



Art Club of McKinney

The Oldest Art Club in Texas!

Est. 1914

2024-2025

**McKinney Community Development Corporation Request for
Promotional and Community Event Funding**

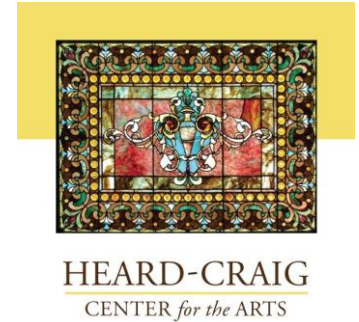


Art Club of McKinney, TX

Mission: To elevate the art standards of the community through education, various projects, and sponsored programs.

- Founded in 1914, by Kathryn Craig
- Oldest art club in Texas (110 years old!)
- 501(c)(3) non-profit
- 133+ members
- Membership includes painters, illustrators, photographers, potters, and art enthusiasts
- Fully operated and managed by volunteers
- 11 board members, 12 chairs
- Meetings occur on the second Thursday of the month August-May

Partners



Mockingbird
Poetry
Society

Growth

2023-2024

- 110 Members
- No Instagram Account
- Facebook Created: June 2014
- Facebook Account: 675 Members (Gained 71 Members)
- Facebook Views (1 Year) June 2023-June 2024: 23,193+ Views, 263+ Posts, 814+ Comments

2024-2025

- 133+ Members (Gained 23 Members)
- Instagram Account Created Jan 2024: 400+ Followers in 6 Months
- Facebook Account (6 Months): 870 Members (Gained 124 Members)
- Facebook Views (6 Months) Jan 2024-June 2024: 12,480+ Views, 143+ Posts, 475+ Comments

Events

2023-2024

- High School Student Art Show
- Art Meets Poetry
- Spring (Member) Art Show
- Texture/Fiber Art Field Trip
- McKinney Library Summer Art Program
- McKinney Night Market
- 'Arts in Bloom' Festival
- 'A Walk in the Park' Art & Garden Event

2024-2025

- High School Student Art Show
- **Artist Networking Events**
- **Home & Garden Tour Day Trips**
- Art Meets Poetry
- Spring (Member) Art Show
- Field Trips and Art Tours
- McKinney Library Summer Art Program
- McKinney Night Market
- 'Arts in Bloom' Festival
- 'A Walk in the Park' Art & Garden Event

Why We Request Grant Funding

The Art Club of McKinney is requesting this grant for the promotion, marketing, and advertising of the Art Club of McKinney's annual events & activities. All these promotional materials and efforts will be used to enhance the visibility of the City of McKinney, our organization, our partners, sponsors, supporters, and collaborators.



Funding Breakdown



FACEBOOK AND
INSTAGRAM ADS:
\$600



POSTERS/FLYERS:
\$600



PROGRAMS: \$900



CARDS: \$400



PROMOTIONAL
MERCHANDISE:
\$500



FEATURE ARTICLE
IN A PUBLICATION:
\$1800



PHOTOGRAPHY:
\$1000



VIDEOGRAPHY:
\$1000

Total Requesting:
\$6800

Proposed Budget for Art Club of McKinney Events

| | High School Student Art Show | Art Meets Poetry | Spring Member Art Show | Totals |
|------------------------|------------------------------|------------------|------------------------|-----------------|
| <u>Income</u> | | | | |
| Art Entry Fees | 500 | 110 | 1200 | 1810 |
| Sponsorships | 1000 | 0 | 0 | 1000 |
| Totals | 1500 | 110 | 1200 | 2810 |
| Potential MCDG Grant | | | | 6300 |
| Potential MAC Grant | | | | TBD |
| Total Income | | | | 11,920 |
| <u>Expenses</u> | | | | |
| Venue | 700 | 700 | 700 | 2100 |
| Hospitality | 200 | 200 | 200 | 600 |
| Awards | 1800 | 0 | 1800 | 3600 |
| Programs | 300 | 300 | 300 | 900 |
| Advertising/Promotion | 2000 | 2000 | 2000 | 6000 |
| Totals | \$3700 | \$3800 | \$2350 | \$13,200 |

Arts in Bloom and Artists Networking events are TBD for the community but require marketing/advertising budget.

Measuring Success

To ensure the success of our events, the Art Club of McKinney will implement a comprehensive evaluation strategy encompassing various quantitative and qualitative metrics. Below are the key methods we will use to measure success:

Attendance and Participation

- **Visitor Count:** Track the number of attendees at each event, including members, participants, and general visitors.
- **Artist Participation:** Record the number of artists submitting work for exhibitions and events.

Feedback and Surveys

- **Attendee Surveys:** Distribute surveys to event attendees to gather feedback on their experience, including their satisfaction with the event organization, content, and overall enjoyment.
- **Artist and Participant Surveys:** Collect feedback from participating artists and presenters regarding their experience, support received, and overall satisfaction.
- **Volunteer Feedback:** Obtain input from volunteers on the event planning and execution process to identify areas for improvement.

Social Media and Digital Metrics

- **Engagement Metrics:** Track likes, shares, comments, and other forms of engagement on social media posts related to the events.
- **Website Traffic:** Monitor spikes in website traffic and event page views leading up to and during events.

Press and Publicity

- **Media Coverage:** Assess the extent of media coverage, including articles, interviews, and mentions in local newspapers, magazines, and online publications.
- **Promotional Impact:** Evaluate the effectiveness of promotional efforts, such as Facebook and Instagram ads, posters, flyers, and other marketing materials.

Financial Performance

- **Revenue from Entry Fees:** Track income from event entry fees and other revenue streams.
- **Sponsorship and Funding:** Measure the amount of sponsorship and funding secured for each event and the success of fundraising efforts.

Community Impact

- **Collaborations and Partnerships:** Assess the number and quality of collaborations with other local organizations, such as the Heard-Craig Center for the Arts and The Cove, among others.
- **Educational Outreach:** Measure the impact of educational programs and workshops offered during events, including the number of participants and their feedback.

Event Logistics and Operations

- **Efficiency of Event Setup and Breakdown:** Evaluate the efficiency of event logistics, including setup and breakdown times.
- **Volunteer Management:** Assess the effectiveness of volunteer coordination and the adequacy of volunteer support during events.

Thank You!

Appendix

High School Student Art Show



The High School Student Art Show provides a platform for young, emerging artists to display their talents, attracting visitors and art enthusiasts from across the region. This event fosters a sense of community and supports the local economy by drawing tourists to McKinney, boosting patronage of local businesses such as restaurants, cafes, and shops. Additionally, the show highlights McKinney's commitment to nurturing artistic talent, which enhances the city's reputation as a vibrant culture.

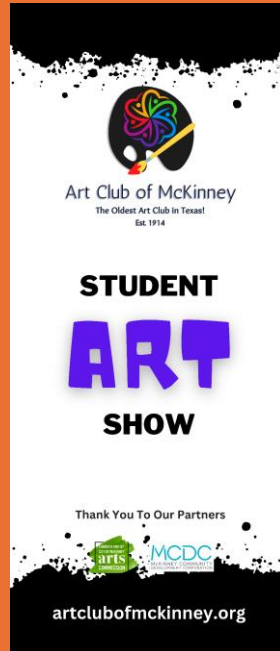
2022

- FREE Event – Open to the Public
- **90+ Pieces of Student Art On Display**
- Location: The Cove, McKinney, TX
- Dates: Friday, October 28, 2022 & Saturday, October 29, 2022
- **Total Attendees: 182**

2023

- FREE Event – Open to the Public
- **90+ Pieces of Student Art On Display**
- Location: The Cove, McKinney, TX
- Dates: Friday, October 27, 2023 & Saturday, October 28, 2023
- **Total Attendees: 210+**

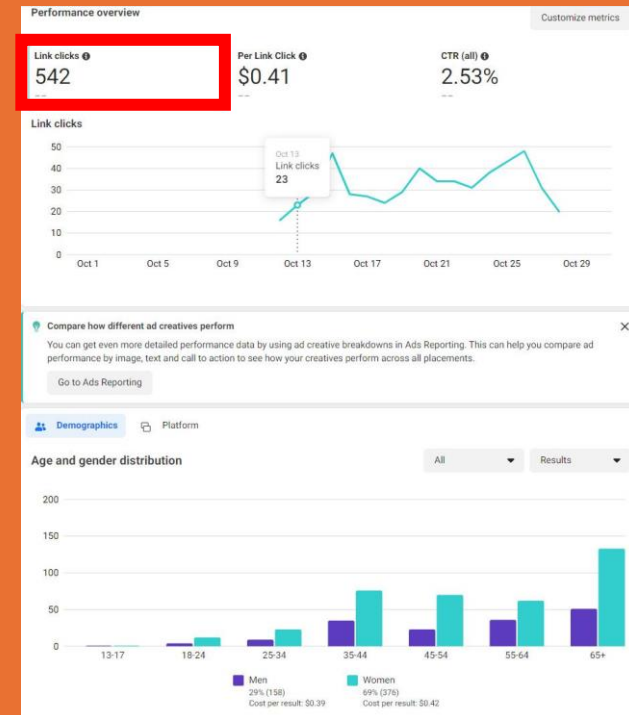
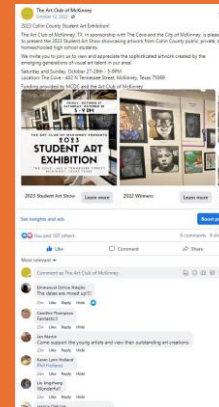
Banner



Flyers



Facebook Ad



Art Meets Poetry Show



The Art Meets Poetry event is a unique celebration that combines visual art and the written word, bringing together artists and poets to create collaborative works. This event attracts a diverse audience, including art lovers, literary enthusiasts, and cultural tourists, thereby promoting McKinney as a destination for innovative cultural experiences. By showcasing local talent and fostering interdisciplinary collaboration, the event underscores the city's dynamic cultural scene, which can lead to increased tourism and stimulate local business growth.

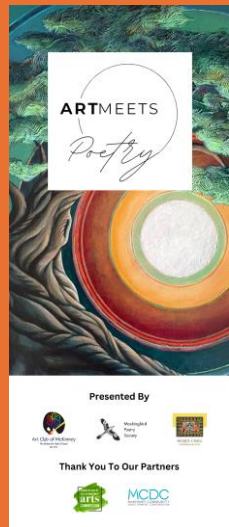
2023

- FREE Event – Open to the Public
- 2nd year collaboration with Mockingbird Poetry Society
- **35 art/poetry pairings, from McKinney & North Dallas**
- Location: Heard-Craig Carriage House & Filtered Coffee
- Dates: Saturday, February 4, 2023 & Sunday, February 5, 2023
- **Total Attendees: 225+**
- McKinney, TX Charities Supported: Community Garden Kitchen, McKinney Community Food Pantry, Community Lifeline Center
- **Total Money Raised for McKinney, TX Charities: \$630**

2024

- FREE Event – Open to the Public
- 3rd year collaboration with Mockingbird Poetry Society
- **40 art/poetry pairings, from McKinney, North Dallas, & DFW**
- Location: The Cove, McKinney, TX
- Dates: Friday, February 2, 2024 & Saturday, February 3, 2024
- **Total Attendees: 280+**
- McKinney, TX Charities Supported: Community Garden Kitchen, McKinney Community Food Pantry, Community Lifeline Center
- **Total Money Raised for McKinney, TX Charities: \$790+**

Banner



Postcards



Facebook Ad

The Art Club of McKinney
January 23 · 🌐

Join us for a fun and unforgettable and FREE event! The 3rd annual Art Meets Poetry event is around the corner!

Saturday, February 3, 2024 2-6pm Open to the Public
Location: The Cove 402 N. Tennessee St. McKinney TX

The goal of Art Meets Poetry is to unite greater McKinney artists and poets by inspiring creativity and seeing in new ways. Donations will be collected for local charities that help the homeless and for those in food emergency situations.

2024 Art Meets Poetry [Learn more](#)

ART & POETRY PAIRINGS WITH LIVE READINGS
February 3rd, 2024
2pm-6pm
The Cove
402 N. Tennessee St., McKinney 75069
Presented by the Neotoma Poetry Society and the Art Club of McKinney

2024 Art Meets Poetry [Learn more](#)

2023 Art Meets Poetry [Learn more](#)

[See insights and ads](#) [Boost post](#)

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Comment as The Art Club of McKinney

Rose Trotts
Such fun!

👍 Like Reply Hide

Tonya Love Craft
Penelope Jane Uriarte

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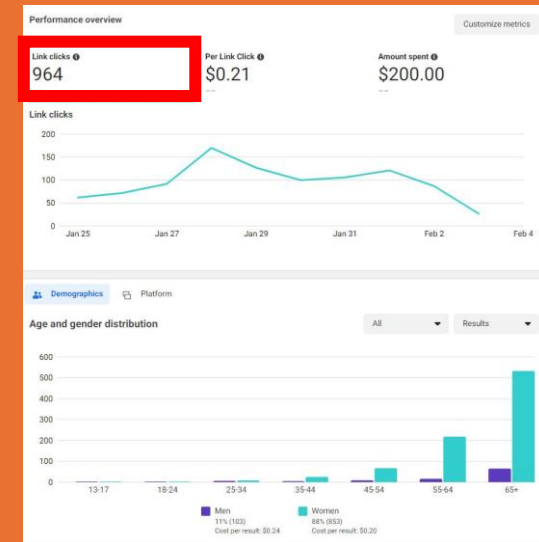
Hazel Longhurst Spive
Patricia L. Bailey I would go if it was a bit closer to me. Next month is filling up already!

👍 Like Reply Hide

Marly Everett Lindsey · Follow
Great event!!! Can't wait!!!

👍 Like Reply Hide

Almee Stephens Woolverton
How fun!



Spring (Member) Show



The Spring (Member) Art Show is an annual highlight that features the diverse talents of the Art Club of McKinney's members. This event draws art collectors, critics, and enthusiasts to McKinney, providing a significant boost to the local economy. Visitors attending the show often explore the city's other attractions, dine at local restaurants, and stay in local accommodations, thus contributing to the overall economic development of the area. The show not only highlights the artistic vibrancy of McKinney but also positions it as a thriving center for the arts, promoting long-term tourism and business opportunities.

2022 Member Show

- FREE Event – Open to the Public
- **75 Pieces of Art On Display**
- Location: The Cove, McKinney, TX
- Dates: Friday, March 17, 2023 & Saturday, March 18, 2023
- **Total Attendees: 175+**

2023 Member Show

- FREE Event – Open to the Public
- **40 Pieces of Art On Display**
- Location: The Cove, McKinney, TX
- Dates: Friday, March 15, 2024 & Saturday, March 16, 2024
- **Total Attendees: 150+**

Banner

Postcards

Programs

Facebook Ad

