

**2025 Promotional Grant  
MCDC to Collin County History Museum**

**Proposed Budget:**

\$4,600 for *Community Impact*

\$4,500 for *Celebration Magazine*

\$1,500 for Promotional Materials

\$900 for a Billboard

**Grant Request: \$11,500**

**Amount Awarded: \$10,000**

Funds were allocated in the following manner:

\$3,825 was spent with *Community Impact*. A design for a new ad was created with our current hours and days; a half page ad was placed in the magazine for the month of December; a banner for the month of December was launched on their website; and a two-week newsletter banner was done for the week of Christmas and New Year's.

Due to the turnover in staff, the new director was not aware of this grant so the funds were spent at the end of the year to make sure advertising was happening for the museum. We did see an increase in visitors during the holidays.

\$4,000 was spent with *Celebration Magazine*. This agreement has occurred for many years and offers the museum a full-page ad, and we submit an article relating to the museum every other month. The magazine is both print and digital and is delivered to numerous senior centers around the area.

Using *Community Impact*, *Celebration Magazine*, and social media, our goal was to reach a variety of ages and backgrounds. We feel that we worked via online and print opportunities to achieve this goal. From our data collection, we have found that a majority of our visitors are walk-in visitors. From this data we will continue to work to reach a variety of visitors from different ages, backgrounds, and across all of Collin County.

With the remaining \$2,175 of our \$10,000, we spent the funds in the following manner:

\$200 to the McKinney Historical Preservation Society for an ad in their calendar

\$150 to a graphic designer to update the information on our social media and graphics with the correct hours and days of operation

\$1,500 to a person to update and promote our social media presence.

\$248.83 for brochures promoting the Museum Alliance

\$11.46 for a promotional poster for our *Benji* event

\$57.52 for promotional flyers for our *Benji* event

We did have the dedication of the Linda and Elvis Nelson Research Room of the museum with the help of a MCDC grant. We are working to expand our exhibit space and information to our visitors about the Native American community in Collin County. This was highlighted in one of our First Friday events over the summer.

We held a First Friday event in December with Santa as we welcomed visitors into the museum for refreshments. During December visitors were presented the opportunity to write letters to Santa, drop them in our mailbox and enjoy the decorations along with our exhibit.

We have a new popup exhibit honoring “Scouting Through the Ages” that features scouting uniforms and gear back to the early 1900s. We are doing this in conjunction with a scout troop who is having their pinewood derby at the museum and developing a relationship with the council for volunteer opportunities for scouts at the museum. We have received very positive feedback on this exhibit.

We are showing the *Benji* movie on February 14<sup>th</sup> as a free Valentine’s event to the public. We will have a pet adoption organization there as well. We have had our flyers out at Visit McKinney and given them out to promote this event. In addition, we have a special display case of *Benji* artifacts. People have been excited to see the artifacts and to come see the movie.

As the director, I have been networking and meeting with different groups in McKinney to foster partnerships for upcoming events. I have met with the Collin County Business Alliance about an America 250 collaboration. The McKinney Repertory Theater and the museum are looking at a variety of ways to work together, and our Museum Alliance Group has updated our brochure (done by our museum staff) and will be doing several coordinated events in 2026 and 2027.

We just hosted the McKinney Art Club’s poetry event, will be hosting the Collin County Historical Commission meeting, and setting up a “cheer” table for the half marathon outside the museum. We are preparing for Collin McKinney Day in Anna, the VFW Golf Tournament, and a participant in the Collin County museums America 250 patch program.

I believe we have a hard-working board, staff, and group of volunteers who are excited about what we have accomplished and what is ahead for 2026 and beyond. We are seeing an increase in visitors and participants in events. Thank you for the funds MCDC provided us and we appreciate the opportunity to use them to promote the museum in a fresh, new way as we move into a new chapter of the museum’s history. We look forward to sharing this history with you and having you as a part of our story.

Collin County  
**HISTORY MUSEUM**  
in McKinney, Texas

Created in  
*Collin County*

Group & Guided Tours Available

**FREE Admission!**  
**FRI & SAT:**  
**11AM-5PM**

300 E Virginia St, McKinney, TX 75069

MCDC McKinney Community Development Center

Collin County  
**HISTORY MUSEUM**

**SUMMER MIXER**

JOIN US FOR AN EXCLUSIVE NIGHT OF

- 5:00PM-7:00PM
- AFTER-HOURS ACCESS TO MUSEUM EXHIBITS
- COCKTAILS AND SNACKS
- ENGAGING NETWORKING OPPORTUNITIES
- FUNDRAISER RAFFLE

DON'T MISS THIS UNFORGETTABLE EVENING OF CULTURE AND CONNECTION!

SPONSORED BY

MCDC

FOR MORE DETAILS, VISIT:

**FRIDAY**  
**JULY 25, 2025**

300 E. Virginia McKinney, TX 75069



 **Collin County History Museum**  
300 East Virginia Street  
972.542.9457  
collincountyhistorymuseum.org

Built in 1911, this Texas Historic Landmark served as a post office until 1959. Today, the building houses a museum featuring exhibits, photographs, and artifacts that highlight Collin County's rich historical heritage. The museum is located one block east of the historic downtown square. Current hours of operation are available on the museum's website. Private events and guided tours may be arranged by contacting the museum.

 **Chestnut Square Historic Village**  
315 South Chestnut Street  
972.562.8790  
chestnutsquare.org

Chestnut Square is a collection of six historic homes, a replica of a one-room schoolhouse, chapel, and a store on 2.5 acres just south of the downtown McKinney square. The grounds also include a seasonal farmer's market, blacksmith shop, smoke house, and a reception gardens. The events at the village are focused on celebrating Collin County's heritage. Chestnut Square's hours can be found on their website. Tours can be arranged by contacting the village office.

 **Heard-Craig Center**  
205 West Hunt Street  
972.563.6909  
heardcraig.org

The Heard-Craig Center for the arts is one of the earliest art museums in McKinney. Gifted in 1970 by Kathryn Heard-Craig, this 1900 home is on the National Register of Historic Homes. The center has outstanding collections of artwork and boasts a wonderful collection of early Texas regional art by Thomas Stell, Frank Klepper, and Allie Tennant. The Center also has a beautiful garden and Carriage House. They hold regular events and exhibits open to the public. Daily tour are available, along with year-around private events.

 Become a **McKinney Heritage Alliance** member today. Membership information is available on each website.

MCDC

# 'Muttinee'

Join us for a showing of  
Benji (1974), Directed by  
Joe Camp

February 14<sup>th</sup>,  
3-5PM

