

GRANT APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: ARTS AND MUSIC GUILD / PROGRAM: MAST (MCKINNEY ART STUDIO TOUR)

Federal Tax I.D.: 27-2861813

Incorporation Date: APRIL 23, 2010

Mailing Address: 1206 N. MORRIS ST.

City MCKINNEY

ST: TX

Zip: 75069

Phone:

Fax:

Email: MASTMCKINNEY@GMAIL.COM

Website: WWW.ARTSANDMUSICGUILD.COM & 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:

MAST IS A PROGRAM OF ARTS & MUSIC GUILD.

REPRESENTATIVE COMPLETING APPLICATION:

Name: JENNIFER BURKE

Title: MEMBER, MAST

Mailing Address: 1208 CANYON CREEK DRIVE

City: MCKINNEY

ST: TX

Zip: 75072

Phone: 972.824.6931

Fax (optional):

Email: JBURKEPOTTERY@GMAIL.COM

MCKINNEY CONVENTION & VISITORS BUREAU

Grant Application

Fiscal Year 2018-19

IMPORTANT:

- Please read the McKinney Convention & Visitors Bureau Grant Guidelines (including state-mandated uses for local hotel occupancy tax funds) thoroughly prior to completing this application.
- The Grant Guidelines and Application are available at www.visitmckinney.com, by calling 972-547-2059 or by emailing dguerra@visitmckinney.com
- **Interested applicants should call to discuss plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email, Dropbox or on a thumb drive for consideration by the MCVB board. Please submit the application to:

McKinney Convention & Visitors Bureau
200 W. Virginia
McKinney, TX 75069

If emailing or using Dropbox please send document to, or share Dropbox link with: dguerra@visitmckinney.com

- If you are interested in a preliminary review by the MCVB Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or emailing dguerra@visitmckinney.com.

Applications must be completed in full, using this form, and must be received by MCVB, via email, Dropbox or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

MCVB Promotional Grants for Event or Project

Initiatives, activities or events that promote the City of McKinney for developing tourism for the City of McKinney must meet both criteria as governed by Texas Tax Code § 351.101. (See accompanying document, "Texas Hotel Tax Expenditure Requirements," for qualifying uses for hotel tax.)

Advertising/Promotional Grants for Events/Projects:

Application Deadline	Presentation to MCVB Board	Board Vote and Award Notification
October 1, 2018	October 22, 2018	November 27, 2018
February 1, 2019	February 26, 2019	March 26, 2019

CONTACT FOR COMMUNICATIONS BETWEEN MCVB AND ORGANIZATION:

Name: JENNIFER BURKE

Title: MEMBER OF MAST

Mailing Address: 1208 CANYON CREEK DR.

City: MCKINNEY

ST: TX

Zip: 75070

Phone 972.824.6931

Fax:

Email: JBURKEPOTTERY@
GMAIL.COM**FUNDING**

Total amount requested: \$8,000.00

Matching Funds Available (Y/N) and if yes, please indicate amount):

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:

TOURISM-RELATED EVENT OR PROJECT

Start Date: MARCH 1, 2019

Completion Date: DEC. 31, 2019

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

PLEASE SEE ATTACHED

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

PLEASE SEE ATTACHED.

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. Tourism-Related Event or Project

- 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 Event or Project 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 the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|---|-----------------------------|
| • 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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

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

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

- 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.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- 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 Event or Project:

Has a request for funding for this Event or Project been submitted to MCVB in the past?

☐ Yes

☒ No

Date(s):

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 Event or Project?

\$10,000.-

(Please provide a budget for the proposed Event or Project.)

What percentage of the Event or Project funding will be provided by the Applicant?

Are Matching Funds available? ☐ Yes

☒ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include the name of organization solicited, date of solicitation, amount of solicitation, and date that notice of any award is expected.

IV. Marketing and Outreach

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

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Event or Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

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

- The Event or Project 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 purposes described in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by applicant and MCVB and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by VisitMcKinney" or "Funded in part by VisitMcKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the MCVB Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a **reimbursement** basis, after the event takes place and after all verified receipts and a final report on the Event or Project. 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 120th 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 *Cheryl Anne Royer*

Date *1/31/19*

Representative Completing Application

Signature 

Printed Name *VENNIFER BURKE*

Date *1/30/19*

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

CHECKLIST:**Completed Application:**

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

Attachments:

- ☐ A one-page summary of the goals/activities involved in the Event or Project for which you are seeking MCVB grant funding.
- ☐ Financials: organization's budget for current fiscal year
- ☐ Event or Project 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 MCVB WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE EVENT OR PROJECT.

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

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

Overview:

For ten years, the Art & Music Guild's program MAST, McKinney Art Studio Tour, has hosted an annual weekend tour of participating artists' studios in McKinney. Relying primarily on member volunteers to support our efforts, we have consistently and successfully hosted our studio tour every year on the second weekend in November. During our tenth year, our members made the decision to become a year round organization in order to better fulfill MAST's mission to promote awareness of McKinney based artists, to educate the public about art and being an artist, to provide access to McKinney artists of various mediums, and to facilitate interaction between McKinney artists and the general public. While we will continue to hold our annual tour on the second weekend in November, we are extending and promoting the public's access to artists and their studios on a year round basis beginning this calendar year.

MAST seeks to promote the Arts and member artists working in McKinney, facilitating access to the artists and their studios, as well as classes and workshops they might offer. Increased year round access to the visual arts community in McKinney will provide visitors another reason to travel to, and stay in, McKinney. In expanding our studio tour to a year-round event, we provide more unique reasons to visit McKinney regardless of the season, helping to attract tourists and day visitors alike to our beautiful city.

We are applying for an MCVB grant in order to help MAST cover the increased costs associated with marketing and promoting year round access to member artists' studios to a larger geographic market. Where traditionally we have focused on regions that were a day trip's distance from McKinney, our expanded market will include places 3 or more hours drive from McKinney. Specifically, we are seeking funding to design and develop a year round brochure which will help to market the MAST member artists and their studios - encouraging visitors to schedule studio tours, attend drop in classes, or go to a workshop. Additionally we are seeking funding to update our website and to cover targeted advertising in order to further support and complement our efforts to attract our newly expanded target market and to promote our now year-round availability.

MCVB Grant Application**I. Applying Organization**

MAST's mission is to promote awareness of McKinney based artists, to educate the public about art and being an artist, to provide access to McKinney artists of various mediums (whether to tour a studio, to meet and visit with artists, for lessons, or to purchase art work), and to facilitate interaction between McKinney artists and the general public. Additionally, MAST gives member artists the opportunity to meet and work with one another, strengthening the McKinney artist's community.

For the past ten years MAST has held a Studio Tour on the second week of November to achieve its mission as stated above. 2018 saw some significant changes to our organization; we improved and standardized our branding with the help of a graphic designer, upgraded our website, made better use of social media, and increased our reach using targeted advertising and public relations. Perhaps most significantly, our membership decided to become a year round organization in order to more effectively fulfill our mission and pursue our goals.

MAST continues to be run entirely by volunteers, just as it began. We are currently 37 artists with studios in the City of McKinney. Artists must be juried in to become members. Members have the option of either volunteering and paying a small membership fee or opting not to volunteer and paying a larger fee.

This application was written by Jennifer Burke, with support (editing, researching, etc.) provided by Annie Royer, Magda Dia, Leslee Ortega, and Wayne Batchelder, all are volunteers and members of either the Art & Music Guild and/or MAST.

II. Tourism-Related Event or Project

We are requesting funding for the development, printing and distribution of a year-round brochure to highlight the many art studios of our members in McKinney. The brochure will provide information about each artist including their medium and contact information. A map will be included showing the location of each artist's studio. Visitors will be able to schedule visits to MAST artist's studios year round, thus increasing the public's access to the studio tour from one weekend per year to all year.

Traditionally we have targeted visitors from within a 50 mile radius of McKinney, in other words day visitors. It is our goal to expand our targeted range to include a 200-300 mile radius - encouraging people from outlying areas to come and spend a weekend or longer in McKinney. This would expand our target geographic range to include places like Oklahoma City, Tulsa, Fort Smith, Texarkana, Waco, and Shreveport. According to Facebook statistics, this will increase our potential reach from the 2.7 million people with relevant art-oriented interests living within 50 miles of McKinney that we targeted in 2018 to a total of 4.9 million people with relevant art-oriented interests living within 130 - 240 miles of McKinney.

Travelers are increasingly looking for experiences rather than material mementos during their vacations. By making the McKinney art community accessible to travelers at any time of year we increase their options for new and interesting experiences when they come to McKinney. Because MAST is made up of over 30 different artists we offer a diversity of mediums from oil painting to ceramics, from dying textiles to puppet making. Many of our participating artists offer opportunities for visitors to participate in lessons or workshops, increasing the diversity of activities visitors can experience during their stay in our beautiful city.

Year round access to McKinney artists and their studios adds greater depth to the City of McKinney's reputation for being "Unique by Nature" and provides another reason for visitors to come and spend more time in McKinney. Activities like a tour of a stage arts studio where soft sculpture puppets are designed and made by hand, a private family lesson using the pottery

wheel, or a shibori dying workshop, are truly unique experiences that are not available in most places. Participants come away with great memories and maybe a unique handmade souvenir from their visit to take home with them.

The majority of the MAST studios are in or near the Historic Downtown McKinney Cultural District, enhancing its status as a truly special place and adding another compelling reason to visit the area.

Studio tours are always free, while lessons, workshops, and art sales add additional opportunities for artists to engage with their audience. Increasing the public's access to MAST studios benefits our member artists by increasing the size of the market they are exposed to through MAST promotions. It also increases their availability to interact with an interested audience, helping them to increase their art sales and workshop/lesson attendance.

We estimate 4 - 6 weeks for graphic design work on the brochure, map, and paid advertising to be completed, followed by 2-4 weeks for printing. Website updates are currently being planned and will be executed throughout the year as running changes. Advertising will begin once graphic design work has been completed and will be staggered throughout the calendar year.

We look forward to seeing MAST grow as McKinney grows. Helping not only to provide visitors with more compelling reasons to visit and stay in McKinney, but also helping our artists' community continue to thrive and grow. Over the coming years we can envision extending and refining our marketing and promotional efforts to include opportunities for local hotels and restaurants to partner in promotional offers with local artists / art organizations to host special group tours, workshops or other relevant events.

Project Grants - please complete the section below:

- | | |
|-----------------------------|-----|
| • An expansion/improvement? | Yes |
| • A replacement/repair? | No |
| • A multi-phase project? | No |
| • A new project? | Yes |

Has a feasibility study or market analysis been completed for this proposed project?

No feasibility study has been performed. We know the interest in our artists is strong based on MAST's ten year track record of solid attendance.

Provide Specific information to illustrate how this event/project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Convention & Visitors Bureau.

Supporting MAST's efforts to extend MAST studio tour access to a year round calendar speaks directly to the MCVB's mission to "support the Arts". The promotion of our thriving artists' community not only ensures the viability and strength of McKinney's artist community, but also helps enhance and promote McKinney's reputation as a cultural and art-oriented city.

Through supporting MAST's efforts to expand our geographic market and to encourage the tourism of art loving visitors to McKinney year round MCVB will be "marketing and highlighting

McKinney as a unique destination for residents and visitors alike". As discussed previously, the many unique opportunities afforded visitors through access to MAST artists and their studios helps our community to stand out with many one of a kind opportunities to view or participate in making art.

Financial

MAST is a program of the Arts & Music Guild, a 503C organization. As such MAST's financial activities are included in the financials of the Arts & Music Guild. Each year the Arts & Music Guild's Board of Directors review and approve the organizations financials, however the Guild has never had the budget to have their financials audited. In the past, when other programs of the Arts & Music Guild have applied for grants with organization like MCDC, the grantor was satisfied with having the Guild's Executive Treasurer sign off on a letter certifying that the financials are in order.

We have attached for your reference the Arts & Music Guild's annual financials for 2017 and the financials for January - May 2018. Due to health issues the Guild's bookkeeper, Stephanie Hobson, has been unable to work since the spring of 2018. Despite the Guild's best efforts we are still searching for a replacement. Once the balance of the 2018 financial activity has been updated we will gladly make a full year financial statement for the Arts & Music Guild available for your review.

While MAST is a program of the Arts & Music Guild, MAST leadership is accountable for managing and tracking the income and expenses of the MAST program as part of our reporting responsibilities to the Guild. As such, we also submit the MAST annual income and expense reports for January through December 2018. This report has been submitted to Arts & Music Guild and reviewed by its board.

Please see attached financial documents for an overview of Arts & Music Guild and MAST's financial status:

- Arts & Music Guild Revenue and Expense Report January through December 2017
- Arts & Music Guild Revenue and Expense Report January through May 2018
- MAST Revenue and Expense January through December 2018
- MAST 2019 Budget

What is the total estimated cost of this Event or Project?

The Estimated Total Cost is \$10,000.

Budget:

Design and print 12,000 year-round McKinney Art Studio Tour map-brochures	\$4,500
Website Improvements and Development	\$4,000
Advertising	\$1,500
Total Cost	\$10,000

What percentage of the Event or Project funding will be provided by the Applicant? Are Matching Funds available?

Twenty percent of the project will be funded by MAST. Unfortunately, we do not know of any matching funds which might be available.

For the past ten years MAST has funded our studio tour event through a combination of sponsorships from local businesses, membership fees from participating artists, and occasionally, grants. For example in 2017 in addition to local business sponsorships and artist membership fees, we used grant monies from MCDC to cover advertising costs.

For 2019 our goal is to raise between \$2,000 - \$4,000 through sponsorships from local businesses. We will begin contacting previous supporters in mid-February. Businesses on this list include Spoons, Diggin It, The Martin Place, Jump Into Art, Wishful Thinking, The Art House, Layered, SPARC, McKinney Wine Merchant, Grand Hotel & Ballroom, Arts & Music Guild, Fair & Square, Rick's Chophouse, Patina Green, Trinity Ceramics, filtered, Yoga Balance, Paciugo Gelato Caffe, Last Art Gallery, Guitar Sanctuary, The Canine Cookie Company, The Cove, and 49 Oh One. In 2018 the above sponsors generously donated a total of \$2,537 toward MAST expenses.

IV. Marketing and Outreach

For 2019 we will continue to leverage online resources like Facebook (both paid and organic placements), organizations like ArtandSeek.org (free radio and website advertising), as well as working with print venues like **Community Impact Newspaper** and **McKinney Living** to help them publish articles about MAST and/or its member artists.

We will also expand the geographic area that we target for all such placements in 2019 to increase the likelihood of drawing travelers who will spend at least one night in a McKinney hotel during their visit. This would include art lovers in places like Tulsa, Oklahoma City, Fort Smith, Shreveport, Waco, San Angelo, Texarkana, and Abilene.

We plan to continue to upgrade and refine our website to provide information about contacting MAST artists to schedule tours, links to upcoming workshops, art classes, and art events in McKinney. We also see the potential for including links to local hotels, restaurants, and travel related websites to help potential visitors plan their trips to McKinney.

We recently began working with McKinney's GIS Maps and Data Department to develop a GIS Map of the MAST member studios. This online map/tour will coordinate with our planned brochure, providing greater access to information about McKinney's art studios and information about the artists working in them.

V. Metrics to Evaluate Success

Visitors to studios, workshops, and classes will be tracked to collect data about where they come from as well as where they stayed during their visit.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 03 2011**

ARTS AND MUSIC GUILD
1206 N MORRIS ST
MCKINNEY, TX 75069

Employer Identification Number:
27-2861813
DLN:
17053350314000
Contact Person:
FAITH E CUMMINS ID# 31534
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
April 23, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (00/09)

Arts and Music Guild Board Members

Area of expertise:

Maureen Hinkley, PhD 10209 Benwick Dr., McKinney, 75070 (203) 522-0814	mohinkley83@gmail.com	Finance/Education
Stephanie Hobson 408 N. Church St., McKinney 75069 (214) 551-0874	shobson944@gmail.com	Business/Accounting
Linda Barnes 1220 Crooked Stick Dr., Prosper, 75078 (214) 587-6699	lbarnes@barnesconsulting.biz	Business/Marketing
Sona Knox 502 N. Kentucky St., McKinney, 75069 (214) 542-2331	sona-knox@sbcglobal.net	Art Education
J.B. Phipps 1865 PR 5312, McKinney, 75071 (972) 658-4505	jb@wppetresort.com	Business
Brad Sharp Frisco, Texas (972) 837-8325	bradsharp@yahoo.com	Public Art/Videography
Darby LaGrave 3161 FM 2194, Farmersville, 75442 (972) 639-7094	darbylagrave@gmail.com	Education
Noriko DeWitt 10145 Coolidge Dr., McKinney, 75070 (832) 693-6675	norikotd@gmail.com	Professional Develop.
Kanyi Muraguri 1310 West, McKinney, 75069 (571) 201-3536	kmuraguri@gmail.com	Arts Programming
Theresa Strange-Johnston 508B N. Tennessee St., McKinney 75069	Johnston.theresa@gmail.com	Arts Programming

(281) 222-3700

MAST - McKinney Art Studio Tour, a program of Arts and Music Guild

Leadership Committee

Leslee Ortega - Committee Chair
2021 Hidden Creek Lane
McKinney, Texas 75070
214-673-8036
lesleeortegaart@gmail.com

Sona Knox
1206 Greenville Road
McKinney, Texas 75069
214-542-2331
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William Sterchak
4901 Pecan Hill Road
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469-500-6281
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Magda Dia
708 North Church Street
McKinney, Texas 75069
310-702-8442
magdadiausa@gmail.com

Wayne Batchelder
521 North Kentucky Street
McKinney, Texas 75069
214-850-2470
cwbatch@gmail.com

Jennifer Burke
1208 Canyon Creek Drive
McKinney, Texas 75072
972-824-6931
jburkepottery@gmail.com

Arts and Music Guild
Revenue and Expense
January through December 2017

	Revenue	Expense	Net
Government Grant			
M.A.C. 2016 - 2017	3,502.50		
M.A.C. 2017 - 2018	5,600.00		
	<u>9,102.50</u>	<u>0.00</u>	<u>9,102.50</u>
 Public Donations			
	<u>1,075.00</u>		
	<u>1,075.00</u>	<u>0.00</u>	<u>1,075.00</u>
 Arts and Music Guild			
Membership	775.00		
Business Fees & Supplies		219.89	
Accounting Fees		300.00	
Website Fees		150.68	
	<u>775.00</u>	<u>670.57</u>	<u>104.43</u>
 Fundraising - Hearts for McKinney Arts			
Sponsors	24,000.00		
Ticket Sales	4,050.00		
Art Sales	3,807.00		
Contributions	170.00		
Musicians		4,300.00	
Artists		5,133.00	
Accounting fees		600.00	
Business Fees		212.41	
Printing		190.00	
Food & Supplies		9,028.64	
Advertising		174.38	
	<u>32,027.00</u>	<u>19,638.43</u>	<u>12,388.57</u>
 Awards and Community Outreach			
1-2-1 Program	511.37	1,515.39	
McKinney Education Foundation Scholarship		1,050.00	
Heard-Craig Center for the Arts		2,400.00	
Odysseus Chamber Orchestra		5,000.00	
	<u>511.37</u>	<u>9,965.39</u>	<u>-9,454.02</u>
 Unique by Nature			
Entry Fees	3,286.00		
Awards		2,500.00	
Young Artist Scholarship	225.00	500.00	
Business Fees		72.93	
Processing Fees		117.51	
Judges Fee		300.00	
	<u>3,511.00</u>	<u>3,490.44</u>	<u>20.56</u>

Summer Music Intensives

Tuition	12,437.50		
Faculty		12,780.00	
Rental - Facility		1,775.00	
Business Fees		80.00	
Processing Fees		190.52	
Website Hosting Fees		286.75	
Advertising		512.52	
Programs, Supplies		288.75	
Accounting		200.00	
	<u>12,437.50</u>	<u>16,113.54</u>	<u>-3,676.04</u>

McKinney Art Studio Tour (MAST)

Donations	50.00		
Grant - MCDC	5,000.00		
Entry Fees	3,717.00		
Sponsors	1,450.00		
Fundraising	661.79	386.25	
Advertising		4,824.45	
Printing		625.07	
Website Updates		575.00	
Website Hosting Fees		270.75	
Accounting		800.00	
Program Coordinator		1,200.00	
Photography		100.00	
Business Fees		59.90	
Office Expense and Supplies		173.72	
Processing Fees		130.84	
	<u>10,878.79</u>	<u>9,145.98</u>	<u>1,732.81</u>

The Cove

Membership	9,573.00		
Spring Sale	402.00	368.09	
Rent, Utilities		7,953.97	
Processing Fees		55.19	
Advertising		100.00	
Supplies		603.56	
Printing/Copying		42.21	
Musicians		100.00	
	<u>9,975.00</u>	<u>9,223.02</u>	<u>751.98</u>

<u>80,293.16</u>	<u>68,247.37</u>	<u>12,045.79</u>
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**Arts and Music Guild
Revenue and Expense
January through May 2018**

	<u>Revenue</u>	<u>Expense</u>	<u>Net</u>
Arts and Music Guild			
Membership	628.00		
Printing/Copying		73.48	
Business Fees & Supplies		37.23	
Accounting Fees		349.79	
Advertising		100.00	
Website Fees		75.00	
	<u>628.00</u>	<u>635.50</u>	<u>-7.50</u>
Awards and Community Outreach			
1-2-1 Program	35.00	300.00	
McKinney Education Foundation Scholarship		3,090.00	
	<u>35.00</u>	<u>3,390.00</u>	<u>-3,355.00</u>
Unique by Nature			
Entry Fees	3,369.00		
Young Artist Scholarship	175.00		
Processing Fees		83.25	
Awards		3,250.00	
Business Fees & Supplies		9.80	
	<u>3,544.00</u>	<u>3,343.05</u>	<u>200.95</u>
Summer Music Intensives			
Tuition	1,760.00		
Processing Fees		16.92	
Faculty		300.00	
Rental - Facility		1,800.00	
	<u>1,760.00</u>	<u>2,116.92</u>	<u>-356.92</u>
McKinney Art Studio Tour (MAST)			
Grant - MCDC	3,600.00		
Entry Fees	300.00		
Advertising		250.00	
Office Expense and Supplies		15.41	
Processing Fees		9.90	
	<u>3,900.00</u>	<u>275.31</u>	<u>3,624.69</u>
The Cove			
Membership	5,332.00		
Spring Sale	745.26	705.00	
Rent, Utilities		3,028.64	
Processing Fees		64.32	
Supplies		489.23	
Accounting Fees		200.00	
	<u>6,077.26</u>	<u>4,487.19</u>	<u>1,590.07</u>
	<u><u>15,944.26</u></u>	<u><u>14,247.97</u></u>	<u><u>1,696.29</u></u>

MAST, a program of Arts and Music Guild
Revenue and Expense
January through December 2018

Income:

Artist Fees	2670
Sponsors	2537
Refund – print	38
McKinney Downtown Business Redevelopment Brochures/Large Map	<u>196</u>

Total Income: **\$5441**

Expenses:

Contracted Services

Accounting	600
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Advertising

Website Dev	1550
Billboard Banner	450
Digital Map-Web	502
Map Brochure Design	182
Facebook Ads	<u>300</u>

Printed Materials

Post Cards, Posters	659	(549 + 110)
Map Brochure	594	
Digital Map File	167	(75 + 92)

Misc. Expenses

Internet Host/ Domain	166
Pre-event party	<u>128</u>

Total Expenses: **\$5298**

Net **\$ 143**

MAST 2019 Budget

Income					
Artist Entry Fees	\$3,170				
Sponsors	\$2,500				
Potential Grant - MCVB	\$8,000				
Total Income	\$13,670				
Expenses					
Contracted Services					
Accounting	\$600				
Processing Fees	\$200				
Advertising					
Website Development	\$4,000				
Social Media Ads	\$1,500				
Billboard Banner	\$450				
Printed Materials					
Post Cards, Posters	\$700				
Map Brochure	\$4,500				
Miscellaneous Expenses					
Internet Host/Domain	\$250				
Pre-Event Party	\$200				
Post-Event Party	\$200				
Sponsor Appreciation Party	\$570				
Artist Entry Fee Scholarships	\$500				
Total Expenses	\$13,670				
Net	\$0				

