

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 17-657, **Version:** 1

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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:**

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC has granted HGCC \$125,900 in promotional and community event grant funding since 2006.