



# ART MEETS FLORAL 2023

Reimbursement Request PC 23-09

## Narrative on Organization and Promotional Event

The McKinney Garden Club was founded in October of 1930 by Mrs. Carrie E. Lovejoy. Mrs. Lovejoy also served as its first president. During the past 93 years, this club has established and maintained the Cloverleaf Lovejoy Memorial Flowerbed located in Finch Park. In addition to this endeavor, the garden club has rallied numerous beautification projects in McKinney as well as provided scholarships to students studying various disciplines of horticulture. We are a member of the Texas Garden Clubs, Inc. in good standing.

The club has also adopted the gardens at the Heard-Craig Center for the Arts. This property is used by numerous women's organizations and is truly representative of McKinney's rich history. We have also recently funded the nature garden to be installed at the Heard Natural Science Museum & Wildlife Sanctuary. This garden will depict native species of plants and flowers in a beautiful garden outside of Laughlin Hall located in the main building.

Advertising funds requested are for McKinney's 7th Biennial ART MEETS FLORAL 2023 event that was held on April 15 at the Heard-Craig Center for the Arts. The McKinney Garden Club has assumed responsibility for this event and hosted it during ARTS IN BLOOM.

The staff at Heard-Craig was gracious and assisted with a lovely brunch in the garden prior to the venue opening to the public. The objective of holding such an event is to promote our city to more people that have yet to experience the joy of our beautiful downtown. This event aligns with the City's goal to provide and promote unique events and fits within the Cultural District of the downtown area.

Art Meets Floral fits into the category of: "encouragement, promotion, improvement, and application of the arts, including painting, sculpture, photography, etc. Specifically, it conforms with the creation, execution, and exhibition of oil paintings, pastel paintings, watercolors, and floral art forms.

This event has drawn visitors from surrounding cities and from out of town for the preceding six (6) years and continues to do so because of its beautiful, artistic interpretations and its pairing of great artists with great designers. This year, attendees have come from 38 cities across Texas; 54% brought a friend; and 90% had also attended the Arts in Bloom event on the square, promoting local economics as well as tourism. It draws people from outside of McKinney due to its "non-traditional" art creations.

## Financial Report - Art Meets Floral 2023

The McKinney Garden Club's financial status has been good for the past 93 years. We have a strong membership roster of 89 and a vibrant leadership team.

Art Meets Floral has become a major fundraiser for our Club and will occur every other year. We are pleased with the outcome this year and are already planning Art Meets Floral 2025.

A schedule of income and expenses is attached.

Also attached are a series of photos of marketing materials and images of the exhibit and event.

Marketing for this event was promoted on both the Garden Club's website as well as the Heard-Craig Center for the Arts site.

This year we held a brunch in the Heard-Craig gardens prior to the exhibit being opened to the public. Seating was limited to 42 and guests were treated with a three-course, catered meal and exclusive access to the exhibit before it opened to the public at 1pm. Tables for the brunch and exhibit were sold and our income came to \$3,215.00.

At 1pm, the exhibit was open to the public. We sold 266 individual tickets at \$15 each for the viewing between 1pm and 6pm plus a \$5.00 donation for a total of \$3,390.00.

The People's Choice winner was Gregg Hoppe with Edward's Floral.

Our marketing plan was pared down this year to only include:

- Marketing on the McKinney Garden Club and Heard-Craig Center for the Arts websites
- Instagram push ads
- Tickets sold at Diggin It, The MillHouse, and Wild birds Unlimited
- TicketLeap

In 2025, we will host this event in the Spring but not on the same weekend as Arts In Bloom. Parking was an issue.

Data collected on attendees show them coming from Allen, Fairview, Lake Highlands, Oak Cliff, Mabank, Tyler, Hurst, Cedar Hill, Irving, Gunter, Prosper, Celina, Frisco, Dallas, Denton, Greenville, Commerce, Fort Worth, Sherman, Richardson, Aubrey, McKinney, Plano, Rockwall, Austin, Highland Park, Arlington, Waxahachie, Midlothian, Caddo Mills, San Antonio, Kemp, Anna, Duncanville, Waco, Ennis, Longview and Houston.







*Save  
the  
Date*

**ART**  
MEETS

*Floral*

APRIL 15, 2023

*He*

HEARD-CRAIG  
CENTER FOR THE ARTS

205 WEST HUNT STREET  
MCKINNEY, TX



HEARD-CRAIG  
CENTER for the ARTS



MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



The Garden Club of McKinney  
PRESENTS

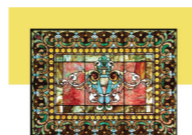
ART  
MEETS  
*Floral*

BRUNCH AND PRIVATE PREVIEW OF EXHIBIT  
SATURDAY, APRIL 15TH 11AM - 1PM

HEARD-CRAIG CENTER FOR THE ARTS  
205 WEST HUNT STREET, MCKINNEY, TX

Outstanding fine art from North Texas artists  
with floral interpretations created by noted local floral designers  
**A People's Choice Award Event**

[www.mckinneygardenclub.org](http://www.mckinneygardenclub.org)



HEARD-CRAIG  
CENTER for the ARTS

MCDC  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



The Garden Club of McKinney  
PRESENTS

# ART MEETS

# Floral

APRIL 15, 2023  
1PM - 6PM

HEARD-CRAIG CENTER FOR THE ARTS  
205 WEST HUNT STREET, MCKINNEY, TX

Outstanding contemporary art with floral interpretations  
created by noted North Texas floral designers

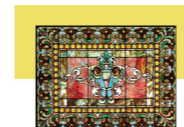
[www.mckinneygardenclub.org](http://www.mckinneygardenclub.org)

## TICKET OUTLETS

**Wild Birds Unlimited**  
3001 Hardin Boulevard  
McKinney

**Diggin' It**  
507 N. Tennessee Street  
McKinney

**MillHouse**  
610 Elm Street  
McKinney



HEARD-CRAIG  
CENTER for the ARTS

**MCDC**  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION







## HUNT SLONEM

Bunnies  
Various Sizes Oil on Wood

[huntslonem.com](http://huntslonem.com)



## GREGG HOPPE

Edwards Floral Design  
[edwardsfloral.com](http://edwardsfloral.com)





# XAN KOONCE

Restoring Harmony II  
48" x 64" Oil on canvas

[xankoonce.com](http://xankoonce.com)



# GLORIA GOMEZ

Lilies Floral Design  
[liliesfloraldesign.com](http://liliesfloraldesign.com)





JIM WILSON

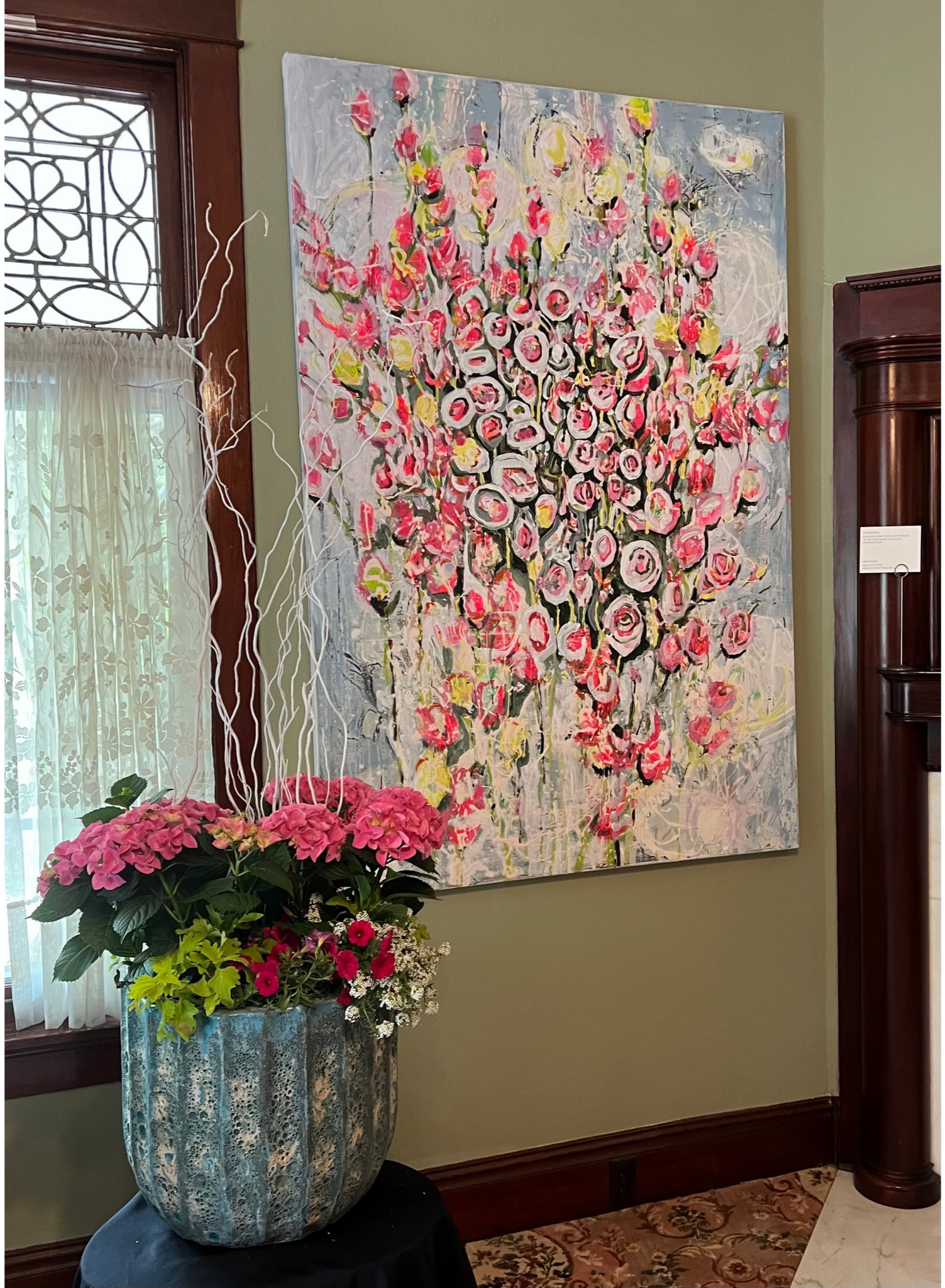
*And Maybe Some Things Last Forever*  
72" x 48" mixed media on canvas

[jimtwilson.com](http://jimtwilson.com)



AMY CHOI

Ready, Set Grow  
[ReadysetgrowTexas.com](http://ReadysetgrowTexas.com)





# GINGER FOX

Abstract Flora  
30" x 40" Acrylic on canvas  
[Gingerfoxgallery.com](http://Gingerfoxgallery.com)

*Franklin's Flowers*



# FRANKLIN'S FLOWERS

Franklin's Flowers  
[franklinflowersmckinney.com](http://franklinflowersmckinney.com)



GINGER FOR  
FRANKLIN'S FLOWERS  
FRANKLIN'S FLOWERS  
FRANKLIN'S FLOWERS







REBECCA SHEWMAKER

CR 1460 Near Bonham 2018  
8" x 10" Dyed fabric and thread on buckram  
[rebeccashewmaker.com](http://rebeccashewmaker.com)



KRISTEN BULLARD

Full Bloom  
[fullbloom.shop](http://fullbloom.shop)



Salt Cedar, Galveston Bay  
Pen and Ink  
From the Herbarium Collection



## KIM GUTHRIE

Japanese Magnolia 22" x 24" oil on canvas with pallet knife  
[kimguthrieart.com](http://kimguthrieart.com)



## SHANNON PRATER

The Flower Shop - Market Street McKinney  
[marketstreetflowers.com](http://marketstreetflowers.com)



KIM CUTHBERT  
JANISZEK PRODUCTIONS, LLC 2014  
OIL ON CANVAS WITH PINKET STAKE  
KIMCUTHERBERT.COM

SHANNON PRATER  
THE FLOWER SHOP - HARVET STREET MICHIGAN  
SHANNONPRATER.COM



**Thank you!**