

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2017

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | | |
|---|----------|--|
| <input type="checkbox"/> Project Grant Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC. | X | Promotional or Community Event Grant (maximum \$15,000) Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents. |
|---|----------|--|

Promotional and Community Event Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: November 30, 2016 | December 2016 | January 2017 |
| Cycle II: May 31, 2017 | June 2017 | July 2017 |

Project Grants:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: December 30, 2016 | January 2017 | February 2017 |
| Cycle II: March 31, 2017 | April 2017 | May 2017 |
| Cycle III: June 30, 2017 | July 2017 | August 2017 |

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Arts and Music Guild

Federal Tax I.D.: 27-2861813

Incorporation Date: April 23, 2010

Mailing Address: 1206 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-679-1124

Fax:

Email:

Website: www.ArtsandMusicGuild.com and www.McKinneyArtStudioTour.com

Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Linda Barnes

Title: Board President, McKinney Art Studio Tour (MAST)

Mailing Address: 1260 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-587-6699

Fax:

Email: lindabarnes01@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Anne Royer

Title: Director, Arts and Music Guild

Mailing Address: 1260 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-679-1124

Fax:

Email: sar312@sbcglobal.net

FUNDING

Total amount requested: \$7000.00

Matching Funds Available (Y/N and amount): \$0.00

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

Yes

No

Please provide details and funding requested:

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: MAST: Nov 11, 2017

Completion Date: Nov 12, 2017

BOARD OF DIRECTORS: Arts & Music Board:

Linda Barnes

Christine Scott

Beverly German

Brad Sharp

Sona Knox

Marvin Surles

Neila Petrick

Maureen Hinkley

J.B. Phipps

LEADERSHIP STAFF of MAST

Linda Barnes

Lars Ray

Brittney Hammond

JB Phipps (Immediate Past President)

William Sterchak

Kerry Randol-Johnston-Advisor

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The Arts and Music Guild is a community of artists, musicians, poets and writers who exhibit, perform, mentor, and serve. We collaborate in order to bring the creative process before the public in meaningful ways. The Guild has no paid staff. Volunteers and participants, including middle and high school students, come together throughout the year to create the following public events and programs:

Unique by Nature Juried Art Competition and Exhibit (April)

Summer Music Intensives (July)

Hearts for McKinney Arts Gala (October)

McKinney Art Studio Tour (November)

1-2-1 Program (year around outreach to elderly)

II. Project or Promotional/Community Event (whichever is applicable)

Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Arts and Music Guild is requesting a grant to pay for the marketing and promotion of the McKinney Art Studio Tour (MAST), which is held Saturday and Sunday of the second weekend in November annually. It is a self-guided tour among the visual art studios in McKinney, bringing the public into the creative spaces where art is made.

The tour began in 2009 as a vision of local artists and teachers Sona Knox, Kerry Randol-Johnston, Lisa LaBarge and Molly Goodall. It has grown to include a wide variety of skilled artists working to raise public awareness of the amazing collection of talent in McKinney. MAST nurtures the artists in McKinney, drawing them together as they open their studios to the public. In 2015, MAST leadership joined the board of the Arts and Music Guild, and brought MAST into the programming and non-profit status of the Guild. That year MAST exponentially expanded its reach among artists in McKinney, and subsequently drew approximately 900 guests to 16 studios across McKinney. In 2016, MAST expanded to 50 studios, representing 50-70 artists, drawing 1132 visitors. MAST currently has 50 artists registered for the 2017 event, representing both East and West side of I-75.

MAST is free. In addition to the tour (10am-6p on Saturday, noon-5pm on Sunday), patrons are encouraged to view and purchase art at the MAST Art Exhibition at the Heard-Craig Center for the Arts. Funds from purchases are spread between artists, MAST, and the 1-2-1 Program of the Arts and Music Guild, which is an outreach program to the elderly through art instruction one on one.

Every year, MAST enhances the art experience by introducing the public to artists and the places where they create, encouraging interest in the processes, materials and ideas related to art. MAST appeals to individuals and families, and seeks to interest and educate people of all ages in the artistic process. MAST is well-established within McKinney; by expanding advertising with the MCDC grant, MAST will continue build an awareness of the event in communities beyond McKinney, drawing more people from outside McKinney to our thriving arts community. During our 2016 MAST event, 42% of the attendees came from outside of McKinney; some as far away as the UK. Our overall attendance was estimated to have increased by 20% from 2015.

McKinney's visual arts community is developing a wonderful reputation in the greater DFW area. Artists from around the Metroplex are drawn to opportunities to compete and exhibit in McKinney's arts district which are offered by the Arts and Music Guild and MAST. Audiences from beyond McKinney are following these artists on social media, and recognizing McKinney as an arts destination. MAST provides a unique opportunity for people who do not live in McKinney to explore the neighborhoods of McKinney (Historic Downtown, Adriatica, Eldorado) as they follow the tour through studios in these neighborhoods. MAST increases public awareness that art thrives in area neighborhoods, not only in designated arts districts. MAST's promotional materials encourage visitors to begin downtown at an information booth on the lawn of MPAC, which introduces visitors to McKinney's Historic Square.

MAST marketing in McKinney is year 'round, with an excellent website and promotional cards that are distributed at festivals such as Arts in Bloom and Oktoberfest. Artists were encouraged to apply for inclusion in 2017 MAST by May 15th. Soon after that date, promotional materials, including an interactive online map of the studio locations, will be created by MAST volunteers. Marketing to communities outside of McKinney will begin early in the fall.

MAST works each year to reach and include artists across McKinney, west and east of 75 (the great divide). As the event continues to grow, we expect that MAST will have to eventually spread across 2 weekends in November. The goal is for every studio to see a steady flow of visitors from McKinney and the greater DFW area.

- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization. The McKinney Art Studio Tour (MAST) supports the Arts and Music Guild's core objective to bring an awareness of the unique artistic community and their gifts to the City of McKinney and surrounding communities. MAST allows the public to view the process of the creation of art in real time through the opening of artists' studios to the public. Through this event, the artists can share their gifts and encourage more community members to participate in the creation of art.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable. The event takes place during the second weekend in November, lasting two days. The event schedule is Saturday from 10-6, and Sunday from noon to 5. In 2016, we saw over 1100 attendees over the two days, and we're anticipating a 10-20% increase for 2017. There is no admission fee for attendees. In addition to the Tour, there will be an art exhibit consisting of at least one donated piece by each artist, to be housed at the Heard-Craig Center for the Arts.
- Include the venue/location for Project/Promotional/Community Event? The tour is comprised of the artist regular studio locations, as well as a few centers for artists whose studios are not readily accessible to the public.

- Provide a timeline for the Project/Promotional/Community Event. The Tour will take place over the second Saturday and Sunday in November, November 11-12, 2017.
- Detail goals for growth/expansion in future years. As artists continue to locate in McKinney, to join in the company of the thriving art community here, we will expect the number of applicants to increase.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

MAST supports MCDC Goals in the following ways:

- MAST promotes McKinney’s artists and their unique contribution to everyday life through their work. During the tour, colorful MAST signs indicate where artist studios are located in neighborhoods across McKinney. MAST artists are often the artist next door. Their presence contributes to the quality of life in McKinney.
- MAST facilitates the marketing and sale of art in the community. Leadership in the Arts and Music Guild encourages and trains artists to develop their art business, which in turn strengthens the cottage industry in McKinney. MAST is often the catalyst in an artist’s expansion into a sole-proprietorship.
- MAST also promotes businesses that contribute to MAST through logo sponsorships and donations. Many businesses support MAST each year, and these are included on all promotional materials.
- MAST is very pleased to partner with the Heard-Craig Center for the Arts with regard to hosting the MAST Art Exhibition, a sampling of art from participating artists for sale. A portion of the proceeds will be donated to MAST. In 2015 & 2016, a majority of the people who went to see the artwork at the Heard-Craig had never been to that cultural gem in downtown McKinney.
- MAST always draws people into the Historic Downtown area, where there is a cluster of studios and art locations on the map. Many times artists hear that MAST raises awareness of the Historic Downtown Square, with its wonderful variety of shops and restaurants. The MAST information booth on the lawn of

MPAC is strategically located in order to encourage people to enjoy a meal and walk around downtown as part of their MAST experience. As MAST grows on the west side of 75, we are working for more support from businesses in Eldorado and Adriatica, which would in turn promote those pockets of businesses and restaurants during the tour.

- MAST in 2015 took small steps to promote in communities beyond McKinney, and subsequently saw an increase in the number of guests who came to McKinney for MAST. Some of these people came from as far away as Lewisville and Dallas. As MAST expanded its promotional reach, the percentage of visitors from outside of McKinney was increased in 2016. MAST successfully exceeded its goal by drawing 1132 visitors, 42% of which were from outside the McKinney area. This further strengthened the image that McKinney is an up and coming arts district in its own right. MAST and McKinney's artists add breadth to the experience of McKinney as a destination.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes

No

Date(s): FY 2016

Financial

Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.

The Arts and Music Guild spends no more than it earns through various revenue streams, public support and grants. Of note is the fact that the Guild does not calculate volunteer hours to match any grant money. There is also no assumption of significant board member contributions. The members and board simply work very hard to raise the support for the programs offered to creatives and the community at large. The MCDC grant requested for MAST advertising would provide additional resources for marketing as well as represent the city's support of this unique and vital event.

The Arts and Music Guild desires to nurture artists, to help them develop their art and to garner patrons to support their life in the arts. MAST encourages potential patrons to connect with artists. Original art is often purchased by patrons who learn to know an artist and the story of their work. Artists need opportunities to tell their story, to connect with people in their studios, to develop a relationship that leads to their work being collected. With the additional support of the MCDC grant, MAST would be able to reaching out to potential patrons beyond McKinney.

Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Projected Revenue

| | |
|--------------------|-----------|
| Gala 2016 Revenues | 1,000.00 |
| Public Donations | 1,000.00 |
| Artist Fees | 3,445.00 |
| Sponsorships | 2,500.00 |
| Art Exhibition | 1,500.00 |
| MCDC grant | 7,000.00 |
| Total Revenue | 16,445.00 |

Projected Expenses

| | |
|--|-----------|
| T-shirts | 600.00 |
| Website Development | 3,000.00 |
| Misc. Expenses | 500.00 |
| Advertising | |
| Billboard | 950.00 |
| Ads in Print Media (Allen, Celina, Plano, Prosper) | 4,550.00 |
| Radio ads (WRR) | 1,000.00 |
| Postcards and Posters | 1,500.00 |
| Special Promotional Events | 900.00 |
| Consultant Fees | 2,000.00 |
| Total Expenses | 15,000.00 |

What is the total estimated cost for this Project/Promotional/Community Event?

\$15,000.00

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 56%

Are Matching Funds available? Yes No

| | | |
|------------|--------|------------|
| Cash \$ | Source | % of Total |
| In-Kind \$ | Source | % of Total |

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

- Promotional cards for distribution by artists and at festivals
- Posters in shops around McKinney
- Email blasts through Guild & MAST email lists
- Active Facebook page and other social media
- Active website
- Bubble Life
- MCVB email and calendar posting
- Art and Seek and WRR online calendars and posting
- Star Courier Gazette and DMN Neighbors Go online postings

With a grant from MCDC, MAST will utilize the following advertising to audiences beyond McKinney:

- Billboard along Central Expressway
- Ads in community magazines (Allen, Plano, Prosper, etc.)
- Radio ads with Dallas station

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Beginning in 2016, MAST adult docents were tasked with encouraging accurate visitor sign in so that growth from year to year can be measured. This proved highly successful and allowed MAST to establish a baseline to measure the public participation in the MAST event. MAST docents will again be adult volunteers tasked with encouraging accurate visitor sign in so that growth from year to year will continue to be measurable.

Acknowledgements

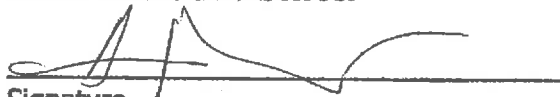
Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer


Signature

Printed Name

Anne Royer

Date

May 29, 2017

Representative Completing Application


Signature

Printed Name

LINDA BARNES

Date

MAY 30, 2017

Arts and Music Guild Budget 2017

Revenue Targets

| | |
|--|-------------|
| Arts and Music Guild Memberships | 875. |
| Unique By Nature Juried Art Competition | 3,420. |
| McKinney Arts Commission Grant for SMI | 7,425. * |
| Summer Music Intensives Tuition | 4,600. |
| MCDC Grant for MAST | 7,000. |
| MAST Revenues | 8,445. |
| The Cove Memberships | 10,500. |
| Corporate Sponsorship (MCM) | 1,000. |
| Passionate Hearts for McKinney Arts Gala | 9,000. |
| Total Projected Revenues | 52,265. |

*McKinney Arts Commission Grant supports Summer Music Intensives. MAC Grant money is neither requested nor used for MAST.

Budgeted Expenses

| | |
|---|-------------|
| Arts and Music Guild Operating Expenses | 300. |
| Unique by Nature Juried Art Competition | 3,365. |
| Summer Music Intensives | 15,440. |
| MAST | 15,000. |
| 1-2-1 Program | 1,675. |
| The Cove | 9,000. |
| MEF Fine Arts Scholarship | 1,000. |
| Donation to Odysseus Orchestra | 5,000. |
| Total Budgeted Expenses | 50,780. |

May 29, 2017

To whom it may concern,

I have examined the financials of the Arts & Music Guild and MAST for both this fiscal year and the prior year. I find the financials of these organizations to be solvent including all associated bank statements, bookkeeping entries and practices. If needed I can be reached at 203-522-0814, thank you.

Cordially,

A handwritten signature in black ink that reads "Maureen A. Hinkley". The signature is written in a cursive style with a large, prominent initial "M".

Maureen A. Hinkley, M.S. Finance, M.B.A. International Business, Ed.D. Doctor of Education, Columbia University

Executive Treasurer, Arts & Music Guild and MAST

Arts and Music Guild
Revenue and Expense
January through December 2015

| | Revenue | Expenses | Net | Cash on Hand |
|----------------------------------|------------------|------------------|------------------|------------------|
| January 1, 2015 | | | | 14,703.55 |
| Government Grant | | | | |
| M.A.C. 2014-2015 | 2,887.50 | | | |
| M.A.C. 2015-2015 | 7,420.00 | | | |
| | <u>10,307.50</u> | | <u>10,307.50</u> | |
| Private Grants | | | | |
| McDermott Foundation | 5,000.00 | | | |
| Prothro Foundation | 3,000.00 | | | |
| | <u>8,000.00</u> | | <u>8,000.00</u> | |
| Public Donations | 418.43 | | 418.43 | |
| Membership 2015 | 550.00 | | 550.00 | |
| Fundraising - Oktoberfest | | | | |
| Sales | 4,236.50 | | | |
| Booth Fee | | 200.00 | | |
| Food & Supplies | | 2,801.77 | | |
| | <u>4,236.50</u> | <u>3,001.77</u> | 1,234.73 | |
| Young Artist Scholarship | 175.00 | 500.00 | -325.00 | |
| 1-2-1 Outreach | 125.00 | 372.24 | -247.24 | |
| Serenity High | 85.00 | 520.00 | -435.00 | |
| Arts in Bloom | | | | |
| Performers | | 1,000.00 | | |
| Tent Rental | | 25.00 | | |
| | <u>0.00</u> | <u>1,025.00</u> | -1,025.00 | |
| Unique by Nature | | | | |
| Entry Fees | 1,880.00 | | | |
| Performers | | 200.00 | | |
| Supplies | | 119.77 | | |
| | <u>1,880.00</u> | <u>319.77</u> | 1,560.23 | |
| Summer Music Intensives | | | | |
| Tuition | 4,440.00 | | | |
| Teachers | | 9,500.00 | | |
| Rental - Facility | | 2,250.00 | | |
| Rental - Equipment | | 360.00 | | |
| Insurance | | 300.00 | | |
| Advertising | | 341.13 | | |
| Sound & Video | | 250.00 | | |
| Programs, Supplies | | 379.53 | | |
| | <u>4,440.00</u> | <u>13,380.66</u> | -8,940.66 | |

| | | | |
|--|-------------------------|-------------------------|------------------------|
| Music in Motion | | | |
| Donation | 100.00 | | |
| Performers | | 4,500.00 | |
| Piano Tuning` | | 75.78 | |
| Advertising | | 723.98 | |
| Insurance | | 240.00 | |
| Rental - Facility | | 1,605.00 | |
| Printing | | 98.14 | |
| Other Costs | | 55.65 | |
| | <u>100.00</u> | <u>7,298.55</u> | <u>-7,198.55</u> |
| Pen & Brush | 300.00 | 300.00 | 0.00 |
| Second Saturday | 0.00 | 69.28 | -69.28 |
| McKinney Art Studio Tour (MAST) | | | |
| Business Donations | 6,746.94 | | |
| Public Donations | 374.77 | | |
| Entry Fees | 600.00 | | |
| Sponsors | 1,800.00 | | |
| Fundraising | 3,271.93 | 2,619.00 | |
| Printing | | 1,096.65 | |
| Supplies | | 638.85 | |
| Advertising | | 2,222.97 | |
| Website | | 1,147.75 | |
| Operating Expense | | 470.40 | |
| | <u>12,793.64</u> | <u>8,195.62</u> | <u>4,598.02</u> |
| Operating Expenses | | | |
| P.O. Box Rent | | 78.00 | |
| Transaction Fees | | 46.36 | |
| Domain Name, Hosting | | 225.96 | |
| | <u>0.00</u> | <u>350.32</u> | <u>-350.32</u> |
| | <u><u>43,411.07</u></u> | <u><u>35,333.21</u></u> | <u><u>8,077.86</u></u> |

December 31, 2015

22,781.41

**Arts and Music Guild
Revenue and Expense
January through December 2016**

| | Revenue | Expenses | Net | Cash on Hand |
|---|------------------|------------------|------------------|------------------|
| January 1, 2016 | | | | 22,781.41 |
| Government Grant | | | | |
| M.A.C. 2015-2016 | <u>11,352.50</u> | | | |
| | 11,352.50 | 0.00 | 11,352.50 | |
| Public Donations | | | | |
| | <u>320.00</u> | | | |
| | 320.00 | 0.00 | 320.00 | |
| Membership 2016 | | | | |
| | <u>805.00</u> | | | |
| | 805.00 | 0.00 | 805.00 | |
| Fundraising - Hearts for McKinney Arts | | | | |
| Ticket Sales | 11,398.00 | | | |
| Sponsors | 26,675.81 | | | |
| Musicians/Artists | | 8,330.00 | | |
| Accounting fees | | 700.00 | | |
| Business Fees | | 403.35 | | |
| Printing | | 1,626.93 | | |
| Food & Supplies | | <u>12,075.99</u> | | |
| | 38,073.81 | 23,136.27 | 14,937.54 | |
| Awards and Community Outreach | | | | |
| Young Artist Scholarship | 263.00 | 500.00 | | |
| Heard-Craig Center for the Arts | | 5,000.00 | | |
| 1-2-1 Program | | <u>571.96</u> | | |
| | 263.00 | 6,071.96 | -5,808.96 | |
| Arts in Bloom Jazz | | | | |
| Performers | | 1,000.00 | | |
| Tent Rental | | <u>150.00</u> | | |
| | 0.00 | 1,150.00 | -1,150.00 | |
| Unique by Nature | | | | |
| Entry Fees | 3,440.00 | | | |
| Awards | | 2,000.00 | | |
| Supplies | | <u>75.70</u> | | |
| | 3,440.00 | 2,075.70 | 1,364.30 | |
| Summer Music Intensives | | | | |
| Tuition | 4,520.00 | | | |
| Teachers | | 9,145.00 | | |
| Rental - Facility | | 1,550.00 | | |
| Business Fees | | 20.50 | | |
| Insurance | | 176.00 | | |
| Advertising | | 2,041.57 | | |

| | | | |
|--|------------------|------------------|------------------|
| Programs, Supplies | | <u>285.76</u> | |
| | <u>4,520.00</u> | <u>13,218.83</u> | <u>-8,698.83</u> |
| Music in Motion | | | |
| Performers | | 5,300.00 | |
| Advertising | | 738.72 | |
| Rental - Facility | | 1,473.00 | |
| Other Costs | | <u>400.81</u> | |
| | <u>0.00</u> | <u>7,912.53</u> | <u>-7,912.53</u> |
| McKinney Art Studio Tour (MAST) | | | |
| Donations | 375.00 | | |
| Grant - MCDC | 5,000.00 | | |
| Entry Fees | 3,445.00 | | |
| Sponsors | 1,300.00 | | |
| Fundraising | 2,665.18 | 825.55 | |
| Tent Rental | | 150.00 | |
| Printing | | 1,367.98 | |
| Special Event | | 842.33 | |
| Advertising | | 7,155.53 | |
| Business Fees | | 2,741.79 | |
| Operating Expense | | <u>391.17</u> | |
| | <u>12,785.18</u> | <u>13,474.35</u> | <u>-689.17</u> |
| The Cove | | | |
| Donations | 400.00 | | |
| Membership | 8,884.00 | | |
| Business Fees | | 187.74 | |
| Rent, Utilities | | 4,304.92 | |
| Supplies | | 756.96 | |
| Start-up Costs | | <u>2,382.48</u> | |
| | <u>9,284.00</u> | <u>7,632.10</u> | <u>1,651.90</u> |
| Operating Expenses | | | |
| Business Fees | | 370.76 | |
| Office Expenses | | <u>213.02</u> | |
| | <u>0.00</u> | <u>583.78</u> | <u>-583.78</u> |
| | <u>80,843.49</u> | <u>75,255.52</u> | <u>5,587.97</u> |

December 31, 2016

28,369.38

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 03 2011**

ARTS AND MUSIC GUILD
1200 N MORRIS ST
MCKINNEY, TX 75069

Employer Identification Number:
27-2861813
DLN:
17053350314000
Contact Person:
FAITH E CUMMINS ID# 31534
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
April 23, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

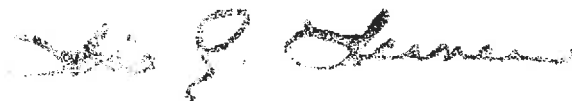
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (00/06)