

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2016

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><input type="checkbox"/> Project Grant
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.</p> | <p><input checked="" type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.</p> |
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Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: Arts and Music Guild

Federal Tax I.D.: 27-2861813

Incorporation Date: April 23, 2010

Mailing Address: 1206 N. Morris St.

City McKinney

ST: TX

Zip: 75069

Phone: 214-679-1124

Fax:

Email:

artsandmusicguild@gmail.com

Website: www.ArtsandMusicGuild.com and www.McKinneyArtStudioTour.com

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:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Anne Royer

Title: Director, Arts and Music Guild

Mailing Address: 1260 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone: 214-679-1124

Fax:

Email: sar312@sbcglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Anne Royer

Title: Director, Arts and Music Guild

Mailing Address: 1206 N. Morris St.

City: McKinney

ST: TX

Zip: 75069

Phone 214-679-1124

Fax:

Email: sar312@sbcglobal.net

FUNDING

Total amount requested: 5000.00

Matching Funds Available: 0

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: MAST: Nov. 12, 2016

Completion Date: Nov. 13, 2016

BOARD OF DIRECTORS *(may be included as an attachment)*

Marvin Surles

Christine Scott

Sona Knox

Beverly German

Brad Sharp

Maureen Hinkley

Terry Prescott

Stephanie Hobson

Rachel Reitan

J.B. Phipps

Neila Petrick

LEADERSHIP of MAST

J. B. Phipps

Stephanie Hobson

Sona Knox

Linda Barnes

I. Applying Organization : Arts and Music Guild

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The Arts and Music Guild is a community of artists, musicians, poets and writers who exhibit, perform, mentor, and serve. We collaborate in order to bring the creative process before the public in meaningful ways. The Guild has no paid staff. Volunteers and participants, including middle and high school students, come together throughout the year to create the following public events and programs:

Unique by Nature Juried Art Competition and Exhibit (April)

Summer Music Intensives (July)

Music in Motion (October)

McKinney Art Studio Tour (November)

1-2-1 Program (year around outreach to elderly)

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Arts and Music Guild is requesting a grant to pay for the marketing and promotion of the McKinney Art Studio Tour (MAST), which is held Saturday and Sunday of the second weekend in November annually. It is a self-guided tour among the visual art studios in McKinney, bringing the public into the creative spaces where art is made.

The tour began in 2009 as a vision of local artists and teachers Sona Knox, Kerry Randol-Johnston, Lisa LaBarge and Molly Goodall. It has grown to include a wide variety of skilled artists working to raise public awareness of the amazing collection of talent in McKinney. MAST nurtures the artists in McKinney, drawing them together as they open their studios to the public. In 2015, MAST leadership joined the board of the Arts and Music Guild, and brought MAST into the programming and non-profit status of the Guild. That year MAST exponentially expanded its reach among artists in McKinney, and subsequently drew approximately 900 guests to 16 studios across McKinney. In 2016, MAST hopes to expand to 20 studios, representing 30-50 artists, drawing 1000.

MAST is free. In addition to the tour (10am-6p on Saturday, noon-5pm on Sunday), patrons are encouraged to view art donated to a silent auction for MAST at the Heard-Craig Center for the Arts. Every year, this auction grows. Funds from purchases are spread between artists, MAST, and the 1-2-1 Program of the Arts and Music Guild, which is an outreach program to elderly through art instruction one on one.

Every year, MAST enhances the art experience by introducing the public to artists and the places where they create, encouraging interest in the processes, materials and ideas related to art. MAST appeals to individuals and families, and seeks to interest and educate people of all ages in the artistic process. MAST is well-established in McKinney; by expanding advertising with the MCDC grant, MAST will develop an awareness of the event in communities beyond McKinney, drawing more people from outside McKinney to our thriving arts community.

McKinney's visual arts community is developing a wonderful reputation in the greater DFW area. Artists from around the Metroplex are drawn to opportunities to compete and exhibit in McKinney's

arts district which are offered by the Arts and Music Guild and MAST. Audiences from beyond McKinney are following these artists on social media, and recognizing McKinney as an arts destination. MAST provides a unique opportunity for people who do not live in McKinney to explore the neighborhoods of McKinney (Historic Downtown, Adriatica, Eldorado) as they follow the tour through studios in these neighborhoods. MAST increases public awareness that art thrives in area neighborhoods, not only in designated arts districts. MAST's promotional materials encourage visitors to begin downtown at an information booth on the lawn of MPAC, which introduces visitors to McKinney's Historic Square.

MAST marketing in McKinney is year 'round, with an excellent website and promotional cards that are distributed at festivals such as Arts in Bloom and Oktoberfest. Artists must apply for inclusion in MAST 2016 by July 31st. Soon after that date, promotional materials, including an interactive online map of the studio locations, will be created by MAST volunteers. Marketing to communities outside of McKinney will begin early in the fall.

MAST works each year to reach and include artists across McKinney, west and east of 75 (the great divide). Eventually MAST will have to spread across 2 weekends in November. The goal is for every studio to see a steady flow of visitors from McKinney and the greater DFW area.

Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

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

MAST supports MCDC Goals in the following ways:

MAST promotes McKinney's artists and their unique contribution to everyday life through their work. During the tour, colorful MAST signs indicate where artist studios are located in neighborhoods across McKinney. MAST artists are often the artist next door. Their presence contributes to the quality of life in McKinney.

MAST also facilitates the marketing and sale of art in the community. Leadership in the Arts and Music Guild encourages and trains artists to develop their art business, which in turn strengthens the cottage industry in McKinney. MAST is often the catalyst in an artist's expansion into a sole-proprietorship.

MAST also promotes businesses that contribute to MAST through logo sponsorships and donations. Many businesses support MAST each year, and these are included on all promotional materials.

MAST is very pleased to partner with the Heard-Craig Center for the Arts with regard to the viewing of the silent auction. In 2015, of the 250 people who went to see the artwork in the auction at the Heard-Craig, most had never been to that cultural gem in downtown McKinney.

MAST always draws people into the Historic Downtown area, where there is a cluster of studios and art locations on the map. Many times artists hear that MAST raises awareness of the Historic Downtown Square, with its wonderful variety of shops and restaurants. The MAST information booth on the lawn of MPAC is strategically located in order to encourage people to enjoy a meal and walk around downtown as part of their MAST experience. As MAST grows on the west side of 75, we hope for more support from businesses in Eldorado and Adriatica, which would in turn promote those pockets of businesses and restaurants during the tour.

MAST in 2015 took small steps to promote in communities beyond McKinney, and subsequently saw an increase in the number of guests who came to McKinney for MAST. Some of these people came from as far away as Lewisville and Dallas. As MAST expands its promotional reach, the percentage of visitors from outside of McKinney will most certainly increase. This will further the image that McKinney is an up and coming arts district in its own right. MAST and McKinney's artists add breadth to the experience of McKinney as a destination.

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?

NO

Yes

No

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.

The Arts and Music Guild spends no more than it earns through various revenue streams, public support and grants. Of note is the fact that the Guild does not calculate volunteer hours to match any grant money. There is also no assumption of significant board member contributions. The members and board simply work very hard to raise the support for the programs offered to creatives and the community at large. The MCDC grant requested for MAST advertising would provide new resources for marketing as well as represent the city's support of this unique and vital event.

The Arts and Music Guild desires to nurture artists, to help them develop their art and to garner patrons to support their life in the arts. MAST encourages potential patrons to connect with artists. Original art is often purchased by patrons who learn to know an artist and the story of their work. Artists need opportunities to tell their story, to connect with people in their studios, to develop a

In-Kind \$

Source

% of Total

Are other sources of funding available? *If so, please list source and amount.*

Revenues will include artist fees, sponsorships, public donations, and silent auction, as listed on budget.

Have any other federal, state, or municipal entities or foundations been approached for funding? *No*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Promotional cards to artists and at festivals

Posters in shops around McKinney

Email blasts through Guild, MAST email lists

Active Facebook page and social media

Active website

Bubble Life

MCVB email and calendar posting

Art and Seek and WRR online calendars and posting

Star Courier Gazette and DMN Neighbors Go online postings

YELP!

With a grant from MCDC, MAST will utilize the following advertising to audiences beyond McKinney:

Billboard along Central Expressway (Hobson Signs)

Ads in community magazines (Allen, Frisco, Prosper, etc.)

Radio ads with Dallas station

V. Metrics to Evaluate Success

In order to evaluate the success of this marketing and promotion of MAST to audiences outside of McKinney, at each studio docents will ask visitors to sign a sheet that includes indicating zip codes. Based on comments from artists on the tour, MAST has attracted visitors from outside of McKinney in the past. However, accurate records of how many people came from outside of McKinney have not been a priority. This year, MAST docents will be adult volunteers tasked with encouraging accurate visitor sign in so that growth from year to year will be measurable.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- 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 to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Representative Completing Application

Signature

Signature

Anne Royer
Printed Name

Anne Royer
Printed Name

Date

Date

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

CHECKLIST

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org