



**HEARD-CRAIG**  

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*CENTER for the ARTS*

**Convention and Visitors  
Bureau - - Request for  
Promotional Grant for  
ART MEETS FLORAL  
2018**

Mr. Nate Pike  
Heard-Craig Board  
November 28, 2017

# Introduction



Heard-Craig Center for the Arts has long been considered, by CVB, one of it's featured downtown McKinney attractions and places in which to host an event

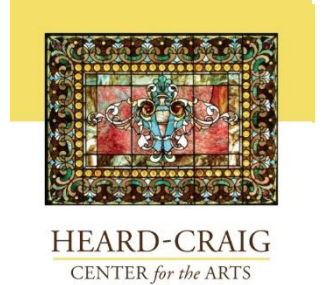
# Overview of *Art Meets Floral*



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# Art Meets Floral



**What:** Regional Design Competition

**When:** Last weekend in April

**Who:** Paintings by a variety of artists are selected by Florists who use their design skills to “interpret” the painting, merging two successful fine art forms.

**Where:** Hosted at 205 W Hunt Street (behind the Visitors and Convention Bureau offices)



# Art Meets Floral



2016 Award went to a MCKINNEY FLORAL Designer for her sepioid floral interpretation of Frank Klepper's *Boats on Whiterock Lake*



2016



# *Art Meets Floral*



2017 Award went to a RICHARDSON Floral Designer for her interpretation of a drawing By famous illustrator, Tom Lea, entitled "Russian Girloff"



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2017



# Art Meets Floral

## Advertising Projections 2018

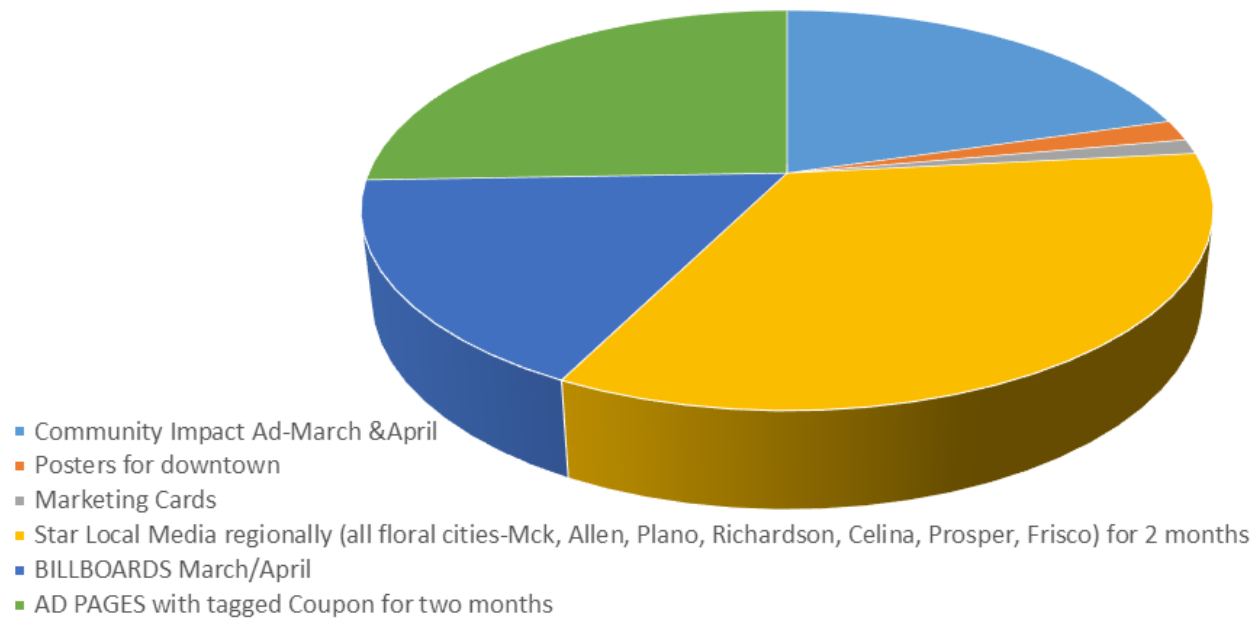


Projected Advertising:  
\$11,740



\$7,540 Grant  
\$4,200 HC

Projected Budget for *Art Meets Floral* 2018



50% of the advertising is targeted for outside of Mckinney

# Art Meets Floral Advertising Budget



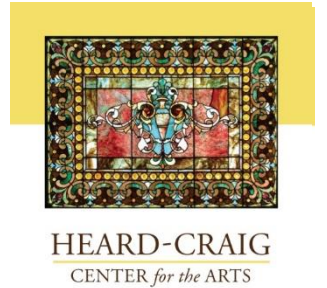
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Downtown McKinney Website	KLAK morning spots	On-Line magazines McKinney and surrounding areas	Social Media blitzes
FREE (Grandfathered)	FREE	FREE	FREE

Pairing free advertising with other advertising



# *Art Meets Floral – Attendance projections*



- Projected Revenue from Visitors: \$2,000
  - \$5.00 entrance fee/400 people visiting over 2 weekend days
- Projected Floral Expenses: Donated with Advertising rights
- Projected Advertising: \$11,740
- Projected Hotel Pick Up – 15 rooms (30 people)
- Projected revenue for surrounding restaurants: \$20-40K
  - Assumption that people will come to the event with at least one friend. Our 2017 data tracking indicated that two people spent \$50 on lunch downtown after they attended ART MEETS FLORAL. Our projections for the 2018 weekend are (minimum) 400 people times \$50 = \$20,000 and high end with friends, 800 times \$50 = \$40,000

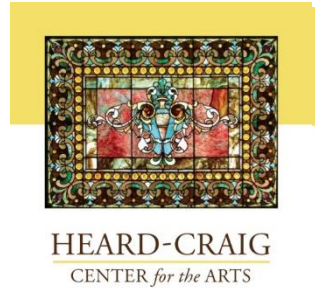


# Promotional Request Aligned with Convention and Visitor Bureau grant request requirements



- This Event **supports Criteria 1** that states that every expenditure must directly enhance and promote tourism and the convention/hotel industry in the City:
  - The ART MEETS FLORAL Regional Competition for 2017 brought in attendees from 31 different cities, encouraging more tourism for the City. Did not keep statistics on 2017 hotel names, but will do it for 2018.
  - The event supports the UNIQUE by NATURE brand for the City.
- This Event **supports Criteria 2** that states that every expenditure of the local hotel occupancy tax must clearly fit into one of the eight statutorily-provided categories.
  - ART MEETS FLORAL promotional grant request fits into the category of: “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.

# Additional Alignment.....



- This event assists the promotion of businesses in the City (e.g. floral companies that have been serving the City for many years).
- The People's Choice Award encourages public engagement, which is one of the top ways to promote a City.
- Helps to start a conversation about the interesting aspects of the art, the arrangements, and the tie in to City art.
- The event will be held in a sustained Tourist Attraction (46 years since being opened to the public) with city history.
- Visitors Bureau linkages with hotels in the City to promote the event as an attraction for their guests.



# Promotional Request



- Funding request is to advertise the event. Ads will be placed in local on-line and hard copy papers that go to all McKinney households. Advertisements will go to surrounding cities to draw out-of-McKinney business. Hotel stays will be tracked for post-event summary information as will tourism restaurant revenue.
- The Heard-Craig has matching funds to expand advertising capabilities.



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We appreciate your consideration to provide a promotional grant to promote *ART MEETS FLORAL* as a unique event for tourism in the City of McKinney. If questions, please contact us.

972-569-6909

The Heard-Craig Board