

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2016

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 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD 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 a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, 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
Quality of Life 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. | <input checked="" type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents. |
|---|--|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

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:

artsandmusicguild@gmail.com

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: 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

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Anne Royer

Title: Director, Arts and Music Guild

Mailing Address: 1206 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone 214-679-1124

Fax:

Email: sar312@sbcglobal.net

FUNDING

Total amount requested: 5000.00

Matching Funds Available: 0

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: MAST: Nov. 12, 2016

Completion Date: Nov. 13, 2016

BOARD OF DIRECTORS *(may be included as an attachment)***Marvin Surlles****Christine Scott****Sona Knox****Beverly German****Brad Sharp****Maureen Hinkley****Terry Prescott****Stephanie Hobson****Rachel Reitan****J.B. Phipps****Neila Petrick****LEADERSHIP of MAST****J. B. Phipps****Stephanie Hobson****Sona Knox****Linda Barnes**

I. Applying Organization : Arts and Music Guild

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)
- Music in Motion (October)
- McKinney Art Studio Tour (November)
- 1-2-1 Program (year around outreach to elderly)

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

- Outline details of the Project/Promotion/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 hopes to expand to 20 studios, representing 30-50 artists, drawing 1000.

MAST is free. In addition to the tour (10am-6p on Saturday, noon-5pm on Sunday), patrons are encouraged to view art donated to a silent auction for MAST at the Heard-Craig Center for the Arts. Every year, this auction grows. 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 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 in McKinney; by expanding advertising with the MCDC grant, MAST will develop an awareness of the event in communities beyond McKinney, drawing more people from outside McKinney to our thriving arts community.

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 must apply for inclusion in MAST 2016 by July 31st. 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). Eventually MAST will have to 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.

Provide specific information to illustrate how this Project/Promotion/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/Promotion/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 also 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 the viewing of the silent auction. In 2015, of the 250 people who went to see the artwork in the auction at the Heard-Craig, most 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 hope 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 expands its promotional reach, the percentage of visitors from outside of McKinney will most certainly increase. This will further 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/Promotion/Community Event, been submitted to MCDC in the past?

NO

Yes

No

III. 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 new 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 budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

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

\$11,000.00

(Include a budget for the proposed Project/Promotion/Community Event.)

Projected Revenue	
Public Donations	1,000.00
Artist Fees	2,000.00
Sponsorships	1,500.00
Silent Auction	1,500.00
MCDC grant	5,000.00
Total Revenue	11,000.00

Projected Expenses	
T-shirts	600.00
Printing Maps/Brochures	800.00
Website Development	2,000.00
Misc. Expenses	200.00
Advertising	
Hobson Signs – Billboard	450.00
Ads in Print Media (Allen, Celina, Frisco, Prosper)	4550.00
Radio ads (WRR)	1000.00
Postcards and Posters	500.00
Special Promotional Events	900.00
Total Expenses	11,000.00

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?

MAST will raise approximately 55% of the funds needed for the entire event.

Are Matching Funds available? **NO** Yes No

Cash \$	Source	% of Total
---------	--------	------------

In-Kind \$

Source

% of Total

Are other sources of funding available? *If so, please list source and amount.*

Revenues will include artist fees, sponsorships, public donations, and silent auction, as listed on budget.

Have any other federal, state, or municipal entities or foundations been approached for funding? *No*

IV. Marketing and Outreach

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

Promotional cards to artists and at festivals

Posters in shops around McKinney

Email blasts through Guild, MAST email lists

Active Facebook page and 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

YELP!

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

Billboard along Central Expressway (Hobson Signs)

Ads in community magazines (Allen, Frisco, Prosper, etc.)

Radio ads with Dallas station

V. Metrics to Evaluate Success

In order to evaluate the success of this marketing and promotion of MAST to audiences outside of McKinney, at each studio docents will ask visitors to sign a sheet that includes indicating zip codes. Based on comments from artists on the tour, MAST has attracted visitors from outside of McKinney in the past. However, accurate records of how many people came from outside of McKinney have not been a priority. This year, MAST docents will be adult volunteers tasked with encouraging accurate visitor sign in so that growth from year to year will be measurable.

Acknowledgements

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

- The Project/Promotion/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, outreach, advertising and public relations as a funder of the Project/Promotion/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/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/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/Promotion/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

Representative Completing Application

Signature

Anne Royer
Printed Name

Date

Signature

Anne Royer
Printed Name

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Arts and Music Guild Budget 2016

Revenue Targets

McKinney Arts Commission Grant	10180. *
MCDC Grant for MAST	5000.
Private Foundation Support	3000.
Passionate Hearts for McKinney Arts Gala	4000.
Unique by Nature Fees	1600.
Summer Music Intensives Tuition	3000.
Arts and Music Guild Memberships	875.
MAST Artist Fees	2000.
MAST Donations and Sponsorships	2500.
MAST Silent Auction	1500.
Total Projected Revenues	33,655.

*McKinney Arts Commission Grants support the follow events: Summer Music Intensives, Music in Motion, and Arts in Bloom. MAC Grant money is neither requested nor used for MAST.

Budgeted Expenses

Arts and Music Guild Operating Expenses	400.
1-2-1 Program	1100.
Summer Music Intensives	13,200.
Music in Motion	7,000.
Arts in Bloom Performers	1,000.
MAST	11,000.
Total Budgeted Expenses	33,700.

June 20, 2016

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,

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 2014**

	Revenue	Expenses	Net	Cash on Hand
January 1, 2014				<u><u>5,855.24</u></u>
Government Grant				
M.A.C. 2013-2014	2,452.50			
M.A.C. 2014-2015	6,737.50			
	<u>9,190.00</u>	<u>0.00</u>	<u>9,190.00</u>	
Private Grants				
McDermott Foundation	5,000.00			
Prothro Foundation	2,500.00			
	<u>7,500.00</u>	<u>0.00</u>	<u>7,500.00</u>	
Public Donations	<u>330.00</u>			
	330.00	0.00	330.00	
Membership 2014	<u>735.00</u>			
	735.00	0.00	735.00	
Fundraising - Oktoberfest				
Sales	13,233.60			
Food & Supplies		4119.17		
	<u>13,233.60</u>	<u>4,119.17</u>	<u>9,114.43</u>	
Fundraising - Chester book				
Sales	1,391.57			
	<u>1,391.57</u>	<u>0.00</u>	<u>1,391.57</u>	
Young Artist Scholarship	<u>357.00</u>	<u>625.00</u>		
	357.00	625.00	-268.00	
Serenity High	<u>108.01</u>	<u>1,019.45</u>		
	108.01	1,019.45	-911.44	
Arts in Bloom				
Performers		900.00		
	<u>0.00</u>	<u>900.00</u>	<u>900.00</u>	
Unique by Nature				
Entry Fees	840.00			
	<u>840.00</u>	<u>0.00</u>	<u>840.00</u>	
Summer Music Intensives				
Tuition	515.00			
Teachers		6,000.00		
Rental - Facility		750.00		
Insurance		600.00		
Advertising		237.00		
Programs, Supplies		239.06		
	<u>515.00</u>	<u>7,826.06</u>	<u>-7,311.06</u>	

Music in Motion

Donation	70.00		
Performers		5,380.03	
Piano Tuning`		140.00	
Advertising		1,321.99	
Signs		223.00	
Rental - Facility		1,700.00	
Rental - Linens		332.00	
Printing		113.85	
Security		450.00	
Food		583.42	
Supplies		149.35	
	<u>70.00</u>	<u>10,393.64</u>	<u>-10,323.64</u>

Operating Expenses

P.O. Box Rent		78.00	
Laptop		220.00	
Supplies		126.67	
Domain Name, Hosting		113.88	
	<u>0.00</u>	<u>538.55</u>	<u>538.55</u>
	<u><u>34,270.18</u></u>	<u><u>25,421.87</u></u>	<u><u>8,848.31</u></u>

December 31, 2014

14,703.55

**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

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

DEPARTMENT OF THE TREASURY

Date: **JUN 03 2011**

ARTS AND MUSIC GUILD
1206 N MORRIS ST
MCKINNEY, TX 75069

Employer Identification Number:
27-2861813
DLN:
17053350314000
Contact Person:
FAITH E CUMMINS ID# 31504
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

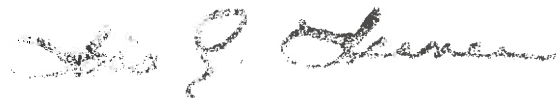
Dear Applicant:

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 (00/09)

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.



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.



*also
Prosper*

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

