



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 18-1083, **Version:** 1

Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC #19-02) in the Amount of \$11,675 for the Advertising, Marketing and Promotion of the McKinney Then and Now Exhibit.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Collin County History Museum is requesting a grant in the amount of \$11,675 for advertising, marketing and promotion of the 2019 McKinney Then and Now Exhibit.
- The exhibit will launch in February 2019 and continue through December 2020.
- 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.

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.
- Through the years, McKinney has been transformed from a pioneer town, to a thriving farming community, to the vibrant downtown enjoyed today.
- Every year thousands of people visit downtown McKinney and enjoy the vintage charm and intrigue of the historical buildings that make up the downtown square.
- Through the exhibit, visitors will be able to compare for themselves McKinney Then and Now.
- The exhibit will promote Heritage Tourism in McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 18 is \$150,000, \$75,000 for Cycle I applicants, and \$75,000 for Cycle II applicants.
- MCDC provided a Promotional and Community Event grant in FY 18 in the amount of \$8,532 for Advertising, Marketing and Promotion of the 2018 Texas and Collin County World War I Centennial Commemoration Events.