

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT REQUEST PRESENTATION





MCKINNEY ART STUDIO TOUR (MAST)

A PROGRAM OF THE
ARTS AND MUSIC GUILD





- **2009** Idea for a local Art Studio Tour was a grassroots effort by a few local artists.
- **Goal** Bring the art community closer to the citizens of McKinney.
- **Budget** Organic growth each year on little to no budget.
- **2015** MAST integrated into the Arts and Music Guild, a 501C3.
- **2016** Awarded our first MCDC grant of \$5000.

MAST HISTORY



MAST MCDC GRANT RESULTS 2016



- 2015 (without MCDC grant)
 - 900 visitors, 25% outside McKinney
- 2016 (with MCDC grant)
 - 1132 visitors, 42% outside McKinney



planoprofile

THE ARTS | PORTFOLIO

MOON
DISTRIBUTION
This ceramic vessel
is a perfect example of
Macias's ability to
create a "one-of-a-kind"
piece that is both
functional and
artistic.



BOROCUCHI
TEEL BOWL
This piece is a
combination of
ceramic and
teel, creating a
unique texture
and color.



COPPER
This piece is a
combination of
ceramic and
copper, creating
a unique texture
and color.



COPPER
This piece is a
combination of
ceramic and
copper, creating
a unique texture
and color.



playing with FIRE

McKINNEY'S STEVE MACIAS IS A MASTER IN THE ANCIENT ART OF RAKU FIRING
BY REBECCA SILVESTRI



Working with soaring temperatures and engulfed in flames, Steve Macias' artistic process is a trial by fire. A U.S. Navy veteran, Steve never wanted to be a potter. "We have a family rule that you can't do anything when you're not in the mood," he says. "I had no choice." He uses all kinds of pottery techniques but is well-known for the McKinney art scene for his expertise in raku firing, a method traditionally used to create tea bowls for Japanese tea ceremonies. Using a special kiln he designed and built with his father, a self-proclaimed "welder, fabricator and inventor," Steve puts art on a kiln at temperatures reaching over 2000 degrees. Glowing red, the pots are removed from the kiln and placed on newspapers, which instantly burst into flames. The unpredictable nature of fire and the way oxygen interacts with the pot's glaze creates unique patterns and intense colors. See Steve in action during the 8th Annual McKinney Art Studio Tour on November 12 and 13, when you can view more than 30 art studios and 400+ items within a three-block radius. Find out more at mckinneyartstudio.com

PHOTOGRAPH BY STEVE MACIAS

The Arts | PORTFOLIO



Photo by Jeff Eubank. Art: J.B. Bond, Beverly Walnut, David Origo, Bond, Thompson

GOING IN BLIND

JB PHIPPS combines art and meditation to give wood a new lease on life

BY REBECCA SILVESTRI

FOR JB PHIPPS THE CREATIVE process begins in the woods outside his studio, "floating at legs and waiting for an idea to develop." The exposed ends of the logs and the shape of the bark give him clues as to what the inside might look like. With a few careful cuts with the chainsaw, the grain, colors, knots and other features start to reveal themselves, and a design develops in his mind. "A corner of blind carving, a technique used to create hollow vessels, JB uses a bent cutting tool inserted through a small

opening in the wood to blindly hollow out the interior. "The interior shape of the vessel is seen only in the mind's eye." As he works, JB enters a meditative state. "I am forced to quiet all other mental activity so that the interaction between wood, tool and maker is all that exists." The resulting sculptures are as delicate and light as Porcelaine eggs. "While JB may have an initial design in mind, he takes his lead from the unique and natural characteristics of the wood. "My interaction with the material is what makes me feel connected to it, like we are partners in an endeavor to make something beautiful."

It is not a perfect process. "One or two out of every 10 projects end up in tiny pieces on the studio floor." Whether JB is attempting to push his skill beyond his limits or has a momentary lapse of concentration, the result is a catastrophic explosion...and a smile radiating from his meditative state. When not hollowing masterful wooden sculptures, JB also enjoys boat making, a much quicker and less demanding process which allows for intense gratification and design freedom. No matter what he's creating, JB believes his job is to honor the tree, to give the wood a second chance at life. ■

photography by JB PHIPPS

PARTNERSHIPS: WORKING TOGETHER TO INCREASE AWARENESS

McKinney Artists
Steve Macias
and
JB Phipps



ALLEN IMAGE

The magazine for Allen and surrounding communities



McKinney Art Studio Tour - MAST shared Allen Image Magazine's photo.

November 8, 2016 · 🌐

The tour is this weekend. Over 900 people visited the tour last year. Looking forward to even more visitors this year!



Allen Image Magazine

November 8, 2016 · 🌐

👍 Like Page

CALLING ART LOVERS - The eighth annual MCKINNEY ART STUDIO TOUR is this weekend. There will be over 70 artists in the many studios and galleries in McKinney dem...

PARTNERSHIPS:

WORKING TOGETHER TO INCREASE AWARENESS



GRANT REQUEST AND OBJECTIVES

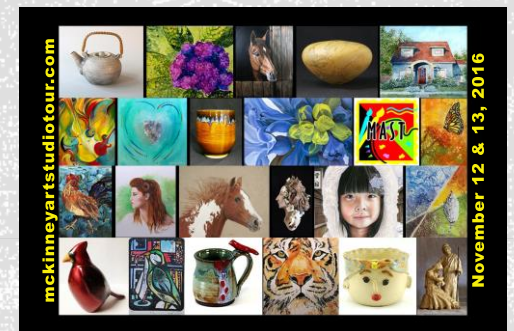
- **Grant Request:**
 - \$7000
- **Grant Use:**
 - Advertise and promote MAST in other communities, building on what we learned in 2016.
- **Goals:**
 - Increase attendance by 10-20% over 2016.
 - Attract attendees from outside McKinney.
 - Support McKinney artists and promote their businesses.
 - Provide exposure to our local restaurants and retail businesses.
 - Increase awareness of McKinney's quality of life and thriving art community.



- **Print** \$4550
 - To include: Monthly Lifestyle Magazines in Allen, Prosper and Frisco. HOA publications Stonebridge Ranch, Craig Ranch.
- **Billboards** \$950
- **Radio** (WRR) \$1000
- **Other Print** Map, Posters and Postcards \$500

- **TOTAL: \$7000**

ADVERTISING AND PROMOTION PLAN FOR \$7000 GRANT



▪ **To Increase Tourism**

- Advertising in adjoining cities' style magazines will bring in traffic from those areas.
- Plano Profile is the only style magazine being sent to Toyota's California employees in preparation for their relocation.

▪ **Promote Business Development**

- Check-in at Heard Craig drives attendees downtown.
- Tour stops around McKinney provide exposure to more local businesses.
- Promoting local artists helps them establish and grow their own businesses.

**HOW MAST
HELPS MCDC
REACH ITS
GOALS**



**THANK YOU
FOR CONSIDERING OUR REQUEST.**

