

Final Summary from Collin County Historical Society Promotional Grant January 2017

Submitted by: Mary Carole Strother
Executive Director
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This report is the final summary for the January 2017, promotional grant for \$6,225 awarded to the Collin County History Museum for promotion and advertising for the museum exhibit *Texas and Collin County World War I Centennial Commemoration* and for the promotion of Heritage Tourism in McKinney.

The following chart is a final summary of the expenditures for the promotional grant.

Item	Cost	Total Cost
Celebration Magazine Advertising	\$4000.00	\$4000.00
Sidewalk sign	\$269.93	\$269.93
Full Color Sign 5ft x 10ft	\$393.55	\$393.55
Live, Laugh, Learn Marketing Event	\$50.00	\$50.00
1000 Marketing Flyers Design and Printing	\$258.00	\$258.00
1000 Marketing Flyers reprint	\$228.75	\$228.75

Celebration Expo Marketing Event	\$150	\$150.00
2000 Marketing flyers Reprint	\$456.00	\$456.00
1000 Marketing flyers for McKinney Heritage Alliance Design and Printing	\$419.00	\$419.00
Total Amount		\$6225.23

With the funds from this promotional grant, the museum was able to place 5 print ads in the bi-monthly *Celebration Expo Magazine* along with full-page articles about the museum exhibit. The ads and articles were in the following issues of the magazine:

February/ March 2017, April/May, June/July, August/September 2017, October-November 2017.

Approximately 22,000 printed copies of the magazine were distributed in the Collin, Dallas and Southern Denton Counties.

Advertising for the event was listed, along with a link to our website, under the Entertainment and Fun section on the *Celebration* website.

Celebration Magazine sent out 5 dedicated email blasts to introduce and promote the exhibit.

The event was also mentioned on KAAM radio with Julie DeHarty.

The museum attended two marketing events through the *Celebration Marketing Group* with a booth setup for marketing and advertising. The events were: (1) *Celebration Expo* and (2) *Live, Laugh, Learn*

The grant funding allowed us the opportunity to promote Heritage Tourism for McKinney by printing promotional flyers to market the WWI exhibit. We were also able to print promotional rack cards for the McKinney Heritage Alliance promoting the Collin County History Museum, Chestnut Square, and Heard-Craig Centers for the Arts.

We purchased a 5ftx10ft sign mounted on the outside of the museum, promoting the exhibit. We also purchased a sidewalk sign with event advertising on the panels of the sign.

We did a direct mailing of the WWI marketing flyers to all the VFW and American Legion posts in a 50-mile radius of the museum.

We placed the MCDC logo on the promotional materials, posted a grant funding sign in the gallery of the museum, and listed the grant funding in our newsletter and on our website, Facebook and Instagram sites.

WWI Centennial Commemoration Exhibit Attendance

March through October attendance is over 4,000 people.

Visitors have come from all across Texas and Iowa, New York, Utah, Oklahoma, Illinois, California, Indiana, Colorado, New Jersey, Ohio, South Carolina, Wisconsin, Maryland, Louisiana, Florida, Alaska, Virginia, Mississippi, Georgia, Missouri, Oregon, Pennsylvania, Nebraska, Kansas, Alabama, Arizona, Washington, Massachusetts, Arkansas and New Mexico.

We have also seen visitors from other countries like Canada, United Kingdom, Germany, Brazil, Mexico, India, Taiwan, and Puerto Rico.

Thank you for the opportunity to partner with you.

Mary Carole Strother
Collin County History Museum
Executive Director

