

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 23-0028 **Name:** PC23-03 Heritage Guild  
**Type:** Agenda Item **Status:** Agenda Ready  
**In control:** McKinney Community Development Corporation  
**On agenda:** 1/30/2023 **Final action:**  
**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.  
**Indexes:**  
**Attachments:** 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
1/30/2023	1	McKinney Community Development Corporation	Approved	Pass

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