

Jump into Art Studios Cover Sheet

Since 2011, Magda Dia's vision of having a safe place to play, create and just "be" is at the core of what Jump into Art imbues today. Adults and children create art, work on the potter's wheel, engage in multitude of classes and workshops covering everything from pottery and clay to mosaics, oil painting, meditative mandalas, glass fusing and resin.

Until our move to our expanded facility, Jump into Art was mostly a children's art studio. Since 2018 we've increased our classes, instructors and programming to include more than 40 weekly classes and 4-7 weekly workshops. Lately we've noticed our adult workshop participants are coming from as far away as Austin and Gruene and more than half from nearby cities like Allen, Prosper, Celina, Pilot Point, Anna, Gunter, Howe, Garland, Forney, Carrollton, Denton, Grapeview and Frisco. *We hear over and over that our studio and programming is unique and special and there's nothing available in their town.* Quite simply we want to expand our reach and get the word out.

With a grant from Visit McKinney we can fulfill this expansion by advertising in local periodicals in Oklahoma, Louisiana and Arkansas - and Impact Magazine too. Recently we offered a three day workshop featuring a Louisiana and Colorado artist but couldn't draw in enough interest in other towns because of our limited resources. Our grant monies will be dedicated to adult single and two day workshops using **print ads, online announcements, posters, and paid Facebook Boosts.**

Recently we hired an affordable marketing assistant to help create interesting looking ads and promotional pieces plus a full time studio manager to help with our growing phone calls and emails requesting information.



Visit McKinney Grant Inquiry Letter

APPLICANT INFORMATION

Organization Name:

EIN:

Mailing Address:

City:

State:

Zip:

Phone:

Email:

Website:

Primary Contact:

Title:

Phone:

Email:

Project Title:

Total Amount to be Requested:

PROJECT DESCRIPTION *(Please attach an additional page if needed)*

Send this document or make other inquiries to:

Visit McKinney

Executive Director

200 W. Virginia • McKinney, TX • 75069

972-547-2059 • executivedirector@visitmckinney.com

Sabine Smith

From: Francis Woodard
Sent: Tuesday, February 1, 2022 7:50 AM
To: Sabine Smith
Subject: FW: Grant Request
Attachments: Pricing Impact Magazine 2022.pdf; Grant Request Cover Sheet Jump into Art.pdf; Grant_Inquiry_Letter_2021_22_5b2054ba-40e9-435d-a93e-d70b772d0dfd.pdf; Visit_McKinney_Grant_APPLICATION_2021_22_e14347d6-a448-4064-a2f9-b433de39997a.pdf

From: magda dia <magdadiausa@gmail.com>
Sent: Monday, January 31, 2022 6:52 PM
To: MCVB Executive Director <executivedirector@visitmckinney.com>
Subject: Grant Request

EXTERNAL SENDER ALERT: "WARNING - This email is originated from UNTRUSTED SOURCE. Do not click any link and do not open attachments unless you can confirm the sender. PLEASE REPORT SUSPICIOUS EMAILS BY CLICKING THE PHISHING BUTTON or contact: infosec@mckinneytexas.org!"

Account	12/31/2021 Balance
ASSETS	
Cash and Bank Accounts	
Bank - Other	0.00
PayPal Checking	0.00
Previous Accounts	0.00
Prosperity Bank	29,113.04
TOTAL Cash and Bank Accounts	29,113.04
Other Assets	
Art Supplies and Materials	8,000.00
Fixed Assets	66,881.00
TOTAL Other Assets	74,881.00
TOTAL ASSETS	103,994.04
LIABILITIES	
Credit Cards	
AMEX 32000	4,469.99
AMEX 81006	0.00
Home Depot	0.00
PayPal Credit Card	0.00
TOTAL Credit Cards	4,469.99
Other Liabilities	
Magda Loan	34,576.00
PayPal Working Capital Loan	0.00
TOTAL Other Liabilities	34,576.00
TOTAL LIABILITIES	39,045.99
OVERALL TOTAL	64,948.05

Account	12/31/2020 Balance
ASSETS	
Cash and Bank Accounts	
Bank - Other	0.00
PayPal Checking	6.92
Previous Accounts	0.00
Prosperity Bank	3,820.11
TOTAL Cash and Bank Accounts	3,827.03
Other Assets	
Art Supplies and Materials	8,000.00
Fixed Assets	66,750.00
TOTAL Other Assets	74,750.00
TOTAL ASSETS	78,577.03
LIABILITIES	
Credit Cards	
AMEX 32000	4,861.74
AMEX 81006	1,874.45
Home Depot	361.22
PayPal Credit Card	1,469.76
TOTAL Credit Cards	8,567.17
Other Liabilities	
Magda Loan	42,576.00
PayPal Working Capital Loan	793.56
TOTAL Other Liabilities	43,369.56
TOTAL LIABILITIES	51,936.73
OVERALL TOTAL	26,640.30

Public Information Report

Taxpayer

Taxpayer Name: JUMP INTO ART STUDIOS, INC.

Taxpayer Number: 32072835872

SOS File Number or Comptroller File Number: 0803495264

Mailing Address: 404 N CHURCH ST

MCKINNEY, TX 75069-3855

Principal Office: 404 N CHURCH STREET, MCKINNEY, TX 75069

Principal Place Of Business: 404 N CHURCH STREET, MCKINNEY, TX 75069

Changes from previous year?: Yes

Officers, Directors, Managers, Member or General Partner

Name: MAGDA DIA

Title: PRESIDENT

Director? Yes

Term Expiration Date: 12/31/2099

Mailing Address: 710 N CHURCH STREET
MCKINNEY, Texas 75069

Owned Entity(s)

Owned Entity(s)

State of Formation

TX SOS File #

Percentage of Ownership

None entered.

Owners

Owned Entity(s)

State of Formation

TX SOS File #

Percentage of Ownership

None entered.

Registered Agent and Office

Agent: MAGDA DIA

Office: 404 N CHURCH STREET

MCKINNEY, TX 75069-3855

Declaration Statement

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the submission date, and that a copy of this information has been mailed to each person named in this section who is an officer, director or manager and who is not currently employed by this, or a related, corporation or limited liability company.



OUR SALES MISSION IS TO
HELP YOUR LOCAL BUSINESS THRIVE.

IMPACT YOUR FUTURE TODAY!



PRODUCT	In-paper Eighth Display	In-paper Quarter Display	In-paper Half Display	In-paper Full Display	Website
COMMUNITY	McKinney (MCK)	McKinney (MCK)	McKinney (MCK)	McKinney (MCK)	McKinney (MCK) Dallas-Fort Worth (DFW)
REACH	76,920	76,920	76,920	76,920	494,491
RATE	\$610 / month	\$1,035 / month	\$1,965 / month	\$3,340 / month	\$1,650 / month
PER DELIVERY	\$0.008	\$0.013	\$0.026	\$0.043	\$0.003

CAMPAIGN NOTES

- Non profit pricing reflected above with no contract month minimums.
- 5% discount towards print pricing when booking 6 ads
- 10% discount towards print pricing when booking 12 ads

ADDED VALUE

- Includes full color design
- Invoicing is monthly; the total is not due up front
- Advertiser Impact Report sent monthly with digital metrics included
- Printed copies of paper

DEFINITIONS

- Reach is the number of mailboxes, website page views and/or newsletter subscribers

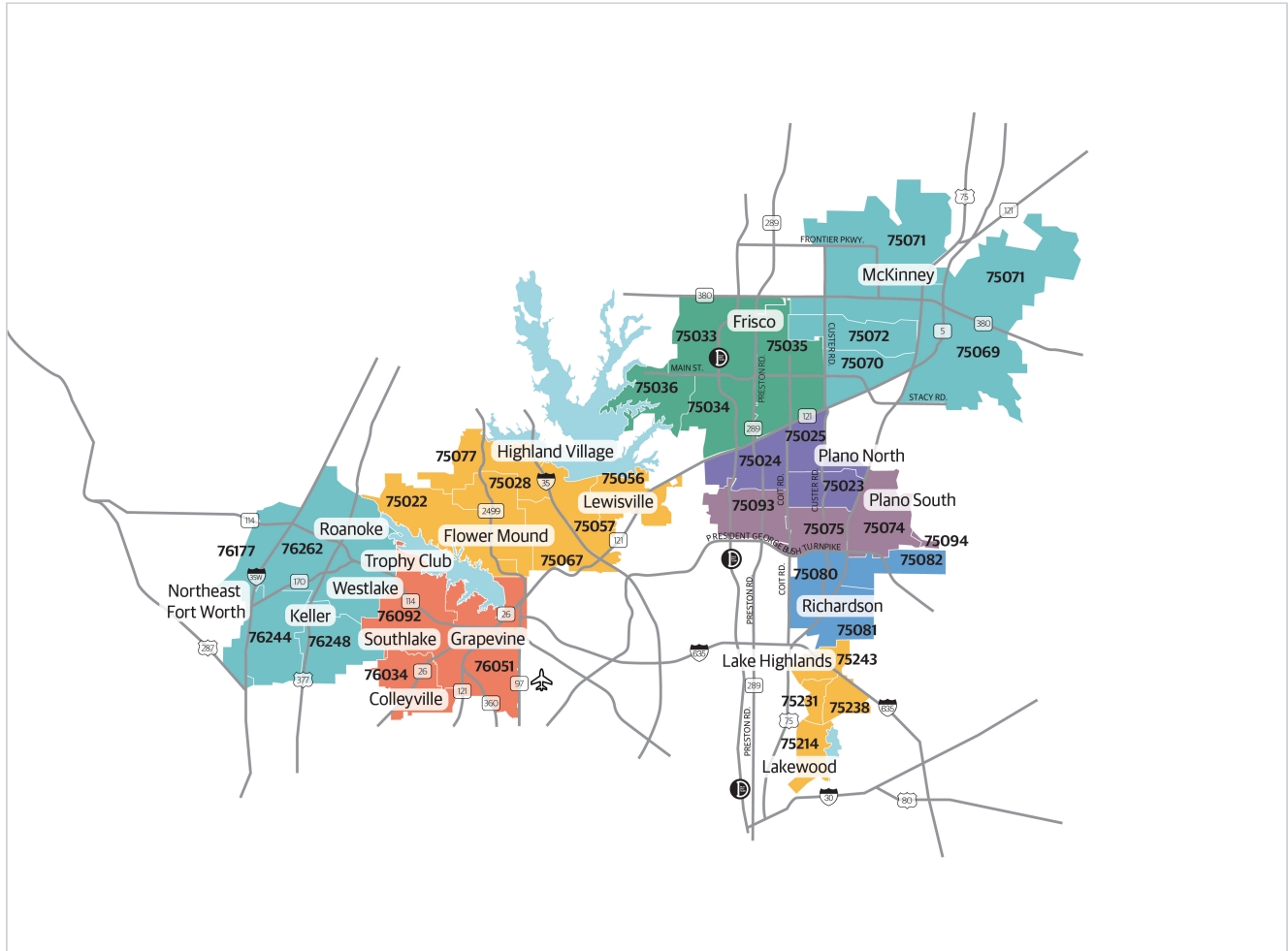
THANK YOU FOR YOUR PARTNERSHIP!



Miranda Barhydt
 Account Executive
 mbarhydt@communityimpact.com
 (469) 408-3669

DALLAS-FORT WORTH METRO

561,141



MAKE AN IMPACT

Community Impact Newspaper offers local businesses the opportunity to reach 100% of residential mailboxes via USPS in a full color, stitched newspaper format with useful content, infographics and ads. Editions are also easily accessible online at communityimpact.com.

TOTAL U.S. CIRCULATION

2,804,062 MAILBOXES

MARKETS

Frisco	79,007
Grapevine/Colleyville/Southlake	40,999
Keller/Roanoke/Northeast Fort Worth	64,896
Lewisville/Flower Mound/Highland Village	77,784
Lake Highlands/Lakewood	62,137
McKinney	76,546
Plano North	57,943
Plano South	54,965
Richardson	46,864

CI 2022 CLIENT DEADLINES

	INVOICED	PAYMENT DUE	CLIENT ARTWORK DEADLINE	DELIVERY DATE RANGE
MCKINNEY				
JAN	12/28	1/11	1/14	1/22-1/25
FEB	1/25	2/8	2/11	2/19-2/22
MAR	2/22	3/8	3/14	3/21-3/24
APR	3/22	4/5	4/12	4/20-4/23
MAY	4/19	5/3	5/9	5/16-5/19
JUN	5/24	6/7	6/13	6/20-6/23
JUL	6/21	7/5	7/11	7/18-7/21
AUG	7/26	8/9	8/15	8/22-8/25
SEP	8/23	9/6	9/12	9/19-9/22
OCT	9/20	10/4	10/10	10/17-10/20
NOV	10/18	11/1	11/7	11/14-11/17
DEC	11/22	12/6	12/9	12/17-12/20

Monthly dates subject to change | Design by CI is complimentary; revisions are due 1 week before deadline with a max of 3 rounds
 Artwork must be finalized by 5pm CST | Deadlines for digital ads, SOLO postcards and custom products vary
For questions, contact your salesperson or call 1-866-989-6808

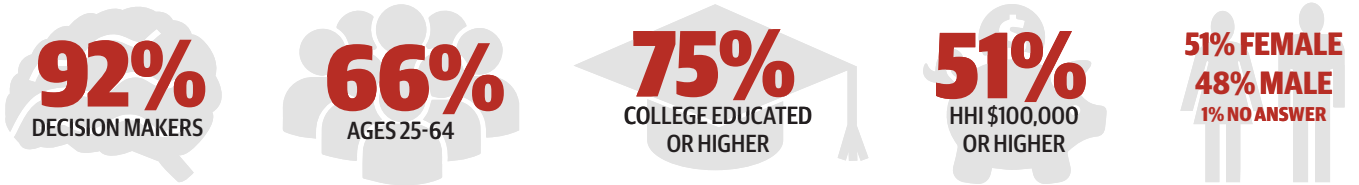


Generated January 28th, 2022

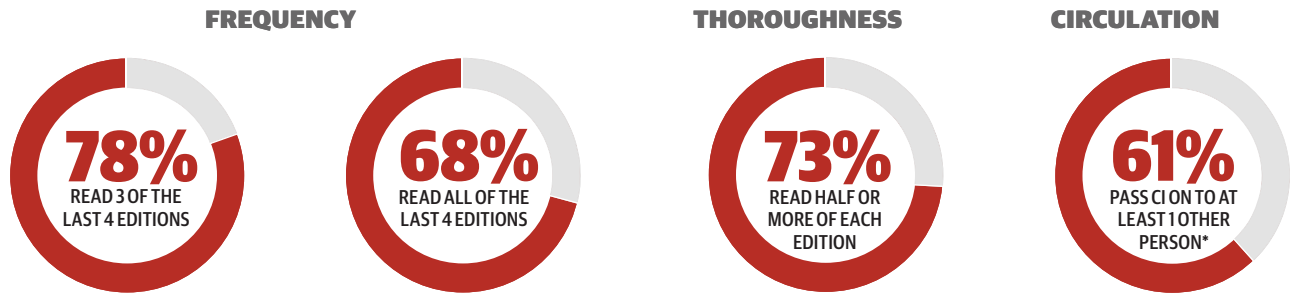
READEX RESEARCH



WHO IS READING COMMUNITY IMPACT NEWSPAPER?



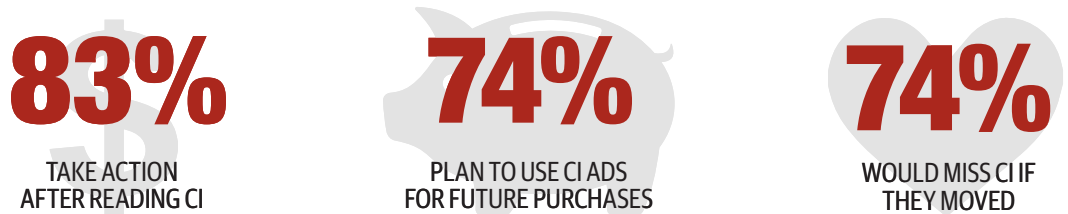
CI READERSHIP IS COVER TO COVER



IN A CROWDED MEDIA LANDSCAPE, THE CI BRAND IS WELL-KNOWN AND MAKES AN "IMPACT"



CI BUILDS LOYAL, THRIVING COMMUNITIES



Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Since its founding in 1947, Readex has completed thousands of surveys for a variety of different clients nationwide. The 2018-19 Community Impact Newspaper survey sampled 7,000 random addresses across our established TX circulation, and data was collected via mail survey from October 2 to November 13, 2018. The margin of error for percentages based on 1,332 usable responses is ±2.7 percentage points at the 90% confidence level. — www.readexresearch.com

