

### 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 6 8

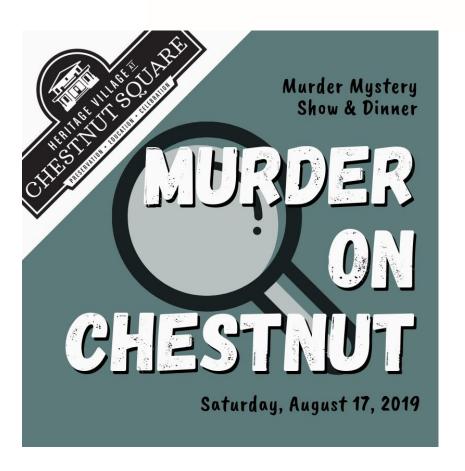


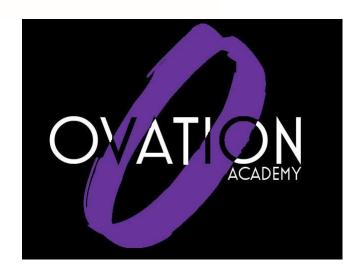
# Request of \$12,500

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), KLAK Radio as well as print materials for events.



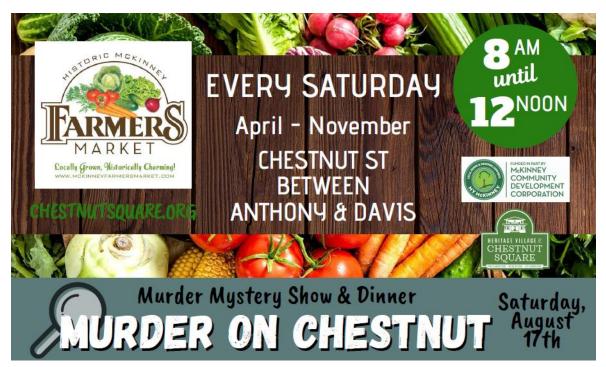




- Revenue Share with Ovation Academy
- Student produced
- Net income \$1510
- \$500 share to Ovation



#### **MURDER MYSTERY, AUGUST 17**





**COMMUNITY IMPACT** 

**N2 CREEKSIDE LIVING** 





### Legends of McKinney Ghost Walk, October 25 & 26



- Trolley Tour of downtown with haunted stories: all 3 times sold out
- Ghostly Haunting (after dark) Tours: all 3 Sold out
- 270 tickets sold for Storytelling tour
- Net Profit \$7200
- Net Budget \$6750











N2, Edible Dallas, Community Impact,

Stonebridge Ranch





FRIDAY, OCTOBER 25TH \*\*\* SATURDAY, OCTOBER 26TH





1,000 + customers weekly

# McKinney Farmers Market at Chestnut Square 2019

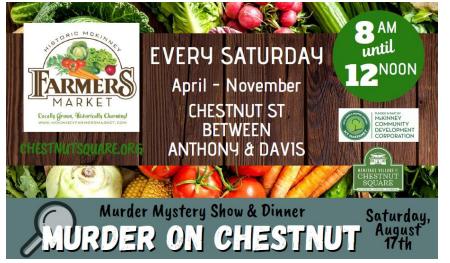
Weekly April 6 - November 16, & December 21

- New Market manager hired October
- Behind budgeted income, due to lowered booth fees for return to Chestnut Square
- Market surveys show increased traffic from out of town and west side of McKinney
  - Increased Facebook traffic 18%, 13,000 followers











## 46th Annual Holiday Tour of Homes

- 3 teas; 143/150 seats sold
- Price increase to \$25; no negative feedback
- Record number of tickets sold prior to day of event (since 2011)
- \$5750 Sponsorships
- Gross Revenue Projections; \$34,925 (excludes sponsorships; budget \$36,000)













#### Award Expenditures by Event

- Murder Mystery; \$752
- Ghost Walk; \$2090
- Farmers Market; \$3205
- HTOH; \$6613





### **Thank You for Your Support**

