

12 December

2016

## McKinney Art Studio Tour Grant Report Narrative and Financial Report

Linda Barnes

The McKinney Art Studio Tour (MAST) was held the weekend of November 12-13, 2016 and involved a record number of artists, 68, at 23 studio locations. Revenue of \$11,712 was achieved with expenses of \$10,514

# McKinney Community Development Corporation

## Grant Report Narrative and Financial Report

Organization: Arts and Music Guild  
Funding Amount: \$5,000  
Project/Promotion/Community Event: McKinney Art Studio Tour (MAST)  
Start Date: November 12, 2016  
Completion Date: November 13, 2016  
Location: Various Around McKinney/Heard-Craig Center for the Arts

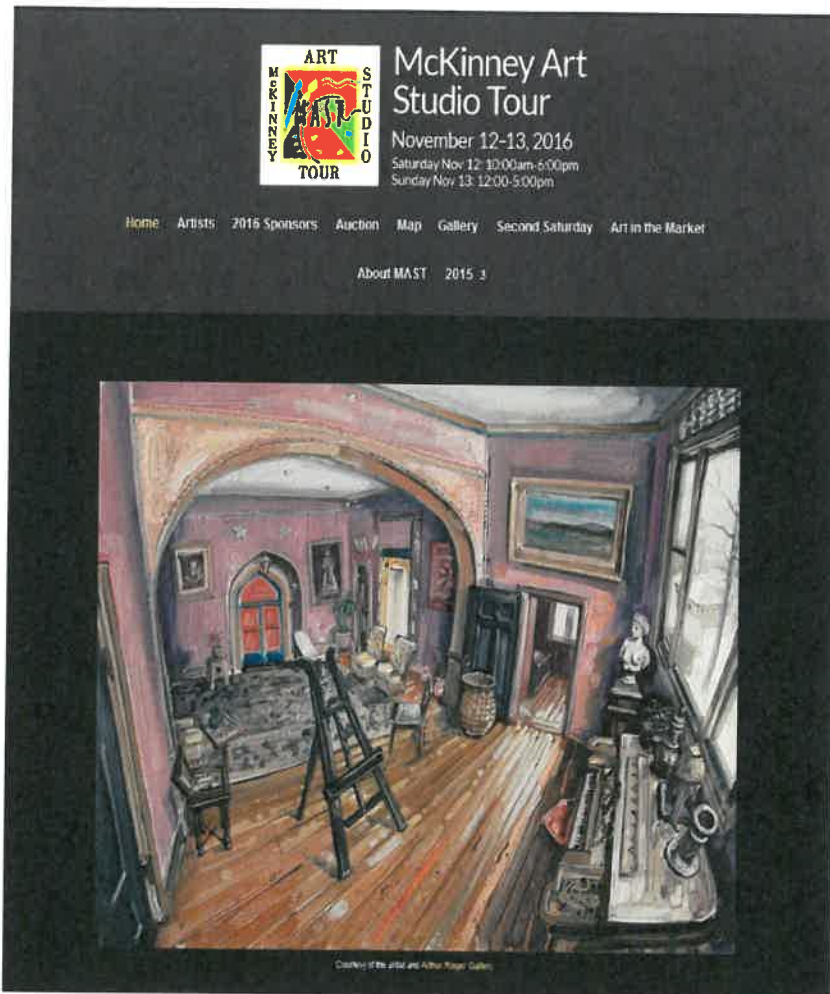
The McKinney Art Studio Tour (MAST) was held the weekend of November 12-13, 2016 and involved a record number of artists, 68, at 23 studio locations. These locations were predominantly in and near the Square, but a few were also located west of Central Expressway. Our artists each contributed at least one piece to our Auction, and those pieces were showcased at the Heard-Craig Center for the Arts for three days before the event, and during the entire event.

We implemented a simple sign in procedure at each location; the studios themselves, the greeter's tent on the MPAC lawn and at the Heard-Craig Center for the Arts. Each visitor was greeted and invited to sign in with the zip code of each member of their party, and a wristband was given to each visitor to prevent us from counting them twice.

We had a goal of exceeding the approximately 900 visitors MAST attracted in 2015, to at least 1000, so we implemented a number of awareness initiatives.

### **Promoting the Event**

First, we revamped our website, [www.mckinneyartstudiotour.com](http://www.mckinneyartstudiotour.com) to make it more user friendly and more accessible on mobile devices. We implemented an interactive map and used map pins to highlight studio locations. The site was also migrated over to a Wordpress framework to make it more easily updated during the event and in upcoming years.



The MAST Website Landing Page

In 2015, the McKinney Art Studio Tour became a program of the Arts and Music Guild.

We promoted the event heavily on social media. Each artist was profiled, using the MAST and the Arts and Music Guild Facebook pages and a lively dialog with multiple posts per day resulted. There were 65 individual posts that were repeated and shared very widely.



The Arts and Music Guild/MAST Facebook page banner

In addition to social media, we distributed a press release to a number of outlets, including the Dallas Morning News and Star Local Media as well as The Herald Democrat which publishes local weekly newspapers such as Prosper Press. We also distributed the press release to electronic delivery news outlets such as Guide Live. A copy of the press release was also provided to McKinney Main Street for distribution to their merchant members. A billboard rider was configured at the 2727 S. Central Expressway, location to create awareness to people traveling that road. There was an electronic billboard at Central Expressway and Wilmeth to capture attention there as well.

We targeted a number of “lifestyle publications” with ¼, ½ and full page ads to draw in visitors from outside of McKinney, as well as two publications with McKinney HOAs, the Stonebridge Ranch and Craig Ranch HOAs. One of the publications, the Plano Profile, is the only publication Toyota sends to their employees in California who are considering a transfer to Texas as part of that company’s HQ relocation. In addition to the print ad we ran for two months, the Editor of the Plano Profile ran a feature story on one of our artists, Steve Macias, on his Raku Firing process, an unexpected but delightful development.

The distribution areas for those publications are as follows:

- Plano Profile – Plano, Frisco, McKinney, parts of Dallas
- Allen Image – Allen, Fairview and Lucas
- Living Well Magazine – Collin County
- Stonebridge Ranch - McKinney
- Craig Ranch – McKinney
- Herald Democrat – Allen, Plano, Prosper, Frisco, McKinney



**MAST**

## MCKINNEY ART STUDIO TOUR

60+ ARTISTS AND 20+ STUDIOS  
Come meet the artists and experience the creative process at their studios.  
Who knows what treasures you'll find!

SATURDAY, NOVEMBER 12, 10AM – 6PM | SUNDAY, NOVEMBER 13, 12 NOON – 5PM

Free self-guided tour • Silent Auction  
Visit [mckinneyartstudiotour.com](http://mckinneyartstudiotour.com) for more information and an online map.



Plano Profile Ad Proof

Other promotional activities:

Art and Seek

DMN

Postcards distributed with candy to square visitors on Halloween

Yard Signs

Posters



Postcard for MAST

**Performance Metrics:**

2015 Visitors – 900, with an estimated 25% coming from outside McKinney

2016 Goal – 1000 with at least 30% coming from outside McKinney

2016 Visitors – 1132 with 42% coming from outside McKinney; some as far away as Northern Ireland.

Distribution of visitors from outside McKinney is included as Attachment A.

## **Financial Report**

### **Proposed Budget**

Projected Revenue	
Public Donations	1,000.00
Artist Fees	2,000.00
Sponsorships	1,500.00
Silent Auction	1,500.00
MCDC grant	5,000.00
<b>Total Revenue</b>	<b><u>11,000.00</u></b>

### **Projected Expenses**

T-shirts	600.00
Printing Maps/Brochures	800.00
Website Development	2,000.00
Misc. Expenses	200.00
Advertising	
Hobson Signs – Billboard	450.00
Ads in Print Media (Allen, Celina, Frisco, Prosper)	4,550.00
Radio ads (WRR)	1,000.00
Postcards and Posters	500.00
Special Promotional Events	900.00
<b>Total Expenses</b>	<b><u>11,000.00</u></b>

### **Actual Financial Performance**

#### **Revenue**

MCDC Grant	5,000.00
Sponsorships/Donations	1,600.00
Artist Fees	3,400.00
Silent Auction	1,408.25
T-Shirt Sales	304.64
<b>Total Revenue</b>	<b><u>11,712.89</u></b>

#### **Expenses**

T-Shirts	728.00
Printing Maps/Brochures/Postcards	1,494.00
Advertising	
Plano Profile, two months	1,730.00
Allen Image	865.00
Living Well Magazine	750.00
Stonebridge Ranch News	410.00
Craig Ranch Telegram	285.00
Hobson Signs	1,059.00
Website Development	1,742.00
Special Promotional Events	950.00
Brown Advertising (Billboard)	500.00
<b>Total Expenses</b>	<b><u>10,513.00</u></b>

## Attachment A

McKinney Art Studio Tour (MAST)  
2016 Attendance by Town

Allen	TX	87
Altus	OK	1
Anna	TX	11
Argyle	TX	5
Athens	TX	2
Aubrey	TX	4
Austin	TX	1
Benton	LA	3
Blue Ridge	TX	4
Bonham	TX	3
Carrollton	TX	5
Cedar Hill	TX	2
Celina	TX	4
Champaign	IL	2
Claremore	OK	2
Colleyville	TX	1
Dallas	TX	63
Denton	TX	2
Ellicott City	MD	1
Frisco	TX	37
Garland	TX	10
Grand Prairie	TX	1
Hollis	OK	1
Howe	TX	2
Irving	TX	5
Kansas City	MO	1
Killeen	TX	1
Leonard	TX	5
Lewisville	TX	2
Lincoln	NE	1
Little Elm	TX	13
Lyons	OR	2
McKinney	TX	652
Melissa	TX	12
Mesquite	TX	2
Northern Ireland	Ireland	3
Phoenix	AZ	1
Pilot Point	TX	1

## Attachment A

Pittsboro	NC	2	
Plano	TX	87	
Pottsboro	TX	1	
Princeton	TX	16	
Prosper	TX	11	
Richardson	TX	20	
Sachse	TX	5	
Sherman	TX	3	
Spring	TX	1	
Springboro	OH	2	
The Colony	TX	6	
Titusville	FL	3	
Tonasket	WA	1	
Wentworth	SD	5	
Whitesboro	TX	1	
Wills Point	TX	6	
Wylie	TX	7	
<b>Total all</b>		<b>1132</b>	
<b>McKinney</b>		<b>652</b>	<b>58%</b>
<b>Outside McKinney</b>		<b>480</b>	<b>42%</b>