



20-0063

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC #20-02) in the Amount of \$10,000 for the Advertising, Marketing and Promotion of Historic McKinney Farmers Market and 2020 Ice Cream Crank-off.

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:

- Heritage Guild of Collin County is requesting a grant in the amount of \$10,000 for advertising, marketing and promotion of the following Chestnut Square events: 2020 Farmer's Market and Ice Cream Crank-off.
- The events will be held during the time period from February through August, 2020.

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 for this cycle is \$75,000.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling \$20,000 in 2019 (Cycle I and Cycle II).

SUPPORTING MATERIALS:

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