



17-107

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: January 26, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Collin County Historical Society and Museum is requesting a grant in the amount of \$6,225 for advertising, marketing and promotion of the World War I Centennial Commemoration exhibit.
- The exhibit will be open March 2 through November 11, 2017.
- Attendance goal is 3,000.

BACKGROUND INFORMATION:

- The mission of the Collin County Historical Society and Museum is to preserve and honor the past, connect with the present and embrace the future.
- The exhibit will be promoted as a Heritage Tourism event.
- Between March and November of 2016, of the 1804 visitors to the Museum, 74% were from McKinney; 12% from Collin County outside of McKinney; 9% from other Texas cities; 6% from outside of Texas; 2% from outside of the U.S.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$4,500 for the promotion of the Vietnam Syndrome Exhibit at the Collin County Historical Museum in 2014.

SUPPORTING MATERIALS:

Collin County Museum Grant Application