



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 17

Legends of McKinney Ghost Walk, October 25 & 26

Winter Season Farmers Market, Nov – March

Holiday Tour of Homes, December 7 & 8



**Request of
\$12,500**

For advertising and promotion of fall and winter events.

Represents 52% of anticipated advertising expenses.

Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), KLAQ Radio as well as print materials for events.



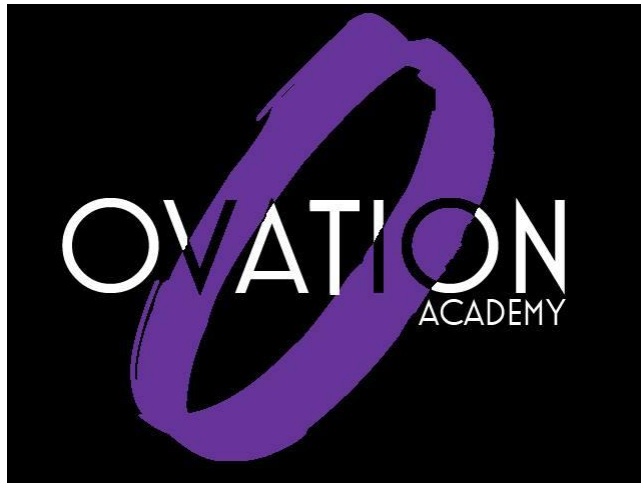
The Heritage Guild of Collin County
Program / Fundraising / Rental Revenue
5 Year Comparison

January 1, 2015 - June 1, 2019

	Jan - Dec 2015	Jan - Dec 2016	Jan - Dec 2017	Jan - Dec 2018	Jan 1 - Jun 1, 2019	% of Budgeted Revenues
42550 Ghost Walk	5,952.13	12,228.01	6,802.00	4,267.95		53%
42560 Holiday Home Tour	34,130.66	28,129.40	40,955.37	44,375.20		145%
42570 Ice Cream Crank Off	6,182.64	8,598.75	9,301.25	8,094.70		95%
42580 Murder Mystery		6,894.00	1,750.01	1,876.81	2,783.00	110%



MURDER MYSTERY, AUGUST 17





Legends of McKinney Ghost Walk, October 25 & 26



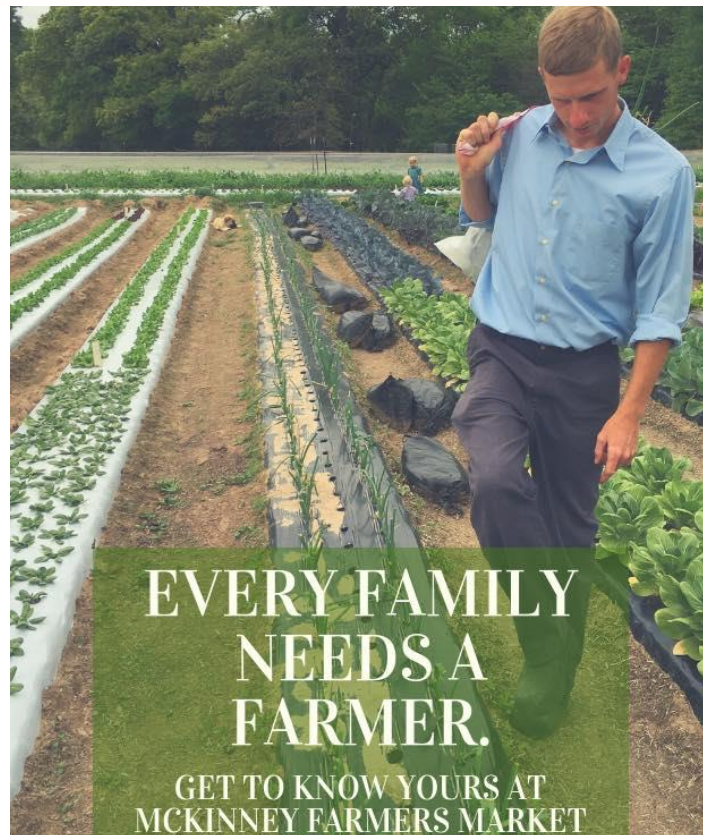
2019

- Plans just underway;
- Will feature Ghost Hunting Tour
- A Spooky Scavenger Hunt
- Hysterical, historical dramas



**1,000 +
customers
weekly**

**McKinney
Farmers Market
at
Chestnut
Square
2019
Weekly April 6 –
November 16
&
December 21**



**EVERY FAMILY
NEEDS A
FARMER.**

**GET TO KNOW YOURS AT
MCKINNEY FARMERS MARKET**





46th Annual Holiday Tour of Homes

2018 a record year for this event

- 2018 - Addition of Christmas on Chestnut, a more family friendly event, brought in \$3000 additional revenue and 100 visitors who did not go on the tour
 - Will be enhanced this year
- Addition of Candelight Walk 2019
- 5,000 tour guides distributed in Star Local Media with grant advertising & sponsorship funds brings in visitors from the entire North Texas area



HERITAGE VILLAGE AT CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION



Christmas on Chestnut

Chestnut Square Historic Village
Downtown, McKinney



Thank You for Your Consideration

