

MCKINNEY CONVENTION & VISITORS BUREAU
Advertising and Promotional Grant Application

INFORMATION ABOUT YOUR ORGANIZATION

Name: Collin County History Museum

Federal Tax I.D.: 52-1093455

Incorporation Date: 10.24.1984

Mailing Address: 300 East Virginia Street

City McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457 ext 100

Email: director@collincountyhistoricalsociety.org

Website: <http://collincountyhistorymuseum.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:

McKinney Chamber of Commerce, Main Street McKinney, Collin County Historical Coalition, Volunteer McKinney, Texas Association of Museums, Preservation Texas

REPRESENTATIVE COMPLETING APPLICATION:

Name: Mary Carole Strother

Title: Executive Director

Mailing Address: 300 East Virginia

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457 Ext 100

Email: director@collincountyhistoricalsociety.org

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: Mary Carole Strother

Title: Executive Director

Mailing Address: 300 East Virginia

City: McKinney

ST: TX

Zip: 75069

Phone: 972-542-9457

Email: director@collincountyhistoricalsociety.org

FUNDING

Total amount requested: \$1600

Matching Funds Available (Y/N and if yes, please indicate amount):

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

Yes

No

Please provide details and funding requested:

ADVERTISING/PROMOTIONAL/COMMUNITY EVENT

Start Date: January 2018

Completion Date: August 2018

APPLICANT'S BOARD OF DIRECTORS *(list may be included as an attachment)*

See attachment

APPLICANT'S LEADERSHIP STAFF *(may be included as an attachment)*

See attachment

I. Applying Organization: Collin County History Museum

Mission

The mission of the Collin County History Museum (CCHM) is to preserve and honor the past, connect with the present and embrace the future. We are committed to the collection and preservation of the rich heritage and history of the people and events that helped shape the place we proudly call home, McKinney and Collin County.

Strategic Goals and Objectives

We fulfill the mission of the organization through the following goals:

- 1) To preserve and protect our cultural history for future generations
- 2) To disseminate historical information through our museum collections, archives, research library, and publications
- 3) To promote resources and educational programs that highlight the history of Collin County and Texas and their contributions to our nation
- 4) To improve intellectual and physical access to our information and museum collections
- 5) To leverage new technology resources to engage visitors in a meaningful way

Scope of Services

CCHM is an archival museum with historical artifacts, photographs, documents, diaries, manuscripts, historical maps, archival newspapers, and land records that provide valuable research information for genealogists, historians, authors, teachers and students. The museum has a library collection of books dedicated to Collin County and Texas History. Docents also provide interactive educational programming for students across Collin County.

Day to Day Operations

The museum is open to the public on Thursday, Friday, and Saturday from 10am-4pm. Special tours and interactive school tours can be scheduled Monday through Friday from 8am-3pm. Special events are held throughout the year.

Paid Staff and Volunteers

Currently the museum has three paid staff members that each work 29 hours a week. The three positions are 1) Museum Manager in charge of daily operations, 2) Coordinator of Senior Services, and 3) Coordinator of Business and Veteran Services. These positions are funded through a program called Workforce Solutions provided by the State of Texas. Through contracted services, the museum pays a curator to help archive and catalog historical artifacts, documents and photographs. The Museum Director, Events and Educational Program Coordinator, Exhibit Manager, Membership and Volunteer Coordinator, and Facilities Management are all volunteer staff.

II. Advertising/Promotional Grant

Project Overview

The CCHM is seeking grant funding for an advertising and promotional grant from MCVB. With the money from this grant the museum would like to purchase Padcaster Studio to create digital advertising content. This plan outlines how the purchase of Padcaster Studio will be used to promote tourism in McKinney.

Scope of Project

The Collin County History Museum would like to purchase Padcaster Studio. The Padcaster attaches to an iPad and allows you the ability to capture, create and share digital content.

The History Museum would like to use the Padcaster to create digital content for our 2019 *McKinney Then and Now Exhibit*. In preparation for this exhibit, the museum will conduct video interviews with the owners of current businesses in Historic Downtown McKinney during January-August 2018. These interviews will showcase the unique businesses and highlight the historical heritage of the buildings in which they are located. The videos created from these interviews will be used to help attract visitors to downtown McKinney.

The digital video collection will be uploaded to our YouTube and Vimeo Channels. It will be linked to the museum webpage. The interviews will also be used as part of the interactive portion of the 2019 *Then and Now Exhibit*.

The Padcaster Studio includes a Padcaster with three microphones: YT-1300 Shotgun mic, Padcaster Stick Mic Kit and Padcaster Lavalier mic. Also included are the dual mic/headphone splitter, .45x wide angle lens, the rugged Padcaster VT-16 Tripod, XP-38 LED Light, a 5'x7' portable Green Screen with carry case, the Padcaster Mini Teleprompter and a padded Camera Backpack for storage.

To complete the Padcaster Studio we will purchase a wheel dolly for the tripod to provide easy movement during filming. We will purchase an additional telephoto lens for up-close shots. We will also purchase the following apps to help with the video creation: Movie Pro, DoInk, Live to Air, and Filmmakr.

Fulfillment of the Strategic Goals of Organization: Collin County History Museum

Through the creation of the digital video collection, we will meet these strategic goals of our organization:

Goal 1) To preserve and protect our cultural history for future generations

Goal 5) To leverage new technology resources to engage visitors in a meaningful way

Future Uses

The Padcaster Studio will be used in any future projects or exhibits produced through the museum to promote tourism in McKinney. Because the system is portable and lightweight the Padcaster Studio can be used by other organizations interested in promoting tourism in McKinney.

Project Time Frame

As soon as grant funding is secured the History Museum will purchase the Padcaster Studio. We will begin production immediately of our digital video collection. After the videos are edited, the final video productions will be made available for distribution and posting on our website.

Attendance

The museum hosts special events to attract different groups and organizations to attend the exhibits. Since March 2017 we have attracted over 4,000 people across our community, state and nation to tour our current exhibit.

Admission Fees

At the current time, no admission fee is charged for our exhibits. Donations are accepted with donation boxes displayed throughout the exhibit. Grants and donations from businesses and corporations help underwrite the cost of the exhibit construction. Organizations pay a fee to rent the museum gallery for special events.

Goal supported by the proposed Project/Promotional Event:

Through the creation of the digital video collection for advertising, we will meet this strategic goal of your organization.

- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

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

Yes x No

Projected Total Expenditures for Advertising and Promotional Grant

Promotional Grant Request from MCVB	\$1600	25.6%
Project Total for In Kind Services by CCHM	\$3000	48%
Project Funding from Museum Budget	\$1650	26.4%
Total for Advertising Project	\$6250	

Overview of CCHM Financial Status

The CCHSM has been able to continue to increase our financial resources for our monthly budget expenditures. We have also set up a reserve account from our monthly positive cash flow. The board of directors has focused on building collaborative relationships and partnerships with historical organizations, McKinney organizations and businesses and the Collin County Historical Commission. Through these collaborative relationships and partnerships, we have seen an increase in donations, memberships and financial support for the museum. We have organized a committee to seek grant funding through various community and historical organizations to continue to fund projects that keep us connected to and involved in the community.

Our financials are not audited, but are professionally prepared and reviewed by: Nabors CPA Services, Wayne Nabors, Certified Public Accountant.

IV. Marketing and Outreach

We have purchased advertising space in *Celebration Magazine* for April 2018. The museum will write a feature article for the magazine in addition to the purchased advertising. The article will be about Historic Downtown McKinney and spotlight the digital video collection. *Celebration Magazine* distributes approximately 22,000 printed copies of the magazines in Collin, Dallas, and Southern Denton counties. *Celebration Magazine* also distributes advertising through email blasts to their 5,000 subscribers and also through listings on their website.

We will also promote the digital content through our McKinney Heritage Alliance Partnership with Chestnut Square and Heard Craig Center for the Arts and through the Collin County Historical Coalition and Collin County Historical Commission.

We are members of Main Street McKinney, Volunteer McKinney and the McKinney Chamber of Commerce. We will utilize promotional opportunities available through these organizations. We will also utilize social media through postings on our Facebook, Twitter and Instagram pages.

V. Metrics to Evaluate Success

When people visit the museum, they sign in digitally using an iPad. The information goes into a Google form that tracks city, state and attendance numbers, as well as email information. This information has proven invaluable for follow up to let visitors know about other museum events. We have also been able to build a network of volunteers and invite visitors to become museum members. The greatest benefit from this registration information has been to compile the data and track the number of visitors that are residents of McKinney, from surrounding cities in Collin County, and from states across the United States as well as other countries.

We will submit the summary of these statistics in our final report.

The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer

Mary Carole Strother
Signature

Mary Carole Strother
Printed Name

November 10, 2017
Date

Representative Completing Application

Mary Carole Strother
Signature

Mary Carole Strother
Printed Name

November 10, 2017
Date

November 10, 2017

Collin County History Museum
300 East Virginia Street
McKinney, TX 75069

Dear MCVB Grant Committee,

Thank you for the opportunity to be considered for support through the McKinney Convention and Visitor Bureau grant-funding program. We believe that the Collin County History Museum advertising and promotional grant request is consistent with your vision to attract visitors and promote tourism in McKinney.

We believe that our mission statement to "Preserve and Honor the Past, Connect with the Present, and Embrace the Future" aligns with your MCVB goal of marketing and highlighting McKinney as a unique destination for visitors. Both organizations can work in partnership to showcase the many wonderful things about McKinney.

We believe that the Collin County History Museum plays a vital role in attracting visitors to our McKinney community. Thank you for the opportunity to work collaboratively with MCVB through this project.

Sincerely,

Mary Carole Strother

Collin County History Museum
Executive Director

Collin County History Museum 2017 Board of Directors

Executive Director: Mary Carole Strother

Profession: Retired, Library Media Specialist, McKinney ISD

Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology

Home City: McKinney, TX

President: Jennifer Davis Wilson McCarley

Profession: Lawyer, Federal Deposit Insurance Corporation, Dallas

Area of Expertise: Legal Consultation

Home City: McKinney, TX

Vice Chairman of Collections: Deborah Kilgore

Profession: Retired teacher Plano and Richardson ISD

Area of Expertise: Archivist, Tour Guide, Historical Speaker, Grant writing

Home City: McKinney, TX

Vice Chairman of Programming and Events: Mary Carole Strother

Profession: Retired, Library Media Specialist, McKinney ISD

Area of Expertise: Educational Programming, exhibit management, event planning, instructional technology

Home City: McKinney, TX

Secretary: Pat Rodgers

Profession: Retired, Special Education Director, McKinney ISD

Area of Expertise: Event planning, community outreach, museum docent, historian

Home City: McKinney, TX

Treasurer: Brandon Fulenchek

Profession: Vice President, Senior Private Banker, Wells Fargo Private Bank / Legal Specialty Group

Area of Expertise: Financial planning and budgeting

Home City: McKinney, TX

Membership Chairman: Nina Dowell Ringley

Profession: Lawrence Ringley & Associates, Inc.

Area of Expertise: Exhibit management, creative design, fundraising, event planning

Home City: McKinney, TX

Board Member: Betty Webb Petkovsek

Profession: Pharmacist

Area of Expertise: Community Relations, social media, exhibit management

Home City: McKinney, TX

Board Member: Page Thomas

Profession: Retired Archivist Librarian South Methodist University

Area of Expertise: Historical Assets, Archivist

Home City: McKinney, TX

Board Member: Billy Boone

Profession: Retired, Senior Engineer Technician, Varo Incorporated

Area of Expertise: Building of Exhibits, Exhibit Design

Home City: McKinney, TX

Board Member: Chuck Schuelke

Profession: Retired, Vice President of Marketing, Schradd and Associates

Area of Expertise: Building Facilities Manager, Building of Exhibits

Home City: McKinney, TX

Board Member: Don Parker

Profession: Retired, Field Engineer Hewlett-Packard, US Army Veteran 82nd Airborne Division

Area of Expertise: Building Facilities Manager, Building of Exhibits

Home City: Allen, TX

LEADERSHIP STAFF / Advisory Board

Charles Rodgers
Retired, Electrical Engineer
Raytheon Company
Pecan Grove Cemetery Association

Wayne Nabors
Nabors CPA Services
Certified Public Accountant

Bill Haynes
Retired, English Teacher
Collin County Historian

John Rattan
The Body Shop
Chief Executive Officer

Ruth Bison
Past President
Collin County Historical Society

Collin County History Museum 2017 Staffing

Executive Director:

Mary Carole Strother

Director of Collections and Curation:

Deborah Kilgore

Museum Manager

Thomas Rouse

Coordinator of Business and Veteran Services:

Victor Barakat

Coordinator of Senior Services:

Mickey McVay

**Collin County History Museum
Itemized Budget for MCVB
Advertising and Promotional Grant
Submitted November 10, 2017**

Advertising and Promotional Grant Budget Request		
Itemized Budget Request MCVB Grant		Totals
Padcaster Studio		\$1300
Tripod Wheel Dolly		\$90
Telephoto Lens		\$60
Video Production Apps		\$30
Shipping Cost		\$120
Promotional Grant Total Request from MCVB		\$1600

Itemized Budget for In-Kind Services			
Service Provided	Donor of Services		Totals
Video Recording and Editing	Museum Staff		\$3000
Project Total for In-Kind Services			\$3000

Project Funding through Museum Budget		
Item	Cost	Total
iPad Pro 9.7	\$650	\$650
Celebration Magazine Advertising	\$1000	\$1000
Project Total from Museum Budget		\$1650
Projected Total Expenditures for Promotional Grant		
Promotional Grant Request from MCVB		\$1600
In-Kind Services by CCHM		\$3000
Project Funding from Museum Budget		\$1650
Total Project Expenditures		\$6,250