



TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC 25-07) in the Amount of \$11,500.00 for the Advertising, Marketing and Promotion of 2025 Events at the Museum.

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:

- Collin County History Museum is requesting a grant in the amount of \$11,500 for 2025 events including:
 - Night at the Museum on February 15 (\$7 per ticket);
 - WWE-Launch of Haystack Calhoun's Exhibit on March 15 (\$7 per ticket);
 - Wedding Bliss from Days Gone By on June 14 (\$25 per ticket);
 - Shelby Exhibit on September 15 (\$35 per car); and
 - Honoring Our Veterans on November 8 (free).
- General admission to the museum remains free.
- Anticipated attendance is 100-300 per event.
- Museum hosts about 600 guests each 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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC provided a Promotional and Community Event grant in FY 24 in the amount of \$13,000 for the advertising, marketing and promotion of the launch of the Created in Collin exhibit and associated events.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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