

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	Saturday, February 5, 1977
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/McKinneyfarmersmarket/ , 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.

The Heritage Guild of Collin County, established in 1973, is a nonprofit 501(c)(3) organization dedicated to preserving and celebrating the rich history of McKinney through the stewardship of Chestnut Square Historic Village. Founded by a passionate group of local women committed to historic preservation, the organization has grown into a cornerstone of cultural and community life in McKinney.

Our mission is to preserve history, inspire the future, and celebrate community by providing immersive experiences that connect people to the stories, traditions, and heritage of Collin County. Through thoughtful preservation, educational programming, the Farmers Market and vibrant community events, Chestnut Square serves as both a living museum and a gathering place.

The organization operates a diverse scope of services, including a historic village museum featuring preserved and restored 19th- and early 20th-century structures, educational tours, and hands-on learning opportunities. Signature programs include the weekly Farmers Market—supporting local agriculture and small businesses—the nationally recognized Holiday Tour of Homes, the Farm-to-Table Dinner, Prairie Adventure Camp, and seasonal exhibits such as the Crazy Quilt Show. These initiatives draw thousands of visitors annually and contribute to McKinney’s tourism economy.

Chestnut Square is supported by a small but dedicated staff, an engaged Board of Directors, and a strong network of volunteers, including Master Gardeners and community partners. Volunteers play a vital role in programming, preservation efforts, and guest engagement, contributing thousands of service hours each year.

Our successes include the ongoing restoration and preservation of historic structures, expanded educational programming for youth and families, and the growth of events that celebrate local heritage while supporting economic development. The Farmers Market alone generates meaningful economic impact by keeping dollars within the local community and supporting regional producers.

As one of the foundational preservation organizations in McKinney, the Heritage Guild has helped shape the city’s identity by safeguarding its historic assets and creating spaces where history is experienced, not just remembered. Through partnerships with organizations like the McKinney Community Development Corporation, Chestnut Square continues to enhance quality of life, promote tourism, and foster a strong sense of place.

Select One	Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)
IRS Determination Letter for 501(c)3	 Promotional Grant 501-c3.pdf
Is the representative information same as above?	No
Representative Completing Application	DeAnna Stone Development Director
Mailing Address	P.O. Box 583, 315 S. Chestnut St. 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

15,000

Are matching funds available?

Yes

Matching Funds Available

25%

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.

MCDC has awarded approximately 150K in promotional grants to Chestnut Square over the last several years for events such as Holiday Tour of Homes, Farmers Market, Village Tours, Prairie Adventure Camp, and more.

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

Date(s) of Event

Partnership with MRT- Radio Show, Farmers Market – Every Saturday, Tea & Tour Experiences – Select dates, September– November, Holiday Tour of Homes (54th Annual) – December Holiday at the Square / Seasonal Events – December Christmas Tea & Tours – December, Ghostly Hauntings, Trolley Tours, Market Free Events

Location(s)

Chestnut Square

Ticket Prices

Free - \$45.00

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)?

Chestnut Square's signature events reflect decades of community tradition and engagement. The Holiday Tour of Homes, first established in 1973, is held annually and remains one of McKinney's longest-running and most recognized holiday traditions. The Farmers Market operates weekly and serves as a cornerstone program supporting local agriculture and small businesses. Seasonal experiences such as Tea & Tours and Trolley Tours are offered throughout the year, providing immersive opportunities to explore local history. Ghostly Haunting, held annually, has become a popular fall event drawing visitors for historical storytelling with a theatrical twist. In partnership with McKinney Repertory Theatre, Chestnut Square also presents a live vintage-style radio show, expanding cultural programming through collaborative performing arts experiences. Together, these events contribute to tourism, community engagement, and the continued preservation of McKinney's heritage.

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

Chestnut Square's events showcase McKinney as a vibrant destination where history, culture, and community intersect, driving both tourism and local economic activity. Signature programs such as the Holiday Tour of Homes, Farmers Market, Ghostly Haunting, Trolley Tours, and Tea & Tours attract visitors from across North Texas and beyond, encouraging extended stays and repeat visitation to the downtown district.

These events directly support local business development by increasing foot traffic to nearby shops, restaurants, and hospitality venues. The Farmers Market provides a platform for local farmers, artisans, and small businesses to grow and thrive, while seasonal events and tours highlight McKinney’s unique historic charm—an essential differentiator in regional tourism.

Additionally, partnerships such as the live vintage-style radio show with McKinney Repertory Theatre expand cultural offerings, positioning McKinney as a hub for arts and heritage experiences. Collectively, Chestnut Square’s programming strengthens the city’s brand, enhances quality of life, and contributes to sustained economic impact through tourism-driven spending and small business support.

Does the event support a non-profit (other than applicant)? Yes

If yes, what organization(s) are supported? McKinney Repertory Theatre

What percentage of revenue will be donated (indicate gross or net)? Partnership of the event: Radio Show 50%

Expected total attendance and how calculations were made. 250

Expected percentage of attendees coming from outside of McKinney. 10%

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

80 of attendees from McKinney at the previous event.
percentage

20 of attendees from outside of McKinney at the previous event.
percentage

Geographic Reach (estimated travel distance) 200 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.)

Chestnut Square’s events attract a broad and diverse audience that reflects the inclusive spirit of McKinney. The target audience includes families, young professionals, couples, seniors, and multi-generational visitors, with programming designed to appeal to all ages and backgrounds. Events draw both local residents and regional visitors from across North Texas, contributing to a culturally diverse and community-oriented environment.

The diversity of interests represented is equally wide-ranging. Visitors are engaged through arts and culture experiences, including historic tours, theatrical performances, and heritage events; recreation and leisure activities, such as the Farmers Market and seasonal festivals; and shopping opportunities featuring local vendors, artisans, and agricultural producers. Culinary experiences, including farm-to-table offerings and specialty food vendors, further broaden the appeal. In addition, Chestnut Square has in increased impact within the film industry.

By offering a variety of programming that blends history, entertainment, education, and commerce, Chestnut Square successfully attracts a dynamic audience while supporting McKinney’s reputation as a destination for culture, community, and unique local experiences.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	\$100,000
Projected Expenses	\$80,000
Net Revenue	\$20,000

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	\$30,000
Registration Fees	\$25.00
Donations	\$10,000
Other (raffle, auction, etc.)	00
Net Revenue	\$20,000

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.

Chestnut Square evaluates success across its full calendar of events using a comprehensive set of measurable metrics that reflect attendance, reach, economic impact, and community engagement. As a multi-program organization, success is assessed both at the individual event level and collectively across all programming.

Key metrics include total attendance and ticket sales for signature events such as the Holiday Tour of Homes, Ghostly Haunting, and Tea & Tours, as well as weekly attendance and vendor participation at the Farmers Market. We also track visitor origin data (local vs. out-of-area) to measure tourism impact and regional draw.

Marketing effectiveness is evaluated through digital reach and engagement, including social media impressions, click-through rates, website traffic, and email campaign performance. Additionally, we measure economic impact indicators, such as vendor sales at the Farmers Market, partnerships with local businesses, and increased foot traffic to the downtown area during event periods.

Operational success is further assessed through vendor participation, volunteer engagement, and community partnerships, including collaborations with organizations such as McKinney Repertory Theatre. Post-event surveys and informal feedback provide qualitative insights into visitor experience and satisfaction.

If funding is awarded, Chestnut Square will provide a comprehensive final report summarizing performance across these metrics, demonstrating how programming met or exceeded objectives related to attendance, audience diversity, tourism impact, and community benefit.

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 mission of Chestnut Square, operated by the Heritage Guild of Collin County, is to preserve history, inspire the future, and celebrate community. Through a year-round calendar of events, the organization aims to increase tourism, support local business development, and provide meaningful cultural experiences.

Key goals include expanding audience reach, increasing attendance and visitor engagement, supporting local vendors and partners, and enhancing McKinney's reputation as a heritage and cultural destination.

Farmers Market, Village Tours, Living History, Blacksmith Shop, and Trolley Tours are year round events promoted yearly. Holiday Tour of Homes, Radio Show, and other various events follow the below timeline.

Event planning follows a structured timeline:

6–12 months prior: Event concept development, budgeting, sponsorship outreach, and partner coordination

3–6 months prior: Marketing strategy launch, vendor recruitment, ticket sales, and logistics planning

1–3 months prior: Promotional campaigns, volunteer coordination, final logistics, and operational planning

Event execution: On-site management, guest services, vendor coordination, and programming delivery

Post-event: Evaluation, reporting, and planning for future improvements

Pre-Event Activities:

Strategic marketing campaigns (digital, print, media partnerships)

Vendor, sponsor, and partner coordination

Ticket sales and reservation management

Volunteer recruitment and training

Site preparation and logistics planning

During Event Activities:

Guest check-in and visitor engagement

Live programming (tours, performances, demonstrations)

Vendor and exhibitor operations

On-site coordination of staff and volunteers

Real-time marketing and social media engagement

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's year-round programming showcases McKinney as a premier destination where history, culture, and community drive tourism and economic activity. Events such as the Holiday Tour of Homes, Farmers Market, Ghostly Haunting, Trolley Tours, and Tea & Tours attract visitors from across North Texas and beyond, encouraging them to explore the city before and after attending events.

These visitors contribute directly to the local economy by shopping in downtown McKinney's retail district, dining at local restaurants, and utilizing nearby hospitality accommodations, particularly during high-attendance events like the Holiday Tour of Homes. The proximity of Chestnut Square to the historic downtown square creates a natural flow of foot traffic that benefits surrounding businesses.

The Farmers Market further supports economic development by providing a platform for local farmers, artisans, and small businesses to sell goods, keeping dollars within the community and strengthening the local economy. Additionally, partnerships such as the live vintage-style radio show with McKinney Repertory Theatre expand cultural tourism opportunities and encourage participation in other McKinney arts and entertainment offerings.

By creating authentic, place-based experiences that highlight McKinney’s historic charm and vibrant local business community, Chestnut Square’s events not only attract visitors but also encourage longer stays, repeat visits, and deeper engagement with the city—resulting in sustained economic impact for residents and businesses alike.

Chestnut Square is working to grow the property to encourage daily and weekly visits to create connection and help everyone feel at home.

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
Radio	\$2,940.00
Community Impact Pring and Digital	\$6,095.00
Digital Media	\$4,200.00
Poster and Rack Cards	\$1,600.00
Print	\$3,300.00
Cinemark Movie	\$850.00

Event Marketing Plan and Budget Attachment

 Q3 and Q4 Marketing Budget - Sheet1.pdf

Total Promotional Budget \$18,985.00

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.

Our marketing approach is designed to be inclusive, accessible, and reflective of the diverse communities that call McKinney home. Rather than limiting outreach to a single demographic, we intentionally utilize a mix of platforms and partnerships that reach a broad and ethnically diverse audience across the region. We promote events through widely distributed channels such as Community Impact, KLAK Radio, social media (Meta platforms), and local digital newsletters, all of which serve diverse audiences throughout McKinney and Collin County. These platforms provide broad visibility across varying age groups, cultural backgrounds, and interests. In addition, our programming itself is intentionally inclusive—most notably through the Chestnut Square Farmers Market, which features a diverse group of vendors representing a variety of cultural backgrounds, food traditions, and products. This diversity is reflected in both vendor participation and audience engagement, creating an environment that naturally welcomes and attracts individuals from many ethnic communities. We also collaborate with local organizations, volunteers, and community groups whose networks reflect the diversity of McKinney. Through these relationships, we are able to extend our outreach organically into different communities and encourage participation across cultures. Our goal is to create welcoming, multigenerational experiences that are accessible and relevant to all residents and visitors. We continuously evaluate engagement and attendance to ensure our outreach efforts are reaching and resonating with a diverse audience.

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

80%

Marketing lessons learned from past events (if applicable).

Through past events, we've learned the value of a balanced marketing approach that combines consistent print with expanded digital reach. Print platforms like Community Impact remain effective for reinforcing brand awareness, while increased investment in digital channels allows for targeted outreach, real-time engagement, and measurable results.

We've also recognized the importance of clear, consistent storytelling—using our marketing not only to promote events, but to highlight partnerships and share the stories of the people, vendors, and organizations involved. This approach helps audiences better understand our impact while creating a more meaningful connection to the experience.

Moving forward, we will continue refining this strategy by aligning print and digital efforts while elevating storytelling to engage a broader and more diverse audience.

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

Please consider following this link to various ads specifically utilized for Community Impact:
https://drive.google.com/drive/folders/1aVnOdZTdt1b1a3lR7Q6dNfC56d6N1Ql?usp=drive_link

Additional details related to marketing efforts.

Additionally, a new marketing partnership has enhanced our overall strategy by implementing a detailed campaign calendar and clearly defined expectations for each event. This structure allows for more proactive planning, consistent messaging, and streamlined execution across all marketing channels. It also strengthens our ability to coordinate storytelling efforts—ensuring that both our organization's impact and the contributions of our partners, vendors, and community are effectively highlighted.

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).

Success of the marketing and promotional plan will be evaluated through a combination of attendance, audience growth, and engagement metrics across multiple platforms and events.

For large-scale events such as the Chestnut Square Farmers Market, the Holiday Tour of Homes (HTOH), and Ghostly Hauntings, we will track total attendance, ticket sales (where applicable), vendor participation, and repeat visitation. Particular focus will be placed on identifying growth trends and increased participation from new audiences.

Digital performance will be measured through social media analytics (reach, impressions, engagement, shares, and audience growth), website analytics (page views, event traffic, and referral sources), and email marketing performance (open rates and click-through rates). These metrics allow us to evaluate the effectiveness of messaging and platform performance in real time.

We will also assess geographic reach and audience diversity where data is available, along with qualitative feedback from attendees, vendors, and partners. For the Farmers Market, vendor diversity and customer engagement will serve as additional indicators of success. For HTOH and Ghostly Hauntings, ticket sales trends, sell-through rates, and visitor origin will provide key insights into tourism impact.

Collectively, these metrics will be used to evaluate overall success, refine future marketing strategies, and provide a comprehensive final report demonstrating reach, engagement, and community impact.

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_FY26_PL-FY2... .pdf

Financial Statements

 StatementofFinancialPosition.pdf

 ProfitandLoss 2025-2026.pdf

IRS Determination Letter (if applicable)

 135_Promotional Grant 501-c3_8835.pdf

W9

 Promotional Grant Chestnut Square W... .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 completed and submitted prior to deadline (5:00 PM on deadline date)

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

Monday, May 4, 2026

Representative Completing Application



Date

Monday, May 4, 2026

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDL 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 Q3 and Q4 2026

Farmers Market	Expense
Every Saturday July-December	
KLAKE Radio Advertisement	\$588.00
Community Impact Digital	\$320.00
Community Impact Print	\$625.00
Community Impact Newsletter	\$550.00
Posters and Postcards	\$250.00
Housewarmers	\$600.00
Chamber of Commerce	\$400.00
Cinemark Movie Pre-Show	\$850.00
Digital Advertisement	\$700.00
Total Spend	\$4,883.00
Holiday Tour of Homes	Expense
December 5 and 6	
KLAKE Radio Advertisement	\$588.00
Posters & Postcards	\$1,000.00
Community Impact Print	\$350.00
Community Impact Digital	\$320.00
Community Impact Newsletter	\$550.00
Fairview Town News	\$500.00
Drive Guide	\$300.00
Digital Advertisement	\$700.00
Total Spend	\$4,308.00
Ghostly Hauntings	Expense
July-December (Every weekend in October)	
KLAKE Radio Advertisement	\$588.00
Posters and Postcards	\$150.00
Community Impact Newsletter	\$550.00
Community Impact Digital	\$325.00
Community Impact Print	\$635.00
Fairview Town News	\$500.00
Digital Advertisement	\$700.00
Total Spend	\$3,448.00
Museum Events	Expense
Museum Tours and Trolley Tours	
KLAKE Radio Advertisement	\$588.00
Posters & Postcards	\$200.00
Community Impact Print	\$620.00
Community Impact Digital	\$325.00
Fairview Town News	\$500.00
Digital Advertisement	\$700.00
Total Spend	\$2,933.00
Youth and Adult Education Events	Expense
School Tours, Living History and Blacksmith Shop	
KLAKE Radio Advertisement	\$588.00
Community Impact Digital	\$300.00
Community Impact Print	\$625.00
Fairview Town News	\$500.00
Macaroni Kid	\$700.00
Digital Advertisement	\$700.00
Total Spend	\$3,413.00
Total Spend	\$18,985.00
Total Request	15,000.00

Statement of Financial Position

Chestnut Square DBA of The Heritage Guild at Chestnut Square
As of May 1, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
10000 Petty Cash	50.00
10010 First United Operating Account 5637	105,572.04
10020 Indep Bank - Operating (1019)	0.00
10030 Indep Bank - Reserve (1050) - SouthState (2530)	318.60
10040 First United Money Market *6099 (Reserve & Short Term Funds)	55,237.32
10041 Money Market 2610	0.00
10042 United Business Free 2521	13,875.00
10050 First United Savings *9355 (Designated Funds)	\$53.15
Farmers Market Restroom	10,000.00
Grading of the Land Courtyard	0.00
Porches (Davis at the Square)	0.00
Remainder of Edward Jones CashOut	22,000.00
Summerlee Funds	0.00
Total for 10050 First United Savings *9355 (Designated Funds)	\$32,053.15
10051 First United Business Money Market 5554	136,208.55
10060 PayPal	136.53
10070 Stripe	0.00
10080 First United Certificate of Deposit 4211 (Long Term Capital Funds) Expires 4/27/25	38,578.42
Total for Bank Accounts	\$382,029.61
Accounts Receivable	
11000 Accounts Receivable	10,098.33
Total for Accounts Receivable	\$10,098.33
Other Current Assets	
10900 Marketable Securities	0.00
12000 Undeposited Funds	0.00
Other Receivables	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$392,127.94

Statement of Financial Position

Chestnut Square DBA of The Heritage Guild at Chestnut Square
As of May 1, 2026

	Total
Fixed Assets	
15000 Buildings, Furniture and Equip	\$14,210.00
15001 Buildings, general	1,162,090.05
15010 Dulaney House	29,243.07
15012 Johnson House	22,714.07
15013 Chapel	27,292.55
15014 Faires House	33,252.16
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	-5,242.02
Total for 15000 Buildings, Furniture and Equip	\$1,950,386.85
15090 CIP	52,454.88
Total for Fixed Assets	\$2,002,841.73
Other Assets	
18600 Other Assets	0.00
18700 Security Deposits	540.00
Total for Other Assets	\$540.00
Total for Assets	\$2,395,509.67
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	0.00
Total for Accounts Payable	\$0.00
Credit Cards	
21000 Credit card payable	0.00
21100 Indep MC 3622	0.00
21120 First United Credit Card	5,441.71

Statement of Financial Position

Chestnut Square DBA of The Heritage Guild at Chestnut Square
As of May 1, 2026

	Total
Total for Credit Cards	\$5,441.71
Other Current Liabilities	
24000 Payroll Liabilities	0.00
24400 Deferred Revenue, Dulaney House	0.00
24450 Wedding Damage Deposit	12,875.00
24500 Deferred Income Billings	
24510 Weddings	111,747.24
24520 Building Rentals	6,200.00
Total for 24500 Deferred Income Billings	\$117,947.24
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
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable (alternate)	0.00
STATE COMPTROLLER Payable (alternate)	0.00
Texas State Comptroller Payable	0.00
Total for Other Current Liabilities	\$130,822.24
Total for Current Liabilities	\$136,263.95
Long-term Liabilities	
27200 Other Liabilities	0.00
Total for Long-term Liabilities	\$0.00
Total for Liabilities	\$136,263.95
Equity	
30001 Opening Balance Equity	0.00
30000 Unrestricted Fund Balance	2,132,049.63
Net Income	127,196.09
Total for Equity	\$2,259,245.72
Total for Liabilities and Equity	\$2,395,509.67

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January 1, 2025 - May 4, 2026

	TOTAL
Revenue	
40000 Grants	75,500.00
40050 MCDC Grant	65,711.82
Total 40000 Grants	141,211.82
41000 Direct Public Support	
41010 Membership Dues	3,615.00
41020 Donations, General Public	47,332.47
41030 Corporate Contributions	23,051.35
41031 HTOH Sponsorship	17,500.00
41032 F2T Sponsorship	18,950.00
41035 Farmers' Market Sponsorship	13,910.32
Total 41030 Corporate Contributions	73,411.67
41050 Special Purpose Gifts	2,325.00
41060 McKinney Heritage Membership	2,735.00
Total 41000 Direct Public Support	129,419.14
42000 Program Revenues	
42000- Farmers Market Revenue	
42010 Farmers' Market	146,109.75
42011 FM Social Media Fees	11,374.00
Total 42010 Farmers' Market	157,483.75
Total 42000- Farmers Market Revenue	157,483.75
42000-- Museum Revenue	
42030 Merchandise Sales	2,794.12
42040 Education Programs	4,817.00
42050 Ghostly Haunting	9,747.90
42060 Living History	18.00
42070 Prairie Camps	22,440.00
42080 Public Village Tour	3,535.08
42085 Pumpkin Patch & Farm Days	22.00
42090 Tea & Tour	1,370.00
42100 Trolley Tour	2,758.54
42199 Other Progam Revenues	150.00
Total 42000-- Museum Revenue	47,652.64
Total 42000 Program Revenues	205,136.39
42500 Event & Fundraising Revenues	
42520 Farm to Table Dinner	12,495.67
42560 Holiday Home Tour	69,091.90
42580 Murder Mystery	5,290.19
42699 Other Event/Fund Raising Income	1,805.00
Total 42500 Event & Fundraising Revenues	88,682.76
43000 Facility Rentals	
43010 Weddings	267,493.50
43012 Wedding Commissions	160.00

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January 1, 2025 - May 4, 2026

	TOTAL
Total 43010 Weddings	267,653.50
43020 Rentals	6,245.00
Community Rentals	2,315.00
Corp Rentals	30,925.00
Total 43020 Rentals	39,485.00
Total 43000 Facility Rentals	307,138.50
44000 Other Operating Income	
44040 Miscellaneous Revenue	64.00
Total 44000 Other Operating Income	64.00
45000 Investments	
45030 Interest-Savings, Short-term CD	7,568.39
Total 45000 Investments	7,568.39
Sales of Product Income	28.12
Total Revenue	\$879,249.12
GROSS PROFIT	\$879,249.12
Expenditures	
61100 Wedding Expenses	1,123.62
61110 Wedding Costs	48,835.48
61113 Officiant Services	2,500.00
61114 Security Services	6,094.50
61115 Kitchen Staff	3,628.00
61116 Decorations and Supplies	9,708.19
61117 Day of Coordinator	385.00
61118 Assistant Coordinator	1,286.25
Total 61100 Wedding Expenses	73,561.04
61111 Corporate Facility Rental Expense	503.36
61112 Rental Event Costs	2,642.03
61200 Programming Expenses	
61210 Farmers' Market Costs	11,235.36
61211 Farmer's Market Social Media Expense	6,339.38
Total 61210 Farmers' Market Costs	17,574.74
61230 Merchandise Costs	1,829.38
61240 Educational Programs Costs	827.70
61250 Ghostly Haunting Costs	242.33
61265 Pumpkin Patch & Farm Days Costs	215.73
61270 Tour & Tea Costs	351.78
61290 Prairie Camp Costs	2,748.67
Total 61200 Programming Expenses	23,790.33
61400 Events & Fundraising Expenses	149.00
61420 Farm to Table Dinner Costs	11,337.66
61460 Holiday Home Tour Costs	5,702.06
61480 Murder Mystery Costs	5,011.39
61599 Other Event Costs	5,146.92

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January 1, 2025 - May 4, 2026

	TOTAL
Total 61400 Events & Fundraising Expenses	27,347.03
61600 Business Expenses	
61610 Advertising, PR & Marketing	46,193.81
61611 Advertising - Grant Reimbursable	7,326.95
61612 RMG	3,375.00
Total 61610 Advertising, PR & Marketing	56,895.76
61630 Board Meeting Expenses	44.37
61640 Business Registration Fees	18.00
61645 Background Check Expense	179.25
61670 Volunteer Relations	870.00
61680 Staff Relations	749.38
61699 Other Business Expenses	138.27
Total 61600 Business Expenses	58,895.03
61700 Outside Services	
61740 Outside Contract Services	11,000.00
Total 61700 Outside Services	11,000.00
62000 Facilities and Equipment	
62010 Building and Equip Maintenance	14,129.54
62011 Landscaping	43,544.31
62012 Repairs & Maintenance	75,792.29
62013 Cleaning & Maintenance Supplies	9,822.13
62019 Grant Expenses - Structures	17,432.50
Total 62010 Building and Equip Maintenance	160,720.77
62020 Curation	1,123.04
62050 Property Insurance	5,408.54
62060 Utilities	48,268.80
Total 62000 Facilities and Equipment	215,521.15
63000 Office Operations	100.00
63020 Postage, Mailing Service	341.00
63025 Printing and Copying	14,484.42
63030 Supplies	11,281.02
63035 Telephone, Telecommunications	8,824.48
63040 IT Expense	33,104.03
Total 63000 Office Operations	68,134.95
64000 Other Administrative Expenses	
64015 Bank Service Charges	500.30
64020 Credit Card Fees	11,238.14
64021 QuickBooks Payments Fees	12,350.37
64035 Insurance, Liability, D & O	13,927.89
64045 Finance Charges & Late Fees	-10.86
64055 Memberships & Dues	2,904.52
Total 64000 Other Administrative Expenses	40,910.36
65000 Payroll Expenses	

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Profit and Loss by Tag Group

January 1, 2025 - May 4, 2026

	TOTAL
65010 Salaries, Staff	239,744.07
65030 Salaries, Wedding Coordinator	74,758.19
65040 Payroll Taxes	24,069.13
65050 Payroll Processing Costs	6,471.60
Total 65000 Payroll Expenses	345,042.99
67000 Travel Expenses	
67010 Conferences & Meetings	795.76
Total 67000 Travel Expenses	795.76
QuickBooks Payments Fees-1	322.19
Total Expenditures	\$868,466.22
NET OPERATING REVENUE	\$10,782.90
Other Revenue	
71030 Other Income	1.11
71031 Insurance Claim Proceeds	168,581.79
Total Other Revenue	\$168,582.90
Other Expenditures	
80100 Depreciation & Amortization	4,781.76
Total Other Expenditures	\$4,781.76
NET OTHER REVENUE	\$163,801.14
NET REVENUE	\$174,584.04

Chestnut Square DBA of The Heritage Guild at Chestnut Square													
Budget Overview: Budget_FY26_P&L - FY26 P&L													
January - December 2026													
	JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026	JUL 2026	AUG 2026	SEP 2026	OCT 2026	NOV 2026	DEC 2026	TOTAL
Revenue													
40000 Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60,000.00	\$60,000.00
40050 MCDC Grant	10,000.00	0.00	0.00	10,000.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	\$30,000.00
Total 40000 Grants	10,000.00	0.00	0.00	10,000.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	60,000.00	\$90,000.00
41000 Direct Public Support													\$0.00
41010 Membership Dues	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	\$2,100.00
41020 Donations, General Public	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
41030 Corporate Contributions	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,700.00	1,300.00	\$20,000.00
41031 HTOH Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	\$12,500.00
41032 F2T Sponsorship	3,500.00	0.00	1,500.00	2,000.00	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$10,000.00
41035 Farmers' Market Sponsorship	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	0.00	0.00	\$10,000.00
Total 41030 Corporate Contributions	6,200.00	2,700.00	4,200.00	4,700.00	5,700.00	2,700.00	2,700.00	5,200.00	5,200.00	5,200.00	4,200.00	3,800.00	\$52,500.00
41060 McKinney Heritage Membership	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	\$900.00
Total 41000 Direct Public Support	7,700.00	4,200.00	5,700.00	6,200.00	7,200.00	4,200.00	4,200.00	6,700.00	6,700.00	6,700.00	5,700.00	5,300.00	\$70,500.00
42000 Program Revenues													\$0.00
42000- Farmers Market Revenue													\$0.00
42010 Farmers' Market	23,750.00	4,000.00	9,000.00	10,000.00	7,000.00	7,000.00	7,000.00	8,000.00	9,000.00	9,000.00	3,000.00	3,250.00	\$100,000.00
42011 FM Social Media Fees	1,000.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	800.00	\$8,800.00
Total 42010 Farmers' Market	24,750.00	4,700.00	9,700.00	10,700.00	7,700.00	7,700.00	7,700.00	8,700.00	9,700.00	9,700.00	3,700.00	4,050.00	\$108,800.00
Total 42000- Farmers Market Revenue	24,750.00	4,700.00	9,700.00	10,700.00	7,700.00	7,700.00	7,700.00	8,700.00	9,700.00	9,700.00	3,700.00	4,050.00	\$108,800.00
42000-- Museum Revenue													\$0.00
42030 Merchandise Sales	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	\$3,000.00
42040 Education Programs	290.00	290.00	290.00	290.00	290.00	290.00	290.00	290.00	290.00	290.00	290.00	310.00	\$3,500.00
42050 Ghostly Haunting	650.00	650.00	650.00	650.00	650.00	0.00	0.00	0.00	650.00	800.00	650.00	650.00	\$6,000.00
42070 Prairie Camps	0.00	1,500.00	3,500.00	3,500.00	3,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$12,000.00
42080 Public Village Tour	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	220.00	\$2,200.00
Total 42000-- Museum Revenue	1,370.00	2,870.00	4,870.00	4,870.00	4,870.00	720.00	720.00	720.00	1,370.00	1,520.00	1,370.00	1,430.00	\$26,700.00
Total 42000 Program Revenues	26,120.00	7,570.00	14,570.00	15,570.00	12,570.00	8,420.00	8,420.00	9,420.00	11,070.00	11,220.00	5,070.00	5,480.00	\$135,500.00
42500 Event & Fundraising Revenues													\$0.00
42520 Farm to Table Dinner	0.00	0.00	750.00	1,500.00	7,500.00	5,250.00	0.00	0.00	0.00	0.00	0.00	0.00	\$15,000.00
42560 Holiday Home Tour	0.00	0.00	0.00	0.00	0.00	0.00	3,375.00	2,025.00	3,375.00	10,125.00	21,600.00	27,000.00	\$67,500.00
42580 Murder Mystery	0.00	0.00	0.00	0.00	0.00	3,750.00	3,750.00	0.00	0.00	0.00	0.00	0.00	\$7,500.00
42590 Haunted Trolley Tour	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	2,500.00	0.00	0.00	\$3,500.00
Total 42500 Event & Fundraising Revenues	0.00	0.00	750.00	1,500.00	7,500.00	9,000.00	7,125.00	2,025.00	4,375.00	12,625.00	21,600.00	27,000.00	\$93,500.00
43000 Facility Rentals													\$0.00
43010 Weddings	11,385.00	10,461.58	19,709.26	23,680.66	30,543.87	20,730.41	20,933.02	7,929.16	30,563.11	30,000.00	30,220.87	13,843.06	\$250,000.00
43020 Rentals	140.54	323.20	202.78	1,270.25	189.29	708.82	285.84	419.03	321.30	547.20	413.95	177.80	\$5,000.00
Community Rentals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Corp Rentals	2,175.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	825.00	\$11,000.00
Total 43020 Rentals	2,315.54	1,123.20	1,002.78	2,070.25	989.29	1,508.82	1,085.84	1,219.03	1,121.30	1,347.20	1,213.95	1,002.80	\$16,000.00
Total 43000 Facility Rentals	13,700.54	11,584.78	20,712.04	25,750.91	31,533.16	22,239.23	22,018.86	9,148.19	31,684.41	31,347.20	31,434.82	14,845.86	\$266,000.00
45000 Investments													\$0.00
45030 Interest-Savings, Short-term CD	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	\$1,500.00
Total 45000 Investments	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	\$1,500.00
Total Revenue	\$57,645.54	\$23,479.78	\$41,857.04	\$59,145.91	\$58,928.16	\$43,984.23	\$51,888.86	\$27,418.19	\$53,954.41	\$62,017.20	\$63,929.82		

Chestnut Square DBA of The Heritage Guild at Chestnut Square

Budget Overview: Budget_FY26_P&L - FY26 P&L

January - December 2026

	JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026	JUL 2026	AUG 2026	SEP 2026	OCT 2026	NOV 2026	DEC 2026	TOTAL
61611 Advertising - Grant Reimbursable	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	\$18,000.00
Total 61610 Advertising, PR & Marketing	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	\$38,400.00
61645 Background Check Expense	0.00	0.00	125.00	0.00	0.00	125.00	0.00	0.00	125.00	0.00	0.00	125.00	\$500.00
61670 Volunteer Relations	0.00	0.00	250.00	0.00	0.00	250.00	0.00	0.00	250.00	0.00	0.00	250.00	\$1,000.00
61680 Staff Relations	0.00	0.00	250.00	0.00	0.00	250.00	0.00	0.00	250.00	0.00	0.00	250.00	\$1,000.00
Total 61600 Business Expenses	3,200.00	3,200.00	3,825.00	3,200.00	3,200.00	3,825.00	3,200.00	3,200.00	3,825.00	3,200.00	3,200.00	3,825.00	\$40,900.00
61700 Outside Services	708.33	708.37	708.33	708.33	708.33	708.33	708.33	708.33	708.33	708.33	708.33	708.33	\$8,500.00
62000 Facilities and Equipment													\$0.00
62010 Building and Equip Maintenance	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	\$12,000.00
62011 Landscaping	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	1,750.00	\$23,750.00
62012 Repairs & Maintenance	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	\$21,000.00
62013 Cleaning & Maintenance Supplies	400.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	1,000.00	1,000.00	1,000.00	1,000.00	\$10,000.00
Total 62010 Building and Equip Maintenance	5,150.00	5,550.00	5,550.00	5,550.00	5,550.00	5,550.00	5,550.00	5,550.00	5,750.00	5,750.00	5,750.00	5,500.00	\$66,750.00
62020 Curation	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	\$600.00
62050 Property Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14,400.00	0.00	0.00	0.00	0.00	\$14,400.00
62060 Utilities	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	\$37,800.00
Total 62000 Facilities and Equipment	8,350.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	23,150.00	8,950.00	8,950.00	8,950.00	8,700.00	\$119,550.00
63000 Office Operations													\$0.00
63020 Postage, Mailing Service	0.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	0.00	\$100.00
63025 Printing and Copying	438.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	1,000.00	1,500.00	2,462.00	\$11,000.00
63030 Supplies	833.33	833.33	833.33	833.33	833.33	833.33	833.33	833.33	833.33	833.33	833.33	833.37	\$10,000.00
63035 Telephone, Telecommunications	550.00	600.00	600.00	650.00	650.00	650.00	650.00	650.00	700.00	700.00	700.00	700.00	\$7,800.00
63040 IT Expense	2,570.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	1,130.00	\$15,000.00
Total 63000 Office Operations	4,391.33	3,273.33	3,273.33	3,323.33	3,323.33	3,323.33	3,323.33	3,323.33	3,373.33	3,673.33	4,173.33	5,125.37	\$43,900.00
64000 Other Administrative Expenses													\$0.00
64020 Credit Card Fees	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	\$7,200.00
64021 QuickBooks Payments Fees	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	\$7,800.00
64035 Insurance, Liability, D & O	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	712.00	\$8,500.00
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	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,058.00	2,062.00	\$24,700.00
65000 Payroll Expenses													\$0.00
65010 Salaries, Staff	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,020.00	\$192,020.00
65030 Salaries, Wedding Coordinator	1,343.00	1,347.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	1,343.00	\$16,120.00
65040 Payroll Taxes	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	1,387.60	\$16,651.20
65050 Payroll Processing Costs	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.74	\$5,000.00
Total 65000 Payroll Expenses	19,147.26	19,151.26	19,147.26	19,147.26	19,147.26	19,147.26	19,147.26	19,147.26	19,147.26	19,147.26	19,147.26	19,167.34	\$229,791.20
QuickBooks Payments Fees-1	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	\$300.00
Total Expenditures	\$42,603.73	\$42,414.72	\$45,847.54	\$46,765.40	\$58,081.19	\$49,152.82	\$45,278.48	\$56,347.51	\$50,061.00	\$53,145.23	\$49,917.69	\$48,075.89	\$587,691.20
NET OPERATING REVENUE	\$15,041.81	\$ -18,934.94	\$ -3,990.50	\$12,380.51	\$846.97	\$ -5,168.59	\$6,610.38	\$ -28,929.32	\$3,893.41	\$8,871.97	\$14,012.13	\$64,674.97	\$69,308.80
Other Revenue													
71031 Insurance Claim Proceeds	139,966.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$139,966.47
Total Other Revenue	\$139,966.47	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$139,966.47
NET OTHER REVENUE	\$139,966.47	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$139,966.47
NET REVENUE	\$155,008.28	\$ -18,934.94	\$ -3,990.50	\$12,380.51	\$846.97	\$ -5,168.59	\$6,610.38	\$ -28,929.32	\$3,893.41	\$8,871.97	\$14,012.13	\$64,674.97	\$209,275.27

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

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

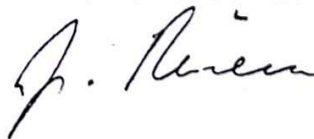
• Gentlemen:

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

**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. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ 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. ☒ 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. ☐	
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	0

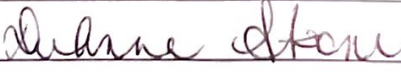
Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- 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
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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