

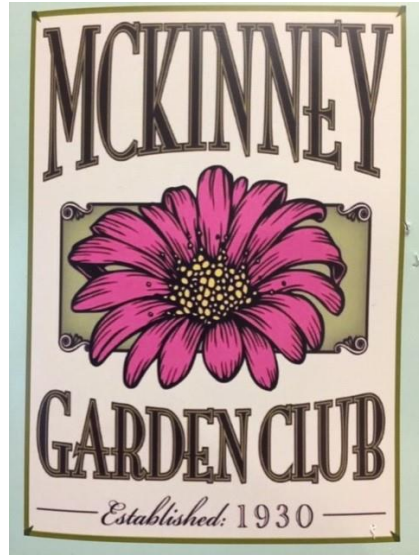


McKinney's
**ART MEETS
FLORAL**

2021

Joyce Bartell,
President

Gayle Pond,
President Elect



We appreciate your consideration to provide a \$7,700 promotional grant for

McKinney's 5th ART MEETS FLORAL Design Competition event:

Details: Held in the Historic Downtown Cultural District

Venue: Heard-Craig Center

Date: September 25 and 26, 2021

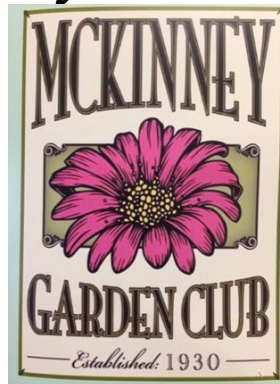
Time: 9:00 – 6:00 PM

What is it?

Paintings are “re-created” in florals by designers; they “interpret” the painting, merging two successful fine art forms.

Who is sponsoring it?

The McKinney Garden Club, with its expertise in florals and plants and with its Mission to beautify McKinney, is the signature sponsor of the event.



McKinney's Art Meets Floral





Funding will be exclusively used to advertise the McKinney event, to bring people downtown.



People's Choice Award - Design Winners

2016



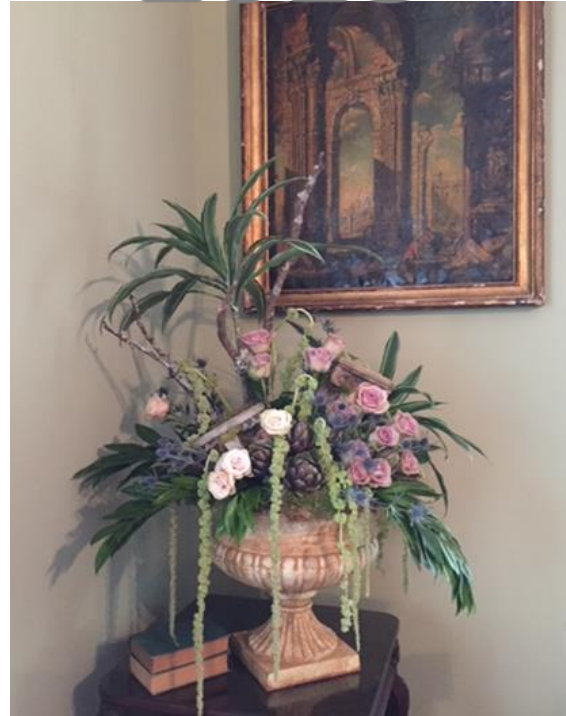
**McKinney
Lourdes
Corral**

2017



**Richardson
Oksana
Toporina**

2018



**McKinney
Lourdes
Corral**

2019



**McKinney
Lourdes
Corral**

2020-Pandemic



This event assists the **promotion of businesses** (e.g. floral companies from all over the DFW area) and sells artwork of local artists.

The People's Choice Award **encourages public engagement**, which is one of the top ways to promote a City. The winner receives FREE advertising for one year.

The event will be held in the Heard-Craig Center, **a Smithsonian Affiliate**.

The event was copied in Frisco and **Frisco's Garden Club** is the sponsor.

ART MEETS FLORAL grant fits with the

“encouragement, promotion, improvement, and application of the arts, including painting, sculpture, photography, etc. - - specifically the creation, execution, and exhibition of oil paintings, pastel paintings, watercolors, and floral art forms.

The funding will be used to advertise on social media, through posters, marketing cards, ticket sales, etc.

McKinney's Art Meets Floral





Art Meets Floral

Thank You for your promotional support of this **UNIQUE** event for McKinney

