TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC 24-15) in the Amount of $15,000.00 for the Advertising, Marketing and Promotion of 2024 Fall and Winter Events at Chestnut Square Including but Not Limited to Farmers Market, Ghostly Hauntings, Murder Mystery, Farm to Table Event, Educational Programming, and Tour of Homes

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

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

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:
- Heritage Guild of Collin County is requesting $15,000 for the advertising, marketing and promotion of 2024 Fall and Winter Events at Chestnut Square Including but not limited to Farmers Market, Ghostly Hauntings, Murder Mystery, Farm to Table Event, Educational Programming, and Tour of Homes.
- The events will be held during the period from August 2024 through January 2025.

BACKGROUND INFORMATION:
- The mission of Heritage Guild of Collin County (HGCC) is to celebrate community, preserve history and inspire the future.
- HGCC was organized more than 40 years ago, and HGCC supports Chestnut Square Historic Village - a McKinney museum and tourist destination offering diverse programs and activities throughout the year.

FINANCIAL SUMMARY:
- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of $200,000 -- $100,000 for Cycle I applicants and $100,000 for Cycle II applicants.

- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total $154,606.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling $22,740 in FY 23 (Cycle I and Cycle II) and a total of $11,500 in Cycle I of this fiscal year.

SUPPORTING MATERIALS:
- Application Packet
- Presentation

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[Application Packet](#)
[Presentation](#)