

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	17-109	<b>Name:</b>	Heritage Guild of Collin County (PC#17-04)
<b>Type:</b>	Agenda Item	<b>Status:</b>	Approved
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	1/26/2017	<b>Final action:</b>	1/26/2017
<b>Title:</b>	Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events		
<b>Indexes:</b>			
<b>Attachments:</b>	1. HGCC Grant Application		

Date	Ver.	Action By	Action	Result
1/26/2017	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events

**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:

- 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: 2017 Farmer's Market, Tour de Coop, and Ice Cream Crank-off.
- The events will be held during the time period from March to November, 2017.

### 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:

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC awarded a promotional grant in the amount of \$6,500 to HGCC in 2016.