

# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 16-873, **Version:** 1

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Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by the Arts and Music Guild (PC#16-16) in the Amount of \$5,000 for the Advertising and Promotion of the 2016 McKinney Artists Studio Tour

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** August 25, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- The Arts and Music Guild is requesting a grant in the amount of \$5,000 for advertising, marketing and promotion of the 2016 McKinney Artists Studio Tour.
- Event date is November 12-13, 2016.
- Attendance goal is 1,000.
- Event includes 16+ artists' studios throughout McKinney, representing 30-50 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.
- No previous MCDC funding.