



22-0544

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.

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.

SUPPORTING MATERIALS:

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