

CITY OF McKINNEY, TEXAS

Legislation Details (With Text)

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| File #: | 17-107 | Name: | Collin County Historical Society and Museum |
| Type: | Agenda Item | Status: | Approved |
| | | In control: | McKinney Community Development Corporation |
| On agenda: | 1/26/2017 | Final action: | 1/26/2017 |
| Title: | Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration | | |
| Indexes: | | | |
| Attachments: | 1. Collin County Museum 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 Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration

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:

- Collin County Historical Society and Museum is requesting a grant in the amount of \$6,225 for advertising, marketing and promotion of the World War I Centennial Commemoration exhibit.
- The exhibit will be open March 2 through November 11, 2017.
- Attendance goal is 3,000.

BACKGROUND INFORMATION:

- The mission of the Collin County Historical Society and Museum is to preserve and honor the past, connect with the present and embrace the future.
- The exhibit will be promoted as a Heritage Tourism event.
- Between March and November of 2016, of the 1804 visitors to the Museum, 74% were from McKinney; 12% from Collin County outside of McKinney; 9% from other Texas cities; 6% from outside of Texas; 2% from outside of the U.S.

FINANCIAL SUMMARY:

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC provided a grant of \$4,500 for the promotion of the Vietnam Syndrome Exhibit at the

Collin County Historical Museum in 2014.