

COLLIN COUNTY HISTORY MUSEUM PROMOTIONAL GRANT PROPOSAL

 **Presented by:
Mary Carole Strother, Executive Director
December 2018**

COLLIN COUNTY HISTORY MUSEUM



1911 Texas Historic Landmark



2017 Collin McKinney Achievement Award

**Recognizes the outstanding
achievements of a historical organization
or museum that actively works to promote
the heritage of the county through
projects, museum education and
historical tourism**

**Collin County
Historical Commission**

Historic McKinney

**Eat Shop
Explore**



McKinney Heritage Alliance



WWI Centennial Commemoration





Over 13,000 visitors to the WWI Exhibit

Visitors sign in on the iPad: information stored in Google Spreadsheet

1/25/2018	Walk In	Paul Rearden	McKinney	Texas	United States	75069		1	0	
1/25/2018	Website	Carol wilson	Mckinney	Tx	United States	75409		3	0	
1/26/2018	Walk In	Boyd HS Special Educatic	McKinney	Tx	United States	75071		6	12	Thank you for your hospitality
1/26/2018	Walk In	Greg	Seattle	WA	United States	98072		3	0	
2/1/2018	Walk In	Stacy	Sachse	Tx	United States	75048	sjones0215@yahoo.com	3	0	Love it
2/1/2018	Walk In	Vicky	Allen	Tx	United States	75002		1	2	
2/2/2018	Walk In	Bill elmendorf	St Charles	Missouri	United States	63301	William32@charter.net	2	0	Cool Museum. Thanks
2/2/2018	Historical Group	Ann Harrington	Plano Texas	Texas	United States	75075	Annharrington@verizon.n	2	0	
2/2/2018	Walk In	Jim Drescher	Justin	Texas	United States	76247		1	0	Glad to see
2/3/2018	Website	Chris Solomon	Frisco	TX	United States	75035		3	1	
2/3/2018	Website	Linda Fleischer	Plano	Texas	United States	75024		2	0	
2/3/2018	Website	Zondra Ford	Mckinney	Tx	United States	75070	Zondraford@att.net	2	3	
2/3/2018	Walk In	Steve breidensteiner	St charles	Mo	United States	63301		4	1	
2/3/2018	Walk In	Dave Ryder	McKinney	Tx	United States	75071		2	0	
2/3/2018	Facebook	Inna	Allen	Texas	United States	75002	Ines_i@mail.ru	4	3	
2/3/2018	Website	Zondra Ford	Mckinney	Tx	United States	75070	Zondraford@att.net	2	3	
2/3/2018	Walk In	Fossen	McKinney	Tx	United States	75071		1	2	
2/3/2018	Walk In	Lorena	McKinney	Texas	United States	75071		3	0	
2/3/2018	Walk In	Kristy Ennis	Brownsboro	Texas	United States	75756		3	0	
1/31/2018	Historical Group	Knit Our Bit	McKinney	TX	United States	75070		38	0	McKinney Knittery and Yarns of
1/18/2018	Website	Parker women's group	Fairview	TX	United States	75070		20	0	Monthly meeting and tour
1/20/2018	Historical Group	Post Office Talk and Tour	McKinney	TX	United States	75070		30	0	Deborah Kilgore presentation
2/7/2018	Walk In	Alan	Richardson	Tx	United States	75081		2	0	
2/8/2018	Walk In	Steven aberle	Yampa	Colorado	United States	80483		2	0	
2/8/2018	Website	Fontana	Addison	Tx	United States	75001		2	0	
2/7/2018	Website	Danny Keefe	Frisco	TX	United States	75035	Daniel.keefe@apkconsult	2	2	Great place
3/8/2018	Historical Group	Chris	McKinney	Texas	United States	75069		1	0	



Church Groups and Book Clubs



Tiger Kicks Summer Camp from Plano



Partnership with Collin College



History Professor Joe Jaynes

**Collin County
History Museum
is seeking
2019 Promotional Grant
funding for \$11,675**

McKinney
Then &
now



2019 Exhibit

Item	Description	Cost	Qty	Total Cost
Celebration Magazine Advertising for <i>McKinney Then and Now</i>	(5) bimonthly issues ¼ page ad	\$4500	1	\$4500
Celebration Expo Marketing Event 2019 for <i>McKinney Then and Now</i> Exhibit	1 day event	\$250	1	\$250
Live, Laugh, Learn Marketing Event 2019 <i>McKinney Then and Now</i> Exhibit	1 day event	\$200	1	\$200
Historic Downtown McKinney Sketched	2-page full color ad (4) editions for 2019	\$1800		\$1800
Outside signage panel for west side of museum	5 ft. X 10 ft. Single Sided Coroplast 3mm with Full Color Vinyl Graphics	\$550		\$550



Collin County History Museum
Presents



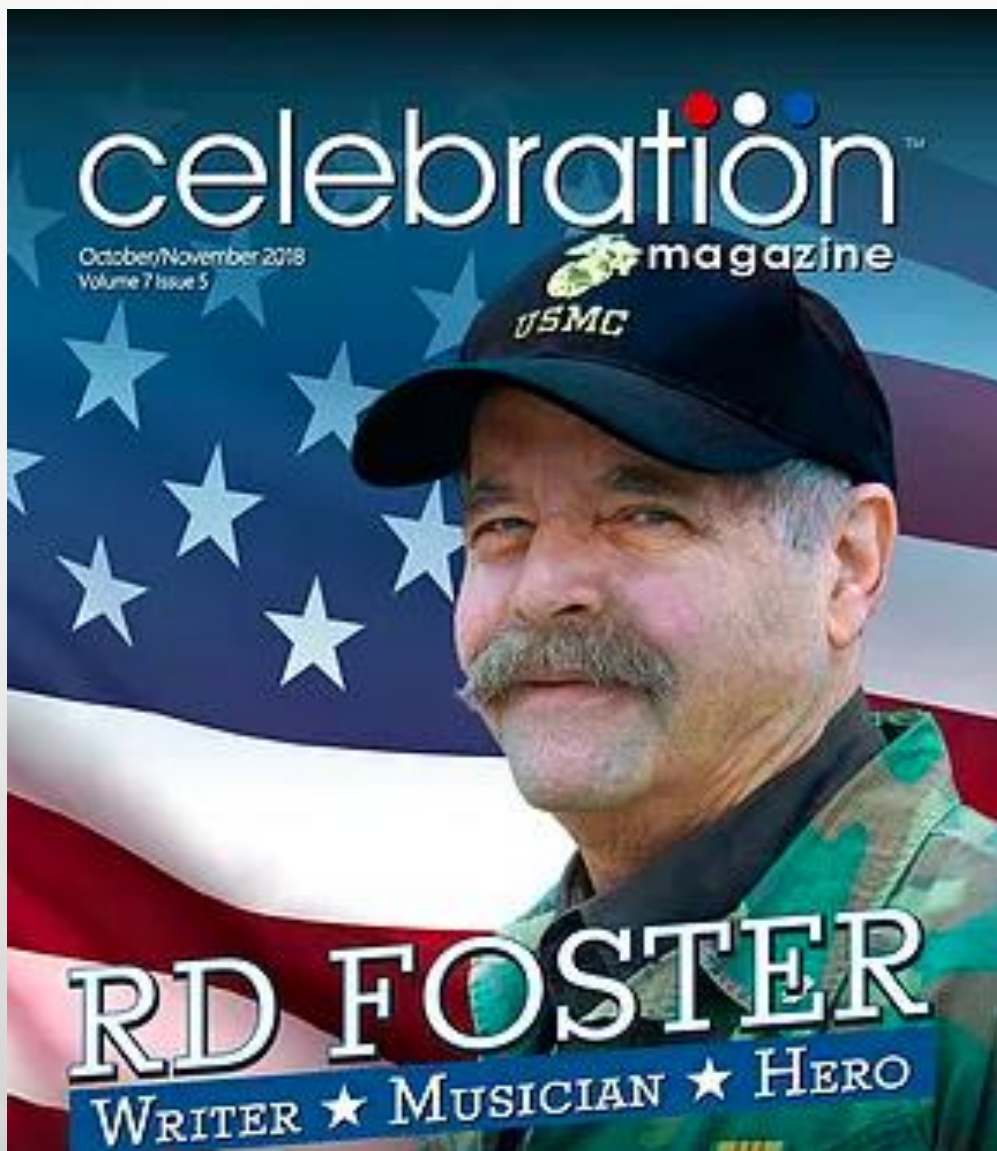
Texas and Collin County
World War I
Centennial Commemoration

Open Thursday, Friday, Saturday 10-4pm
FREE Admission

CollinCountyHistoricalSociety.org
For Information or Group Tours
972-542-9457
info@CollinCountyHistoricalSociety.org







2019 Promotion

5 Dedicated
email blasts
to 7,500
subscribers

**Advertising
to 3,500
Facebook
followers**

KAAM Radio
Announcement

35,000 print copies distributed in Collin, Dallas, and Denton Counties

Digital Magazine

Celebration Magazine

December 2018/January 2019

Click here to read this issue!



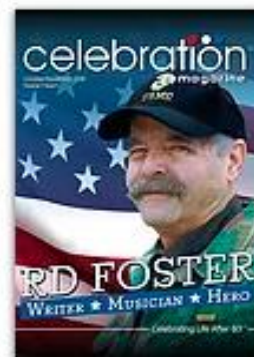
The Wonderful Lynda Carter

At the age of five, Lynda Carter made her public television debut on the children's show *Lew King Rangers* in her hometown of Phoenix, Arizona. A successful decade-spanning career followed, recently bringing her to the Eisemann Center in Richardson, with her live music show, *Red, Rock N' Blues*. With a lifelong passion for music, the multi-talented artist recalls something special about that first appearance on TV.

"Peter, Paul, and Mary saw me play," Carter recalls. What, you didn't know Wonder Woman could sing, too?

Throughout High School, Carter played with many bands, such as *Just Us* and *The Relatives*, even opening at the Sahara Hotel and Casino in Las Vegas for a brief period (during which she had to enter through the kitchen, as she was not yet 21). "I've been singing all my life," she says.

[Read the full article about Lynda Carter by clicking here.](#)



Knit Your Bit: Our Boys Need Sox

by Mary Carole Strother



We'll Do Our Share for Over There, Listen to the Knocking of the Knitting Club, and Every Girl is Knitting for Some Mother's Son in France were just a few of the songs knitting groups heard during World War I as they rallied to join the war effort to "Knit Their Bit." Answering an urgent call by the American Red Cross to support troops overseas, knitting groups were organized all across the country. The women were encouraged to knit wristlets, mufflers, sweaters and pairs of socks. Socks were an immediate need of the soldiers because of the horrible conditions in the trenches. Soldiers needed to keep their feet warm and dry to avoid frostbite and trench foot. Warm wool socks were essential so women and children answered the call to fulfill their patriotic duty and joined the wool brigades. Many women and children already knew how to knit before the war, but once the call was made for more socks, many more learned how to knit to help Uncle Sam protect "The Boys Over There".

"Knit for Sammie" became a rallying cry by the American Red Cross and it was estimated that 370 million knit items were produced during 1917-1919. People knitted not just at home but at work, at church, on public transportation, in the theater, and while waiting for trains and sitting in restaurants. Female lifeguards in Southern California, covering for men who had gone to war, brought their knitting to the beach. A sitting grand



jury in Seattle knitted socks. In 1915, the New York Philharmonic Society had to issue a plea for audience members to refrain from knitting, as it disrupted performances.

Men who had not gone to fight also contributed. There are accounts of Red Cross members teaching firemen to knit, train conductors knitting between stations and inmates at Sing Sing knitting in the prison yard.

Men were encouraged to knit at work during their lunch hours, and wounded soldiers knitted from their hospital beds.

Organizations put the knitted items in comfort packages to send to the boys overseas. They included a label to show it had been produced by their group instead of the government. Knitters sometimes tacked a message into the finished garment for the soldier who would receive it, to remind him that he was in their prayers.

Despite the grimness of the war years, people still found it possible to poke a little fun at amateur knitters. Cartoons were published and even a verse was published in the *New York Tribune* from a soldier:

Life of a pair of socks

They are some fit!

I used one for a helmet

And the other for a mitt

Glad to hear

You're doing your bit —

But who the —

Said you could knit?!

Today, knitting projects to support veterans is still an active part of the Red Cross and many church and community organizations. You don't even have to be an expert knitter in order to join in the fun. *



Collin County History Museum
Presents



**Texas & Collin County World War I
Centennial Commemoration**

The exhibit is open every Thursday, Friday
Saturday from 10 a.m. - 4 p.m.
Admission is **FREE!**

300 E. Virginia Street, McKinney, TX 75069
972-542-9457 | CollinCountyHistoryMuseum.org

For Information or Group Tours
Contact: info@collincountyhistoricalsociety.org

This promotion is funded in part by the
McKinney Community Development Corporation.



Stubby the Soldier Dog: WWI Hero

Who's your hero? The answer, for WWI soldier James Robert Conroy, was a four-legged hero that earned the nickname "Stubby". Conroy and 3000 other men from New Britain, Connecticut joined the war effort in May 1917 and began summer training at Yale University. Stubby, a Boston Bull Terrier, was a stray dog that hung around the camp tents, trotted along on military training exercises and knew the location of the mess kitchens. Week after week, Stubby hiked with the men, marched in formation and learned the meanings of the various bugle calls, from morning reveille to evening taps. However, Stubby's favorite call was mess call. Stubby even learned how to master another military maneuver, the salute. Conroy taught Stubby to sit down, rear up from his hind legs, raise his right paw to the right side of his face and gaze seriously at his counterpart until the gesture of respect had been answered. By the end of training camp Stubby had become the "full-fledged mascot" for Conroy's unit.

During World War I the United States military did not have a dog-training program, and dogs were typically not allowed in training camps or on ships. However, at the end of the summer, when Conroy's regiment was headed overseas, Stubby followed the soldiers to the train depot and hopped aboard the railroad car. Conroy devised a plan to wrap Stubby inside a blanket and smuggle him as a stowaway onto his ship and hide him inside a



by Mary Carole Strother

coal bin in the ship's engine room. When Conroy's ship, the Minnesota, landed at the French port of St. Nazaire, he once again wrapped Stubby in a blanket and smuggled him off the ship. Later when Conroy's commanding officers spotted the dog, Stubby was able to steal the commander's heart as he saluted the officer just like he had learned in training camp. Stubby was allowed to stay with Conroy's unit.

Conroy and Stubby served with the headquarters company for the 102nd Infantry in the 26th Division. Conroy worked in the intelligence section and his unit managed military information for the regiment. When Conroy was dispatched to deliver a message, Stubby went right alongside the soldier. Over the next six months Stubby would help soldiers in a number of ways. His keen sense of hearing allowed Stubby to hear the incoming rounds of artillery shells and bark to warn the soldiers. In the trenches, Stubby wore a gas mask for protection and had a unique ability to sense when a gas attack was about to begin. He barked as he raced through the trenches and bunkers to warn the soldiers of the dangerous gas.

Stubby showed his loyalty and dedication by barking to help warn of enemy soldiers entering the trenches and helped lead medics to wounded soldiers. When Conroy's unit and Stubby helped liberate the French town of Château-Thierry the ladies in the town made a jacket for Stubby. His name and unit number were stitched onto the jacket which he proudly wore.

Stubby was wounded in the war but with the help of army doctors made a full recovery. Stubby and Conroy returned safely home from the war. Stubby was treated like a true hero. He was awarded a gold medal for his bravery. But his story does not end with the war. Conroy enrolled at Georgetown University where he would study law. Stubby joined him on campus and charmed his way into becoming the football team's mascot. He performed during half-time shows, marched in parades and even met presidents.

In 1926 Stubby passed away. His body can be seen on display at the National Museum of American History, Smithsonian Institution in the "Price of Freedom" military history exhibit.

Today the United States has a military dog training programs. Dogs serve bravely in conflicts around the world. They sniff out bombs and other dangers for the soldiers.

Stubby was a rescue dog. Today there are many organizations like the Boston Terrier Group of North Texas, that help provide homes for dogs, just like Stubby, that have been neglected or abandoned.

In April, a computer-animated feature film will be released nationwide telling the story of America's most decorated dog. Watch for the movie Sgt. Stubby: An American Hero launching on April 13 in theatres in your city. To see the movie trailers and learn how the movie was created by Fun Academy Motion Pictures, visit the website <http://www.stubbymovie.com/>



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972-542-9457 | CollinCountyHistoryMuseum.org

For Information or Group Tours
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This promotion is funded in part by the
McKinney Community Development Corporation.







**Partnered with Fun Media and
Cinemark McKinney Movies 14**









Opportunity to Participate in 26 Marketing and Promotional Events

celebration™
magazine

June/July 2013
Volume 7 Issue 3



4TH ANNUAL LIVE LAUGH LEARN

Hugh Aynesworth • RoseMary Rumbley • Lyndy Phillips • Blackland Prairie Raptor Center

Tuesday July 17th | 10:00AM - 3:00PM | Richardson Civic Center

Doors Open at 9:00AM for Breakfast and Entertainment by Doc Gibbs

Celebrating Life After 60!™

Live, Laugh, Learn Marketing and Promotional Event



**Published quarterly
with 75,000 copies
distributed in
DFW area**

Historic Downtown McKinney Sketched

Collin County History Museum

Where our past comes ALIVE

Visit the Collin County History Museum on the corner of Virginia and Chestnut. Our main gallery features our World War I Centennial Commemoration Exhibit honoring the men and women of Collin County and Texas who proudly served during the Great War.

The museum is located in the 1911 Federal Building which served as the McKinney Post Office and Postal Savings Bank. Designated as a Texas Historic Landmark, this historic building has the original terrazzo and marble flooring, woodworking, and boiler that once heated the building.

The museum is open to the general public weekly on Thursday, Friday and Saturday from 10am-4pm.

Special tours can be arranged on Monday-Wednesday by contacting the museum.

info@collincountyhistoricalsociety.org
or call: (972)-542-9457

300 E. Virginia, McKinney, TX 75069 collincountyhistorymuseum.org Follow us on Facebook and Twitter



FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Sidewalk sandwich board sign, color panel advertising inserts for monthly special events	24 in x 36 in single sided inserts 3mm Full color vinyl graphics	\$85	10	\$850
<i>McKinney Then and Now</i> Logo Digital Design and Layout for Museum Webpage	3 digital design layouts of Then and Now logo graphic	\$1200	1	\$1200
3-D anaglyph cards and stereoscope cards	5x7 cards for viewing with 3-D glasses and Stereoscope	\$400		\$400
1000 tri-fold Marketing Brochures Collin County History Museum Design, printing and layout	8.5 in x 11in 100 lb. gloss with aqueous coating	\$425	1	\$425
1000 Marketing flyers for McKinney Heritage Alliance reprinting	4.5in x 11 in 100 lb. gloss	\$300	1	\$300
1000 Marketing Flyers, Design and Printing	8.5 in x 11in One page color slicks one sided	\$300	4	\$1200
Grant Request from MCDC				\$11,675



McKinney in 3-D



McKinney Then and Now
Collin County History Museum



McKinney Then and Now
Collin County History Museum

© 2018 www.Roberts3d.com

3-D Stereoscope Cards



McKinney Then and Now
Collin County History Museum



McKinney Then and Now
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McKinney Then and Now

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McKinney Then and Now

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McKinney Then and Now

Collin County History Museum

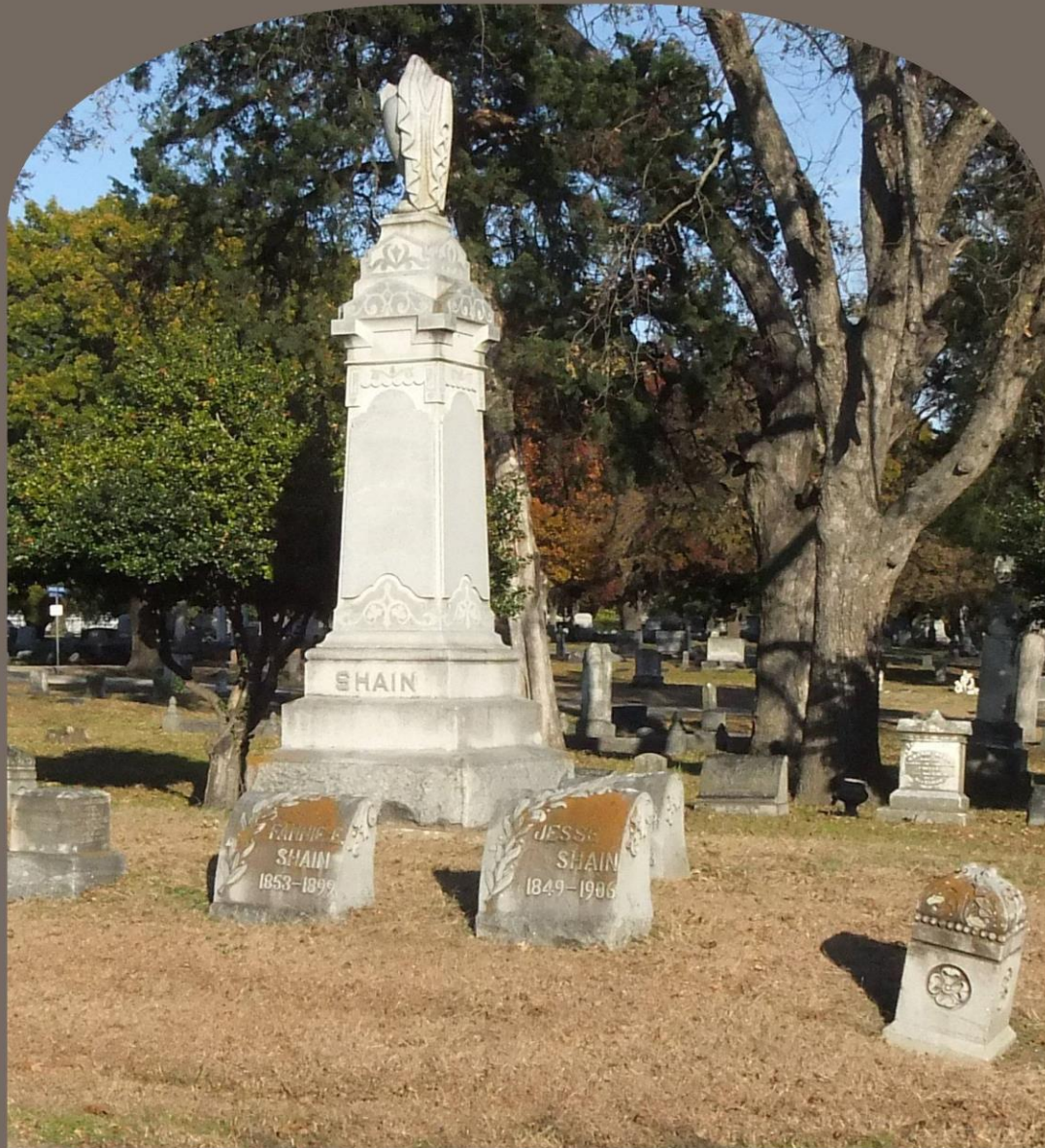
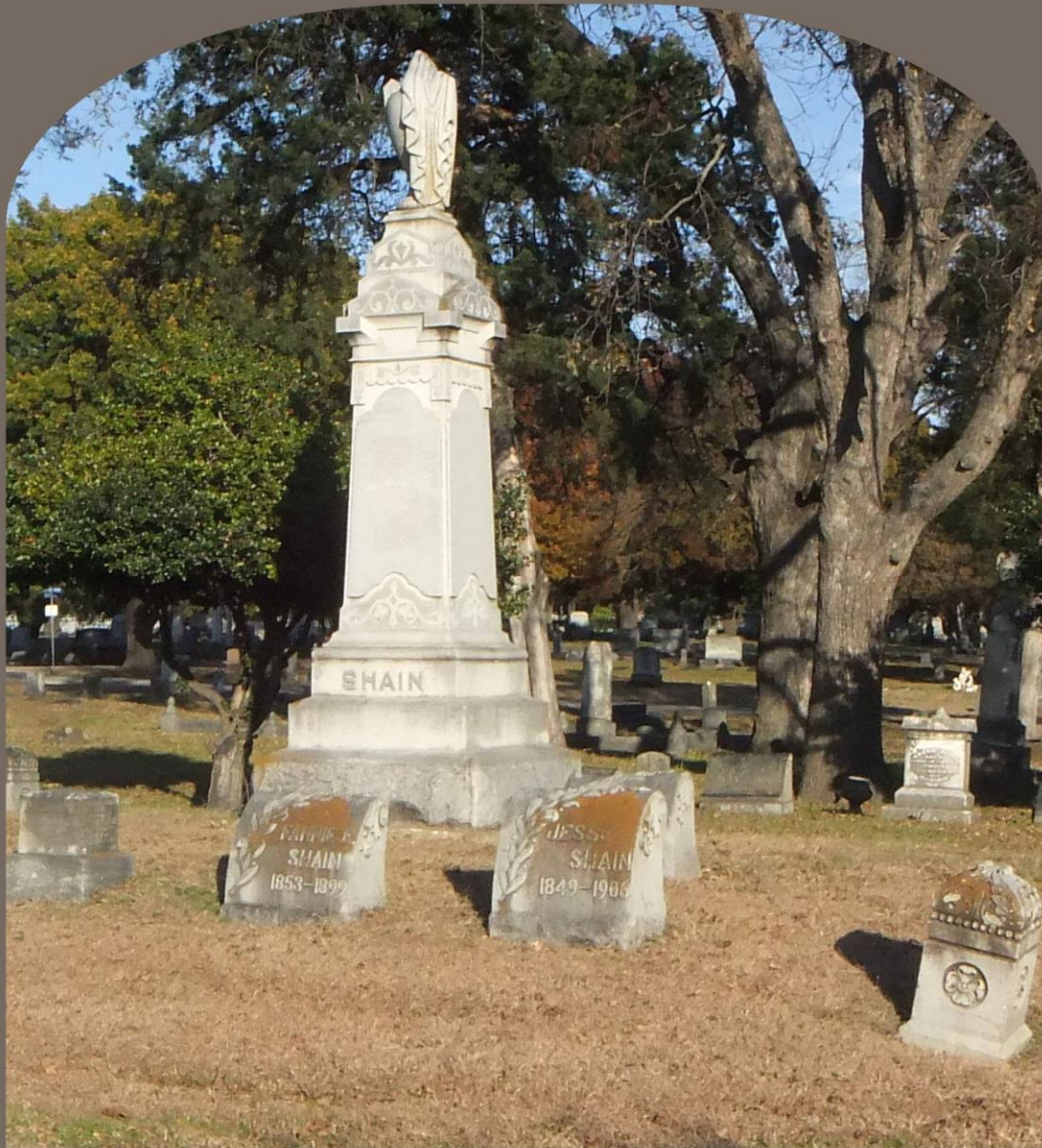


McKinney Then and Now

Collin County History Museum

McKinney Then and Now

Collin County History Museum



McKinney Then and Now

Collin County History Museum

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Anaglyphs



POPCORN

MOM & DAD'S
POPCORN CO.



Gourmet
POPCORN

OPEN LATE
SATURDAY

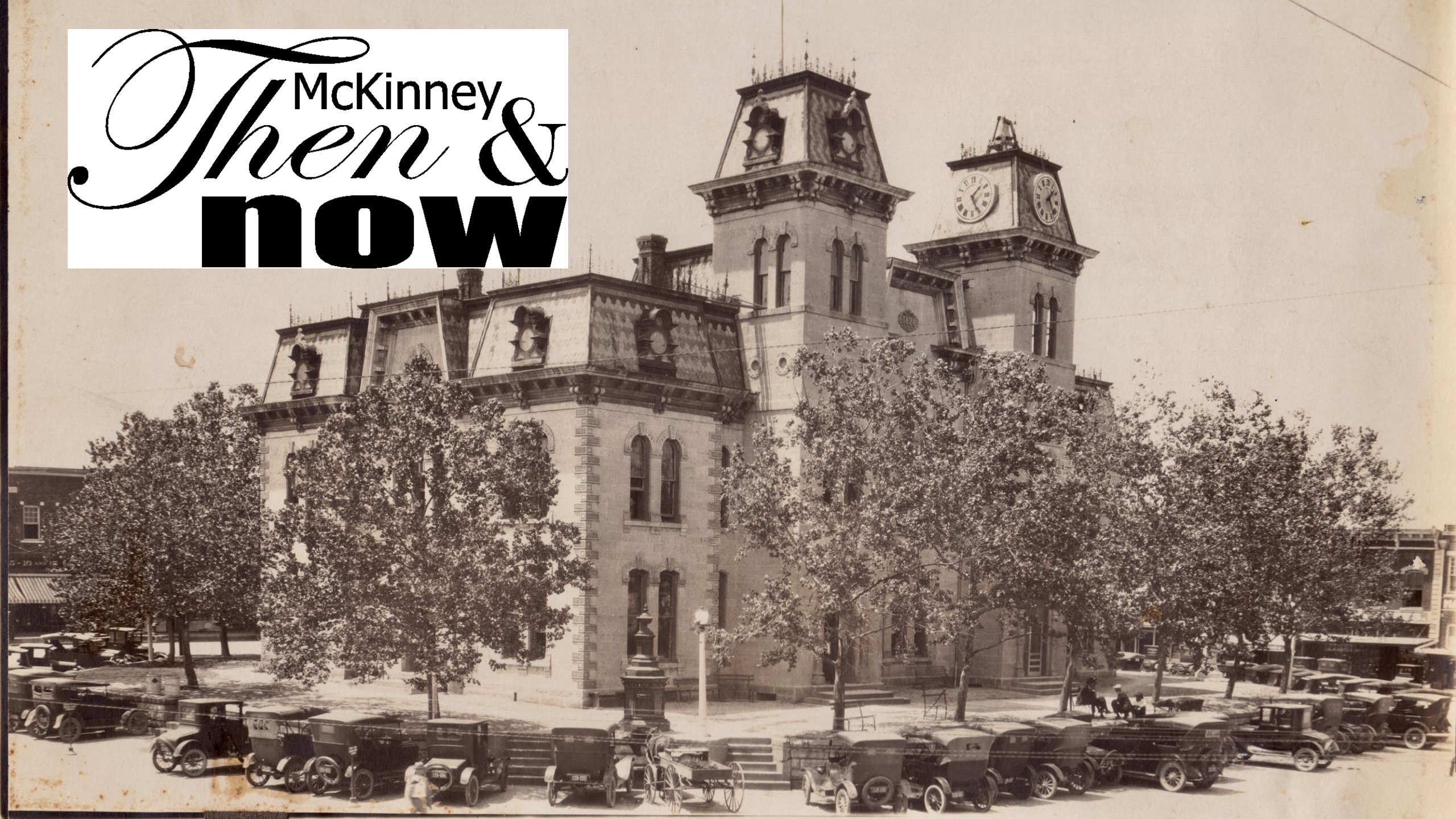
Ethel







McKinney
Then &
now



2019 Monthly Spotlight Events

February 27th

*Launch: McKinney
Then and Now
Exhibit*

March- *Historical
Paint Out*



April- *Bad Boys
and Desperados
of Old McKinney*



May
*Disasters
that
Shaped
McKinney*





Tornado Hits McKinney May 3, 1948

3 People Killed, 53 Injured

SCENES FROM THE 1948 TORNADO that struck Collin County at 2:59 p.m. Monday, May 3. In nine minutes it crashed 12 McKinney blocks and spent

2019 Monthly Spotlight Events

September

*Lifting McKinney
out of the Mud*

October

McKinney Made

November

*Collin County
Freedom Fighters*

December

A Season for Giving

Thank You for considering Collin County
History Museum's request for grant funding.

