



18-1082

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC #19-01) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of Historic McKinney Farmers Market, Tour de Coop, and Ice Cream Crank-off.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Heritage Guild of Collin County is requesting a grant in the amount of \$7,500 for advertising, marketing and promotion of the following Chestnut Square events: 2018 Farmer's Market, Tour de Coop, and Ice Cream Crank-off.
- The events will be held during the time period from February to through August, 2019.

BACKGROUND INFORMATION:

- The mission of Heritage Guild of Collin County is to preserve and perpetuate the heritage of Collin County.
- HGCC was organized more than 40 years ago.
- HGCC supports Chestnut Square Historic Village - a McKinney museum and tourist destination offering diverse programs and activities throughout the year.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$75,000.
- MCDC awarded Promotional and Community Event grants totaling \$27,000 in 2018 (Cycle I and Cycle II).

SUPPORTING MATERIALS:

[Application Packet](#)