



HEARD-CRAIG

CENTER *for the* ARTS

McKinney Community
Development Corporation-
- Request for Promotional
Grant for
Schon Everywhere 2018

Mr. Nate Pike
Heard-Craig Board
June 26, 2018

Grant Overview



Heard-Craig Center



Freya Frahm Haus

Heard-Craig Center for the Arts, McKinney, TX, has partnered with the Freya Frahm Haus, Laboe, Germany, to form an international pop up gallery exchange in the Fall of 2018.

Schon Everywhere



What is it?

An exchange of 10-25 gallery pieces for showing overseas.

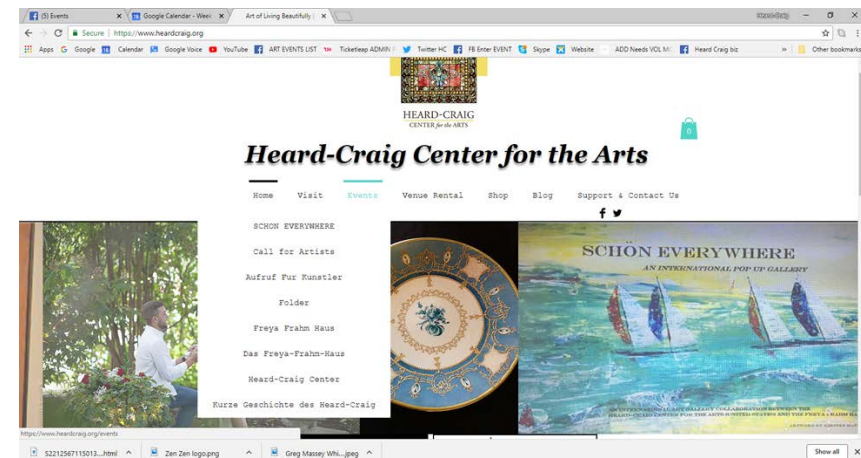
When?

August, 2018: U.S. artwork will be shown in Laboe

September and October, 2018: German & U.S. artwork will be shown in McKinney (through Oktoberfest)

Call for Artists?

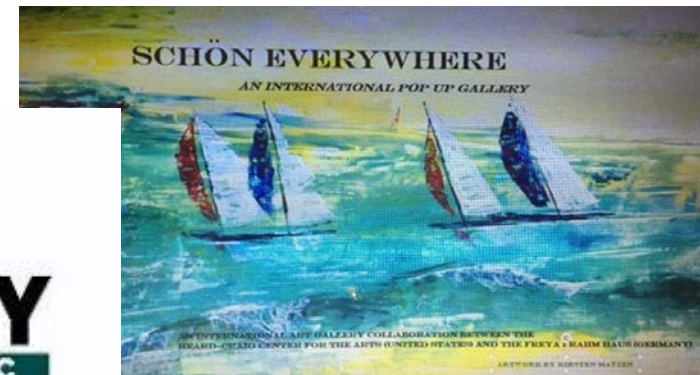
March - Present



Grant Specifics



We are requesting \$5,150
to fund the marketing of the gallery event
(ads, show booklets & advertisement shipping)



Showcasing McKinney

For business development and tourism:



Companies look for new growth opportunities beyond their borders

Helps reduce the dependence on known markets

Shares new products, services and places with a diverse audience

Creates new business expansion

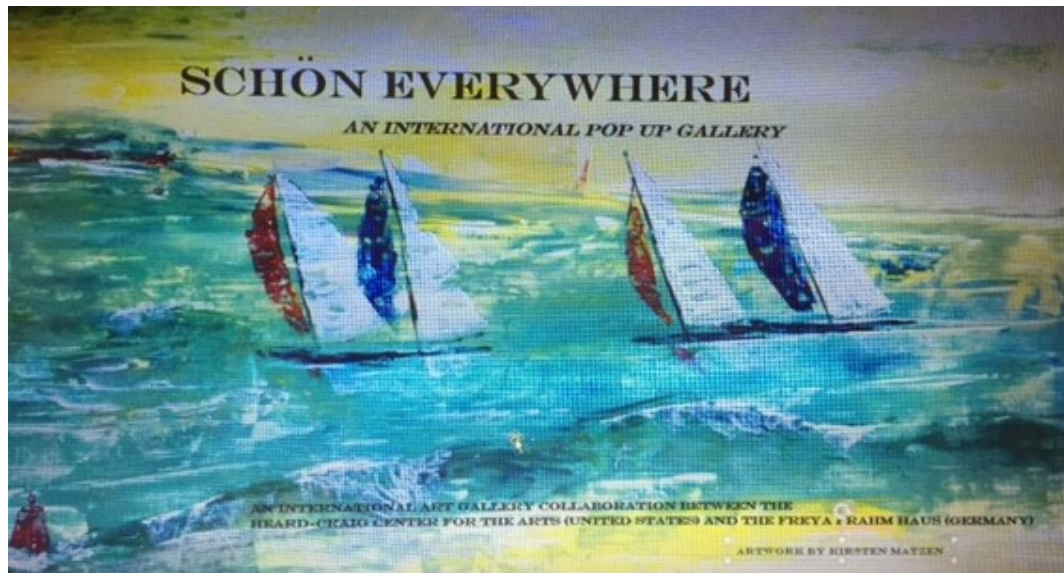
Trust & reputation are main pillars for economic development – both companies have those things at their foundation

Bridged cultural, language, and event differences (website in German)

Plans for August 3 German Reception: Webcast HC/Chamber/Mayor (?)

Plans for Video showcasing the town/galleries/Okttoberfest





We appreciate your consideration to provide a promotional grant to promote *Schon Everywhere* as a unique event for economics & tourism.

If questions, please contact us at
972-569-6909



The Heard-Craig

