

**Collin County History Museum**  
**Summary for Promotional Grant**  
**by: Mary Carole Strother, Executive Director**  
**January 15, 2020**

January 2019, the Collin County History Museum was awarded a promotional grant for \$11,675 for advertising and promotional expenses for our *McKinney Then and Now* Exhibit.

Four different reimbursement requests were made in fulfillment of the grant. This report is a compilation of those requests. Receipts for each of the expenditures were submitted with the reimbursement requests. The following are photos, screen shots and documentation of the advertising and promotional materials for the grant.

Item	Vendor	Cost	Total Cost
Celebration Magazine ¼ page ad 6 issues April/May 2019 June/July 2019 August/Sept 2019 October/November 2019 December/January 2020 February/March 2020	Celebration Marketing Group	\$4,500	\$4500
5ft x 10ft outside sign coroplast full color vinyl graphics 3mm	Signarama	\$393.55	\$393.55
Sidewalk sandwich board 24in x 36in single sided inserts full color vinyl graphics	Signarama	\$126.00	\$126.00
One Page Full Color Slicks Advertising Flyer 8 ½ x 11 2000 count	Celebration Marketing Group	\$444.00	\$444.00

<p>Design, layout and Digital formatting of print ready image for 5ft x 10ft single sided coroplast outside wall sign McKinney Then and Now exhibit,</p> <p>Design, layout and digital formatting for print ready image for 24in x 36 in coroplast sandwich sign McKinney Then and Now</p>	<p>C. Stone Communications</p>	<p>\$75.00</p>	<p>\$75.00</p>
<p>Design, layout, and digital formatting for Celebration Magazine advertising for Feb /March Edition</p> <p>Revision of graphic layout for Celebration Magazine Advertising for April/March edition</p> <p>Design, layout of advertisement of one page slicks for printing through Celebration Advertising</p>	<p>C. Stone Communications</p>	<p>\$75.00</p>	<p>\$75.00</p>
<p>2 full page color ads for April, July and October 2019 issues of Magazine</p> <p>Museum image inserted on downtown map page</p> <p><i>McKinney Then and Now</i> logo displayed on Calendar of Events page</p> <p>Cost includes ad design and layout and editing of historic photos</p>	<p>Historic Downtown McKinney Sketched</p>	<p>\$1,800</p>	<p>\$1,800</p>

Item	Vendor	Cost	Total Cost
Then and Now Rack Card design production print Qty- 1000	C Stone Communications	\$450	\$450
Reprint Then and Now Rack Card design production print Qty- 1000	C Stone Communications	\$450	\$450
Live, Laugh, Learn Marketing Event 2019	Celebration Marketing	\$125	\$125
Digital Design and Layout for Website 1024x 768 splash landings Historic Photos for Landing Page <ul style="list-style-type: none"> <li>• Collin County History Museum Page               <ul style="list-style-type: none"> <li>○ Smith Drug Store Image</li> </ul> </li> <li>• McKinney Then and Now Page               <ul style="list-style-type: none"> <li>○ Train Depot Image</li> </ul> </li> </ul> McKinney Then and Now Logo Design tiff and jpeg version <ul style="list-style-type: none"> <li>• Transparent background</li> <li>• Opaque background</li> </ul>	C Stone Communications	\$1200	\$1200

Item	Vendor	Cost	Total Cost
Interurban Holidays Sign Coroplast - Full Color Coroplast White 4mm Full Color Part Qty: 1 Width:100.50" Height: 50.00" Sides: 1	Signarama	\$287.28	\$287.28
Sandwich Board Sign Insert for Historical PaintOut Program	Signarama	\$53.04 Quantity:2	\$106.08
White Signicade Deluxe height 46" Holds sign 24"w x 36"h	Signarama	\$143.93	\$143.93
Museum Trifold Brochure Design & Layout, production print 4/4 Gloss enamel 8.5 x 11 flat Trifold to finish 3.67 X 8.5 Quantity- 2000	C Stone Communications	\$1550	\$1550

<b>Total of receipts submitted</b>			<b>\$11,725.84</b>
<b>Total grant awarded</b>			<b>\$11,675.00</b>

Thank you for the opportunity to partner with you.

*Mary Carole Strother*

Collin County History Museum  
Executive Director

The *McKinney Then and Now* Exhibit opened to the public on



Thursday, February 28, 2019. During the 10 months of 2019, over 7,000 people visited the exhibit. That was around the same number that attended our WWI exhibit in 2018 over a 12-month period of time. So, we saw an increase in attendance of 20% for our 2019 McKinney Then and Now Exhibit.

We had visitors from Japan, Korea, Canada, Brazil, Mexico, Russia, Puerto Rico, Australia, Sweden, Colombia, and England. We also had visitors from 36 different states, with a large majority of our out-of-state visitors from California. We had visitors from all across the state of Texas and Collin County.

Approximately 75% of the visitors were first-time visitors to the museum.

In 2019, we saw an increase in the number of vans and tour bus groups that brought groups to the exhibit. We averaged 5 tour groups a month throughout 2019.

These are photos and PDFs of the expenditures in fulfillment of the grant.

This is one of the tour groups from North Dallas Bank in Dallas.



# This is the trifold brochure about the 1911 Historic Post Office Building.



Our building was built between 1911-1913, as a federal building, in the Italianate style then popular for government buildings during the Beaux Arts movement.

It continues to boast many original features, such as a triple arch entryway leading to a lobby filled with many period details, a cast iron and marble staircase, original light fixtures and doors, and a terrazzo and marble floor.



300 E. Virginia Street  
McKinney, TX

Open 10am-4pm  
Thursday-Saturday  
**Free Admission**

972.542.9457  
info@CollinCountyHistoricalSociety.org

[CollinCountyHistoryMuseum.org](http://CollinCountyHistoryMuseum.org)



## OUR 1911 FEDERAL BUILDING



The Federal Building served the City of McKinney and the surrounding area as a post office, postal savings bank and government office for 46 years.



Due to city growth, the building was scheduled to be replaced in 1941, but was postponed because of WWII, and did not close as a post office until 1959. However, the land had been deeded to Collin County in 1940, and from 1959 until 1964, the county used the building as the headquarters for Civil Defense, and the Texas Department of Public Safety leased it as a drivers license office. By 1970, the building was being used as a warehouse by the county fire marshal.



The building, badly in need of repair, was abandoned for several years. Rescue began in 1976, when former first lady, Lady Bird Johnson cut the ribbon dedicating it as a museum. Restoration took six years before the building reopened as the Central Museum in the Old Post Office.

Today it is known as our Collin County History Museum.



This is the webpage posting of the MCDC logo and exhibit advertising along with the splash landing page.

Contact Us

Call: (972) 542-9457

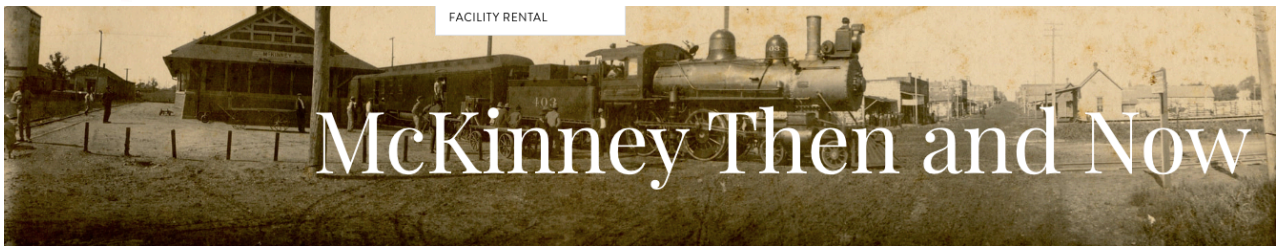
Email: [info@collincountyhistoricalsociety.org](mailto:info@collincountyhistoricalsociety.org)



FUNDED IN PART BY  
**McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION**



Grant funding provided by  
Collin County Historical Commission



### Grant Support for Collin County History Museum

The Collin County History Museum is a 501 (c) (3) and receives support through state and local grants.



Through a promotional grant provided by the McKinney Community Development Corporation the museum has been able to provide marketing materials

to promote the *McKinney Then and Now* exhibit. The promotional materials have been instrumental in telling people about the amazing exhibit available at the History Museum and attracting visitors to Downtown McKinney.

The Collin County History Museum was awarded a project grant from the McKinney Community Development Corporation that help provided funding for the set designs for the *McKinney Then and Now* exhibit. A livery stable, church bell tower, and Heard Bros Store are a few of the set designs in the exhibit.



This is a copy of the rack card we use to promote the exhibit.

**Collin County History Museum  
Presents**



McKinney  
*Then &*  
**now**



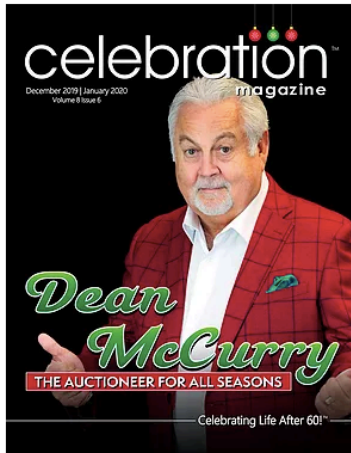
**Featuring Augmented Reality**

**The exhibit is open  
Thursday, Friday & Saturday  
10am-4pm  
Admission is **FREE!****

This is the advertising in the Celebration Magazine digital edition.

Celebration Magazine  
December 2019/January 2020

*Click here to read this issue!*



Let's "Start the Bidding" for  
Worthwhile Causes

It began some 15 years ago when Dean McCurry accepted the request to conduct the calling at his kiddo's school bingo game. After receiving thumbs up for the effort from a number of attendees, he was asked to be the auctioneer at the school's auction...

[Read the Full Article Here >](#)



For each edition of the Celebration Magazine, the museum submits an article to go along with the ¼ page ad.

## Treasuring our Past

by Mary Carole Strother



Walking through the doors of the Collin County History Museum, in historic downtown McKinney, you get a glimpse of the early days of McKinney. Over one hundred years ago, the Federal Building at the corner of Virginia and Chestnut Street was a bustling center of communication and commerce and served as the McKinney Post Office. In 1907, Congressman Choise B. Russell called for a permanent Post Office to be built in McKinney replacing the rented spaces that had been used since McKinney was established in 1848. Congress appropriated \$100,000 for the construction of a new building in 1908. The following year, Mrs. Sarah M. Benge sold a city lot that was 120x130 feet in size to the United States Government for \$2000.



On April 21, 1911 construction of the building was awarded to John Haden of Fort Worth for the contract price of \$44,940. Two months later, excavation work began and in July the laying of the concrete foundations for the building started and the first brick was laid. In August, work on the granite foundation began and on September 20, 1911 the building cornerstone was set in place with a special ceremony. The limestone for the exterior of the building came from Cedar Park Quarry in Williamson County, Texas. The material for the grey granite base and front steps came from the Llano Fields Quarry. The inner walls were hollow concrete tile, a new product designed for fireproof construction.

Construction of the building was delayed by five months due to winter rains and shipment delays caused by a rail strike. Work resumed once again on the building, and in May 1912 a firebox boiler was installed in the basement. The boiler, built by the Kawana Boiler Corporation, was fueled by burning coal and supplied the building with both heat and hot water. This method of heating was used until the building was updated to use natural gas.

In October of 1912, construction of the building was nearing completion as an 8-foot revolving door and 302 brass mail boxes were installed in the entrance. In December, the building was inspected and accepted by the government and the staff began moving into their new location.

On January 2, 1913, the McKinney Federal Building was opened to the public. The total cost to build and furnish it was \$95,090. There were 17 post office employees including 2 city mailmen, 4 rural delivery men, 5 special and clerks and two building janitors. The postal rate was 2 cents and post cards were 1 cent. The McKinney Post Office did \$34,168.00 worth of business.

The Post Office had many distinctive architectural features including a terrace and marble floor in the entryway of the lobby. At the eastern end of the lobby was a teller window for the Postal Savings Bank. The bank had a vault which held the daily deposits which were then transferred at the end of each working day to one of the banks on the square.

Arched windows led into the main room used for processing the mail. The mail room had hardwood floors and a safe where the employees payroll and postal money orders were kept. The Postmaster's office was on the west side of the processing room. His assistant's office was just

off the lobby floor. There was a restroom between the offices with a viewing room overlooking the main sorting room. A marble staircase with ornate iron railing led up to the third floor. This area was used as office space for visits from the Postal Inspector and other government workers.

The building was a Post Office until June 6, 1959 when the building and land were deeded to Collin County. It was then used as an office and storage for Collin County Civil Defense and by various other government organizations. On November 11, 1978 former first lady, Lady Bird Johnson, cut the ribbon to celebrate the designation of the building as a county museum.

Fundraising began for the restoration of the building and in 1982 it reopened as the Central Museum. Today the

building is the home of the Collin County History Museum and many of the historic features of the building have been preserved making this building a valuable treasure of our past.

You can visit the museum and enjoy our current exhibit, McKinney Then and Now. The exhibit is a showcase of historic photos, artifacts, and set designs of historic buildings that tell the stories of the people, places, and events that helped shape McKinney.



## McKinney Then & Now

The exhibit is open every Thursday, Friday & Saturday from 10am-4pm. Admission is FREE!

300 E. Virginia St.  
McKinney, Tx 75069  
972.542.9457  
CollinCountyHistoryMuseum.org  
for info or group tours contact  
whj@collincountyhistorymuseum.org

Featuring Augmented Reality





This is the sandwich board sign that stands in front of the museum. We purchased inserts for the sign and another board to go on the west side of the museum on Chestnut Street.





This is the large sign on the outside of the building on the west side.





This is one of the ads in Historic Downtown McKinney Sketched which promotes the museum and other downtown businesses.



Smith Drug Store was established in 1881

## Collin County History Museum

## McKinney *Then &* **now**

Exhibiting now through March 2020

The McKinney Then and Now exhibit allows visitors the opportunity to step back in time and experience what life was like in the early days of McKinney. Historic photos, artifacts, and set designs of historic buildings help tell the stories of the people, places, and events that helped shape McKinney.

Visitors to the exhibit use an iPad to scan QR codes that are linked to videos. Through these videos they will hear stories about early McKinney told through the historical vignettes of Collin County historians. They can also experience a modern day look at McKinney through 3-D images and drone videography.

Special tours can be arranged on Monday-Wednesday by contacting the museum. [info@collincountyhistoricalsociety.org](mailto:info@collincountyhistoricalsociety.org) or call: (972)-542-9457

An exciting new feature of the exhibit is the use of augmented reality. The iPad has an app called HP Reveal that makes this feature possible. After launching the app, you simply point the camera of the iPad over the image. The HP Reveal app recognizes the object and triggers an overlay image. The historic images in the exhibit are paired with the views of the same scenes as they appear today or a similar business that is currently in McKinney. Through the use of augmented reality (AR) visitors are able to compare for themselves McKinney Then and Now.



FUNDED IN PART BY  
**McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION**

300 E. Virginia, McKinney, TX 75069 [collincountyhistorymuseum.org](http://collincountyhistorymuseum.org) Follow us on Facebook and Twitter 