



## **The Mission of the Heritage Guild of Collin County is**

- *To celebrate community*
- *To preserve history*
- *To inspire the future*

## **We Achieve Our Mission By**

*Showing how people lived during a key period in Collin County history (1850-1920) with structures, artifacts and programming.*

## **Our Mission is Supported Through**

- *Volunteers/Members*
- *Grants/Donations*
- *Sponsorships*
- *Programming*
- *Facility Rentals*



**MURDER MYSTERY, AUGUST 15**

*MusicFest, September 19 (or other event TBD)*

*Legends of McKinney Ghost Walk, October 25 & 26*

**Winter Season Farmers Market, Nov – March**

*Holiday Tour of Homes, December 7 & 8*



**Request of  
\$15,000**

**For advertising and promotion of fall and winter events.**

**Represents 90% of anticipated advertising expenses.**

**Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside Living (N2 Publishing) as well opportunities TBD and print materials for events.**



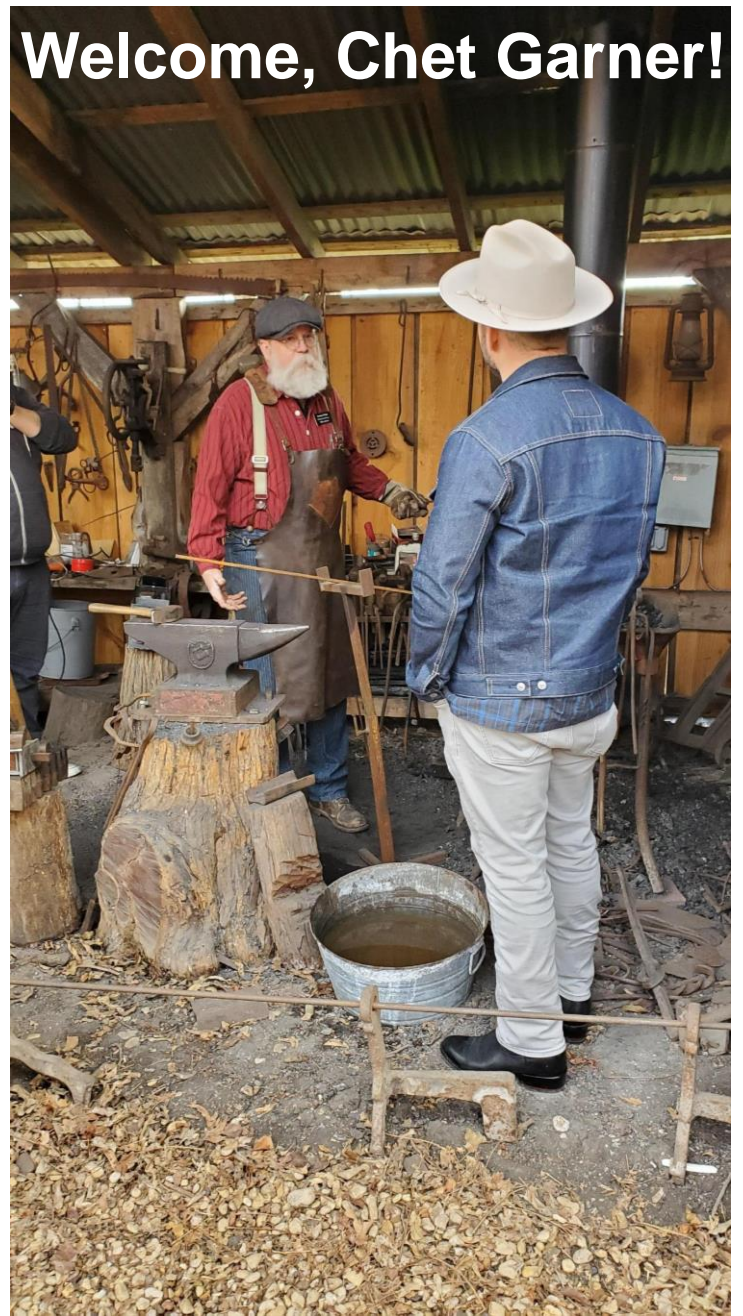
The Heritage Land of Seminole County  
**Program / Fundraising / Rental Revenue**  
**5 Year Comparison**

2015 - 2019

	Jan - Dec 2015	Jan - Dec 2016	Jan - Dec 2017	Jan - Dec 2018	Jan - Dec 2019	% of Budgeted Event Revenues
42550 Ghost Walk	5,952.13	12,228.01	6,802.00	4,267.95	7,782.37	103%
42560 Holiday Home Tour	34,130.66	28,129.40	40,955.37	44,375.20	33,923.24	94%
42570 Ice Cream Crank Off	6,182.64	8,598.75	9,301.25	8,094.70	9,622	129%
42580 Murder Mystery		6,894.00	1,750.01	1,876.81	2,783.00	110%



<b>• Covid Effects</b>	<b>2019 Rev</b>	<b>2020 Rev</b>
Programs	\$35,344	\$22,325
<b>Programs include tours, education, Farmers Market</b>		
Events	\$27,899	\$8,562
<b>(most notably Farm Dinner, rescheduled)</b>		
Weddings & Rentals	\$47,707	\$17,875





## MURDER MYSTERY, AUGUST 15



Fan Favorites - the North Texas Civilian Historians are BACK! And due to our current financial hardship, they are donating their services for this edition!



## Legends of McKinney Ghost Walk, October 30 & 31

2020

- Plans just underway; we're rescheduling the more family friendly events to Friday to accommodate trick or treat plans on Saturday. We may also have to re-think the Trolley Tours.
- Will feature Ghost Hunting Tour
- Hysterical, historical dramas





# McKinney Farmers Market at Chestnut Square



**Weekly April –  
November &  
Bi-weekly Dec  
– March**



**As of June 6  
we are back  
on Chestnut  
Street! We had  
to eliminate 17  
spots on the  
street, but  
added 8 into  
the Village and  
6 to the Davis  
park to  
support  
86 vendor  
booths**



## *47th Annual Holiday Tour of Homes*

- This event is likely to be one for the history books! Typically by this time of year we have half of our homes procured and a few others in the works. But 2020 is going to be very different.
- The Galveston Historical Foundation held a virtual tour this year, we are researching a similar format.
- Because it is the 150<sup>th</sup> “birthday” of the Johnson House and the Dulaney Cottage (c.1870), we would like to feature similarly aged structures. There are only 6 remaining that were built in 1880 or before. Perhaps the virtual option might be more palatable to the homeowners!



## **Guests from out of town**

- We hosted 64 guests at The Spring Murder Mystery; 8 were from out of town.
- Ghost Walk typically draws the 2<sup>nd</sup> largest out of town population, in 2019 82/435 (19%) pre sold tickets were purchased outside of the immediate area.
- The Holiday Tour of Homes draws 1200-1500 people each year. Approximately half of the ticket buyers are from outside McKinney. Half of the tickets are pre-sold, half are sold the days of the event.



**Thank You for Your Consideration**

