



City of McKinney/Arts Commission

August 19, 2021

Panel Info

Application: A-2177748687
Score: 902
Recommended Award: \$90,000.00

In my opinion, this mural will be a wonderful addition.

I would love to see you explore the ways that this incredible backdrop can have a larger impact.

Muralist Guido van Helten's work is incredible. I imagine this will have a great visual impact for McKinney and the historic silos.

Panel Comments:

This is an ambitious project by world class muralist Guido Van Helton. Judging from his past work, this will be an attraction that will draw tourists from more than 50 miles. It will be a wonderful reflection of the social fabric of this community. The powerpoint did a good job of providing information on the artist and his projects. I would have liked to learn more about the organizational history and work of the Historic Downtown McKinney Cultural District, rather than read the case for why the arts are important to a community, Looking at their budget, their city/county seem committed to implementing the mural.

A well planned project that will bring visitors to the area. Marketing budget however seems low to achieve the audience goals and reach beyond the near regional community.

Artistic Quality:
92%

Capability:
90%

Impact:
86%