



20-0066

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC #20-05) in the Amount of \$9,275 for the Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Collin County History Museum is requesting a grant in the amount of \$9,275 for advertising, marketing and promotion of the McKinney Then and Now Exhibit in 2020.
- The exhibit launched in February 2019 and continue through December 2021.
- The exhibit will give visitors the opportunity to step back in time and experience what life was like in the early days of McKinney.
- Attendance goal is 8,000 for 2020.

BACKGROUND INFORMATION:

- The mission of the Collin County History Museum is to preserve and honor the past, connect with the present and embrace the future.
- The organization is committed to the collection and preservation of the rich heritage and history of the people and events that helped shape McKinney.
- The exhibit will promote Heritage Tourism in McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants is \$75,000.

- MCDC provided a Promotional and Community Event grant in FY 19 in the amount of \$11,675 for Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit in 2020.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)