

18 December

2017

McKinney Art Studio Tour Grant Report Narrative and Financial Report

Linda Barnes

The McKinney Art Studio Tour (MAST) was held the weekend of November 11-12, 2017 and involved 48 artists, at 22 studio locations. Revenue of \$10,878.79 was achieved with expenses of \$9,158.39.

McKinney Community Development Corporation

Grant Report Narrative and Financial Report

Organization:	Arts and Music Guild
Funding Amount:	\$5,000
Project/Promotion/Community Event:	McKinney Art Studio Tour (MAST)
Start Date:	November 11, 2017
Completion Date:	November 12, 2017
Location:	Various Around McKinney/Heard-Craig Center for the Arts

The McKinney Art Studio Tour (MAST) was held the weekend of November 11-12, 2017 and involved 48 artists at 22 studio locations. These locations were predominantly in and near the Square, but a few were also located west of Central Expressway. Our artists each contributed at least one piece to our Exhibition, and those pieces were showcased at the Heard-Craig Center for the Arts for two days before the event, and during the entire event.

We implemented a simple sign in procedure at each location; the studios themselves, the greeter's tent on the MPAC lawn and at the Heard-Craig Center for the Arts. Each visitor was greeted and invited to sign in with the zip code of each member of their party, and a wristband was given to each visitor to prevent us from counting them twice. In addition, this year we piloted the use of a new app called Guidebook, which is configurable for events to provide attendees with a more meaningful and customized experience. At each sign in station, signage was displayed describing the app and docents assisted attendees with downloading and using the app. A beautiful Spirit Bear print, donated generously by Australian photographer David Mackenzie, was offered as a drawing prize to those who agreed to assist us in the app pilot. The print was exhibited at the Heard-Craig.

We wanted to match our 2016 achievement of attracting a large number of people from outside of McKinney, so we implemented a number of awareness initiatives.

Promoting the Event

First, we updated our website, www.mckinneyartstudiotour.com to make it more appealing and to highlight the artist profiles. We implemented an interactive map and used map pins to highlight studio locations as well as higher level sponsors.



McKinney Art Studio Tour

November 11-12, 2017
Saturday Nov 11 • 10am-6pm
Sunday Nov 12 • Noon-5pm

[Home](#) [About MAST](#) [Visitor FAQ](#) [Artists](#) [Gallery](#) [Sponsors](#) [Map](#)

Next door,
down the street,
in private studios,
artists across McKinney
create everyday,
quietly,
alone ...
But once a year McKinney artists
invite YOU into their creative
spaces!
MAST is a rare opportunity to see
an artist at work, to better
understand the creative process.



McKinney has a thriving art community, and since 2009 MAST has connected the art-loving public with amazing local artists. This year the tour includes painters, potters, fiber artists, sculptors, wood carvers and turners, photographers, mixed media artists, colored pencil artists and a fashion designer. Forty-eight creatives are waiting for YOU to walk through their studio door.

Though you may begin your Tour at any studio, we suggest starting at the Heard-Craig Center for the Arts in downtown McKinney. There, artwork by every MAST participant is on exhibit and for purchase. Artists also have artwork for sale at their studios. This year give the gift of original art and design.

Heard-Craig Center for the Arts
306 W. Hunt St.
McKinney, Texas 75069

[Map to Studios and Art Exhibit/Sale](#)



The MAST Website Landing Page

As was done last year, we promoted the event heavily on social media. Each artist was profiled, using the MAST and the Arts and Music Guild Facebook pages and a lively dialog with multiple posts per day resulted.



The MAST Facebook page banner

This year, we opted to use Facebook Ads, to more closely target specific demographics within and outside of Collin County. We expanded the range of target audiences to include parts of Dallas, and other surrounding areas to McKinney. We ran 3 ads and 1 event beginning in the three weeks leading up to the event, and each ad ran for one week. The results of those ads are as follows:

Results	5957
Reach	54202
Impressions	80305
Cost	\$460.00

The predominance of the audience reached was between the ages of 25-55 years of age.

In addition to social media, we distributed a press release to a number of outlets, including the Dallas Morning News and Star Local Media as well as The Herald Democrat which publishes local weekly newspapers such as Prosper Press. We also distributed the press release to electronic delivery news outlets such as Guide Live. A copy of the press release was also provided to McKinney Main Street for distribution to their merchant members. A billboard rider was configured at the 2727 S. Central Expressway, location to create awareness to people traveling that road.

This year, we purchased ads from only two lifestyle publications: Living Well magazine which serves all of Collin County, and Plano Profile. We used ½ and ¼ page ads to draw in visitors from outside of McKinney. One of the publications, the Plano Profile, is the only publication Toyota sends to their employees in California who are considering a transfer to Texas as part of that company’s HQ relocation. We were especially pleased to learn that several attendees were there as a result of the Toyota distribution of that publication.

In addition to the print ad we ran for two months, we implemented a banner ad on the Plano Profile web page. The event was also profiled by The Art of Living Beautifully, a McKinney-specific blog.

The distribution areas for those publications are as follows:

Plano Profile – Plano, Frisco, McKinney, parts of Dallas

Living Well Magazine – Collin County and Dallas County



Print Ad

Other promotional activities:

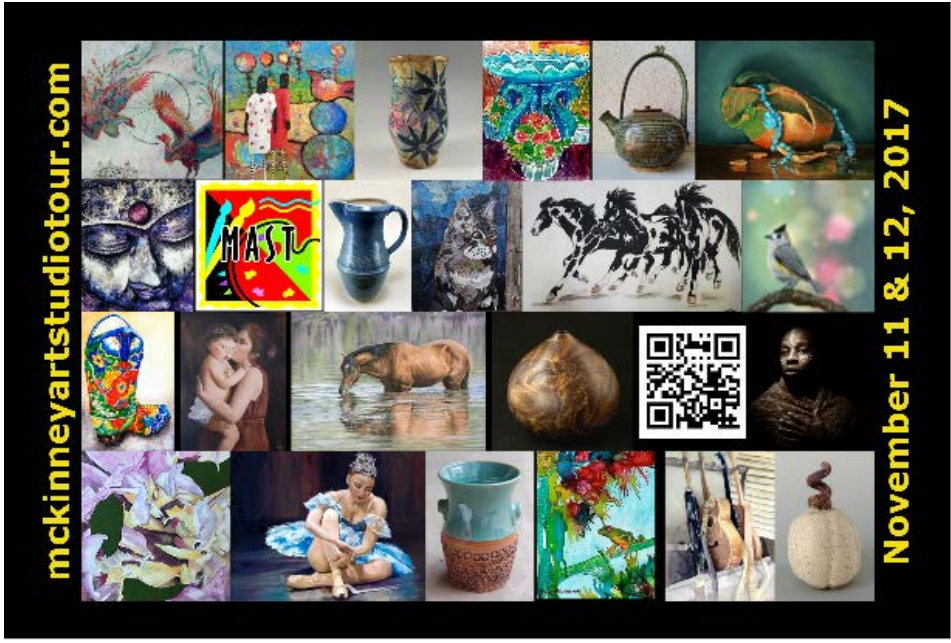
Art and Seek

Dallas Morning News

Postcards distributed during Arts in Bloom and Scare on the Square

Yard Signs

Posters



Postcard



MAST

MCKINNEY ART STUDIO TOUR

A free self-guided tour of
24 studios
featuring 48 artists
in McKinney, Texas.

Saturday, November 11th, 10am - 6 pm
Sunday, November 12th, 12 - 5 pm

For tour information visit:
mckinneyartstudiotour.com



FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Poster

Performance Metrics:

2015 Visitors – 900, with an estimated 25% coming from outside McKinney

2016 Visitors – 1132 with 42% coming from outside McKinney; some as far away as Northern Ireland.

2017 Visitors – 910 with 41.5% coming from outside McKinney; several other states were represented.

We estimate that the reduction in overall traffic was a result of Saturday being Veterans’ Day and that Central Expressway was closed just south of McKinney.

Distribution of visitors from outside McKinney is included as Attachment A.

Financial Report

Proposed Budget

Projected Revenue

Guild Contribution	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	<u>16,445.00</u>

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, Frisco, Prosper)	4,550.00
Radio ads (WRR)	1,000.00
Printed materials	1,500.00
Bookkeeping/Project Manager	2,000.00
Special Promotional Events	900.00
Total Expenses	<u>15,000.00</u>

Actual Financial Performance

Revenue

MCDC Grant	5,000.00
Sponsorships/Donations	1,500.00
Artist Fees	3,717.00
Exhibition Sales	661.79
Total Revenue	<u>10,878.79</u>

Expenses

T-Shirts	435.00
Advertising	
Print ads	2,300.00
Printed materials	625.07
Billboard	450.00
Facebook ads	379.45
Graphic design	1,260.00
Website Development	1,036.49
Exhibition Expenses	460.00
Misc. Expenses	205.58
Bookkeeping/Project Manager	2,000.00
Total Expenses	<u>9,158.39</u>

**ATTACHMENT A
MAST ATTENDANCE BY LOCATION**

**McKinney Art Studio Tour (MAST)
2017 Attendance**

Number	Town, State		
72	Allen, TX		
1	Allgood, AL		
8	Anna, TX		
1	Argyle, TX		
1	Arvado, CO		
1	Athens, TX		
10	Austin, TX		
3	Carrollton, TX		
4	Cedar Springs, MI		
	Celina, TX		
5	Celina, TX		
1	Clear Lake, SD		
39	Dallas, TX		
2	Denison, TX		
2	Denton, TX		
	Farmersville, TX		
4	Farmersville, TX		
2	Flower Mound, Tx		
2	Fort Worth, TX		
23	Frisco, TX		
14	Garland, TX		
1	Grand Prairie, TX		
1	Grapevine, TX		
3	Greenville, TX		
2	Gunter, TX		
4	Houma, LA		
2	Irving, TX		
2	Kalamazoo, MI		
4	Kenmore, WA		
4	Lake Dallas, Tx		
4	Leonard, TX		
2	Levelland, TX		
2	Lewisville, TX		

2	Lindale, TX		
4	Little Elm, TX		
8	Montebello, CA		
2	Naples, FL		
3	Overland Park, KS		
71	Plano, TX		
7	Princeton, TX		
16	Prosper, TX		
4	Quitman, LA		
5	Richardson, TX		
2	Rowlett, TX		
2	Sachse, TX		
6	San Antonio, TX		
2	San Mateo, CA		
2	Singapore		
1	Tampa, FL		
6	The Colony, TX		
2	Tom Bean, TX		
2	Van Alstyne, TX		
2	Wylie, TX		
2	264483		
1	264484	378	41.50%
88	McKinney, TX - N quadrant - 75071		
294	McKinney, TX - SE quadrant - 75069		
150	McKinney, TX - SW quadrant - 75070	532	58.50%
910	Total		