

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 20-0066 **Name:** 20-05 Collin Co History Museum  
**Type:** Agenda Item **Status:** Approved  
**In control:** McKinney Community Development Corporation  
**On agenda:** 1/23/2020 **Final action:** 1/23/2020  
**Title:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC #20-05) in the Amount of \$9,275 for the Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit.

**Indexes:**

**Attachments:** 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
1/23/2020	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC #20-05) in the Amount of \$9,275 for the Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit.

**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:**

- Collin County History Museum is requesting a grant in the amount of \$9,275 for advertising, marketing and promotion of the McKinney Then and Now Exhibit in 2020.
- The exhibit launched in February 2019 and continue through December 2021.
- The exhibit will give visitors the opportunity to step back in time and experience what life was like in the early days of McKinney.
- Attendance goal is 8,000 for 2020.

**BACKGROUND INFORMATION:**

- The mission of the Collin County History Museum is to preserve and honor the past, connect with the present and embrace the future.
- The organization is committed to the collection and preservation of the rich heritage and history of the people and events that helped shape McKinney.
- The exhibit will promote Heritage Tourism in McKinney.

**FINANCIAL SUMMARY:**

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants is \$75,000.
- MCDC provided a Promotional and Community Event grant in FY 19 in the amount of \$11,675 for Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit in 2020.