

# CITY OF MCKINNEY, TEXAS



## Legislation Details (With Text)

**File #:** 22-0544      **Name:** PC 22-17 Heritage Guild of CC  
**Type:** Agenda Item      **Status:** Agenda Ready  
**In control:** McKinney Community Development Corporation  
**On agenda:** 6/23/2022      **Final action:**  
**Title:** Consider/Discuss Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC 22-17) in the Amount of \$13,960.00 for the Advertising, Marketing and Promotion of Farmers Market, Bar Wars, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes.  
**Indexes:**  
**Attachments:** 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC 22-17) in the Amount of \$13,960.00 for the Advertising, Marketing and Promotion of Farmers Market, Bar Wars, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes.

**COUNCIL GOAL:** 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 23, 2022

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- Heritage Guild of Collin County is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the following fall 2022 Chestnut Square events: Farmers Market, Bar Wars, Murder Mystery, Legends of McKinney Ghost Walk and Holiday Tour of Homes.
- The events will be held during the period from August through December 2022.

### BACKGROUND INFORMATION:

- The mission of Heritage Guild of Collin County is to celebrate community, preserve history and inspire the future.
- 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 annual allocation for Promotional and Community Event grants is \$200,000.

Remaining budget is \$101,000.

- MCDC awarded a FY 22 Cycle I Promotional and Community Event grant to Heritage Guild of Collin County totaling \$12,000.