s, offering visitors a glimpse into McKinney’s past. From weddings in the chapel to tours, festivals, and educational programs, Chestnut Square connects generations through shared experiences and local heritage.

Every Saturday, the grounds come alive with the McKinney Farmers Market—ranked #1 in Texas and #3 in the Southwest. With over 90 vendors offering farm-fresh produce, artisan goods, and handmade items, the market not only supports small businesses but also showcases McKinney’s unique blend of history, hospitality, and community pride.

Chestnut Square is more than a collection of old buildings—it’s the heart of McKinney’s story, where the past and present come together to build a stronger, more connected future. Chestnut Square is a small staff with a big impact on the community.

Executive Director : Jim Doyle
Development Director : DeAnna Stone
Museum Director : Annie Quinn
Sales Manager and Farmers Market Manager : Sharla Malone
Finance Manager : Linda Weiler

Select One

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

IRS Determination Letter for 501(c)3

2026 Promotional Grant 501-C3 Letter... .pdf

Is the representative information same as above?

No

Representative Completing Application

DeAnna Stone

Mailing Address

P.O. Box 583
McKinney, Texas, 75070

Phone Number

(214) 384-7126

Email

deanna@chestnutsquare.org

Is the contact for communications between MCDC and the organization same as above?

Yes

Total Amount Requested

13,000

Are matching funds available?

Yes

Matching Funds Available

2,600

Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

No

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.

2022 - Q1 and Q2 12,000 2022 Q3 and Q4 13,750 2023 - Q1 and Q2 11,240 Q3 and Q4 11,500 2024 Q1 and Q2 11,500 Q3 and Q4 11,500 2025 Q1 and Q2 12,500 Q3 and Q4 14,905

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

Date(s) of Event Farmers Market (Every Saturday), Ghostly Hauntings, Educational Events, Holiday Tour of Homes December 6th and 7th

Location(s) Chestnut Square and Church Street Auditorium

Ticket Prices

- Free-\$30.00
- Farmers Market Free
- Living History Free
- Blacksmith Demonstration Free
- Ghostly Hauntings 30.00
- Trolley Tours 20.00
- Prairie Adventure Camp 150.00 per Week
- Crazy in May Quilts \$25.00
- Salute to Veterans \$5.00 - \$25.00

Is this the first time for this event?

No

If not, what is the history for the event (beginning in what year and how often is it held)?

What began as a small collection of historic homes has grown into one of McKinney’s most cherished landmarks. The village features beautifully restored buildings from the 1850s to the 1940s, where visitors can experience how families lived, worked, and built community more than a century ago.

Every Saturday, the grounds come alive with the McKinney Farmers Market—ranked #1 in Texas. Established in 2008, the market runs year-round—from 8 a.m. to noon April through December and 9 a.m. to noon January through March—and features more than 90 local vendors offering farm-fresh produce, meats, baked goods, and artisan items. It’s a lively showcase of McKinney’s small-town charm and a driver of local business and tourism.

Chestnut Square also hosts a variety of special events that bring history to life, including Prairie Adventure Camp, where children experience pioneer days through hands-on activities; the annual Salute to Veterans, honoring those who have served our country; and beloved community traditions like the Holiday Tour of Homes, Farm-to-Table Dinner, and Haunted Trolley Tours.

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

The McKinney Farmers Market at Chestnut Square is one of the most visible and vibrant examples of local tourism and small business development in Collin County. Ranked #1 in Texas, the market attracts thousands of visitors each week—drawing residents, day-trippers, and tourists from across North Texas who come to experience McKinney’s charm, shop local, and explore the city’s historic district.

With more than 90 vendors each season, the market serves as a powerful incubator for small businesses and entrepreneurs. Many local farms, bakers, and artisans launch their products here before expanding

into storefronts, restaurants, and regional distribution. This steady stream of visitors creates a ripple effect for downtown restaurants, boutiques, and nearby attractions, supporting McKinney’s broader economic growth.

Beyond commerce, the market highlights McKinney’s historic and cultural tourism. Visitors strolling through Chestnut Square’s 19th-century buildings experience living history while engaging with modern, locally made goods. The setting blends heritage and hospitality, offering a uniquely McKinney experience that strengthens the city’s brand as a destination for authentic, community-driven tourism.

Through year-round programming, partnerships with local businesses, and its reputation for quality and authenticity, the McKinney Farmers Market showcases McKinney as a city that values its past, supports its present entrepreneurs, and welcomes future growth.

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

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

Expected total attendance and how calculations were made. 80-2000

Expected percentage of attendees coming from outside of McKinney. 20%

Total attendance from previous event(s) (if applicable)

Geographic Reach (estimated travel distance) 0-50 miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

The McKinney Farmers Market at Chestnut Square reflects the growing diversity of McKinney itself, serving as a welcoming space where cultures, traditions, and generations come together each week. With over 90 vendors representing a wide range of backgrounds and heritages, the market offers an authentic mix of foods, crafts, and experiences—from traditional Southern produce and Texas honey to Mediterranean spices, Latin pastries, African coffees, Asian teas, and European-style breads.

This variety not only celebrates cultural expression but also deepens the community’s appreciation for global traditions shared through local entrepreneurship. Visitors experience the richness of McKinney’s population through the stories and products of its people—farmers, bakers, artists, and makers from all walks of life.

The market’s reach extends far beyond Chestnut Square. It attracts visitors from across the region, boosting local tourism and helping small, minority-owned, and family-run businesses thrive. It’s a living example of how history and heritage can coexist with cultural diversity—building community pride, strengthening economic opportunity, and showcasing McKinney as a place where everyone belongs.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue 0-80K

Projected Expenses	0-80K
Net Revenue	40K
Please provide funding sources and dollar amounts associated with each of the following.	
Sponsorship Revenue	800-4000
Registration Fees	0-30
Donations	0
Other (raffle, auction, etc.)	100.00
Net Revenue	800-4000

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

The financial impact is rather difficult to determine for the market. The vendors pay 35.00 a week for their booth; however, we have historically not collected information based on their private individual business. We are attempting to determine the best course of action for gathering that impact; however, their success does not directly influence Chestnut Square. Many vendors create their livelihood in those 4 hours. The Market is a way Chestnut Square gives back to the community as we navigate lower cost and do not collect from their revenue. A vendor may have a 1500-3000 dollar day. If all 70 create that energy it results in a 100K-250K funds in circulation. The Prairie Adventure Camp will cost bring in 14k and cost 4K. The Salute to Veteran Event will bring in 2K and cost 1K. Many of our events are free to the community: Living History, Blacksmith and Storytime.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

The McKinney Farmers Market at Chestnut Square operates under the mission of preserving history, inspiring the future, and celebrating community. Its goal is to connect local farmers, makers, and families in a historic setting that reflects McKinney’s heritage while fostering local commerce, tourism, and community well-being. The market supports more than 90 local vendors each season, promoting small business growth and sustainable agriculture while drawing visitors from across North Texas.

Planning for each market season begins several months in advance, with vendor applications opening in early winter and selection based on product quality, local sourcing, and diversity. The market runs year-round—from 8 a.m. to noon April through December and 9 a.m. to noon January through March. Pre-event activities include vendor coordination, social media marketing, sponsorship outreach, volunteer scheduling, and vendor placement mapping. During each market day, the Chestnut Square team oversees setup, parking logistics, visitor flow, and vendor support, ensuring an enjoyable and safe experience for all attendees.

The Farmers Market has a strong history of success and community engagement. Established in 2008, it has consistently grown to become one of the top-rated markets in the region—ranked #1 in Texas and #3 in the Southwest. Past events have featured live music, children’s activities, cooking demonstrations, and collaborations with local nonprofits and city departments to promote healthy living, sustainability, and heritage awareness. The market has become a signature attraction that supports downtown businesses

and draws thousands of visitors each month, contributing significantly to McKinney's cultural and economic vitality.

Safety and accessibility remain top priorities. Each market follows a detailed safety and security plan coordinated with the City of McKinney and local law enforcement, including first aid readiness, emergency communication, and vendor compliance with food and safety regulations. Parking and traffic management are supported through clear signage, designated vendor and customer lots, and volunteer assistance during peak hours. A weather contingency plan is in place year-round, with alerts and updates provided through the market's website and social media channels to ensure public safety and operational flexibility.

A trained team of staff and volunteers oversees each market day, ensuring smooth setup, tear-down, and customer service. Volunteers assist with parking, information booths, vendor support, and community engagement, while the market manager and Chestnut Square leadership oversee compliance, safety, and vendor relations.

The McKinney Farmers Market continues to serve as a cornerstone of Chestnut Square's mission—bridging past and present, nurturing local enterprise, and showcasing McKinney's welcoming spirit through a tradition that celebrates food, family, and community connection.

Other events are small in nature and do not require major traffic challenges or major population concerns.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

Chestnut Square Heritage Village serves as one of McKinney's most visible and engaging destinations for cultural tourism, welcoming residents and visitors alike to experience the city's history, hospitality, and small-town charm. Through year-round programming—including the McKinney Farmers Market, Prairie Adventure Camp, and Ghostly Hauntings—Chestnut Square creates a continuous flow of activity that supports local tourism, strengthens neighborhood businesses, and enhances the city's economic development goals.

The McKinney Farmers Market, ranked #1 in Texas and #3 in the Southwest, draws thousands of visitors each month to McKinney's historic district. Guests shop among more than 90 vendors, enjoy live music, and often extend their visit to dine at local restaurants, browse downtown shops, or stay in area hotels for weekend getaways. The market has become a signature tourism attraction, introducing visitors to McKinney's walkable downtown and encouraging return visits throughout the year.

The Prairie Adventure Camp offers a unique educational and family experience that brings children and parents into McKinney's story. Through hands-on pioneer activities, participants learn about early Texas life while exploring the historic homes and grounds of Chestnut Square. Many families plan their camp participation around downtown dining or shopping excursions, strengthening McKinney's role as a family-friendly heritage destination.

In the fall, Ghostly Hauntings and the Haunted Trolley Tours extend McKinney's tourism season by offering evening entertainment steeped in local history. These sell-out events attract visitors from surrounding cities who dine downtown, stay overnight in McKinney hotels, and explore other attractions such as the McKinney Performing Arts Center and Heard Museum. In addition, Chestnut Square captures new events such as the Quilt Exhibit that will offer new exciting opportunities connected to their mission and community.

Together, these events highlight the best of McKinney—its history, creativity, and welcoming community—while directly supporting local businesses, lodging partners, and restaurants. Each program invites guests not only to attend an event but to experience McKinney as a destination: a place where the past comes alive, small businesses thrive, and every visit contributes to the continued growth and vibrancy of the city.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Community Impact Print and Digital	6000
Digital	2500
Radio	2500
Print : Flyers, Newsletters, and Rack Cards	2000

Event Marketing Plan and Budget Attachment

 Chestnut Square MCDC Budget Plan a... .pdf

Total Promotional Budget15600

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Chestnut Square Heritage Village and the McKinney Farmers Market are deeply committed to inclusion and outreach across McKinney’s diverse community. The market welcomes and represents vendors and visitors from a wide range of cultural, ethnic, and economic backgrounds, reflecting the city’s growing diversity and spirit of unity. Through intentional marketing, community partnerships, and public programming, Chestnut Square works to ensure that the Farmers Market and all events—such as P—reach a broad audience. Promotion efforts include targeted social media advertising, collaborations with local schools, churches, and cultural organizations, and participation in community networks that serve underrepresented groups. At the McKinney Farmers Market, vendor selection and outreach encourage participation from small and minority-owned businesses. This creates a vibrant marketplace that showcases foods, products, and traditions from many cultures—from Latin American pastries and African coffee to Asian teas and Mediterranean specialties. The result is a welcoming environment where residents and visitors from all backgrounds can connect, share, and celebrate McKinney’s cultural richness. By highlighting inclusion in every aspect of its work, Chestnut Square helps build a stronger, more connected McKinney—one that honors its history while embracing the diversity that defines its future.

What percentage of the total marketing budget does the grant represent?80%

Marketing lessons learned from past events (if applicable).

Through the promotion and execution of Chestnut Square events, several valuable marketing lessons have emerged. One key insight is the importance of consistent, story-driven communication that ties every event back to Chestnut Square’s mission of preserving history, inspiring the future, and celebrating community. Messaging that connects history with present-day experiences resonates most strongly with visitors and drives engagement across multiple platforms. As well as events that speak to our mission, partnerships and purpose of Chestnut Square.

Another lesson is that cross-promotion between events significantly increases reach. For example,

Farmers Market visitors respond well to signage and flyers about upcoming events like Ghostly Hauntings or the Holiday Tour of Homes, while family audiences attending Prairie Adventure Camp are eager to return for seasonal markets or festivals. Creating year-round visibility helps sustain momentum and keeps Chestnut Square top-of-mind for residents and tourists alike.

Social media analytics and vendor feedback have also shown that diverse and inclusive storytelling—featuring different vendors, cultures, and community voices—expands audience reach. Posts highlighting vendor stories, behind-the-scenes preparation, and family experiences generate more interaction than traditional advertisements.

Finally, we learned that timing and partnerships matter. Collaborating with local businesses, Visit McKinney, and community influencers helps extend promotional reach and reinforces McKinney’s image as a welcoming, vibrant destination. Advanced planning, early media outreach, and real-time social engagement during events all contribute to stronger attendance and broader visibility.

Overall, the most effective marketing strategy combines authenticity, collaboration, and storytelling—showcasing Chestnut Square not only as a venue, but as the living heart of McKinney’s history and community life.

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

This link will take you to our Google Drive of 2025 Marketing. You will find Social Media Posts, Print Ads and Radio as well. <https://drive.google.com/drive/folders/1KMtjfXGnvKn2u9jGGhsxmm5aALtJ7RsX?usp=sharing>

Additional details related to marketing efforts.

The goal of the 2025 marketing campaign was to tell the Chestnut Square story and help the community understand the importance of the McKinney History as well as highlight the impact it has on today. We began with researching and deciding on 3 key components that were proving success. Radio (Auditorily), Print Story (Tangible and Shareable) and social media to drive emotion and connection. This year has proven to be the most attended and engaging year as of yet.

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

Social Media:
Chestnut Square uses Facebook, Instagram, and TikTok to promote events and engage the community. Metrics include follower growth, post reach, engagement rate, and event RSVPs. The goal is to increase overall engagement and reach by 15–20% each year.

Website:
The Chestnut Square website serves as a hub for event details, ticket sales, and donations. Key metrics include total visits, session time, and top-performing pages. The goal is to increase website traffic and conversions during major event seasons.

Email and CRM:
Through Neon CRM, we track email open and click rates, subscriber growth, and engagement by interest group. The goal is to maintain high open rates and grow audience lists through consistent, targeted communication.


Marketing Impact:
We measure overall attendance, vendor participation, and visitor reach for events like the Farmers Market and Holiday Tour of Homes. The goal is to strengthen downtown tourism, boost local business spending, and expand Chestnut Square’s regional visibility.

Please provide:

Verification of organization's status (IRS letter of determination, W9, etc.)

- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget

 BudgetOverviewBudget_2025.pdf


Financial Statements

 BalanceSheetMCDL.pdf

 PandL2024 Promotional Grant.pdf

 PandL2025 Promotional Grant.pdf

IRS Determination Letter (if applicable)

 2026 Promotional Grant 501-C3 Letter... .pdf

W9

 2026 MCDL Promotional Grant Chest... .pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **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, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- 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.

- Recognition to MCDC:
 - 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.
 - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- 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.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
 - photos and/or video of the event(s).
- 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**.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Tuesday, November 4, 2025

Representative Completing Application

A handwritten signature in black ink, appearing to be 'D. Smith', with a long horizontal line extending to the right.

Date

Tuesday, November 4, 2025

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 Impact Plan Q1 and Q2 2026				
Event Title and Dates	Goal for Impact	Community Impact	Cost	Chestnut Square Budget Impact
McKinney's Farmers Market				
January 3, 10, 17, 24 and 31	The goal for the McKinney's Farmers Market is to encourage the community to purchase and shop local. "Every \$1 a farmer earns at market generates another \$0.48 in income for nearby businesses." - American Farmland Trust	20K-30K Guests	Free	\$40,000
February 7, 14, 21, and 28		70-90 Vendors		
March 7, 14, 21 and 28		2,000,000 - 4,000,000 Sales		
April 2, 9, 16, 23 and 30				
May 2, 9, 16, 23 and 30				
June 6, 13, 20 and 27				
Crazy in May Quilts				
May 22 - 24, 2026	Chestnut Square was gifted a quilt collection of 450 quilts dating back to the 1700's. In honor of the donation and those invested in the collection we are unveiling it to the public for one weekend. This is the beginning of many exhibits as we cannot display all 450, but rather starting with 75 to share and showcase.	100-200 Guests	\$25.00	\$2,500-\$3,000
May 22 VIP Preview for Sponsors				
May 23rd 10:00am-4:00pm				
May 24th 12:00pm-4:00pm				
Ghostly Hauntings				
January 17	Ghostly Hauntings are a huge attraction to learn the history of McKinney, cherish the museum and showcase the evening experience. We encourage making an evening of it and shopping and dining in the McKinney area prior to the experience.	75-100 Guests	\$30.00	\$2,250-\$3,000
February 21				
March 21				
April 18				
May 16				
Museum and Trolley Tours and Events				
Village Tours: Weekly	Museum and Trolley Tours are a highlight to share the history of McKinney. As guests begin to appreciate the history of this unique and beautiful city they develop an ownership and commitment to the community.	200-400 Guests	\$10.00	\$1,500-\$2,500
Thursday 10:00am			\$7.00	
Friday 11:00am				
Saturday 11:00am				
Trolley Tours: Monthly		60 Guests	\$15.00	
May 9				
June 13				
Salute to Veterans	May is Military Appreciaiton month. We showcase and honor our veterans with a special dinner and educate the community on the impact of those that served our country.	70 Guests	\$25.00	Appreciation Event
May 7			\$5.00 Veteran	
6:00pm-9:00pm				
Youth and Adult Education Events				
Prairie Adventure Camp	Prairie Adventure Camp, Living History and the Blacksmith all work to impact the youth. Sharing the education and history, inspires the youth to find value in today, the joy of what once was in our community and an appreciation of what we have today. We work to create events that are free to the community to allow connection regardless of your budget.	120-130 Youth Guests	\$150.00	\$12,000
June 2-4, 9-11, 16-18, and 23-25				
July 7-9, 14-16, 21-23, and 28-30				
9:00am-12:00pm				
T-Shirt Included				
Living History: Monthly		100 Guests	Free	
1st Saturday each month				
Blacksmith: Monthly				
1st and 3rd Saturday each month		100 Guests	Free	

Chestnut Square Marketing and Advertising Plan Q1 and Q2 2026	
Farmers Market	Expense
Every Saturday Janaury-June	
KLAKE Radio Advertisement	\$533.00
Community Impact Digital	\$320.00
Community Impact Print	\$625.00
Community Impact Newsletter	\$550.00
Posters and Postcards	\$250.00
Housewarmers	\$600.00
META	\$500.00
Total Request	\$3,378.00
Crazy in May Quilts	Expense
May 22nd - 24th	
KLAKE Radio Advertisement	\$530.00
Posters & Postcards	\$250.00
Community Impact Print	\$350.00
Community Impact Digital	\$320.00
Community Impact Newsletter	\$550.00
META	\$500.00
Total Request	\$2,500.00
Ghostly Hauntings	Expense
Every 3rd Saturday Janaury - May	
KLAKE Radio Advertisement	\$530.00
Posters and Postcards	\$150.00
Community Impact Newsletter	\$550.00
Community Impact Digital	\$325.00
Community Impact Print	\$635.00
META	\$500.00
Total Request	\$2,690.00
Museum Events	Weekly
Museum Tours, Trolley Tours and Salute to Veterans	
KLAKE Radio Advertisement	\$531.00
Posters & Postcards	\$200.00
Community Impact Print	\$620.00
Community Impact Digital	\$325.00
Fairview Town News	\$200.00
META	\$500.00
Total Request	\$2,376.00
Youth and Adult Education Events	Expense
Prairie Adventure Camp, Living History and Blacksmith Shop	
KLAKE Radio Advertisement	\$531.00
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
META	\$200.00
Total Request	\$2,056.00
Total Request	\$13,000.00

Internal Revenue Service

Department of the Treasury

District
Director

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

Person to Contact:

EOMF Tax Examiner

Telephone Number:

214-767-1766
Refer Reply to:

RM:CSB:1200 DAL

Date: NOV 20 1985

EIN: 75-1602150

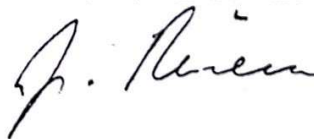
• Gentlemen:

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. Contri-
butions 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

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2025

	TOTAL
Revenue	
40000 Grants	75,500.00
40050 MCDC Grant	48,698.70
Total 40000 Grants	124,198.70
41000 Direct Public Support	
41010 Membership Dues	3,365.00
41020 Donations, General Public	32,579.43
41030 Corporate Contributions	25,094.91
41031 HTOH Sponsorship	5,200.00
41032 F2T Sponsorship	9,950.00
Total 41030 Corporate Contributions	40,244.91
41050 Special Purpose Gifts	2,325.00
41060 McKinney Heritage Membership	1,660.00
Total 41000 Direct Public Support	80,174.34
42000 Program Revenues	
42000- Farmers Market Revenue	
42010 Farmers' Market	85,428.75
42011 FM Social Media Fees	7,075.00
Total 42010 Farmers' Market	92,503.75
Total 42000- Farmers Market Revenue	92,503.75
42000-- Museum Revenue	
42030 Merchandise Sales	2,590.82
42040 Education Programs	7,610.19
42050 Ghostly Haunting	8,037.90
42060 Living History	18.00
42070 Prairie Camps	13,920.00
42080 Public Village Tour	2,096.91
42090 Tea & Tour	680.00
42100 Trolley Tour	2,679.58
42199 Other Program Revenues	150.00
Total 42000-- Museum Revenue	37,783.40
Total 42000 Program Revenues	130,287.15
42500 Event & Fundraising Revenues	
42520 Farm to Table Dinner	12,195.67
42560 Holiday Home Tour	13,728.92
42580 Murder Mystery	550.00
42699 Other Event/Fund Raising Income	630.00
Total 42500 Event & Fundraising Revenues	27,104.59
43000 Facility Rentals	
43010 Weddings	164,181.42
43012 Wedding Commissions	160.00
Total 43010 Weddings	164,341.42
43020 Rentals	5,195.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2025

	TOTAL
Corp Rentals	17,300.00
Total 43020 Rentals	22,495.00
Total 43000 Facility Rentals	186,836.42
45000 Investments	
45030 Interest-Savings, Short-term CD	5,023.67
Total 45000 Investments	5,023.67
Sales of Product Income	844.07
Total Revenue	\$554,468.94
GROSS PROFIT	\$554,468.94
Expenditures	
61100 Wedding Expenses	375.15
61110 Wedding Costs	33,713.19
61113 Officiant Services	1,400.00
61114 Security Services	3,737.50
61115 Kitchen Staff	1,680.00
61116 Decorations and Supplies	5,425.15
Total 61100 Wedding Expenses	46,330.99
61112 Rental Event Costs	1,242.27
61200 Programming Expenses	
61210 Farmers' Market Costs	7,991.82
61211 Farmer's Market Social Media Expense	4,060.15
Total 61210 Farmers' Market Costs	12,051.97
61230 Merchandise Costs	1,367.86
61240 Educational Programs Costs	376.70
61270 Tour & Tea Costs	236.17
61290 Prairie Camp Costs	2,748.67
Total 61200 Programming Expenses	16,781.37
61400 Events & Fundraising Expenses	
61420 Farm to Table Dinner Costs	11,271.16
61460 Holiday Home Tour Costs	1,038.66
61480 Murder Mystery Costs	1,519.76
61599 Other Event Costs	2,396.92
Total 61400 Events & Fundraising Expenses	16,226.50
61600 Business Expenses	
61610 Advertising, PR & Marketing	34,000.42
61630 Board Meeting Expenses	44.37
61640 Business Registration Fees	18.00
61645 Background Check Expense	119.50
61670 Volunteer Relations	483.75
61680 Staff Relations	308.44
Total 61600 Business Expenses	34,974.48
61700 Outside Services	
61740 Outside Contract Services	6,400.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2025

	TOTAL
Total 61700 Outside Services	6,400.00
62000 Facilities and Equipment	
62010 Building and Equip Maintenance	10,881.17
62011 Landscaping	31,214.99
62012 Repairs & Maintenance	66,562.29
62013 Cleaning & Maintenance Supplies	7,879.30
62019 Grant Expenses - Structures	17,432.50
Total 62010 Building and Equip Maintenance	133,970.25
62020 Curation	209.38
62050 Property Insurance	5,408.54
62060 Utilities	31,380.56
Total 62000 Facilities and Equipment	170,968.73
63000 Office Operations	
63020 Postage, Mailing Service	73.00
63025 Printing and Copying	10,130.47
63030 Supplies	8,918.19
63035 Telephone, Telecommunications	6,157.19
63040 IT Expense	25,116.63
Total 63000 Office Operations	50,395.48
64000 Other Administrative Expenses	
64015 Bank Service Charges	996.24
64020 Credit Card Fees	6,168.18
64021 QuickBooks Payments Fees	7,977.65
64035 Insurance, Liability, D & O	7,166.79
64045 Finance Charges & Late Fees	-10.86
64055 Memberships & Dues	1,376.23
Total 64000 Other Administrative Expenses	23,674.23
65000 Payroll Expenses	
65010 Salaries, Staff	158,837.11
65030 Salaries, Wedding Coordinator	46,681.06
65040 Payroll Taxes	15,701.21
65050 Payroll Processing Costs	4,208.56
Total 65000 Payroll Expenses	225,427.94
67000 Travel Expenses	
67010 Conferences & Meetings	742.29
Total 67000 Travel Expenses	742.29
Total Expenditures	\$593,164.28
NET OPERATING REVENUE	\$ -38,695.34
Other Revenue	
71031 Insurance Claim Proceeds	28,615.32
Total Other Revenue	\$28,615.32
Other Expenditures	
80100 Depreciation & Amortization	-93.12

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2025

	TOTAL
Total Other Expenditures	\$ -93.12
NET OTHER REVENUE	\$28,708.44
NET REVENUE	\$ -9,986.90

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Budget Overview: Budget_FY25_P&L - FY25 P&L Customers

January - December 2025

	(NO CUSTOMER) (DELETED)	TOTAL
Revenue		
40000 Grants	60,000.00	\$60,000.00
40050 MCDC Grant	24,000.00	\$24,000.00
Total 40000 Grants	84,000.00	\$84,000.00
41000 Direct Public Support		\$0.00
41010 Membership Dues	2,100.00	\$2,100.00
41020 Donations, General Public	15,000.00	\$15,000.00
41021 HTOH Donations	0.00	\$0.00
Total 41020 Donations, General Public	15,000.00	\$15,000.00
41030 Corporate Contributions		\$0.00
41031 HTOH Sponsorship	12,500.00	\$12,500.00
41032 F2T Sponsorship	7,500.00	\$7,500.00
Total 41030 Corporate Contributions	20,000.00	\$20,000.00
41060 McKinney Heritage Membership	900.00	\$900.00
Total 41000 Direct Public Support	38,000.00	\$38,000.00
42000 Program Revenues		\$0.00
42000- Farmers Market Revenue		\$0.00
42010 Farmers' Market	100,000.00	\$100,000.00
42011 FM Social Media Fees	8,800.00	\$8,800.00
Total 42010 Farmers' Market	108,800.00	\$108,800.00
Total 42000- Farmers Market Revenue	108,800.00	\$108,800.00
42000-- Museum Revenue		\$0.00
42030 Merchandise Sales	3,000.00	\$3,000.00
42040 Education Programs	4,000.00	\$4,000.00
42050 Ghostly Haunting	4,000.00	\$4,000.00
42070 Prairie Camps	12,000.00	\$12,000.00
42080 Public Village Tour	2,100.00	\$2,100.00
42090 Tea & Tour	2,000.00	\$2,000.00
Total 42000-- Museum Revenue	27,100.00	\$27,100.00
Total 42000 Program Revenues	135,900.00	\$135,900.00
42500 Event & Fundraising Revenues		\$0.00
42520 Farm to Table Dinner	10,000.00	\$10,000.00
42550 Ghost Walk	3,500.00	\$3,500.00
42560 Holiday Home Tour	20,000.00	\$20,000.00
42570 Ice Cream Crank Off	0.00	\$0.00
42580 Murder Mystery	3,000.00	\$3,000.00
Total 42500 Event & Fundraising Revenues	36,500.00	\$36,500.00
43000 Facility Rentals		\$0.00
43010 Weddings	355,840.00	\$355,840.00
43020 Rentals	4,800.00	\$4,800.00
Corp Rentals	2,000.00	\$2,000.00
Total 43020 Rentals	6,800.00	\$6,800.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Budget Overview: Budget_FY25_P&L - FY25 P&L Customers

January - December 2025

	(NO CUSTOMER) (DELETED)	TOTAL
Total 43000 Facility Rentals	362,640.00	\$362,640.00
45000 Investments		\$0.00
45030 Interest-Savings, Short-term CD	1,500.00	\$1,500.00
Total 45000 Investments	1,500.00	\$1,500.00
Total Revenue	\$658,540.00	\$658,540.00
GROSS PROFIT	\$658,540.00	\$658,540.00
Expenditures		
61100 Wedding Expenses		\$0.00
61110 Wedding Costs	21,600.00	\$21,600.00
61114 Security Services	4,200.00	\$4,200.00
Total 61100 Wedding Expenses	25,800.00	\$25,800.00
61111 Corporate Facility Rental Expense	3,000.00	\$3,000.00
61200 Programming Expenses		\$0.00
61210 Farmers' Market Costs	22,400.00	\$22,400.00
61211 Farmer's Market Social Media Expense	4,000.00	\$4,000.00
Total 61210 Farmers' Market Costs	26,400.00	\$26,400.00
61230 Merchandise Costs	900.00	\$900.00
61240 Educational Programs Costs	1,400.00	\$1,400.00
61270 Tour & Tea Costs	1,200.00	\$1,200.00
61290 Prairie Camp Costs	4,600.00	\$4,600.00
Total 61200 Programming Expenses	34,500.00	\$34,500.00
61400 Events & Fundraising Expenses		\$0.00
61420 Farm to Table Dinner Costs	8,500.00	\$8,500.00
61450 Ghost Walk Costs	720.00	\$720.00
61460 Holiday Home Tour Costs	4,000.00	\$4,000.00
61480 Murder Mystery Costs	1,200.00	\$1,200.00
61510 Special Event Costs	2,000.00	\$2,000.00
Total 61400 Events & Fundraising Expenses	16,420.00	\$16,420.00
61600 Business Expenses		\$0.00
61610 Advertising, PR & Marketing	20,400.00	\$20,400.00
61611 Advertising - Grant Reimbursable	18,000.00	\$18,000.00
Total 61610 Advertising, PR & Marketing	38,400.00	\$38,400.00
61645 Background Check Expense	600.00	\$600.00
61670 Volunteer Relations	2,000.00	\$2,000.00
61680 Staff Relations	2,000.00	\$2,000.00
Total 61600 Business Expenses	43,000.00	\$43,000.00
61700 Outside Services		\$0.00
61740 Outside Contract Services	6,600.00	\$6,600.00
Total 61700 Outside Services	6,600.00	\$6,600.00
62000 Facilities and Equipment	12,000.00	\$12,000.00
62010 Building and Equip Maintenance		\$0.00
62011 Landscaping	23,750.00	\$23,750.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Budget Overview: Budget_FY25_P&L - FY25 P&L Customers

January - December 2025

	(NO CUSTOMER) (DELETED)	TOTAL
62012 Repairs & Maintenance	21,000.00	\$21,000.00
62013 Cleaning & Maintenance Supplies	15,600.00	\$15,600.00
Total 62010 Building and Equip Maintenance	60,350.00	\$60,350.00
62020 Curation	600.00	\$600.00
62030 Equip Rental & Maintenance	600.00	\$600.00
62050 Property Insurance	14,400.00	\$14,400.00
62060 Utilities	37,800.00	\$37,800.00
Total 62000 Facilities and Equipment	125,750.00	\$125,750.00
63000 Office Operations		\$0.00
63010 Books, Subscriptions, Reference	1,200.00	\$1,200.00
63020 Postage, Mailing Service	600.00	\$600.00
63025 Printing and Copying	9,000.00	\$9,000.00
63030 Supplies	4,200.00	\$4,200.00
63035 Telephone, Telecommunications	7,800.00	\$7,800.00
63040 IT Expense	21,000.00	\$21,000.00
Total 63000 Office Operations	43,800.00	\$43,800.00
64000 Other Administrative Expenses		\$0.00
64015 Bank Service Charges	240.00	\$240.00
64020 Credit Card Fees	7,200.00	\$7,200.00
64021 QuickBooks Payments Fees	7,800.00	\$7,800.00
64035 Insurance, Liability, D & O	6,000.00	\$6,000.00
64055 Memberships & Dues	1,200.00	\$1,200.00
Total 64000 Other Administrative Expenses	22,440.00	\$22,440.00
65000 Payroll Expenses		\$0.00
65010 Salaries, Staff	222,477.50	\$222,477.50
65030 Salaries, Wedding Coordinator	82,910.00	\$82,910.00
65040 Payroll Taxes	24,431.00	\$24,431.00
65050 Payroll Processing Costs	3,900.00	\$3,900.00
Total 65000 Payroll Expenses	333,718.50	\$333,718.50
Total Expenditures	\$655,028.50	\$655,028.50
NET OPERATING REVENUE	\$3,511.50	\$3,511.50
NET REVENUE	\$3,511.50	\$3,511.50

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 by Tag Group

January - December 2024

	JAN - DEC 2024	TOTAL
Revenue		
40000 Grants	60,000.00	\$60,000.00
40050 MCDC Grant	54,829.09	\$54,829.09
Total 40000 Grants	114,829.09	\$114,829.09
41000 Direct Public Support		\$0.00
41010 Membership Dues	1,414.00	\$1,414.00
41020 Donations, General Public	14,388.80	\$14,388.80
41030 Corporate Contributions	19,006.91	\$19,006.91
41031 HTOH Sponsorship	20,739.38	\$20,739.38
41032 F2T Sponsorship	10,950.00	\$10,950.00
Total 41030 Corporate Contributions	50,696.29	\$50,696.29
41050 Special Purpose Gifts	100.00	\$100.00
41060 McKinney Heritage Membership	565.00	\$565.00
Total 41000 Direct Public Support	67,164.09	\$67,164.09
42000 Program Revenues		\$0.00
42000- Farmers Market Revenue		\$0.00
42010 Farmers' Market	80,603.50	\$80,603.50
42011 FM Social Media Fees	9,580.00	\$9,580.00
Total 42010 Farmers' Market	90,183.50	\$90,183.50
Total 42000- Farmers Market Revenue	90,183.50	\$90,183.50
42000-- Museum Revenue		\$0.00
42030 Merchandise Sales	2,622.42	\$2,622.42
42040 Education Programs	3,439.00	\$3,439.00
42050 Ghostly Haunting	5,540.00	\$5,540.00
42070 Prairie Camps	11,340.00	\$11,340.00
42080 Public Village Tour	2,053.75	\$2,053.75
42090 Tea & Tour	217.00	\$217.00
42100 Trolley Tour	1,800.00	\$1,800.00
Total 42000-- Museum Revenue	27,012.17	\$27,012.17
Total 42000 Program Revenues	117,195.67	\$117,195.67
42500 Event & Fundraising Revenues		\$0.00
42520 Farm to Table Dinner	22,728.00	\$22,728.00
42560 Holiday Home Tour	57,413.02	\$57,413.02
42580 Murder Mystery	3,946.50	\$3,946.50
42620 Special Event	5,571.00	\$5,571.00
42699 Other Event/Fund Raising Income	1,228.01	\$1,228.01
Total 42500 Event & Fundraising Revenues	90,886.53	\$90,886.53
43000 Facility Rentals		\$0.00
43010 Weddings	153,462.51	\$153,462.51
43020 Rentals	7,685.00	\$7,685.00
Corp Rentals	4,650.00	\$4,650.00
Total 43020 Rentals	12,335.00	\$12,335.00
Total 43000 Facility Rentals	165,797.51	\$165,797.51

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2024

	JAN - DEC 2024	TOTAL
45000 Investments		\$0.00
45030 Interest-Savings, Short-term CD	1,812.86	\$1,812.86
Total 45000 Investments	1,812.86	\$1,812.86
Total Revenue	\$557,685.75	\$557,685.75
GROSS PROFIT	\$557,685.75	\$557,685.75
Expenditures		
61100 Wedding Expenses	700.00	\$700.00
61110 Wedding Costs	37,048.58	\$37,048.58
61114 Security Services	4,175.00	\$4,175.00
Total 61100 Wedding Expenses	41,923.58	\$41,923.58
61111 Corporate Facility Rental Expense	9,390.58	\$9,390.58
61112 Rental Event Costs	315.00	\$315.00
61200 Programming Expenses		\$0.00
61210 Farmers' Market Costs	10,180.64	\$10,180.64
61211 Farmer's Market Social Media Expense	4,371.31	\$4,371.31
Total 61210 Farmers' Market Costs	14,551.95	\$14,551.95
61230 Merchandise Costs	2,797.57	\$2,797.57
61240 Educational Programs Costs	684.64	\$684.64
61270 Tour & Tea Costs	1,178.07	\$1,178.07
61290 Prairie Camp Costs	3,236.51	\$3,236.51
Total 61200 Programming Expenses	22,448.74	\$22,448.74
61400 Events & Fundraising Expenses		\$0.00
61420 Farm to Table Dinner Costs	9,847.03	\$9,847.03
61460 Holiday Home Tour Costs	5,705.27	\$5,705.27
61480 Murder Mystery Costs	906.97	\$906.97
61510 Special Event Costs	13,841.36	\$13,841.36
61599 Other Event Costs	6,563.84	\$6,563.84
Total 61400 Events & Fundraising Expenses	36,864.47	\$36,864.47
61600 Business Expenses		\$0.00
61610 Advertising, PR & Marketing	17,283.96	\$17,283.96
61611 Advertising - Grant Reimbursable	25,352.35	\$25,352.35
Total 61610 Advertising, PR & Marketing	42,636.31	\$42,636.31
61630 Board Meeting Expenses	236.51	\$236.51
61640 Business Registration Fees	10.99	\$10.99
61645 Background Check Expense	19.90	\$19.90
61660 Rentals (Administrative)	210.00	\$210.00
61670 Volunteer Relations	853.02	\$853.02
61680 Staff Relations	353.00	\$353.00
Total 61600 Business Expenses	44,319.73	\$44,319.73
61700 Outside Services		\$0.00
61740 Outside Contract Services	9,700.00	\$9,700.00
Total 61700 Outside Services	9,700.00	\$9,700.00
62000 Facilities and Equipment	14,074.25	\$14,074.25

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2024

	JAN - DEC 2024	TOTAL
62010 Building and Equip Maintenance	8,357.72	\$8,357.72
62011 Landscaping	45,683.89	\$45,683.89
62012 Repairs & Maintenance	47,114.98	\$47,114.98
Museum	390.80	\$390.80
Total 62012 Repairs & Maintenance	47,505.78	\$47,505.78
62013 Cleaning & Maintenance Supplies	13,966.13	\$13,966.13
Total 62010 Building and Equip Maintenance	115,513.52	\$115,513.52
62020 Curation	402.52	\$402.52
62030 Equip Rental & Maintenance	306.00	\$306.00
62050 Property Insurance	5,801.00	\$5,801.00
62060 Utilities	32,923.69	\$32,923.69
Total 62000 Facilities and Equipment	169,020.98	\$169,020.98
63000 Office Operations		\$0.00
63010 Books, Subscriptions, Reference	279.15	\$279.15
63020 Postage, Mailing Service	738.08	\$738.08
63025 Printing and Copying	10,845.62	\$10,845.62
63030 Supplies	11,861.64	\$11,861.64
63035 Telephone, Telecommunications	6,136.35	\$6,136.35
63040 IT Expense	14,927.97	\$14,927.97
Total 63000 Office Operations	44,788.81	\$44,788.81
64000 Other Administrative Expenses		\$0.00
64015 Bank Service Charges	60.79	\$60.79
64020 Credit Card Fees	8,259.15	\$8,259.15
64021 QuickBooks Payments Fees	7,970.34	\$7,970.34
64035 Insurance, Liability, D & O	8,260.77	\$8,260.77
64045 Finance Charges & Late Fees	75.00	\$75.00
64055 Memberships & Dues	1,851.00	\$1,851.00
Total 64000 Other Administrative Expenses	26,477.05	\$26,477.05
65000 Payroll Expenses		\$0.00
65010 Salaries, Staff	163,468.52	\$163,468.52
65030 Salaries, Wedding Coordinator	69,200.60	\$69,200.60
65040 Payroll Taxes	17,789.76	\$17,789.76
65050 Payroll Processing Costs	3,548.23	\$3,548.23
Total 65000 Payroll Expenses	254,007.11	\$254,007.11
67000 Travel Expenses		\$0.00
67010 Conferences & Meetings	625.00	\$625.00
67020 Travel	41.20	\$41.20
Total 67000 Travel Expenses	666.20	\$666.20
Sales Tax	107.26	\$107.26
Total Expenditures	\$660,029.51	\$660,029.51
NET OPERATING REVENUE	\$ -102,343.76	\$ -102,343.76
Other Revenue		
71030 Other Income	2,716.30	\$2,716.30

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January - December 2024

	JAN - DEC 2024	TOTAL
Total Other Revenue	\$2,716.30	\$2,716.30
Other Expenditures		
80100 Depreciation & Amortization	460.26	\$460.26
Total Other Expenditures	\$460.26	\$460.26
NET OTHER REVENUE	\$2,256.04	\$2,256.04
NET REVENUE	\$ -100,087.72	\$ -100,087.72

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.	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.) The Heritage Guild of Collin County	
	2 Business name/disregarded entity name, if different from above. Chestnut Square	
	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. <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 <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ 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. <input checked="" type="checkbox"/> Other (see instructions) Nonprofit corporation exempt under IRS Code Section 501(c)(3)	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)	
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"/>		
5 Address (number, street, and apt. or suite no.). See instructions. 315 Chestnut Street		
6 City, state, and ZIP code McKinney, TX 75069		
7 List account number(s) here (optional)		

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								
			-				-	
or								
Employer identification number								
7	5	-	1	6	0	2	1	5

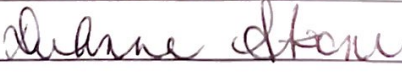
Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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
		10/10/2024

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