



21-0555

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC 21-11) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of Farmers Market, Educational Programming, Ghostly Hauntings, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5C: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 24, 2021

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 2021 Chestnut Square events: Farmers Market, Educational Programming, Ghostly Hauntings, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes.
- The events will be held during the period from August through December 2021.

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 allocation for Promotional and Community Event grants for this cycle is \$100,000.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling \$12,500 in FY 21 Cycle I.

SUPPORTING MATERIALS:

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