



19-0612

**TITLE:** Consider/Discuss/Act on a Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC #19-09) in the Amount of \$12,500 for the Advertising, Marketing and Promotion of Historic McKinney Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery production and 2019 Holiday Home Tour.

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** July 25, 2019

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Heritage Guild of Collin County is requesting a grant in the amount of \$12,500 for advertising, marketing and promotion of the following Chestnut Square events: 2019 Farmer's Market (September through December), Legends of McKinney Ghost Walk, a Murder Mystery event, and the 2019 Holiday Home Tour.
- The events will be held during the time period from August through December 2019.

**BACKGROUND INFORMATION:**

- The mission of Heritage Guild of Collin County is to celebrate community, preserve history and inspire the future.
- 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 Cycle II is \$76,125.
- Since 2006, MCDC has awarded Promotional and Community Event grants totaling \$170,400 to the Heritage Guild, including \$7,500 in January 2019 for

advertising and promotion of Farmers Market, Tour de Coop and the Ice Cream Crank-off.

**SUPPORTING MATERIALS:**

[Application Packet](#)

[Presentation](#)