



23-0016

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC 23-11) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2023 Created in Collin Exhibit.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Collin County History Museum is requesting a grant in the amount of \$15,000 for the advertising, marketing and promotion of the 2023 Created in Collin Exhibit and ten associated events.
- This is a new exhibit for the museum.
- The exhibit gives visitors the opportunity to step back in time and experience what life was like in the early days of McKinney.
- Anticipated attendance is 600+ per month.

BACKGROUND INFORMATION:

- The mission of the Collin County History Museum is to preserve and honor the past, connect with the present and embrace the future.
- The organization is committed to the collection and preservation of the rich heritage and history of the people and events that helped shape McKinney.
- The exhibit will promote Heritage Tourism in McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants, and \$100,000 for Cycle II applicants.
- MCDC provided a Promotional and Community Event grant in FY 22 in the

amount of \$7,500 for the advertising, marketing and promotion of the McKinney Then and Now Exhibit in 2022.

SUPPORTING MATERIALS:

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