



17-658

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Arts and Music Guild (P&C #17-12), in the Amount of \$7,000 for the Marketing, Promotion and Advertising of the 2017 McKinney Art Studio Tour Event

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The Arts and Music Guild is requesting a grant in the amount of \$7,000 for marketing, promotion and advertising of the 2017 McKinney Artists Studio Tour.
- Event date is November 11-12, 2017.
- Attendance goal is 1,300.
- Event includes 50+ artists' studios throughout McKinney, representing 50-70 artists.

BACKGROUND INFORMATION:

- The Arts and Music Guild and MAST showcase a wide variety of skilled artists working to raise public awareness of the collection of artistic talent in McKinney.
- The first Artist Studio Tour was held in 2009.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a Promotional and Community Event grant to the Arts and Music Guild for the 2016 McKinney Art Studio Tour in the amount of \$5,000.

SUPPORTING MATERIALS:

[Application](#)
[Presentation](#)