

HEARD-CRAIG
CENTER *for the ARTS*

May 24, 2017

Ms. Cindy Schneible

McKinney Community Development Corporation

5900 S. Lake Forest Drive, #110

McKinney, TX 75070

Dear Cindy,

Thank you, again, for funding a portion of the promotion/advertising for ART MEETS FLORAL.

This letter is the formal request for reimbursement for the promotional grant funds (\$3,000) approved for this event. Per the agreement to provide MCDC with a summary following the event, we have included the metrics and measurements outlined in the performance agreement and have also enclosed the following:

Post-Event Video showing advertising, event photos, and wrap up (on the enclosed thumb drive)

30-second Radio Spot (on the enclosed thumb drive)

Photographs of the Event: (enclosed and in the video)

Visual Collateral of the Promotional Ad Pages (enclosed) as well as Social Media screenshots

Visual Collateral of the Community Impact Magazine Ad (enclosed)

The Printed Promotional Piece handed out at the door for each attendee (enclosed)

The Printed form that was completed to track Out-Of-Mckinney visitors (enclosed)

The People's Choice Award (Winner Photo) and Post-Event Tea Advertising

The enclosed thumb-drive contains a Post-Event Video which we recommend viewing first as it provides a holistic overview of the event and an MCDC summary. Once again, we appreciate the funding of a portion of the advertising for the ART MEETS FLORAL event.

Sincerely,
The Heard-Craig Center
The Board of the Heard-Craig Center

Narrative on the Promotional Event- - ART MEETS FLORAL:

The ART MEETS FLORAL Regional Design Competition is a McKinney event pairing ARTWORK with FLORAL DESIGN creations.

The goals of this year's event were to: invite florists to participate in January and February (achieved), to hold the public entrance fee to \$5.00 (achieved), and to open the event to the public from Tuesday, April 25th through Friday, April 28th (opened one additional day through Saturday, April 29th). Last year, there were 11 featured paintings with florals and this year there were also 11 (Program enclosed).

Financial Report (budget as proposed and actual expenditures and noted variances):

The original estimate for MCDC promotional money was \$3,000. Matching funds were available from the Heard-Craig Center. The table below shows all of the estimates, the actual costs, the in-kind contributions, all donations and any variances for unplanned advertising. On the summary chart we've highlighted in blue the MCDC-funded advertising and in red we've highlighted the Heard-Craig-funded advertising and all donated/in-kind advertising from partnering companies.

<i>Estimated Costs</i>		<i>Actuals</i>
		(RED=HC) (BLUE=MCDC)
Community Impact -March	not originally planned	\$950.00
Community Impact - April 1/4 page	\$1,200	\$1,675
Radio Spots (7 days)	\$1,000	\$500.00
Ad Pages (400,000 people) - March	\$1,000	(\$1,000 Donated to H-C)
Ad Pages (400,000 people) - April	\$5,000	(discounted to HC \$4,300) \$1000
Lifetime and Patron Tickets/reception	\$100	\$100
Mckinney Heritage Alliance Members	Free	Free
Facebook Advertising	Free	Free
Facebook Voting Poll	\$50	\$50
Ad in McKinney Courier Gazette - April	not originally planned	\$210
Rack Cards displayed at Empty Bowls event	In-kind advertising	In Kind contribution to H-C
Rack Cards/Posters Chestnut Square	In-kind advertising	In-Kind Promotion
Rack Cards/Posters for History Museum	In-kind advertising	In-Kind Promotion
Rack Cards/Posters for Starbucks	In-kind advertising	Free
Rack Cards/Posters for Visitors Bureau	In-kind advertising	In-Kind Promotion
Press Release	Free	Free
Texas Highways Magazine - Events Listing	Free	Free
Posters & Banners	\$1,000	\$58.49
Posters & Banners		\$147.22
Marketing/Rack Cards		\$65.23
Tickets for Florist's Customers	\$75 Office Max	\$10 In-House
NBC-5 Dallas Press Release	Free	Free

Samples of Printed Material:

The envelopes provided with this Final Report hold all advertising samples. The materials included the Heard-Craig and MCDC Logos with funding acknowledgement. A photograph of the Banner is enclosed as are copies of the Poster and Rack Cards. Screen shots of on-line promotions are enclosed. We've developed a Post-Event Video which we recommend viewing first as it provides a holistic overview of the event (video is located on the enclosed thumb drive).

Performance Against Metrics outlined in our PROMOTIONAL FUNDING application:

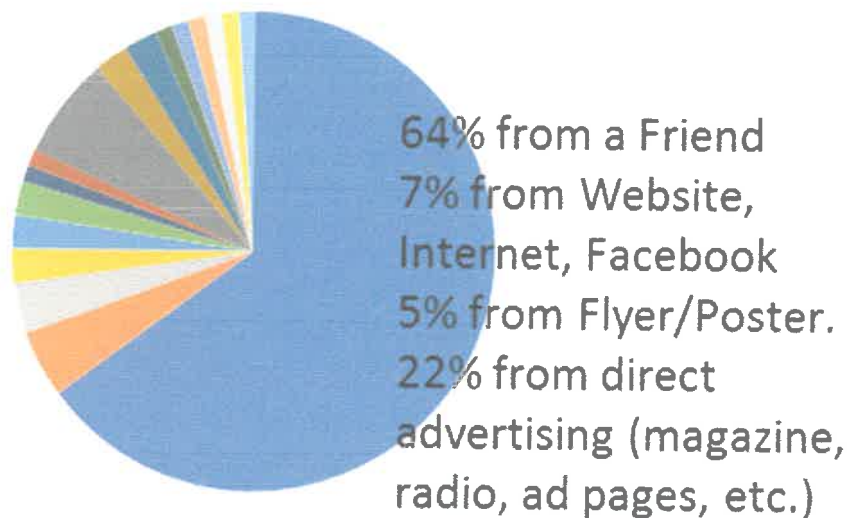
In our application to MCDC, we asked to hold the entrance fee to \$5.00. We estimated a 50% increase in attendance from last year. We also estimated an increase in the number of people from outside of McKinney. We achieved more than our estimated 50% -- specifically:

Last year, we had 90% McKinney attendance and 10% out-of-town. This year, we had 34% from McKinney and 66% from out of town. We ended up adding a day to the event (added Saturday, April 29, 2017) and also added a Jewelry Trunk Show on the same day.

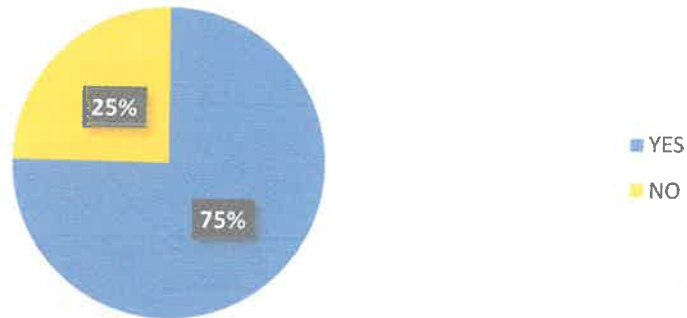
Of the 34% that attended from McKinney, most came from the 75069 Zip Code. Allen and Frisco attendees were the next highest cities in attendance. In total, there were attendees from a total of 31 different Zip Codes -- 20 of the Zip Codes were from outside of Collin County (e.g. Dallas, Carrollton, Fort Worth, The Woodlands, etc.) Attendees in twenty-nine Zip Codes were from outside of McKinney.

Per our application, we surveyed our attendees for additional information.. The results of the survey are shown below:

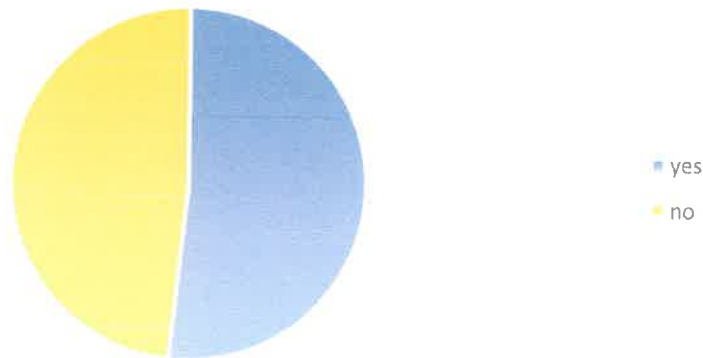
How did you hear about this event?



Did you attend this event with a friend?



Did you eat lunch in McKinney (before or after this event)?



How much did you spend eating in downtown McKinney before or after visiting ART MEETS FLORAL?



As noted on the charts, above, 75% of attendees brought a friend to the event, about half ate lunch downtown McKinney before or after the event, and those that ate downtown could specify how much they spent on their meal (ranging from \$6.00 to \$50). Since we surveyed on many other questions, we did not formally survey participants on whether they had attended last year. However, we know that several in attendance last year did come back to see the event this year and commented that it is their favorite event that the Heard-Craig offers (McKinney residents).

Interestingly, we ended this event with several new florists and artists asking to participate next year. We also ended the event with a commitment from several of the out-of-town guests to come back again next year.

We were glad that we moved the event from ARTS IN BLOOM weekend (2016) to two weeks later (2017). We heard from several customers that the access was better (less congested) and the event was better featured. We held a reception on opening day and had several newspapers in attendance. This event received a front page story from Star Local Media the first weekend of May. Star Media interviewed one of our designers, Malika Roberts about her floral interpretation of an Italian painting from the 1700s.

Based on 2017's results, we've decided to change the following for 2018: We will decrease the number of event days from 5 down to 3 (florals stay and look fresher). Because we received the highest attendance on Saturday, we will hold the event over a weekend (Friday, Saturday, and Sunday) instead of during the week. This is by the request of several florists (who want to be able to give tickets to their guests who work during the week).

Overall, the event is really very beautiful. We've targeted April 27-29 for the 2018 event and we invite the MCDC Staff and its Board to attend.

The Heard-Craig Board and Staff

May 24, 2017