



25-2361

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC 25-05) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of 2025 Events at Chestnut Square Including Farmers Market, Ghostly Hauntings, Trolley Tours, Village Tours, Educational Programming, and Exhibits.

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: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The Heritage Guild of Collin County is requesting \$15,000 for the advertising, marketing and promotion of 2025 events at Chestnut Square including Ghostly Hauntings, Trolley Tours, Educational Programming, and Exhibits.
- The events will be held during the time period from February through June 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.
- 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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded Promotional and Community Event grants to Heritage Guild of Collin County totaling \$24,500 in FY 24 (Cycle I and Cycle II).

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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