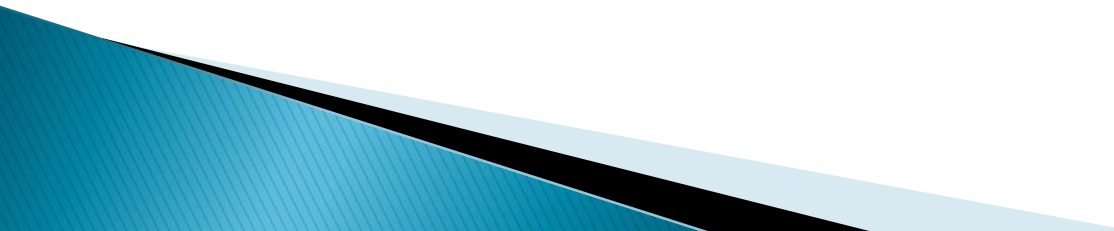


McKinney Community Development Corporation Grant Request Presentation

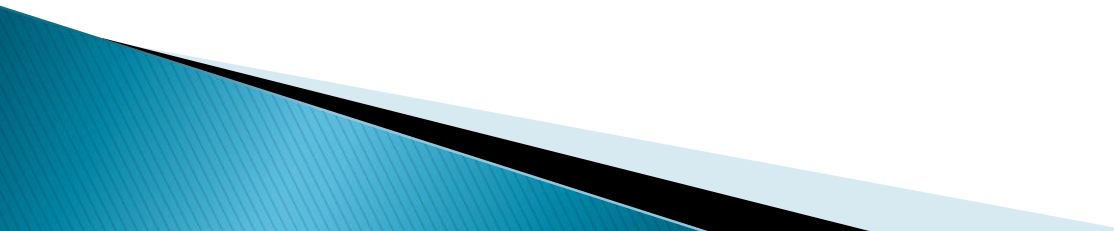
Arts and Music Guild on Behalf of McKinney
Art Studio Tour (MAST)



MAST History

- ▶ The McKinney Art Studio Tour was first conceived in 2009 by a group of local artists to bring the art community closer to the citizens of McKinney.
 - ▶ In 2015, MAST leadership joined the board of the Arts and Music Guild and became part of the programming for the Guild.
 - ▶ The tour has grown substantially over the years to 16 studios attracting over 900 guests.
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Grant Request and Objectives

- ▶ The Arts and Music Guild has requested a \$5,000 grant to allow MAST to advertise the event in other communities, to draw more attendees from outside McKinney and increase awareness of our thriving art community.
 - ▶ In 2016, our goal is to increase the number of studios to 20 studios, 50 artists and 1000+ guests.
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Target Outlets

- ▶ Monthly Lifestyle Magazines such as in Allen, Prosper and Frisco.
 - Total reach – 130,000 households
 - Estimated cost – \$4,500
- ▶ Bubble Life–electronic delivery, \$500–\$750/mo.
- ▶ Yelp–250,000 user reach to DFW Metro, delivered electronically once via newsletter.
Cost = \$0