



20-0525

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC #20-14) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the Fall Murder Mystery, The Legends of McKinney Ghost Walk, Fall Fundraiser, 47th Holiday Tour of Homes and the Historic McKinney Farmers Market.

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: June 25, 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 \$15,000 for advertising, marketing and promotion of the following Chestnut Square events: Fall Murder Mystery; Legends of McKinney Ghost Walk; Fall Fundraiser; 47th Holiday Tour of Homes; and the Historic McKinney Farmers Market.
- The events will be held during the time period from September through December 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 a Promotional and Community Event grant to Heritage Guild of Collin County totaling \$7,000 in FY 20 Cycle I.

SUPPORTING MATERIALS:

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