



McKinney Community Development Corporation Agenda

Monday, January 30, 2023

8:00 AM

MCDC Office
7300 SH 121 SB, Suite 200
McKinney, TX 75070

SPECIAL MEETING

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

CALL TO ORDER

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Items)

If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.

Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

REGULAR AGENDA ITEMS

23-0028 [Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County \(PC 23-03\) in the Amount of \\$11,240 for the Advertising, Marketing and Promotion of 2023 Events Including but Not Limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner.](#)

Attachments: [Application Packet](#)
 [Presentation](#)

PUBLIC COMMENTS Regarding Matters not on the Agenda

BOARD COMMENTS

Board comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

EXECUTIVE SESSION

In accordance with the Texas Government Code:

Section 551.087. Deliberation Regarding Economic Development Matters

Project 23-02 Haddington Fund
Project 23-03 Heard-Craig Center for the Arts
Project 23-04 McKinney Roots
Project 20-09 TUPPS Brewery and Entertainment Destination
Project Bluesky
Project Terrigen

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, at least seventy-two (72) hours prior the start of the meeting, on or before the 26th day of January 2023, 5:00 p.m.

Cindy Schneible
President

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Email contact-ada.compliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.



23-0028

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC 23-03) in the Amount of \$11,240 for the Advertising, Marketing and Promotion of 2023 Events Including but Not Limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 30, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Heritage Guild of Collin County is requesting \$11,240 for the advertising, marketing and promotion of 2023 Chestnut Square events including but not limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner.
- The events will be held during the time period from February through August 2023.

BACKGROUND INFORMATION:

- The mission of Heritage Guild of Collin County (HGCC) is to celebrate community, preserve history and inspire the future.
- HGCC was organized more than 40 years ago.
- HGCC supports Chestnut Square Historic Village - a McKinney museum and tourist destination offering diverse programs and activities throughout the year.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling \$25,751 in FY 22 (Cycle I and Cycle II).

SUPPORTING MATERIALS:

- Application Packet
- Presentation

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Promotional and Community Event Grant Application
Fiscal Year 2023

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
7300 SH 121, SB, Suite 200
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: Jaymie@chestnutsquare.org

Website: www.chestnutsquare.org

Check One:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
☐ Governmental entity
☐ For profit corporation
☐ Other

Professional affiliations and organizations to which your organization belongs: Go Texan (Tx Dept of Ag), Association of Living History, Center for Non-Profit Management, Texas Assoc of Museums, Collin County Historical Commission, McKinney Chamber of Commerce, Texas Lakes & Trails Tourism Bureau

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: Jaymie@Chestnutsquare.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: 315 S Chestnut St

City: McKinney

ST: TX

Zip: 75069

Phone: 972.562.8790

Email: Jaymie@Chestnutsquare.org

FUNDING

Total amount requested: 11,240

Matching Funds Available (Y/N and amount): \$3,000

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☐ Yes

☒ No

Please provide details and funding requested:

PROMOTIONAL/COMMUNITY EVENT

Start Date: Jan 2023

Completion Date: July 2023

BOARD OF DIRECTORS *(may be included as an attachment)* 2022

Sandi Dinehart, Chair

Emil Dahl, Facilities Chair

Nick Keim, Treasurer

David Clarke, Vice Chair

Tiffany Bellino, Member

Jennifer Druckamiller, Secy

Brian Medina, Past Chair & Marketing Chair

Mark Miserak, Member

Robin Forsythe, Member

Tricia Robles, Member

Jennifer Cobb, Past Chair

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

Jaymie Pedigo, ED

Jamie Seibert, Tour Manager

Kim Ducote, Wedding & Event Mgr

Anne Quinn, Curator

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The Heritage Guild of Collin County, a 501(c)(3) non-profit organization, oversees Chestnut Square Historic Village. Our mission is to continue the legacy of the founders of the Guild as we preserve McKinney's rich history, celebrate the community, and inspire future generations. Five historic homes, general store, chapel, a replica of a one-room schoolhouse, an original smokehouse, a functioning blacksmith shop, a non-functioning outhouse, a reception house, a Visitor Center, gardens, and a pavilion are part of the Village that spans 2.5 acres just south of the downtown McKinney Square. We represent McKinney's history spanning from 1854-1940.

Why Are We Important?

In 1973, a group of women in McKinney came together in order to save two historic homes in McKinney from being destroyed. They purchased the 1875 Dulaney Cottage and the 1916 Dulaney House with the vision of establishing a museum to preserve Collin County history. They also bought the 1870 Johnson House which sits on its original foundation. Over several years, they rescued other historic homes and buildings and moved them to the property which is now known as Chestnut Square. The homes include the Oldest Standing House in McKinney, the 1854 Faires House, the 1863 Two-bit Taylor Inn, the Foote Baptist Church, the 1918 Brimer-Anderson Grocery Store, and the 1920 Bevel House. Each of these structures have been painstakingly renovated to their former glory. Each building features period artifacts, many of which were donated by the families of the original pioneering families of McKinney.

Every year, we open the buildings to hundreds of school children and tourists in order to keep history alive. We maintain the buildings, artifacts, and grounds with the idea of informing people about McKinney's rich past. Our educational programming demonstrates and allows children and adults to experience life in the past. We strive to keep the stories of the people who put their blood, sweat, and tears into the founding and building of McKinney. Preserving the past enriches the future.

Whether it's through providing a picturesque venue for weddings and parties, hosting the historic award-winning Farmers Market, or being a place for community gatherings, Chestnut Square offers a place for McKinney and its community to celebrate.

The Need

Chestnut Square faces the ongoing challenges of preserving historic structures requiring authenticity and expensive upkeep. We are committed to preserving these unique, precious symbols of our past with high standards and integrity in order to continue to serve the community whose history we represent for future generations.

Our paid staff is comprised of 2 FTE salaried staff, 4 PTE hourly staff, 4 contractors. We added a contract Maintenance Technician in 2022.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

We are asking for funds to support the Farmers Market, Prairie Adventure Camp, Spring and Fall Murder Mystery, the Farm Fresh Food Walk, BAR WARS, and discretionary funds for TBD events.

- The Farmers Market funds would be used for targeted advertising specifically for the market.
 - Farm Fresh Food Walk – 5 years of growing this event followed by the turmoil of Covid – this event had attained the status of being our second highest earning fundraiser, with the funds supporting the market operations and maintenance expenses. Our 2022 event was a success in every way except the revenues- the ambiance, the attendance, and the feedback from the restaurants and market vendors. We hope to bring it back to its previous level of being our number 2 fundraiser. The plan is to return to a sit-down, served style event.
 - Bar Wars – successful event that brings a younger crowd and many Farmers Market customers to see Chestnut Square in a different way.
 - Spring Murder Mystery - our partnership with the McKinney Repertory Theater is solid – we are delighted to work in collaboration. This is a win-win for both quality-of-life organizations.
 - Prairie Adventure Camp – our most successful education endeavor. 4 curriculums, each offered twice in June, July, and August provide over 100 children ages 7-14 with the “pioneer life” experience. They learn homesteading skills, soap and candle making, games, and blacksmithing. In 2022 we exceeded our budget by 20%, selling out nearly every session.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

These events help MCDC meet their goals of both attracting visitors to McKinney and by providing quality of life for our residents. Chestnut Square is a focal point for the Historic Downtown Square and the city and provides unique recreational tours and events for families. We see visitors from a 50 mile radius on a regular basis.

- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

☒ Yes

☐ No

Date(s): Bi-Annually

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$
Projected Expenses	\$
Net Revenue	\$

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

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

Projected revenues for these programs vary, but combined they are projected to bring approximately \$100,000 in revenues – more than half of our “non-wedding” income. Anticipated sponsorships for events are estimated at \$20,000 in 2023.

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.

We are currently analyzing and re-evaluating our marketing expenditures. Because print ROI is so challenging, we are considering moving away from some smaller publications and enhancing our digital efforts, which are far more easily tracked. We are also making a concerted effort to continue perpetuating the brand consistency we have undertaken. Our website is a great example of those efforts.

- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

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

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Chief Executive Officer

Representative Completing Application



Signature
Jaymie Pedigo

Signature

Printed Name

Printed Name

11/25/22
Date

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate how this event will showcase the City of McKinney for business development/tourism
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- ☒ Evaluation metrics are outlined
- ☒ List of board of directors and staff
- ☒ Financials: organization's budget and P&L statement for current and previous fiscal year;
Promotional/Community Event budget; audited financial statements are provided
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

McKinney Community Development Corporation
7300 SH 21, SB, Suite 200
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Publication	Print/Dig	Distribution	Issue Cost
Star Local	P	Monthly	145
Community Impact	P/D	Monthly	950
Fairview Town News	P	Monthly	250
Creeside N2	P/D	Monthly	350
Edible	P	Qtr	535

Ad costs

Posters/Flyers/Discretionary

Eliminate Craig Ranch, and Stonebridge News for monthly sources - saving \$2850 for grant period

Reduce Edible Dallas to 1/8 Page - saving \$830 for grant period

Double Community Impact, increase of \$2250 for grant period

Remaining savigs will be used for digital purposes - Community Impact, Star Local, perhaps DMN or Goc

Monthly Reduction = \$2200

Monthly Increase = \$375

Net = \$1825

6 MOS	Total
870	870
5700	5700 Doubling for 2023
1500	1500
2100	2100
1070	1070
	11240
	3000
	14240

oogle ads

The Heritage Guild of Collin County

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

January - September, 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40000 Grants	19,084.17		19,084.17
40050 MCDC Grant	187,464.35	143,270.10	44,194.25
Total 40000 Grants	206,548.52	143,270.10	63,278.42
41000 Direct Public Support			
41010 Membership Dues	2,123.95	1,900.00	223.95
41020 Donations, General Public	1,981.36	8,000.00	-6,018.64
41030 Corporate Contributions	19,421.49	6,000.00	13,421.49
41050 Special Purpose Gifts	14,100.00	4,000.00	10,100.00
41060 McKinney Heritage Membership	-130.00		-130.00
Total 41000 Direct Public Support	37,496.80	19,900.00	17,596.80
42000 Program Revenues			
42010 Farmers' Market	60,289.64	48,000.00	12,289.64
42030 Merchandise Sales	388.00	2,150.00	-1,762.00
42040 Education Programs	5,976.86	3,500.00	2,476.86
42050 Ghostly Haunting	3,028.08	2,600.00	428.08
42070 Prairie Camps	13,221.21	14,000.00	-778.79
42080 Public Village Tour	2,682.49	2,050.00	632.49
42090 Tea & Tour	1,437.93	1,875.00	-437.07
42100 Trolley Tour	914.36	1,100.00	-185.64
42199 Other Program Revenues	104.00		104.00
Total 42000 Program Revenues	88,042.57	75,275.00	12,767.57
42500 Event & Fundraising Revenues			
42510 Chester Book Sales Royalties	83.97		83.97
42520 Farm to Table Dinner	10,314.86	25,000.00	-14,685.14
42560 Holiday Home Tour	5,000.00	2,500.00	2,500.00
42580 Murder Mystery	3,988.98	5,000.00	-1,011.02
42610 Bar Wars	11,233.53	10,000.00	1,233.53
42699 Other Event/Fund Raising Income	53.55		53.55
Total 42500 Event & Fundraising Revenues	30,674.89	42,500.00	-11,825.11
43000 Facility Rentals			
43010 Weddings	66,438.00	108,000.00	-41,562.00
43020 Rentals	1,615.00	6,000.00	-4,385.00
Total 43000 Facility Rentals	68,053.00	114,000.00	-45,947.00
44000 Other Operating Income			
44020 Background Check Fees	-19.40		-19.40
44040 Miscellaneous Revenue	212.00		212.00
Total 44000 Other Operating Income	192.60		192.60
45000 Investments	49.46		49.46
Crafter Sales	42.00		42.00
Total Income	\$431,099.84	\$394,945.10	\$36,154.74

The Heritage Guild of Collin County

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

January - September, 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
GROSS PROFIT	\$431,099.84	\$394,945.10	\$36,154.74
Expenses			
61100 Wedding Expenses	21,614.20	10,000.00	11,614.20
61200 Programming Expenses			
61210 Farmers' Market Costs	13,000.18	12,750.00	250.18
61230 Merchandise Costs		1,500.00	-1,500.00
61240 Educational Programs Costs	200.00	800.00	-600.00
61270 Tour & Tea Costs	992.66	1,200.00	-207.34
61290 Prairie Camp Costs	2,935.47	2,250.00	685.47
61299 Other Programming Costs	187.06	100.00	87.06
Total 61200 Programming Expenses	17,315.37	18,600.00	-1,284.63
61400 Events & Fundraising Expenses			
61420 Farm to Table Dinner Costs	1,754.96	7,500.00	-5,745.04
61450 Ghost Walk Costs	100.00	0.00	100.00
61460 Holiday Home Tour Costs	-391.75	0.00	-391.75
61480 Murder Mystery Costs	1,434.22	1,000.00	434.22
61599 Other Event Costs	1,940.71	1,000.00	940.71
Total 61400 Events & Fundraising Expenses	4,838.14	9,500.00	-4,661.86
61600 Business Expenses			
61610 Advertising, PR & Marketing	10,280.82	9,000.00	1,280.82
61611 Advertising - Grant Reimbursable	19,951.80	19,951.80	0.00
Total 61610 Advertising, PR & Marketing	30,232.62	28,951.80	1,280.82
61670 Volunteer Relations	107.51	450.00	-342.49
61680 Staff Relations	201.17	200.00	1.17
Total 61600 Business Expenses	30,541.30	29,601.80	939.50
61700 Outside Services	5,926.75	17,325.00	-11,398.25
62000 Facilities and Equipment			
62010 Building and Equip Maintenance	8,251.78	5,600.00	2,651.78
62011 Yard	9,100.00	6,000.00	3,100.00
62012 Structures & Equipment	14,640.45	7,250.00	7,390.45
62013 Cleaning & Maintenance Supplies	7,962.29	7,550.00	412.29
62019 Grant Expenses - Structures	164,652.55	112,883.30	51,769.25
Total 62010 Building and Equip Maintenance	204,607.07	139,283.30	65,323.77
62020 Curation		500.00	-500.00
62030 Equip Rental & Maintenance	55.27		55.27
62050 Property Insurance	8,254.30	9,500.00	-1,245.70
62060 Utilities	18,351.17	18,400.00	-48.83
Total 62000 Facilities and Equipment	231,267.81	167,683.30	63,584.51
63000 Office Operations	14,713.76	12,245.00	2,468.76
64000 Other Administrative Expenses	13,486.84	8,302.50	5,184.34
65000 Payroll Expenses	105,463.35	138,000.00	-32,536.65

The Heritage Guild of Collin County

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

January - September, 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Printing and Copying	511.00		511.00
Sales Tax	51.24		51.24
Total Expenses	\$445,729.76	\$411,257.60	\$34,472.16
NET OPERATING INCOME	\$ -14,629.92	\$ -16,312.50	\$1,682.58
Other Income	\$9,000.00	\$0.00	\$9,000.00
NET OTHER INCOME	\$9,000.00	\$0.00	\$9,000.00
NET INCOME	\$ -5,629.92	\$ -16,312.50	\$10,682.58

The Heritage Guild of Collin County
Budget Worksheet: FY 2022

January - December 2022

	2021	2022	2023
Income			
40000 Grants	29,000.00		
40050 MCDC Grant	53,340.99		
Total 40000 Grants	\$ 82,340.99		
41000 Direct Public Support			
41010 Membership Dues	2,000.00	2000	2,000.00
41020 Donations, General Public	9,450.00	8500	5,000.00
41030 Corporate Contributions	15,000.00	18000	20,000.00
41050 Special Purpose Gifts	5,000.00	5000	5,000.00
Total 41000 Direct Public Support	\$ 31,450.00	33500	32,000.00
42000 Program Revenues			
42010 Farmers' Market	50,000.00	60000	62,000.00
42030 Merchandise Sales	1,500.00	2500	2,000.00
42040 Education Programs	4,500.00	3500	5,000.00
42050 Ghostly Haunting	4,000.00	4200	5,000.00
42070 Prairie Camps	12,000.00	14000	14,000.00
42080 Public Village Tour	2,000.00	2500	2,500.00
42090 Tea & Tour	3,500.00	2500	2,500.00
42100 Trolley Tour	1,500.00	1500	2,000.00
Total 42000 Program Revenues	\$ 79,000.00	90700	95,000.00
42500 Event & Fundraising Revenues			
42520 Farm to Table Dinner	24,000.00	25000	15,000.00
42550 Ghost Walk	7,500.00	7500	7,500.00
42560 Holiday Home Tour	35,000.00	40000	45,000.00
42570 Ice Cream Crank Off	6,500.00		
42580 Murder Mystery	5,000.00	5000	2,500.00
42699 Other Event/Fund Raising Income	5,000.00	10000	7,500.00 Bar Wars
Total 42500 Event & Fundraising Revenues	\$ 83,000.00	87500	77,500.00
43000 Facility Rentals			
43010 Weddings	115,000.00	155000	142,000.00
43020 Rentals	6,500.00	6000	3,000.00
Corp Rentals	2,500.00	2000	
Total 43020 Rentals	\$ 124,000.00	163000	145,000
Total 43000 Facility Rentals	\$ 124,000.00		
44000 Other Operating Income	250.00		50,000.00 City
Total Income	\$ 400,040.99	374700	349,500.00
Gross Profit	\$ 400,040.99		399,500.00
Expenses			
61100 Wedding Expenses			
61110 Wedding Costs	12,000.00	14000	
Total 61100 Wedding Expenses	\$ 12,000.00	14000	23,000.00 Incl Wedding
61200 Programming Expenses			Veronica
61210 Farmers' Market Costs	13,000.00	16500	18,000.00 Incl Mgr
61230 Merchandise Costs	250.00	1500	1,500.00
61240 Educational Programs Costs	1,000.00	1000	1,000.00
61270 Tour & Tea Costs	1,200.00	1200	1,200.00
61280 Trolley Tour Costs	500.00	600	1,000.00

61290 Prairie Camp Costs	1,800.00	2500	3,000.00	
61299 Other Programming Costs	50.00	100	100.00	
Total 61200 Programming Expenses	\$ 17,800.00	23400	25,800.00	Incl Camp Sta
61400 Events & Fundraising Expenses				
61420 Farm to Table Dinner Costs	10,000.00	7500	5,000.00	
61450 Ghost Walk Costs	350.00	500	500.00	
61460 Holiday Home Tour Costs	4,000.00	5000	5,000.00	
61470 Ice Cream Crank Off Costs	3,500.00		0.00	
61480 Murder Mystery Costs	1,100.00	1000	1,500.00	
61599 Other Event Costs	500.00	1000	1,000.00	Bar Wars
Total 61400 Events & Fundraising Expenses	\$ 19,450.00	15000	13,000.00	
61600 Business Expenses				
61610 Advertising, PR & Marketing	10,000.00	12000	12,000.00	Incl AJ
61611 Advertising - Grant Reimbursable	25,500.00			
Total 61610 Advertising, PR & Marketing	\$ 35,500.00			
61670 Volunteer Relations	500.00	750	750.00	
61680 Staff Relations	500.00	500	500.00	
Total 61600 Business Expenses	\$ 36,500.00	13250	13,250.00	
61700 Outside Services	1,500.00	1500	0.00	
61730 Fundraising Expenses	500.00	1000	500.00	
61740 Outside Contract Services	18,600.00	22000	9,000.00	Laura
Total 61700 Outside Services	\$ 20,600.00	24500	9,500.00	
				84550
62000 Facilities and Equipment				Staff
62010 Equip Maintenance & REPAIR		7500	5,000.00	15,000.00 is this a use;
62011 Yard	6,500.00	8400	10,000.00	
62012 Structure REPAIR & SUPPLIES	9,400.00	9500	10,000.00	
62013 Cleaning & Maintenance Supplies	8,000.00	10000	12,000.00	
62019 Grant Expenses - Structures	27,840.99			
Total 62010 Building and Equip Maintenance	\$ 51,740.99		52,000.00	
62020 Curation	500.00	1000	1,000.00	
62050 Property Insurance	18,500.00	12000	13,000.00	
62060 Utilities	23,000.00	24000	24,000.00	
Total 62000 Facilities and Equipment	\$ 93,740.99	72400	38,000.00	90000
63000 Office Operations				
63010 Books, Subscriptions, Reference	100.00	250	100.00	
63020 Postage, Mailing Service	250.00	350	500.00	
63025 Printing and Copying	5,000.00	4000	3,250.00	
63030 Supplies	750.00	1000	1,000.00	
63035 Telephone, Telecommunications	3,500.00	3500	3,200.00	
63040 IT Expense	6,500.00	7500	12,000.00	Anthony + Int -
Total 63000 Office Operations	\$ 16,100.00	16600	20,050.00	
64000 Other Administrative Expenses				
64015 Bank Service Charges	150.00	200	250.00	
64020 Credit Card Fees	7,000.00	7500	10,000.00	
64035 Insurance, Liability, D & O	1,550.00	2200	2,250.00	
64040 Interest Expense	500.00	500	0.00	
64055 Memberships & Dues	500.00	750	1,000.00	
Total 64000 Other Administrative Expenses	\$ 9,700.00	11150	13,500.00	33500
65000 Payroll Expenses				
65010 Salaries, Staff	104,750.00			

65030 Salaries, Wedding Coordinator	47,000.00			
65040 Payroll Taxes	12,000.00			
65050 Payroll Processing Costs	2,400.00			
Total 65000 Payroll Expenses	<u>\$ 166,150.00</u>	184000	180,936.00	190528
Total Expenses	<u>\$ 392,040.99</u>	374300	386,436.00	398578
Net Operating Income	\$ 8,000.00	400	31,064.00	

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



iff

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

Facilities Exp

+ Comp

399500

922



The Heritage Guild of Collin County

Balance Sheet

As of September 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$62,924.80
Accounts Receivable	\$11,865.50
Other Current Assets	\$94,455.58
Total Current Assets	\$169,245.88
Fixed Assets	\$1,873,745.29
TOTAL ASSETS	\$2,042,991.17
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	\$789.03
Other Current Liabilities	
24450 Wedding Damage Deposit	13,425.00
24500 Deferred Income Billings	
24510 Weddings	61,776.00
24520 Building Rentals	1,100.00
Total 24500 Deferred Income Billings	62,876.00
26000 Security Deposits, Other	425.00
Total Other Current Liabilities	\$76,726.00
Total Current Liabilities	\$77,515.03
Total Liabilities	\$77,515.03
Equity	
30000 Unrestricted Fund Balance	1,971,106.06
Net Income	-5,629.92
Total Equity	\$1,965,476.14
TOTAL LIABILITIES AND EQUITY	\$2,042,991.17

Internal Revenue Service

Department of the Treasury

District
Director

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

Person to Contact
ECMF Tax Examiner
Telephone Number

214-767-1766
Refer Reply to

RM:CSB:1200 DAL

Date NOV 20 1985

ENR: 75-1602150

Gentlemen:

Our records show that Heritage Guild of Collin County Texas is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code. This exemption was granted September, 1979, and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by Section 170 of the Code.

We have classified your organization as one that is not a private foundation within the meaning of Section 509(a) of the Internal Revenue Code because you are an organization as described in Section 170(b)(1)(A)(vi).

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Tax Examiner



**Spring Farmers Market
& Farm Dinner
BAR WARS
Murder Mystery
Educational Programming; Prairie Camp**



Request

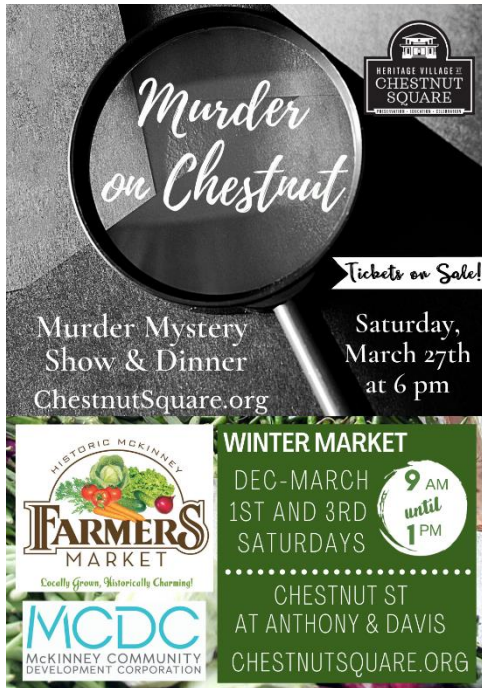
\$11,240

represents 78% of ad budget for these spring events





We have made a commitment to revise our ad spending and more closely track ROI. We feel that an increase in digital advertising best serves our purposes. We are decreasing our investment in print Stonebridge Ranch and Craig Ranch publications in order to free up funds for digital mediums.





6 Month Grant period

Star Local	Monthly sponsorship of Community Profile	\$870
Community Impact	Monthly Ad (possible 2 x 1/6 pg)	\$5700
Fairview Town News	Monthly Targeted Audience	\$1500
Creekside Living/N2	Monthly print + Facebook Ad	\$2400
Edible Dallas	Targeted Farmers Market Ad	<u>\$1070</u>
		\$11,240
Signage/posters/discretionary	(Matching Funds/CS)	\$3000

We have specifically chosen the above mediums to target for different events/programs, so that we can more effectively track ROI.



**We are also committed to celebrate our 50th year(s) –
Holiday Tour of Homes in 2023 and the
Guild's founding in 2024 -
with a more integrated marketing and branding campaign to
cross all mediums.**





Social Media Reach

Farmers Market

Chestnut Square

Facebook

21,366 followers

**Page Reach 22,610
(Boosted post)**

7434 Followers

6800 Likes – 6 months

Instagram

5461 Followers

Reach 57% increase

1932 followers

Reach 36.7% increase



**McKinney
Farmers Market at
Chestnut Square
is now an every
week, year 'round
market!**

**9am–12Noon
Jan – March
8am – 12Noon
April – Dec**





Thursday April 20, 2023



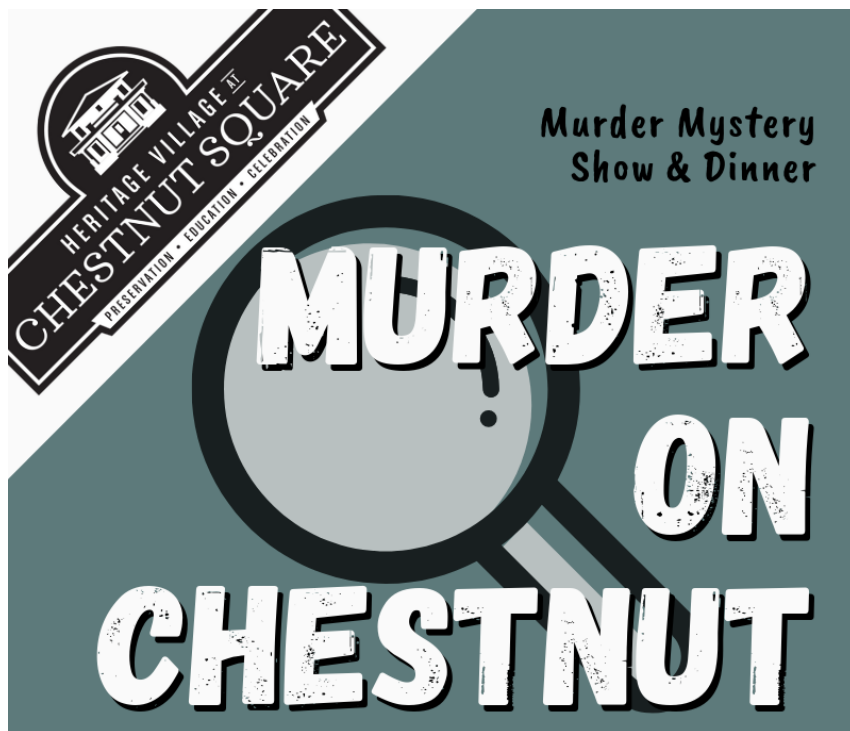
**New Committee!
New Ideas!
Same great food
Stay tuned for
details!**





Spring 2023 BAR WARS

**Plans in the works to
have Farmers Market
component and feature
the winner at the Farm
Fresh dinner event.
Stay Tuned!**



Murder Mystery Theater
We have not booked
Spring 2023 but are
working with
McKinney Repertory
Theater on a date!
**Our partnership is a
win-win!**



Prairie Adventure Camp

Weekly Sessions in June, July, & August
Perfect for ages 6-14



Thank You for Your Consideration

