CITY OF McKINNEY, TEXAS

Legislation Details (With Text)

File #:	17-657	**Name:**	(P&C #17-11)
Type:	Agenda Item	**Status:**	Discussion Item
		In control:	McKinney Community Development Corporation
On agenda:	6/29/2017	**Final action:**	
Title:	Consider/Discuss Promotional and Community Event Grant Application Submitted by the Heritage Guild of Collin County (P&C #17-11), in the Amount of $10,000 for the Marketing, Promotion and Advertising of the 2017 Fall Season of the McKinney Farmer's Market, 2017 Legends of McKinney Ghost Walk and 2017 Holiday Tour of Homes Events		
Indexes:			
Attachments:	1. Application		

Date	Ver.	Action By	Action	Result

Consider/Discuss Promotional and Community Event Grant Application Submitted by the Heritage Guild of Collin County (P&C #17-11), in the Amount of $10,000 for the Marketing, Promotion and Advertising of the 2017 Fall Season of the McKinney Farmer's Market, 2017 Legends of McKinney Ghost Walk and 2017 Holiday Tour of Homes Events

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 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 $10,000 for marketing, promotion and advertising of the following Chestnut Square events: 2017 Farmer's Market - fall season; Legends of McKinney Ghost Walk; 2017 Holiday Home Tour.
- The events will be held during the time period from August through December, 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:
- MCDC's allocation for Promotional and Community Event grants for this cycle is $50,000.

- MCDC has granted HGCC $125,900 in promotional and community event grant funding since 2006.