

**GRANT APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: *Heard-Craig*  
Federal Tax I.D.: *75-136-2043*  
Incorporation Date: *August 24, 1971*  
Mailing Address: *205 W. Hunt Street*  
City: *McKinney* ST: *TX* Zip: *75069*  
Phone: *972-569-6909* Fax: *972-542-5092* Email: *executivedirector@heardcraig.org*  
Website: *www.heardcraig.org*

**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: *McKinney Chamber, Center for Non-Profit Management, Texas Association of Museums, American Association for State & Local History.*

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: *Martha Davis*  
Title: *Vice President, Board of Trustees*  
Mailing Address: *205 W. Hunt St.*  
City: *McKinney* ST: *TX* Zip: *75069*  
Phone: *972-569-6909* Fax (optional): Email: *admin@heardcraig.org*

**CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:**

Name: *Karen Zupanic*

Title: *Chief Executive*

Mailing Address: *205 W. Hunt*

City: *McKinney*

ST: *TX*

Zip: *75069*

Phone *972-569-6909*

Fax:

Email: *executivedirector@heardcraig.org*

**FUNDING**

Total amount requested: *\$7,540*

Matching Funds Available  Yes and if yes, please indicate amount): *\$7,540*

Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinney Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?

Yes

No

Please provide details and funding requested:

**ADVERTISING/PROMOTIONAL/COMMUNITY EVENT**

Start Date: *April 27, 2018*

Completion Date: *April 30, 2018*

**APPLICANT'S BOARD OF DIRECTORS** (list may be included as an attachment)

*Attached: "2017 Trustees of the Heard-Craig"*

## **2017 TRUSTEES OF THE HEARD-CRAIG**

### **Mrs. Jody Lauden, President**

Business Owner Expertise  
McKinney TX 75070  
214.578.5025

### **Ms. Martha Davis, Vice President**

Historical Center Expertise  
McKinney TX 75069  
972.529.5447

### **Mr. Nate Pike, Treasurer**

Financial Expertise  
ANNA, TX 75409  
903.893.6227

### **Mrs. Stephanie Tyson, Secretary**

Non-Profit Expertise  
McKinney TX 75070  
214-542-1496

### **Mary Beth Williams**

Community Expertise  
McKinney 75070  
214/460-6650

### **Mrs. Linda Dugger, Trustee**

Education Expertise  
McKinney TX 75070  
972-658-5668 (cell)

### **Mrs. Kelly Close, Trustee**

Teaching, Coaching & Management Expertise  
McKinney TX 75069  
901-497-5171 (cell)

## **Heard-Craig Staff**

**Karen Zupanic (Full-time)**

**Executive Director**

**972-569-6909**

**[executivedirector@heardcraig.org](mailto:executivedirector@heardcraig.org)**

**Debbie Janssen (Part-time)**

**Finance**

**972-803-7036**

**[djanssen70@yahoo.com](mailto:djanssen70@yahoo.com)**

**[admin@heardcraig.org](mailto:admin@heardcraig.org)**

**Gail Robinson**

**Events Contractor**

**[events@heardcraig.org](mailto:events@heardcraig.org)**

**Billie Pearson**

**Events Contractor**

**[events@heardcraig.org](mailto:events@heardcraig.org)**

**APPLICANT'S LEADERSHIP STAFF** (may be included as an attachment)

*Attached - Heard-Craig Staff*

**Use the outline below to prepare a written narrative no more than 7 pages in length:**

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

**II. Advertising/Promotional/Community Event**

- Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will **promote the City of McKinney for the purpose of tourism**.
- Describe how the proposed Advertising/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for Advertising/Promotional/Community Event.
- Provide a timeline for the Advertising /Promotional/Community Event.
- Detail goals for growth/expansion in future years.

**Project Grants – please complete the section below:**

*N/a*

- |                             |   |                             |
|-----------------------------|---|-----------------------------|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes            | <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes            | <input type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes            | <input type="checkbox"/> No |

### **Applying Organization:**

The Heard-Craig Center at 205 W. Hunt Street in downtown McKinney, is pleased to submit this grant to cover regional publicity for a very unique event to McKinney (and to the Dallas/Fort Worth region) entitled "Art Meets Floral". This event partners with more than a dozen regional companies (art organizations and florists) and is drawing attendance from different locations across the state of Texas.

- I. The Organization:** The Heard-Craig formally became a non-profit organization on August 24, 1971. The Center provides "No Cost" meeting facilities for 20 local educational and fine arts groups. Its mission is threefold - - education, preservation, and enlightenment. In 2018, the organization will celebrate its 47<sup>th</sup> year of providing facilities, events, and programming to the McKinney area as well as to surrounding areas (public organizations, private organizations, clubs, and the general public). The Heard-Craig partners at no cost with the staff of the McKinney Convention and Visitors Bureau and we have hosted many large tourist groups to support its goals and objectives for the City. There is one full-time staff, 1 part-time staff, and 2 contract event staff. There are many regular volunteers who provide service in gardening, museum organization, event assistance, etc.
- II. Advertising/Promotion:** The grant requested will provide promotional funding for the ART MEETS FLORAL Regional Design Competition Event. This event involves the pairing of paintings and artwork with floral interpretations of the art. Multiple florists and artists from the region donate their design expertise, their supplies, and their time to make this event a

unique regional activity. 2017 was the first year that event advertising funding was requested and received from the McKinney Community Development Corporation and the results were captured in the accompanying video (see Video summary for photos, descriptive overview, and post-event results).

### **Event Overview:**

Approximately a dozen different paintings are selected for the ART MEETS FLORAL event. Florists from McKinney, Allen, Celina, Princeton, Denton, Plano, Richardson, and Dallas are contacted to explore their interest in participating in the design competition. Each florist selects a painting and then designs their interpretation of the painting. The event is open to the public, charged an entrance fee of \$5.00 and asked for their vote for a People's Choice Award. The florists donated their time, talent, and supplies so this grant only covers the regional advertising of the event.

For the first year of the event, Heard-Craig advertised locally (McKinney) for attendees. For 2017, the advertising broadened to include those cities from where our florists came (Allen, Denton, etc.) Each florist advertised the event in their flower shop and gave away the event marketing cards and tickets to the event.

This event was another way of driving traffic into downtown McKinney and increasing tourism. When people come for a tour of the Heard-Craig we always show them the People's Choice Award winner (one year of free publicity for the winning floral design) and we mention that the event will be held the last week of April so that attendees mark their calendars and return the following year.

## **Applying Organization:**

The Heard-Craig Center at 205 W. Hunt Street in downtown McKinney, is pleased to submit this grant to cover regional publicity for a very unique event to McKinney (and to the Dallas/Fort Worth region) entitled "Art Meets Floral". This event partners with more than a dozen regional companies (art organizations and florists) and is drawing attendance from different locations across the state of Texas.

- I. **The Organization:** The Heard-Craig formally became a non-profit organization on August 24, 1971. The Center provides "No Cost" meeting facilities for 20 local educational and fine arts groups. Its mission is threefold - - education, preservation, and enlightenment. In 2018, the organization will celebrate its 47<sup>th</sup> year of providing facilities, events, and programming to the McKinney area as well as to surrounding areas (public organizations, private organizations, clubs, and the general public). The Heard-Craig partners at no cost with the staff of the McKinney Convention and Visitors Bureau and we have hosted many large tourist groups to support its goals and objectives for the City. There is one full-time staff, 1 part-time staff, and 2 contract event staff. There are many regular volunteers who provide service in gardening, museum organization, event assistance, etc.
- II. **Advertising/Promotion:** The grant requested will provide promotional funding for the ART MEETS FLORAL Regional Design Competition Event. This event involves the pairing of paintings and artwork with floral interpretations of the art. Multiple florists and artists from the region donate their design expertise, their supplies, and their time to make this event a



unique regional activity. 2017 was the first year that event advertising funding was requested and received from the McKinney Community Development Corporation and the results were captured in the accompanying video (see Video summary for photos, descriptive overview, and post-event results).

### **Event Overview:**

Approximately a dozen different paintings are selected for the ART MEETS FLORAL event. Florists from McKinney, Allen, Celina, Princeton, Denton, Plano, Richardson, and Dallas are contacted to explore their interest in participating in the design competition. Each florist selects a painting and then designs their interpretation of the painting. The event is open to the public, charged an entrance fee of \$5.00 and asked for their vote for a People's Choice Award. The florists donated their time, talent, and supplies so this grant only covers the regional advertising of the event.

For the first year of the event, Heard-Craig advertised locally (McKinney) for attendees. For 2017, the advertising broadened to include those cities from where our florists came (Allen, Denton, etc.) Each florist advertised the event in their flower shop and gave away the event marketing cards and tickets to the event.

This event was another way of driving traffic into downtown McKinney and increasing tourism. When people come for a tour of the Heard-Craig we always show them the People's Choice Award winner (one year of free publicity for the winning floral design) and we mention that the event will be held the last week of April so that attendees mark their calendars and return the following year.

Changes for 2018: Instead of having the event from Tuesday-Sunday, we are decreasing the number of days to accommodate the requests of our partnering florists (because the flowers wilt after about 3 days and so anything over 3 days does not present their designs in the best light). Therefore, the 2018 event will be held Thursday night, April 26<sup>th</sup> with a kick off reception (right before the Collin County Historical Commission meeting), Friday, April 27<sup>th</sup>, then Saturday, April 28 and Sunday April 29<sup>th</sup>. We would like to hold the entrance fee around \$5.00 again.

In terms of advertising, our tracking in 2017 indicated that 34% saw our advertisements and used the redemption codes. The industry average seems to be 24-28% and so we are pleased that our advertising dollars produced higher than the average results. Also, a 2017 Wall Street Journal article from Deloitte notes that on average, a company would be spending about 7.5% of revenues on advertising (general, non-industry specific). With the \$7,500 grant from CVB, the Heard-Craig would be in a good range for advertising expenditures for the upcoming year.

The ART MEETS FLORAL goal in 2017 was to increase the number of “out of McKinney” attendees that came here. We want to keep the same goal for 2018 and expand it to include the tracking of hotel pick ups. We will work with the Convention and Visitors Bureau staff to align with their recommended hotels and will defer to their expertise to advertise accordingly. We’ll continue to promote tourism and align with the City’s goals of offer a unique event. We were pleased that we received attendees from 31 cities across Texas (during 2017). Those coming from San Antonio, Houston, etc. stayed in McKinney’s hotels. 75% brought friends or relatives with them to the event and 50% had lunch on the square, promoting more local tourism spending. We would anticipate similar statistics and results for 2018.

Has a feasibility study or market analysis been completed for this proposed project? If so, please attach a copy of the Executive Summary. *N/a*

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.\*

- ① Ensure application eligibility for MCVB consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying document.) To be considered for MCVB grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which are included in this packet.)
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- ② Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- ③ Balance resources generated by the local Hotel Occupancy Tax.
- ④ Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

Attached - Criteria to Grant Guidelines

Has a request for funding, for this Advertising/Promotional/Community Event, been submitted to MCVB in the past?

Yes

No

Date(s): *N/a*

### Financial

- Provide an overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Please attach your organization's 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 total estimated cost for this Advertising/Promotional/Community Event?

*\$ 7,000 - \$ 13,000*

*(Please provide a budget for the proposed Advertising, Promotional, or Community Event.)*

What percentage of Advertising/Promotional/Community Event funding will be provided by the Applicant?

*Target: 40-60% available funds.*

**Criteria 1 of the grant guidelines state that every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry in the City of McKinney (“City”).**

The ART MEETS FLORAL Regional Event for 2017 brought in attendees from 31 different cities including San Antonio, Georgetown, etc. encouraging more tourism for the City of McKinney. The attendees from out of town stayed at a McKinney hotel.

**Criteria 2 states that every expenditure of the local hotel occupancy tax must clearly fit into one of eight statutorily-provided categories. Our ART MEETS FLORAL promotional grant request fits into the category of: “encouragement, promotion, improvement, and application of the arts, including painting, sculpture, photography, etc. - - specifically the creation, execution, and exhibition of oil paintings, pastel paintings, watercolors, and floral art forms.**

Heard-Craig Center for the Arts November 1, 2017

## Marketing and Outreach Strategies:

The Heard-Craig Center plans to market this regional event a bit differently than 2017. Specifically, the budget has been created to spend more dollars in advertising in the cities represented by the florists who participate in the event. For instance, in 2017 we had one advertisement in the Celina papers. For 2018, we have budgeted for 2 or more advertisements (per city) so that more people outside of McKinney drive here to attend the event. We anticipate continuing with posters and marketing cards as they reach a diverse audience and can be provided in bulk to the florists who participate. We would like to branch out and try billboards for 2018 and will advertise with a code so that we can track the ROI of using that advertising medium. We will hold a reception on April 27th and invite the media, patrons, and local guests....this marketing strategy worked very well in 2017 and we anticipate a similar response in 2018.

See attached Marketing Breakdown with estimated marketing targets.

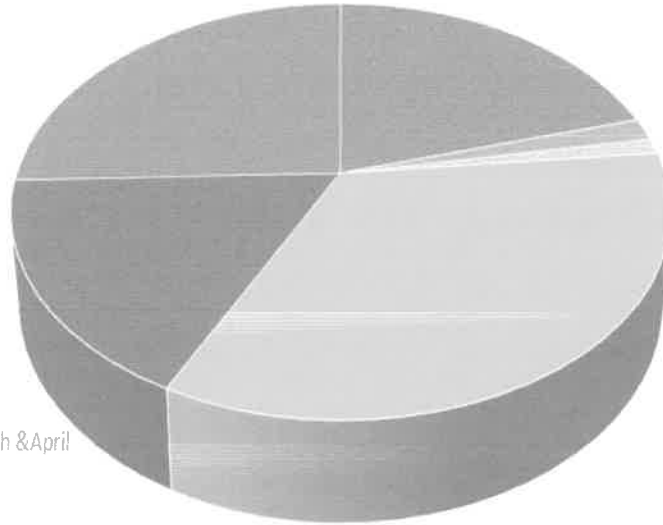
Heard-Craig Center for the Arts - Art Meets Floral Advertising and promotional

<i>Promotional Targets</i>	<i>Actuals</i>	<i>Estimated Costs</i>
<u>Community Impact - March small Save the Date</u>		\$725
Community Impact - April 1/4 page		\$1,675
Billboard advertising		\$2,000.00
Ad Pages (400,000 people) - March		\$1,500.00
Ad Pages (400,000 people) - April		\$1,500
Tickets/Opening reception		\$200
Mckinney Heritage Alliance Members		Free
Constant Contact Messages (4)		\$91
Facebook Advertising		Free
Facebook Voting Poll		\$50
Ad in McKinney Courier Gazette - April		\$500
Newspaper Ad - Denison-Herald Democrat		\$500
Newspaper Ad - Houston-Houston Chronicle		\$500
Newspaper Ad - Waco-Waco Tribune		\$500
Newspaper Ad College Station-The Eagle		\$500
Newspaper Ad - Longview		\$500
Newspaper Ad Fredricksburg-Fredr.Standard		\$500

Newspaper Ad - Denton-Denton Record Chronicle	\$500
Rack Cards/Posters for Chestnut Square	H-C partnership
Rack Cards/Posters for History Museum	H-C partnership
Rack Cards/Posters for Visitors Bureau	H-C partnership
Press Release	Free
NBC-5 Dallas Press Release	Free
Texas Highways Magazine - Events Listing	Free
WFAA submission for news spot	Free
Marketing Cards	\$140.00
Tickets for Regional Florists and Posters	\$200



## Projected Budget for *Art Meets Floral* 2018



- Community Impact Ad-March & April
- Posters for downtown
- Marketing Cards
- Star Local Media regionally (all floral cities-Mck, Allen, Plano, Richardson, Celina, Prosper, Frisco) for 2 months
- BILLBOARDS March/April
- AD PAGES with tagged Coupon for two months

### Grant Budget projections:

3,000	AD Pages with tagged Coupons (2 mos)
2,400	Community Impact (March & April)
200	Posters
140	Marketing Cards
4000	Star Local Media Regional Cities
2000	Billboards
<b>11,740</b>	

## Metrics to Evaluate Success:

For the Art Meets Floral Event, we have several different means of evaluating success but our Number 1 indicator is by the number of people “outside of McKinney” who attend this regional event. We engage many different florists from outside of McKinney so that their customers can come here to view their city’s talent. This brings a variety of people into McKinney and from the data we collected in 2017, each person who came here brought a friend, doubling the number of people we projected. We keep statistical information by Zip Code of the attendees (see example attached), keep revenue spent on the square for lunch, and keep track of advertising information so that we know where people heard of the event. This helps us continuously improve the process of promotion and attendance. Finally, we will outline the metrics in a post-show report and submit the report to the CVB within 30 days of the event.

# SAMPLE of 2017

ART MEETS FLORAL TOP 30 ZIP CODES REPRESENTED IN 2017

Attendance by ZIP CODE



- 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 upon interest rate, not later than the 120<sup>th</sup> day after the date the MCVB requests repayment.

**The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.**

**Chief Executive Officer**

  
Signature


Printed Name

*Karen E. Zupanic*

Date

*Nov. 6, 2017*

**Representative Completing Application**

  
Signature

Printed Name

*Martha Davis*

Date

*11/6/17*

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