



23-0028

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC 23-03) in the Amount of \$11,240 for the Advertising, Marketing and Promotion of 2023 Events Including but Not Limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner.

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

MEETING DATE: January 30, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Heritage Guild of Collin County is requesting \$11,240 for the advertising, marketing and promotion of 2023 Chestnut Square events including but not limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner.
- The events will be held during the time period from February through August 2023.

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.
- 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 FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling \$25,751 in FY 22 (Cycle I and Cycle II).

SUPPORTING MATERIALS:

- Application Packet
- Presentation

SUPPORTING MATERIALS:

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