

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

## MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

**All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.**

- Detailed event description
  - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
  - Planned activities pre-event and during event;
  - History of past or similar events;
  - Event budget (fundraising goals, projected revenue, funding sources);
  - Ticket price(s). (At least one category of ticket must be \$35 or under.)
  - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
  - Attendance projections (include how your calculations were made);
  - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
  - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
  - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
  - Verification of organization's status (IRS letter of determination, W9);
  - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

## Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

### Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

### Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

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|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organization Name</b>        | Art Club of McKinney                                                                                                                                                                                                                                                                                                                                              |
| <b>CEO / Executive Director</b> | Dr. Trina Harlow                                                                                                                                                                                                                                                                                                                                                  |
| <b>Federal Tax I.D.</b>         | 32048423217                                                                                                                                                                                                                                                                                                                                                       |
| <b>Incorporation Date</b>       | Thursday, July 5, 2012                                                                                                                                                                                                                                                                                                                                            |
| <b>Mailing Address</b>          | PO Box 243<br>McKinney, TX, 75070-8135                                                                                                                                                                                                                                                                                                                            |
| <b>Phone Number</b>             | (214) 578-6269                                                                                                                                                                                                                                                                                                                                                    |
| <b>Email</b>                    | presidentartclubmckinney@gmail.com                                                                                                                                                                                                                                                                                                                                |
| <b>Website</b>                  | <a href="https://artclubofmckinney.org/">https://artclubofmckinney.org/</a>                                                                                                                                                                                                                                                                                       |
| <b>Social Media</b>             | <a href="https://www.facebook.com/groups/323349997816277/">https://www.facebook.com/groups/323349997816277/</a> ,<br><a href="https://www.instagram.com/theartclubofmckinney/">https://www.instagram.com/theartclubofmckinney/</a><br><a href="https://www.facebook.com/profile.php?id=61571939340437">https://www.facebook.com/profile.php?id=61571939340437</a> |

**Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.**

(Note: In the above section, we have two Facebook Club URL's - one is a Group for members, the other is for placing ads. We placed the second FB link in the Twitter space.)

**ABOUT THE ART CLUB OF MCKINNEY**

The Art Club of McKinney has been helping to maintain and enhance the quality of life in McKinney for 112 years – through the Spanish Flu, WWI, the Great Depression, WWII, the Covid19 pandemic, and so much more. Somehow, the art club found a way forward in challenging times and good times. We originally filed for non-profit status in 1995, but updated it in 2012 to reflect a name change. Today, in 2026, the club is larger and more vibrant than ever, and growing. Club leaders and members revere their history and the perseverance of those who came before them and are highly motivated to carry on the club's legacy.

Founded on November 10, 1914, in the living room of Mrs. J.E. Reeves by Kathryn Heard Craig, the Art Club of McKinney is the oldest art club in the State of Texas and a 112-year-old, vibrant contributor to the City of McKinney and the surrounding region. What began with seven women has grown into a thriving 501(c)(3) nonprofit with more than 150 members and continued growth. The organization is completely volunteer run, with no paid employees.

Today, the Art Club is a diverse community of artists and art enthusiasts—including painters, sculptors, photographers, digital artists, fiber artists, ceramists, and more—many of whom are professional artists and creative business owners. Our reach extends well beyond McKinney, with participation from more than 50 zip codes through event attendance, exhibition entries, and website engagement.

As a fully volunteer-led organization, we are guided by 11 officers, 15 standing committee chairs, and additional committees, with monthly board meetings and member programming held August through May. In 2026–2027, we will expand into summer programming to serve our community year-round.

Through an extensive scope of exhibitions, meetings, and public events, we foster connection, collaboration, and creative growth for members, residents, and visitors alike. Under new leadership, we are also prioritizing leadership development to strengthen both our organization and the broader arts community in McKinney.

This year marks an important leadership transition for our organization. Following the successful tenure of President Kathryn Ikle and Treasurer Connie Brown, we are pleased to introduce new leadership. Our incoming President, Dr. Trina Harlow, brings more than 30 years of experience in art education, including 21 years as a K–12 art educator in McKinney private schools and Prosper ISD, and 10 years as a university faculty member and program director preparing future art educators. She offers extensive expertise in event planning, research, grant writing, leadership and building leaders, teaching, service, administration, and is an avid artist.

Our new Treasurer, Rosi Rogers, is an experienced local businesswoman and artist who has completed a comprehensive transition period with the outgoing treasurer. She assumes this role with a strong understanding of our financial systems and stewardship of a financially sound organization. The Art Club of McKinney maintains strong financial stewardship. At the request of our incoming President, in June of 2027 we will further strengthen accountability by implementing an annual audit conducted by a local CPA.

Accessibility and sustainability guide all program planning. We intentionally balance free, community-accessible events with fee-based offerings that generate earned revenue to support long-term organizational stability and reinvestment in programming.

With new leadership and a clear strategic vision, we aim not only to continue our longstanding contributions to the community but to elevate the scope and impact of our work in our contemporary society. Contributing to the vitality of McKinney has always been a goal of the Art Club of McKinney, but our new leadership feels especially called to make a significant impact upon the cultural and economic landscape of the city, and create space for residents and tourists to experience the creative panorama of this impressive city. Grant funds will be used responsibly and strategically to expand engagement, increase visibility, and enhance McKinney's reputation as a vibrant arts destination.

**OUR MISSION AND IMPACT**

**New Mission Statement**

This is our new mission statement (bylaws will be amended August 2026):

The mission of the Art Club of McKinney is to elevate the community's artistic standards by providing inclusive, high-quality education and programming. Through workshops, exhibitions, other events, meetings, and partnerships and collaborations, we foster and expand creative growth, celebrate diverse perspectives, and welcome artists and art enthusiasts of all backgrounds and skill levels. We prioritize accessibility and clear communication—so every member can learn, contribute, thrive, and grow in their knowledge of art. We create community within the organization and the greater area.

#### Impact

The Art Club of McKinney is dedicated to elevating artistic standards in our community through education, exhibitions, events, and sponsored programs. We attract artists and visitors from across the Dallas–Fort Worth region, surrounding rural communities, and beyond, positioning McKinney as a vibrant cultural destination and a recognized center for high-quality visual arts. We collect and track zip codes at our events and we see tourists and visitors coming to our offerings from many states and zip codes as far away as Austin.

By actively promoting the arts and drawing visitors to our events, we contribute to the local economy while fostering a strong sense of place, belonging, and creative pride. We typically do not provide meals at our events and so our attendees often visit local restaurants, stay in local hotels, and visit the many shopping venues in the city. As a club, we also work diligently to promote McKinney businesses as part of the draw to attend our events. The collaboration between the Art Club and the City's businesses is evident in much of what we do.

We also prioritize measurable impact. Recorded volunteer efforts exceed 3,000 recorded hours annually, with actual contributions likely much higher due to additional on-site participation of unregistered volunteers – our members are dedicated and many who did not sign up to volunteer often attend our events and activities to help. In 2026-2027 we will make a diligent effort to get a true accounting of total volunteer hours. Attendance tracking shows engagement from more than 50 zip codes through event participation and online activity, demonstrating our broad regional reach. We also notice that a significant number of attendees do not completely fill out the event registration form as they arrive and so in 2026-2027 we will take steps to train and ensure our volunteers fully understand the purpose of collecting zip codes. It is highly likely that attendees come from many more than 50 zip codes. Notably, many of our events attract first-time attendees, reflecting our continued success in expanding access to and interest in the visual arts to those from the McKinney area and our tourists and visitors.

#### Programs, Events, and Activities

We have developed a robust, diverse, and well-organized calendar of events for the 2026–2027 program year (August 1, 2026 through July 31, 2027). These Art Club of McKinney initiatives are designed to engage the local community, support continued membership growth, and encourage tourism and economic activity within the city.

This year, we have placed a strategic emphasis on introducing new events that offer fresh, contemporary experiences, while continuing to honor and sustain our longstanding, successful programs. This balanced approach ensures both innovation and continuity, strengthening our impact and broadening our appeal to a diverse and growing audience. Our incoming president has a well-documented and proven track record of being a successful event planner – in events of all sizes, small to the very large. She brings a long-time enthusiasm for McKinney, Collin County, the arts, and the experiences of tourists and visitors to our area and already has the new Board of Directors excited about the immediate future of the organization.

While not all of our new events apply to this MCDC Grant Request and the criteria for the grant, we do want the grantors to see the great effort we have made to elevate the visual arts in our upcoming year. We have analyzed the visual art offerings in McKinney and the surrounding areas and feel these new events will have increased participation. We base this on the current attendance climate and data that we have analyzed from 2025-2026, as well as discussions with other visual arts leaders in McKinney. These are new events and initiatives for 2026–2027:

Visual Arts Documentary Film – A short film highlighting the club and McKinney's visual arts community, artists, and cultural assets. Impact is to grow club membership, contribute to vitalization of visual arts in McKinney area, and to be a tool for increasing tourism and attendance at visual arts and McKinney events

and businesses. This film will be freely available to anyone anywhere in the world.

**North Texas Gives to the Arts Day** – Expanded participation with a strategic, arts-focused fundraising campaign to increase community support. Impact is to build sustainability for the club and to allow us to hold more exhibitions and art events, as well as contribute to a physical location for the club. We plan to hold a much more visible campaign than we have in the past for both this fundraising effort, and for the fall North Texas Gives Day.

**Expanded Workshop Series/Artist Talks** – Sixteen total workshops (an increase of six from last year), ten hosted at the Heard-Craig Center Carriage House, three at local studios, and three regional locations including Bonham, TX; Paris, TX; and Bentonville, AR. These workshops will be led by diverse artists/instructors on a wide variety of media. Impact will be growing visual art knowledge and skills of members and attendees. For the local workshops, ticket prices range from free to \$125, with most falling in the middle of that range. Supplies are provided at all workshops.

**Wildflowers & Wonderment Exhibition** – A collaborative exhibition with Habitat Coffee + Plants and the Collin County History Museum, aligned with the Collin County History Museums's Lady Bird Johnson Exhibition (initiated by the Art Club of McKinney). Impact is to provide more opportunity to art club members to showcase their work and to invite other artists and visitors to McKinney; also to collaborate with the Collin County History Museum and Habitat Plants+Coffee. Entry registrations are \$25 per artwork, which is a very modest price for art exhibition entries.

**Historic McKinney Art Walk (Date TBD)** – A collaborative event between the Art Club and galleries throughout the Historic Square, with strong participation already confirmed by some local gallery owners and leaders. This event will draw visitors to McKinney, showcase the region's visual artists, and foster a vibrant sense of community. Ticket prices are still being determined, but we anticipate them to be \$10 – our goal for this Saturday event is to have a very large attendance in the hundreds if not more.

**The Great Art Journey** – A multicultural arts event in collaboration with Oshi's ArtScape's new location in the Craig Ranch area (initiated by the Art Club), featuring art-making experiences from around the world, diverse artist talks, and live demonstrations. Impact is to increase our public offered multi-cultural focused events and to showcase the skills of our members. This will be a free event.

**ColorWalk** – A vibrant, Instagram-focused art walk on the Historic McKinney Square, held twice annually and concluding with a community gathering at Pinkitzel (initiated by the Art Club). We anticipate this becoming a local and regional phenomenon. Impact is to provide a large social media impact for Historic McKinney and news outlet and media coverage of the Historic Square and the art club and to collaborate with Pinkitzel. This event is free.

**Palate & Palette Series** – A four-part program combining lunch on the Historic McKinney Square with curated gallery tours and presentations, in collaboration with local galleries and venues including The Last Art Gallery, McKinney Art Gallery, MillHouse/Cotton Mill, Jump Into Art, and The Grand Hotel (initiated by the Art Club). Impact is to create community among the various art galleries in McKinney and the art club, and also to support McKinney restaurants, while building community within the art club. This event is free, except each person will purchase their own lunch.

**Studios & Scenic Roads Tour** – A curated rural studio tour showcasing artists north of the McKinney area. Impact is to showcase the studios of our many art club members that live outside of the MAST geographic area, to share research on how a day in the countryside is good for mental health, and to provide social media and media awareness of the art club and visual arts efforts of McKinney. This event will have a \$20 ticket per person.

**Leaders & Lattes** – A twice-yearly networking event designed to connect visual arts leaders, business owners, and creatives to foster collaboration and community growth. Two leaders from more than 20 art businesses and organizations will be invited, but others are welcome. Impact is to create community within the McKinney visual arts leadership and to gain knowledge of these leaders' organizational offerings, as well as to develop collaborative ideas. The event is free except for their own coffee purchases.

Creative Leaders Book Study – A leadership development initiative centered on The Sprinkle Effect: A Guide to a More Colorful and Fulfilling Life by Debbie Weiss, supporting the cultivation of future organizational leaders. Impact it to grow leaders within the club, that will not only become club leaders, but also community arts leaders. Tickets will be \$25 per person to cover food, modest art supplies, notebooks.

Samaritan Inn Children’s Art Supply Drive & Arts and Crafts Classes for Children – A philanthropic program providing art experiences and supplies to children in transitional housing. Impact is to contribute to the betterment of our community through the visual arts. We hope to develop a deeper collaboration with the Inn over the next few years. The club will hold a 90-day art supply drive in the fall, and then another supply drive in May, for items to be donated to the Inn. We are also currently in discussions with Inn staff to teach some arts and crafts sessions for children at the Inn.

Regional Field Trips and Workshops – Includes a day trip to Bonham, TX Creative Arts Center, overnight trip and art experience to Paris, TX, and a multi-day experience at Crystal Bridges Museum of American Art in Bentonville, AR. Impact is to give members and guests an opportunity to grow skills and knowledge in other areas about the visual arts and bring that knowledge back to club activities and McKinney efforts, and to also let others know about McKinney offerings. Ticket prices range from \$50 for Bonham experience, to \$125 for Crystal Bridges experience plus overnight lodging and travel expenses, and \$169 for Paris, TX experience plus overnight lodging and travel expenses. (We are also increasing our local workshop offerings from 6 to 13.)

Instagram Coaching for Artists – Professional development sessions supporting artists and creative entrepreneurs in marketing and audience engagement. Impact is to build social media marketing skills of membership and others, which will increase the visibility of the art club and the visual arts in McKinney. Facebook is a fairly easy platform to use. Instagram, the preferred social media platform of artists, is much more complicated to use effectively. This will be a ticketed workshop and likely will cost around \$250 – attendees will make an investment in their art practice and business by attending. We intend to bring in a well known Instagram artist to lead the workshop.

Leadership Retreat – A strategic planning and leadership development retreat hosted at the Heard-Craig Center. Impact is to build leaders within the organization that mentor and build future leaders. This leadership focus will also benefit the City of McKinney’s visual arts as these leaders work in other areas of visual arts leadership. Our incoming President is a national leadership award winner. Since she recently retired, one of her primary focuses is on building the next generation of leaders in the Art Club, McKinney, and beyond. This event is free to all incoming officers and chairs, which is around 25 people.

New Exhibition in Planning: Boundless Expressions Art Exhibition - Boundless Expressions is a proposed new exhibition that the Art Club will be planning during the 2026-2027 year. It will celebrate the creativity, perspective, and artistic voice of artists with special needs. We are hopeful to collaborate with HUGS Cafe in McKinney on this event. While we are not requesting grant funds for this event at this time, we would like the grant committee to know this event is in planning stages. While artists of all abilities are always welcomed and encouraged to participate in our existing exhibitions, this show is intentionally designed to create a dedicated, supportive, and empowering space where these artists can be recognized and celebrated. Impact is to ensure that every participating artist feels seen, valued, and encouraged—while also offering opportunities for recognition that may not always be accessible in traditional exhibition formats. Through this event, we aim to foster confidence, amplify diverse voices within our creative community, and reinforce our commitment to making the arts accessible to all. At this time, we are exploring if there will be an entry fee or if the exhibition will be free to registrants.

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3

 IRS Non-Profit Determination\_ArtClub ....pdf

**Is the representative information same as above?**

**Is the contact for communications between MCDC and the organization same as above?**

**Total Amount Requested** \$13,739.00

**Are matching funds available?**

**Matching Funds Available** \$34,102.00

**Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

**Provide name of City of McKinney entity funding source and amount.** MAC (will know late summer 2026)

**If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.** 2025-2026: \$4200; 2024-2025: \$4200; 2023-2024: \$2100

Information about the promotional / community event for which you are seeking funding.

**Date(s) of Event** 1. Documentary Film (targeted completion date is summer 2027). 2) Social media advertising is for events all year. 3) Promotional print media is for events all year.

**Location(s)** All events are in McKinney - see specific event locations in narrative that was placed below in the metrics section.

**Ticket Prices**  
Range from free to \$150.00.

**Is this the first time for this event?**

**How does event showcase McKinney for tourism and/or business development?**

Documentary Film:  
This documentary film will showcase McKinney as a vibrant arts destination by telling the story of its visual arts community—past, present, and future. Through high-quality storytelling and visuals, the film will highlight local artists, galleries, studios, Art Club events and activities, art schools/workshops, and signature events such as Arts in Bloom and MAST, positioning McKinney as a hub for creative activity.

By promoting these assets to a broad online and global audience, the film will serve as a marketing tool not only for the art club, but also for any McKinney entity and will encourage cultural tourism—inviting visitors to experience McKinney’s arts offerings in person. Increased visibility of local arts venues and events will drive foot traffic to downtown businesses and across McKinney, support local artists, and stimulate spending in restaurants, retail, and hospitality sectors.

Additionally, the film will strengthen McKinney’s identity as a creative and culturally rich community,

making it more attractive to entrepreneurs, small businesses, and potential investors seeking a dynamic and arts-forward environment. In this way, the project directly supports both tourism growth and long-term business development.

**Promotional Print Media:** Fact sheets, postcards, business cards, retractable sign, and swag bags will serve as targeted, accessible tools to increase awareness of the Art Club of McKinney and guide audiences to our programs and events, and to McKinney. This will allow these tools to help increase attendance at all of our events, but especially at the special events advertised on the back of the promotional print media. Fact sheets will provide clear, concise information about our mission, offerings, events, and impact; postcards will promote upcoming exhibitions and activities in a visually engaging, shareable format; and business cards will create direct, personal connections that make it easy to follow up and will highlight major events on the backside. All of these items will have our contact information and social media accounts listed. All of these materials will serve to promote actual events and will be used to increase visitor numbers at future events wherever they are handed out. We anticipate them being handed out at all of our events, other local events, on shop counters, and also shared with all the many businesses and organizations that we collaborate with to share at their events. Together, these materials will strengthen outreach, expand our audience, and direct residents and visitors to experience the club's public offerings and know more about McKinney. The fans we handed out at the 2026 Arts In Bloom were very popular. We would like to have more of them to hand out in 2027. We will track all attendance data using metal hand tally counters and sign in sheets that collect data when applicable. We intend to increase attendance at our events by 20% by a more targeted and strategic use of promotional print media.

**Social Media Advertising:** Strategic social media advertising for our events expands awareness of McKinney's visual arts offerings well beyond the local area, attracting visitors and tourists to attend both free and ticketed experiences. We grow more and more concerned that in 2026, social media and website traffic seem to be about the only viable and easily accessible ways to advertise to the general public. Social media ads must be closely monitored so that an organization does not go over their budget, due to the charge per click on FB and IG. We intend to more fully use any funds received by MCDC to more fully use the social media budget we may be given – a change in leadership was in progress during this last season of grant fund use and our president did not fully use the money we were granted for this. Said in very clear terms, we will use every penny in 2026-27. Furthermore, our incoming president's son owns a large outdoor apparel company that is very well known. The company was completely built on social media advertising and her son is going to help us maximize our social media dollars for maximum impact. Our data consistently shows that high percentages of attendees at our public events discover these events through Facebook and Instagram, demonstrating these platforms as effective drivers of attendance. Increased visitation supports local businesses—including restaurants, retail, and hospitality—while reinforcing McKinney's reputation as a vibrant arts destination. In this way, our events and their promotion directly contribute to both tourism growth and broader economic development.

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(Note: Since this grant request is for promotion of multiple events, in this section we have ALSO included a more detailed response to all of the questions in this section, broken down by each event that we are respectfully requesting funding for.)

#### ITEM 1: Documentary Film - \$10,500

Date of Event: McKinney Creates Documentary Film

Location(s): Various artists' studios, various locations around McKinney, various art businesses, various, art schools, various art events.

Ticket prices: \$0, video will be freely shared with public

Is this the first time for the event: yes

How does event showcase McKinney for tourism and/or business development?

This documentary film will showcase McKinney as a vibrant arts destination by telling the story of its visual arts community—past, present, and future. Through high-quality storytelling and visuals, the film will highlight local artists, galleries, studios, Art Club events and activities, art schools/workshops, and signature events such as Arts in Bloom and MAST, positioning McKinney as a hub for creative activity.

By promoting these assets to a broad online and global audience, the film will serve as a marketing tool not only for the art club, but also for any McKinney entity and will encourage cultural tourism—inviting

visitors to experience McKinney’s arts offerings in person. Increased visibility of local arts venues and events will drive foot traffic to downtown businesses and across McKinney, support local artists, and stimulate spending in restaurants, retail, and hospitality sectors.

Additionally, the film will strengthen McKinney’s identity as a creative and culturally rich community, making it more attractive to entrepreneurs, small businesses, and potential investors seeking a dynamic and arts-forward environment. In this way, the project directly supports both tourism growth and long-term business development.

Does this event support a non-profit (other than applicant)?  
This project does not designate a single non-profit beneficiary; instead, it supports the broader McKinney non-profit community. By showcasing the city’s arts organizations, events, and cultural assets, the film increases visibility, encourages public engagement, and promotes attendance and support. The non-profit beneficiaries of certain featured events and organizations will be included. Its ongoing online distribution will continue to benefit multiple non-profits by amplifying awareness and strengthening McKinney’s creative community.

What percentage of revenue will be donated (indicate gross or net)? \$0 (While not directly from this documentary film, we do anticipate donating \$1800+ in funds and art supplies to non-profit organizations in the 2026-2027 year.)

Expected total attendance and how totals were made? 30,000 views over the next three years (modest estimation). Our incoming President’s former documentary film, which was made while she was on faculty at Kansas State University, has had over 10,000 views in seven years and this film had a limited audience based on its educational topic. We think this documentary film will have a much higher audience because the audience is potentially much larger and broader. Our online research indicates that similar documentary films by arts councils have anywhere from 11K to 1.1 million views.

Expected percentage of attendees coming from outside of McKinney: 50%  
Total attendance from previous event(s) (if applicable)  
(percentage) of attendees from McKinney at the previous event: n/a  
(percentage) of attendees from outside of McKinney at the previous event: n/a  
Geographic Reach (estimated travel distance): Global reach  
Describe the TARGET AUDIENCE to include (Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity AND Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.):  
The target audience for this documentary film is art club members, the visual arts community of McKinney, any and all McKinney entities/businesses/organizations, residents of McKinney and extended area, those seeking to move to McKinney, school art programs in McKinney and beyond, those seeking to open businesses in McKinney, those seeking to attend McKinney functions, and those interested in the visual arts across the globe, as well as those seeking to improve the visual arts in their own communities across the globe. All demographics categories will be impacted as viewers.  
We are currently planning a premiere for the film and are exploring many options for this local event and anticipate inviting a broad demographic of attendees. We also are exploring showing the film in local school art programs.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT  
Gross Revenue: \$0  
Projected Expenses: \$10,500  
Net Revenue:\$0  
Breakdown of expenses:  
Videographer: \$500 per day for videographer, will attempt to use a university film student who lives in our area, 14 days = \$7000  
Editing Professional: \$80 per hour x 40 hours = \$3200 (Dr. Harlow will help with this as needed.)  
Mileage for videographer: \$300

Please provide funding sources and dollar amounts associated with each of the following.  
Sponsorship Revenue: \$2000 (We will seek additional sponsors outside of the grant request for more funding for this project. Sponsors will allow us more filming days and more editing hours than requested

in this grant.)

Registration Fees: \$0

Donations: \$1600 (Each artist/art business featured will be asked to contribute \$100. These funds will allow us more editing hours than requested in this grant.)

Other (raffle, auction, etc.): \$0

Net Revenue: \$3600 (for additional filming days and editing hours)

Grant request is \$6900.

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

The documentary film will be hosted on the Art Club of McKinney's YouTube channel, with all sharing directed through this centralized platform to maximize reach and consistency. This approach allows the film to be easily distributed by partners, organizations, and individuals while maintaining a single, trackable source. YouTube analytics—including viewership, engagement, and audience reach—will serve as key metrics to evaluate the film's effectiveness in promoting the strength and vibrancy of the visual arts in both the Art Club of McKinney and the greater McKinney community.

#### ITEM 2: Promotional Materials - \$1439

Date of Event: Print Media (fact sheet, postcards, business cards, fans), Retractable Sign, and Historic McKinney Square and McKinney Swag Bag Materials

Location(s): Print media will be handed out at various Art Club of McKinney functions, Arts In Bloom, and events we participate in, while the fans are specifically for Arts In Bloom. McKinney/Historic Square Swag Bags/Art Club swag bags will be handed out to first apx 100 visitors to participating galleries on Historic McKinney Art Walk. Retractable sign will be used at all of our events.

Ticket prices: \$0 (Some events the print media will be distributed at or where the sign will be used at will be free and some will have a ticketed price.)

Is this the first time for the event: Some events the materials will be used at will be first time events.

How does event showcase McKinney for tourism and/or business development?

Fact sheets, postcards, business cards, retractable sign, and swag bags will serve as targeted, accessible tools to increase awareness of the Art Club of McKinney and guide audiences to our programs and events, and to McKinney. This will allow these tools to help increase attendance at all of our events, but especially at the special events advertised on the back of the promotional print media. Fact sheets will provide clear, concise information about our mission, offerings, events, and impact; postcards will promote upcoming exhibitions and activities in a visually engaging, shareable format; and business cards will create direct, personal connections that make it easy to follow up and will highlight major events on the backside. All of these items will have our contact information and social media accounts listed. All of these materials will serve to promote actual events and will be used to increase visitor numbers at future events wherever they are handed out. We anticipate them being handed out at all of our events, other local events, on shop counters, and also shared with all the many businesses and organizations that we collaborate with to share at their events. Together, these materials will strengthen outreach, expand our audience, and direct residents and visitors to experience the club's public offerings and know more about McKinney. The fans we handed out at the 2026 Arts In Bloom were very popular. We would like to have more of them to hand out in 2027. We will track all attendance data using metal hand tally counters and sign in sheets that collect data when applicable. We intend to increase attendance at our events by 20% by a more targeted and strategic use of promotional print media.

Does this event support a non-profit (other than applicant)? Indirectly, all of these promotional materials will support the non-profits that the Art Club of McKinney supports and also those of our partners/collaborators. Some of these are, but not limited to, the Samaritan Inn, HUGS Cafe, the Heard Craig Center, Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. Furthermore, our new leadership places great emphasis on community service and has the goal of every art club event eventually supporting a non-profit in some way, even though we are a non-profit.

What percentage of revenue will be donated (indicate gross or net)? We anticipate approximately \$1800+ in funds and art supplies to be donated to local non-profits from our efforts this year, and anticipate that number being substantially larger if monetary and tangible donations are estimated financially.

Expected total attendance and how totals were made? 5000+, (modest estimation), based on past attendance

Expected percentage of attendees coming from outside of McKinney: 50%

Total attendance from previous event(s) (if applicable)

(percentage) of attendees from McKinney at the previous event: n/a

(percentage) of attendees from outside of McKinney at the previous event: n/a

Geographic Reach (estimated travel distance): 250 miles and further

Describe the TARGET AUDIENCE to include (Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity AND Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.):

These printed promotional materials are designed to reach a broad and inclusive audience, welcoming individuals of all races, ethnicities, genders, ages, abilities, and backgrounds who attend our events and informing them of future events and activities. By providing clear, tangible information through business cards, fact sheets, postcards, and signage, visitors can easily take details with them and connect with us later, attend future events, or easily identify us at events and venues. Printed materials are especially valuable for those who may face barriers to digital access, offering an accessible and reliable way to obtain contact information and resources. It was our experience at Arts in Bloom that the public saw us as a resource for art learning and teaching and we would like our printed materials to guide them to our club and workshops, other events, and easily inform them of how to connect with us after events such as this. This approach helps expand our reach, foster inclusivity, and ensure our programs are accessible to the entire community.

#### FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue: \$15,845+, and other funding (grants, donations) (While this dollar amount is challenging to document here, we base this number on our expected and modestly planned revenue from all of our events in 2026-2027.)

Projected Expenses: \$1439 (for these promotional materials)

Net Revenue: \$0 (0 dollars as we use our revenue to fund the club year. Impact is increased growth of art club's reach and McKinney tourism and visitors.)

Breakdown of expenses:

Business Cards: \$89.00 for 2500, VistaPrint, plus shipping

Post Cards: \$140.00 for 2500, Vista Print, plus shipping

Fact Sheet: \$200 for 2500, Office Depot

Paper Fans: \$210 for 300, 4Imprint, plus shipping

Retractable Sign - Art Club Generic Sign, \$150, Vista Print

Retractable Sign - Art Exhibition Generic Sign, \$150, Vista Print

Swag Bags, \$300 Custom Ink; \$200 misc swag

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue: \$0 (This is difficult to estimate, but we do think we will have sponsors this year for some of our events. In the past it has not been easy to get sponsors, but we will be making a more diligent effort to do so this upcoming year.)

Registration Fees: \$0 (Some of the events the promotional materials will be used at will have registration fees or tickets.)

Donations: \$0 (TBD - we may be able to get some of these things done at a local UPS store that supports art club efforts for less than this request or donated, but this is currently in discussion.)

Other (raffle, auction, etc.): While we do have some club funds in reserve, we are not sure that this is something we would use them for and will decide upon knowing what grant funding we may receive.

Net Revenue: ?

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Success will be measured by distribution totals of printed materials (business cards, postcards, fact sheets, and fans), increases in event attendance and participation, and audience reach across diverse demographics. Data collected at events will ask a question related to the impact of promotional materials.

Additional metrics will include website traffic, social media engagement, and direct inquiries generated from the materials. Informal feedback from attendees and partners will also be used to assess effectiveness in increasing awareness and accessibility of the Art Club's offerings.

### ITEM 3: Social Media Advertising for Various Events - \$5400

Date of Event: Various dates from August 1, 2026 to July 31, 2027

Location(s): Various locations

Ticket prices: Varies from \$5 - \$150 (Some are tickets, some are not.)

Is this the first time for the event: Some events will be first time events, some are not.

How does event showcase McKinney for tourism and/or business development?

Strategic social media advertising for our events expands awareness of McKinney's visual arts offerings well beyond the local area, attracting visitors and tourists to attend both free and ticketed experiences. We grow more and more concerned that in 2026, social media and website traffic seem to be about the only viable and easily accessible ways to advertise to the general public. Social media ads must be closely monitored so that an organization does not go over their budget, due to the charge per click on FB and IG. We intend to more fully use any funds received by MCDC to more fully use the social media budget we may be given – a change in leadership was in progress during this last season of grant fund use and our president did not fully use the money we were granted for this. Said in very clear terms, we will use every penny in 2026-27. Furthermore, our incoming president's son owns a large outdoor apparel company that is very well known. The company was completely built on social media advertising and her son is going to help us maximize our social media dollars for maximum impact. Our data consistently shows that high percentages of attendees at our public events discover these events through Facebook and Instagram, demonstrating these platforms as effective drivers of attendance. Increased visitation supports local businesses—including restaurants, retail, and hospitality—while reinforcing McKinney's reputation as a vibrant arts destination. In this way, our events and their promotion directly contribute to both tourism growth and broader economic development.

Does this event support a non-profit (other than applicant)? Many of our events support local non-profits, even though we are also a non-profit. We believe in contributing to our community and our organization will have a much larger focus on philanthropy and service in 2026-2027 than in recent years. Some of these are, but not limited to, the Samaritan Inn and HUGS Cafe – which are both new partnerships for the upcoming year, the Heard Craig Center, Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. Our new leadership has the goal of almost every art club event supporting a non-profit in some way.

What percentage of revenue will be donated (indicate gross or net)? We anticipate approximately \$1800+ in funds and art supplies to be donated to local non-profits from our efforts this year, and anticipate that number being substantially larger if monetary and tangible donations are estimated financially.

Expected total attendance and how totals were made? 5000+, (modest estimation), based on past attendance

Expected percentage of attendees coming from outside of McKinney: 50%

Total attendance from previous event(s) (if applicable)

(percentage) of attendees from McKinney at the previous event: 1500+ (Our Arts In Bloom efforts add many more.)

(percentage) of attendees from outside of McKinney at the previous event: 1500+

Geographic Reach (estimated travel distance): 250 miles, but we also have documented attendees from other states

Describe the TARGET AUDIENCE to include (Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity AND Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.):

These events will meet and reach a broad and inclusive audience, welcoming individuals of all races, ethnicities, genders, ages, abilities, and backgrounds who attend our events. By providing clear, tangible information advertising about the events, we will both increase attendance and the success of the events.

### FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue: \$7550 (While this dollar amount is challenging to document here, we base this number on our expected and modestly planned revenue at only the events we are requesting an MCDC promotional grant for in 2026-2027. Membership dues, other donations, and potentially other grants will help meet expenses.)

Projected Expenses: \$23,775 in expenses for the 12 various kinds of events (34 actual events) included in this grant request, but this grant request is specifically for an additional \$5400 in expenses for the social media advertising for these events, which is based on the cost of boosting posts on social media and past expenses for social media advertising.

Net Revenue: -\$16, 225

Breakdown of expenses:

Social media advertising for this grant request:

Wildflower and Wonderment Art Exhibition : \$300

High School Art Exhibition: \$500

Art Meets Poetry Exhibition: \$200

Spring Member Art Exhibition: \$300

The Great Art Journey: \$300

Colorwalk: \$200 (happens twice)

Arts In Bloom: \$300

Monthly Member Meetings: \$1200 (happens 10 times)

Workshops: \$1600 (for 13 of 16 workshops)

Sweetwater Exhibition: \$200

Historic Square Art Walk: \$300

TOTAL SOCIAL MEDIA ADVERTISING REQUEST OF THIS GRANT: \$5400

Overall Expenses for these Events:

High School Art Exhibition: \$5225

Art Meets Poetry Exhibition: \$1000

Spring Member Exhibition: \$4600

Wildflowers & Wonderment: \$3550

The Great Art Journey: \$2200

Colorwalk: \$100

Arts In Bloom: \$2000

Member Meetings: \$4000

Workshops: \$100

Sweetwater Exhibition: -0-

Historic Square Art Walk: \$1000

(Our expenses reflect an effort to pay our exhibition jurors a more equitable fee for judging our shows, and also to pay professional movers to move our very large art display racks and stands from storage to venue and back to storage. In recent years, we have been trying to find friends and spouses who can do this, but our shows have grown in size and these racks are heavy and there are many more than there used to be. We must start paying professional movers to do this.

•High School Student Art Exhibition From this grant, we are requesting \$500 for FB, IG advertising expense. Event advertising expense request is based on 2025-2026 but we have increased the amount so that the new digital version of the exhibition is a success and encompasses many McKinney and area high schools. Last year this event was paid for by club funds, and a MAC and MCDC grant and the event cost us \$3,335.13 in expenses. For 2026-27, we have budgeted for \$5225 in expenses as we must pay the juror(s) more and must start paying a professional mover to move our large display racks to venues, plus this \$500 request for advertising. We hope to cover the expenses with club funds, grants, and donations/sponsorships. We have secured a reduced venue fee at the Bevel House because they have agreed to be collaborators on this long-time art exhibition that the club has hosted for years.

•Art Meets Poetry Exhibition: From this grant, we are requesting \$200 for FB, IG advertising expense. Event advertising expense request is based on 2025-2026. Last year this event was paid for by club funds, and a MAC and MCDC grant and the event cost us \$325.67 in expenses. For 2026-2027 we have budgeted for \$1000 in expenses, and this \$200 advertising expense. We need to pay professional movers to move our large display racks to the venue. We hope to cover the expenses with club funds, grants, and donations/sponsorships.

•Spring Member Art Exhibition From this grant, we are requesting \$300 for FB, IG advertising. Event advertising expense request is based on 2025-2026. Last year this event was paid for by club funds, and a MAC and MCDC grant and the event cost us \$3,147.32. In 2026-2027, we have budgeted \$4600 in expenses, plus this \$300 in advertising. We must start paying juror(s) more and we need to pay a professional mover to move our very large display racks. We hope to cover the expenses with club funds, grants, and donations/sponsorships.

- Wildflowers & Wonderment Art Exhibition From this grant, we are requesting \$300 for FB,IG advertising. Event advertising is based on our social media advertising for other events. This is a new event. Event planned expenses are \$3250, plus social media advertising of \$300=\$3550 in expenses. We hope to cover some of the event with club funds and additional expenses with an MCDC and MAC grant, as well as sponsorships and donations.
- The Great Art Journey (community event) From this grant, we are requesting \$300 for FB,IG advertising. Event advertising is based on our social media advertising for other events. This is a new event. Event planned expenses are \$2200, plus social media advertising of \$300=\$2500 in expenses. This is a free, non-ticketed event. We hope to cover expenses with club funds, and with an MCDC and MAC grant, as well as sponsorships and donations.
- Colorwalk From this grant, we are requesting \$200 for FB,IG advertising. Event expense for this new event is \$100, plus this grant request of \$200 for advertising. This is a free event, non-ticketed.
- Arts in Bloom - From this grant, we are requesting \$300 for FB,IG advertising. We had minimal expenses for 2025-2026 and took it out of a general administrative office supply line on our budget or items were donated by members. For 2026-27 we want to greatly enhance what we do at Arts in Bloom and have budgeted \$2000, plus this \$300 advertising, for supplies for art making activity, a new portable microphone -old one must be replaced, and possibly four easels. We intend to pay for these expenses with club funds, grants, and donations/sponsorships.
- Member meetings and speakers (community event) From this grant, we are requesting \$1200 for FB & IG advertising for 10 meetings. For 2026-27, we have budgeted \$4000 for member meeting expenses, which includes speakers, various supplies, food and beverage, etc. and \$3400 for the venue fees=\$7400. 8 of these events are free. 2 are ticketed. Expenses may be higher as we anticipate having to pay the caterers more this year.
- Workshops - 16+ local workshops (community event): For this grant, we are requesting \$1600 for FB and IG advertising. This is for (\$200apx each for 2 workshops = \$400, \$100apx for 11 workshops=\$1200. Three workshops are out of town and not included in this grant. We anticipate only \$100 in expenses as almost all of these events are ticketed at various levels, from free to \$150 per person.
- Sweetwater Exhibition: From this grant, we are requesting \$200 for FB & IG advertising. We have o other expenses for this event.
- Historic Square Art Walk: From this grant, we are requesting \$300 for FB & IG. We have budgeted expenses at \$1000 for this new event, plus the \$300 advertising requested here. While details are being determined at the present time, this will be a ticketed event. We hope to pay for the event with club funds, grants, and donations/sponsorships.

Please provide funding sources and dollar amounts associated with each of the following. Be specific - funding source and amount .

Sponsorship Revenue: -0- TBD, this upcoming year, 2026-2027. We intend to actively and diligently try to find a sponsor(s) for each of our 2026-2027 exhibitions, and The Great Art Journey, and the Historic Square Art Walk. The club needs to improve its efforts in this area. Our incoming President has enormous experience gaining sponsorships so we are hopeful that this year may see us being successful gaining sponsorships.

Registration Fees: \$5600. Exhibitions do have entry fees and two other events in this grant request are ticketed.

Student Exhibition, \$1200 (\$5-\$10 per entry);

Art Meets Poetry, \$450 (\$5 per entry);

Member Exhibition \$1200 (\$25 per entry);

Wildflower & Wonderment Exhibition, expecting \$1000 (\$25 per entry), but non-club members will be allowed to enter Wildflower Exhibition and will pay \$50 per entry.

Historic Square Art Walk tickets, \$200

Workshops, \$1250, although this could be a generous expectation..

Donations: 0 (We are hopeful to be successful in gaining donations and sponsorships this year.)

Other (raffle, auction, etc.): \$1700 (raffles, two silent auctions, Belk fundraiser)

Membership Dues & Other Member Related Income: \$15845

Net Revenue: \$22,845

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If

funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Success will be measured through both digital performance metrics and event outcomes. Using Facebook and Instagram analytics, we will track reach, impressions, engagement rates, link clicks, and conversions generated from ads and boosted posts. Event-specific outcomes will include increases in attendance across free and ticketed events, number of registrations or tickets sold, and growth in participation from targeted and new audiences. We will also monitor follower growth and website traffic driven by campaigns. These combined metrics will be used to evaluate effectiveness and will be summarized in the final report to demonstrate how social media advertising improved awareness, attendance, and community engagement. Furthermore, we track attendance at all events with sign in sheets (paper or digital) and ask specific questions about how they found out about the event(s). This also gives us measurable data to use on the success of our social media ads and post boosts.

Provide a comprehensive narrative that includes:

Mission, goals, planning and execution timeline

Planned activities (pre-event and during event)

History of past or similar events

Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

The Art Club of McKinney respectfully requests grant funding to support the promotion, marketing, and advertising of the filming of a documentary film and printed promotional materials, plus the eleven events listed in this grant request. These events are the High School Student Art Exhibition, the Art Meets Poetry Exhibition, the Spring Member Art Exhibition, the Wildflower & Wonderment Art Exhibition (new event), The Great Art Journey (new event), the Colorwalk (new event), our elevated efforts at Arts In Bloom, monthly member meetings, workshops, and the Historic Square Art Walk (new event). We will have over 43 public community events. Some of these are multiple iterations of the same event series. Our entire operating year from August 1, 2026 to July 31, 2027 is planned, with nearly all dates set, venues booked, and details being planned. Our timeline for 2026-27 is robust and strategically planned for success and to contemporize what the club does. Event dates and venues listed in this grant request are subject to change – while most plans are already made, sometimes things happen that cause you to seek a new venue, and at least one event is still in the early planning stages.

Last year, we again experienced record-breaking attendance and participation, which has led us to actively explore hosting more events and larger venue options to better accommodate our expanding audience. We also have done an assessment of the events included in this grant request and feel all of our events were successful, with the exception of one that needs a more contemporary approach – our Student Art Exhibition. This event is very difficult for us to host because of reasons detailed elsewhere in this grant request and so we are going to change how we do the event to make it more contemporary to high school students. Additionally, our club has to start paying jurors a more normalized rate. We have asked a great deal of jurors in the past, while paying them very little. It is very important that we in the arts pay our arts professional fair prices for their services. For example, at our April 2026 member art exhibition, we paid our jurors' \$100 and time invested garnered them about \$11.00 an hour, exclusive of transportation costs, in most cases, across the metroplex to come to McKinney, twice. We also see more registrations for our exhibitions, therefore we need more display racks. Moving these racks to each venue and then back to storage is a very taxing job. The club has been seeking the favor of help from friends and family to do so. It is time that we start paying a local professional mover to do this for us. We are seeking to find someone who is reasonably priced and dependable and will contract with them for the entire year.

Looking ahead, we are also in the early stages of planning for a permanent headquarters—a dedicated space that would serve as a home for exhibitions, workshops, and community engagement, allowing us to fulfill our mission more effectively year-round. Our incoming President has been researching the physical locations of other art clubs and art councils and how they are used. What we are most excited about with a physical location is that we can host individual or group artist exhibitions, bringing in artists from all over the state and beyond, and contributing even more to tourism and business development. We are currently exploring several physical options and researching state and regional grant opportunities that could help bring this vision to life.

High School Student Art Show

This hybrid (digital and in-person) student art exhibition will feature a submission window of November 1, 2026 - December 1, 2026, followed by an in-person reception and awards ceremony on January 19, 2027, at Chestnut Square Historic Village (Bevel House). Digital submissions from high school students will be accepted through the deadline, allowing approximately six weeks to curate and install up to 200 entries into the online exhibition. We are pleased to partner with Chestnut Square, which has generously

supported this initiative through a reduced rental rate.

This year, the program expands to include a public online exhibition alongside a curated in-person event. Up to 200 student artworks will be featured online for a one-month public viewing period. From these, 20 finalists (with 10 alternates) will be selected for display at the reception, which will include the artists, their families, and their teachers. Finalists will confirm attendance in advance, with alternates invited as needed to ensure full participation.

Our new President will curate and assemble the digital art show (up to 200 entries) and will seek assistance from a university art education student. Student entries and payment will be submitted through a Google Form. Those students are invited to attend the in-person reception and awards ceremony and they will deliver their art and enjoy the reception while a team of volunteers hangs the art on our club grids. We have a seamless plan in place for the logistics.

A qualified juror from a state university art program will review submissions, select finalists, and determine award recipients. Final decisions will be confirmed in person prior to the reception. The juror will also provide individualized written feedback to each finalist and offer remarks during the event, giving students valuable insight into their work and exposure to collegiate-level art perspectives. We are also exploring the possibility of a scholarship award given by a local university for Best of Show.

This format reflects a more accessible and contemporary approach to student engagement. By prioritizing a digital exhibition with a culminating in-person celebration, we aim to reduce participation barriers, increase submission rates, and create a more meaningful experience for selected artists. Our leadership brings experience in producing large-scale online exhibitions, ensuring a high-quality and engaging presentation.

The reception will be free to attend, supported by grants, sponsorships, and modest entry fees. Each finalist will receive up to four complimentary tickets for themselves, their parents, and their teacher. Additional invited guests will include Art Club members, city representatives, and local arts supporters, with total attendance anticipated at approximately 120 guests.

For context, last year's fully in-person exhibition, held at Collective Coffee, included 72 student participants and 104 artworks representing 21 high schools and homeschool students. While participation was strong, the process required significant outreach, and attendance declined by over 50 guests from the previous year, totaling approximately 155 attendees. A total of 27 awards were presented, including \$2,150 in cash prizes. These insights have directly informed the development of this improved, hybrid model.

The event will be supported by dedicated volunteers who manage artwork intake, installation, program design, hospitality, attendance tracking, teardown, and artist support. We will pay professional labor to move our display racks to the hotel. Last year, a \$10 entry fee helped offset costs. Safety mechanisms in place will include the hotel's normal security for events, volunteers to monitor artwork and the ballroom entrance, and parking will be on the McKinney Square. The event does not need a bad weather indicator. Post-event surveys will be distributed with a digital link sent to gather feedback from participants and educators.

By transitioning to an online exhibition, we anticipate a significant increase in reach and participation by removing geographic and transportation barriers. Based on past experience, the \$10 entry fee is accessible for most students and school art programs, and we will further support access by offering fee waivers for low-income students upon teacher request. Drawing on lessons from the past three years, shifting to a finalist-focused honors reception allows for more reliable planning, reduces last-minute uncertainty around submissions, and creates a more elevated and rewarding experience for participants. To help address material access barriers and to create some excitement among students, each finalist will receive a curated swag bag of art supplies, supported through a combination of purchased items and donated materials from members and local businesses. We will also pursue event sponsorships, while recognizing that this has been a challenge in previous years. Our new leadership feels they can secure some sponsors.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$2290.00 and our expenses were \$3335.13, net revenue was -\$1045.13

#### BUDGETING FOR 2026-2027 HIGH SCHOOL ART EXHIBITION:

Income: \$1000

Expenses:

Cash Prizes for Award Winners Expense:

Best of Show: \$200

Best Acrylic Painting: \$100  
Best Oil Painting: \$100  
Best Water Color: \$100  
Best Dry Media: \$100  
Best Mixed Media: \$100  
Best Sculpture: \$100  
Best Print Making: \$100  
Best Miscellaneous: \$100  
Top 20 artists: \$20 each = \$400  
People's Choice: \$150

Grand Total of Cash Awards: \$1550  
Certificates, Ribbons: \$200  
Swag Bags: \$500  
Juror Fee: \$1000  
Venue: \$275  
Food, Beverage: \$1000  
Professional Labor to Move Art Grids: \$500  
Misc: \$200  
Social Media Advertising: \$500 (This grant request.)

TOTAL EXPENSES: \$5725

NET REVENUE: -\$4725 (paid for by club funds, grants, donations)

#### Art Meets Poetry Exhibition & Event

This event marks our 6th year of collaboration with McKinney's Mockingbird Poetry Society and is tentatively scheduled for February 2027, likely at the Collin County Historical Museum. This unique and powerful event pairs poets and visual artists, each using the other's work as inspiration. Participants meet for the first time at the event, often resulting in deeply emotional and memorable connections.

The event features live poetry readings and collaborative artwork, drawing audiences who are eager to witness these creative exchanges. It is free and not juried, with the exception of a People's Choice Award. There are no cash awards, ribbons, or certificates. This event is about collaboration and community.

Last year's event included 38 artist-poet pairings from 26 Texas cities and 37 zip codes, including Allen, Austin, Carrollton, Coppell, Plano, Frisco, Garland, Grand Prairie, The Colony, Little Elm, McKinney, Prosper, Richardson, Rowlett, Wylie, Kerens, Blossom, Dallas, Farmersville, Winnsboro, Van Alstyne, Tyler, Copperas Cove, Waco, Pflugerville, and Kingsland. Attendance included 200+ guests at the opening reception and another 200+ at the poetry readings, totaling 400+.

Volunteers from both organizations will support all aspects of the event. Safety mechanisms in place will include the museum's normal security procedures for events, volunteers to monitor artwork and the museum entrance, and parking will be on the extended areas of the McKinney Square. The event does not need a bad weather indicator. Post-event surveys will be distributed with a digital link sent to gather feedback from participants and educators.

Last year, a fundraising raffle generated \$233 for three local food charities: Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. The raffle was for a painting donated by a local McKinney artist. Participation fees were \$5 per artist and per poet.

The event is open to poets in 4th grade and older, with artwork created by Art Club members. We continue to prioritize youth engagement and have seen growth in participation among teens and young adults. Adjustments in venue and format over recent years have helped improve flow and audience experience, and we will continue refining the event while preserving its emotional and creative impact.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$636.00 and our expenses were \$325.67. Our net revenue was \$310.33.

#### BUDGETING FOR 2027 ART MEETS POETRY EXHIBITION:

Catering: \$400  
Social Media Advertising: \$200 (This grant request.)  
Professional Labor to Move Grids: \$500  
Misc: \$100  
Venue: \$200

TOTAL EXPENSES: \$1400  
TOTAL ART CLUB INCOME: \$450  
NET REVENUE: -\$950 (paid for by club funds, grants, donations)

#### Spring Member Art Exhibition

The Spring Member Art Exhibition provides an opportunity for members to showcase their work to the public. It is tentatively scheduled for April 22nd-25th at the Collin County Historical Museum. The exhibition includes a wide range of media, including 2D, 3D, photography, and fiber arts.

Entry fees of \$25/\$35 help offset costs. This is a juried exhibition, with respected artists and professionals serving as judges and providing feedback. The event is free to the public.

Last year's exhibition featured 90 submissions across 7 categories. Attendance included over 140+ guests at the opening reception and 130+ at the Saturday evening reception, with additional daytime visitors not fully tracked. We estimate an additional 200 attendees viewed the exhibition.

Volunteers supported all aspects of the event. A total of \$1750 in cash awards was distributed, along with a \$250 People's Choice Award. Due to significant membership growth, we are exploring larger venues to accommodate potentially triple the number of submissions. Aside from logistical improvements, the event will remain largely unchanged due to its strong success.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$1685.000 and our expenses were \$3147.32. Our net revenue was -\$1462.32.

#### BUDGETING FOR 2027 SPRING MEMBER ART EXHIBITION:

Catering: \$800  
Ribbons: \$150  
Cash Awards: \$1700  
People's Choice Award: \$250  
Juror: \$1000  
Social Media Advertising: \$300 (This grant request.)  
Professional Labor to Move Grids: \$500  
Misc: \$200  
Venue: \$200  
TOTAL EXPENSES: \$5100  
TOTAL ART EXHIBITION INCOME: \$1200  
NET REVENUE: -\$3900 (paid for by club funds, grants, donations)

#### Wildflower & Wonderment Exhibition

This new exhibition will coincide with the Collin County History Museum's Lady Bird Johnson exhibit in November. Habitat Plants+Coffee will host the exhibition during the first week of November. The purpose of this exhibition is to give members and the public an opportunity to showcase their talents and to collaborate with an important exhibition at the museum. We have also offered to have club artists demonstrate how to paint watercolors at a key time during the exhibition, outside on the lawn or on the sidewalk). This collaboration reflects a shared commitment to community engagement and creative placemaking. Additionally, in a recent survey of membership, our club members would like to have more opportunity to showcase their work.

Artwork will be limited to 18"x18" to suit the venue. Registration will open first to members and then to non-members. Six cash awards will be presented: Best of Show (\$250), 1st (\$150), 2nd(\$100), 3rd(\$50), People's Choice(\$250), and Barista's Choice(\$100). We also plan to display winning works at the museum during the Lady Bird Johnson Exhibition.

While this is a new event, we will base the planning for this event on the success of our annual Spring Member Exhibition. Artists will check in artwork in late afternoon/early evening on Thursday, Nov. 5th, 2026. During the day on Friday, November 6th, the juror will judge the show. There will be an artists reception and awards ceremony early evening on November 7th. The artwork will be on display to the public all day on Friday and Saturday. Artists will be required to pick up artwork after the Saturday early evening reception and awards ceremony.

The event will be staffed by club members. Parking will be the available parking on the Historic Square. Security will be the normal coffee shop security, however we will have a club volunteer on site all day Friday and Saturday to monitor artwork and garner People's Choice Award voting. No bad weather plans are needed.

This is a new event so there is no prior budgeting to go by.

## BUDGETING FOR FALL 2026 WILDFLOWER & WONDERMENT ART EXHIBITION:

Event Income:

Entry Fees: \$1200

Fall 2026 Expenses:

Juror: \$1000

Reception Catering: \$500

Professional Movers for Display Grids: \$500

Nametags and Supplies: \$200

Social Media Advertising: \$300 (in this grant request)

Cash Awards: \$900

Retractable Sign: \$150 (generic for all art exhibitions, in this grant request)

Total Expenses: \$3550

NET REVENUE: -\$2350 (paid for by club funds, grants, donations)

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## The Great Art Journey

The Art Club of McKinney proudly represents a richly diverse membership, including artists who have immigrated from countries around the world and bring with them a wide range of artistic traditions, perspectives, and skills. The Great Art Journey is a proposed multicultural arts event designed to celebrate this diversity while creating meaningful opportunities for community engagement.

The event will take place on Sunday, May 3, 2027, from 12:00 to 4:00 PM in the promenade outside Oshi's ArtScape at Craig Ranch, as well as inside the studio space. This welcoming indoor-outdoor setting offers an ideal environment for an interactive and accessible arts experience.

The Great Art Journey will feature hands-on art-making activities, artist talks, and live demonstrations, inviting attendees to both observe and participate in a variety of cultural art forms. By highlighting the talents of our members, the event aims to foster cross-cultural understanding, elevate underrepresented artistic voices, and expand access to diverse visual arts programming within the community. Should we have food and beverage, it will be in the form of licensed food trucks.

While we initially sought to secure a nonprofit venue in McKinney, scheduling challenges led us to partner with Oshi's ArtScape—a vibrant, woman-owned arts business led by a diverse artist and experienced educator. We are extremely excited about this collaboration. Although Oshi has been teaching art in McKinney for many years, this marks her first physical studio location. The space, along with the adjacent promenade between two one-way streets, provides an ideal and highly accessible setting for this event. Scheduled for a Sunday afternoon, the event will be supported by Art Club volunteers assisting with setup, facilitation, and cleanup. The venue offers ample parking and standard safety measures. In the event of inclement weather, all activities will be seamlessly moved indoors within the ArtScape studio.

As a new initiative, The Great Art Journey builds upon the proven success of our past programming while introducing a deeper focus on multicultural engagement. We anticipate the event will increase access to inclusive arts experiences, broaden community participation, and provide a meaningful platform for artists to share their cultural heritage and creative excellence.

This is a new event so there is no prior budgeting to base 2026-2027 budgeting on.

## SPRING 2027 THE GREAT ART JOURNEY EXPENSES

Event Income:

This event is completely free to participants and attendees.

Event Expenses:

Materials and Supplies: \$1000

Social Media Advertising: \$300 (this grant request)

Artist and speaker fees: \$1000 (\$200 x 5 people=\$1000)

Venue: \$300

Total Expenses: \$2600

NET REVENUE: -\$2600 (paid for by club funds, grants, donations)

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## Colorwalk

This event is based on a popular event that happens in London, England. Creative artists, fashion enthusiasts, and people who love color will gather on the Historic McKinney Square at a designated time and slowly stroll around the square. During the stroll, a major feature will be photography as this event is a vibrant, Instagram-focused art walk. It will be held twice annually and will conclude with a community

gathering in the cafe window at Pinkitzel (initiated by the Art Club). Those who attend will purchase their own tea and sweets at Pinkitzel. We will have a sign made attendees can use in their photos that says “Art Club of McKinney COLORWALK”. We anticipate this becoming a local and regional phenomenon. Impact is to provide a large social media impact for Historic McKinney and news outlet and media coverage of the Historic Square, the Art Club, and to collaborate with Pinkitzel. We anticipate developing some hashtags for this event such as #HistoricMcKinneyColorwalk or #McKinneyColorwalk, #ArtClubofMcKinneyColorwalk. We anticipate this event to be classy and garner news outlet attention. This event is an ode to our fashion design members and participants, but also to everyone who enjoys color. This event is free. This is a new event.

2026-2027 BUDGETING FOR COLORWALK:  
Expenses:  
Sign: \$100  
Social Media Advertising: \$200 (from this grant request)  
Total Expenses: \$300

Income:  
There is no income. This is a free event.

Net Revenue: -\$300 (paid for by club funds, grants, donations)

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Arts In Bloom

After spearheading some ideas to make our booth at the 2026 Arts In Bloom more lively on the Saturday of the recent event, our incoming President is excited to expand the Art Club’s presence at Arts in Bloom and has met meeting with Andrew Jones, McKinney’s Director of the Cultural District/Main Street to share ideas for the 2027 festival.

Building on the great success of our interactive art-making activity in our small booth this past year, we would like to create a large-scale collaborative mural and walk-up art experience. The concept would feature a continuous paper mural running the length of several 6-foot tables, where festival attendees could sit on either side and paint or draw whatever inspires them. The long paper could periodically be changed out, if need be. We anticipate using a light weight kraft cardboard that comes in big rolls. We also anticipate perhaps cutting the mural into segments that are auctioned off at later events. We anticipate needing a good quality heavy-duty tarping on the street under the mural area.

This community art experience would be visually engaging, thought-provoking, and inviting for both adults and children, giving attendees the opportunity to create art themselves after being inspired by the many talented artists exhibiting throughout the festival. While Arts in Bloom already offers a designated children’s area, this experience is intentionally designed to appeal to adults, families, and children alike.

At each end of the mural tables, we also plan to place large canvases on easels for interactive “finish the painting” activities — creative and engaging collaborative exercises that are very unique and already being thoughtfully developed.

In 2025-2026, the very limited expenses that we had for this event were taken out of our miscellaneous administrative budget line item or were donated by various members.

BUDGETING FOR THE SPRING 2027 ARTS IN BLOOM:  
Income: -0- This will be a free event. We may, however, raise funds by selling or auctioning off pieces of the mural at a later date.  
Expenses:  
Social Media Advertising: \$300 (this grant request)  
Various supplies - paint, acrylic markers, brushes, paper towel, buckets for handwashing, industrial roll of kraft lightweight cardboard, four easels,  
8 large canvas wrapped wood frames: \$2000  
Total Expenses: \$2300

Net Revenue: -\$2300.00 (paid for by club funds, grants, donations)

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Member Meetings

Each month from August through May, our members meet on the 2nd Thursday morning of the month. Our meetings are free and open to members and any visitors. We frequently have newcomers to the McKinney

area attend our meetings and join the Art Club. Our meetings consist of fun activities, announcements, a short business meeting and officer/chair reports, but the main aspect of our meetings is a paid and knowledgeable speaker on an arts topic. We have refreshments that are usually brought by members. We have raffles and silent auctions at some of our meetings to raise funds. We have a member show and share month in August when members bring a piece of art they have made and share. We have voting on Artist of the Month each month from a selection of art pieces that members bring to each of our meetings. We have a Holiday Luncheon in December and a Spring Tea in May. We also have a philanthropy hands on project in February. Our meetings both elevate the visual arts and provide education for those who attend on a variety of topics. Topics of recent speakers have been astrophotography, art law regarding copyright and trademarking, social media use, art from India, Instagram success in selling art, a Dallas policeman's art story, speakers from various art non-profit organizations across the Metroplex, and several artists led hands on activities related to certain skills. 2026-2027 will see our group return to meeting at the First United Methodist Church HUB because we need more space. Two years ago the Board of Directors made a decision to move over to the Bevel House at Chestnut Square to support their non-profit work in McKinney. Our club continues to grow, and the number of members who attend our monthly meetings is also growing. The Bevel House is too small for us and it can be difficult for people who sit on each end of the room to see the display screen that presenters use, so we are moving back to the FUMC Hub, and are excited to have ample room now and a more accessible space for presentations. 2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$3029 and our expenses were \$4844.20 (\$3844.20, plus another \$1000apx for the May Spring Tea that was not in the budget report yet at the time of this grant application). Our net revenue was -\$1815.20.

#### BUDGETING FOR 2026-2027 MONTHLY MEMBER MEETINGS:

Income: \$3000 (we do foresee catering costing more in 2026-2027 so do not anticipate the income being this high)

#### Expenses:

Venue: \$2400

Social Media Advertising: \$1200 (from this grant request)

Speakers' Fees: \$1200

Misc Supplies: \$500

Spring Luncheon: \$800

Holiday Tea: \$800

Hospitality (for Sept, Oct, Nov, Jan, Feb, March, April): \$700

Total Expenses: \$7600

Net Revenue: -\$4000 (paid for by club funds and grants)

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#### Workshops (16+)

We will offer 16 hands-on workshops throughout the 2025-2026 year at venues including the Cotton Mill, the Heard-Craig Center for the Arts, Oshi's Artscape, and locations in Bonham and Paris, TX and Bentonville, AR.

These workshops will focus on foundational skills, specialized techniques, advanced media, and digital tools such as Instagram. Guest instructors from across North Texas and Art Club members will lead sessions to encourage artistic growth and exchange.

One of our core missions is educating on the arts. We are committed to accessibility and education for both members and nonmembers. Last year, we awarded several scholarships to some of our members that needed assistance to attend workshops.

These workshops are all staffed by club volunteers or the teaching instructor. Security measures in place are that of the hosting venue. All are indoors so no bad weather plans are needed. Parking will be the available parking of each venue.

Number of Participants Per Workshop: 10+

Number of Participants across workshops: 160+

2025-2026: We hosted six workshops in 2025-26. Some of these workshops we only advertised for, with the instructors making all plans and collecting registration fees themselves. Some of these workshops we collected the funds. We had no expense for these workshops except for social media advertising, which was minimal. We made a profit of \$217.

## BUDGETING FOR 2026-2027 WORKSHOPS:

Income:-0- (Our club members who lead these workshops will benefit from workshop registrations and we will not profit from it.)

### Expenses:

Venue: -0- (We are allotted four hours a month from August to May at the Heard Craig Center Carriage House, 2nd Thursday of the month, 12pm-4pm, for free, although we do give a \$700 donation to the Heard Craig House each year.

Social Media Advertising: \$1600 (from this grant request)

Total Expenses: \$1600

Net Revenue: -\$1600 (potentially paid for by this grant)

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## Sweetwater Exhibition

We are continuing a successful event we started last year. In an effort to hold Art Club events on the west side of McKinney, we held a month-long exhibition at Sweetwater's Coffee. We also had a weekend Pop Up Artisans' Market. Members could display their artwork for sale all month of December and also set up tables and sell items for purchase on the weekend pop up artisans' market event. This event was lively, fun, and very successful. Many of our artists sold their work. Surveys of those who participated highly recommended doing this again - even the artists who did not sell any work would like to do it again. It created a great sense of community and gave our artists an opportunity for their work to be seen.

## BUDGETING FOR 2026 DECEMBER SWEETWATER COFFEE SHOP EXHIBITION AND POP UP ARTISANS' MARKET:

Income: \$100 (\$20 per artist, 5 artists at least will participate)

### Expenses:

Social Media Advertising: \$200 (from this grant request)

Total Expenses: \$200

Net Revenue: -\$100 (potentially paid for by this grant)

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## Historic Square Art Walk

Inspired by the coffee crawls and wine walks, etc., we want to bring back the downtown art walk, an event that we once held several years ago. The event will involve downtown art galleries and other businesses. At the time this grant application is being submitted, we are currently deciding if the event will be on a Friday evening, Saturday, or Sunday evening. We anticipate galleries, some restaurants, and other businesses being open or staying open as part of the collective group that participates in our event. We anticipate different kinds of food and beverage refreshments at each location and possibly some soft, live music inside some venues. We are planning on-site demonstrations and artists' talks. We will have door prizes, which may be things like free private lessons, free class registration, and free critique of 5 artworks. We will give swag bags with Art Club, McKinney, and Historic McKinney info and coupons to the first 100 people to enter the galleries. We are planning one single check in point where attendees will get a lanyard ticket that will get them into each location (later after having these punched at each location, they will turn these in for a special drawing), a map, and a swag bag while they last. We have already received favorable responses from gallery owners and leaders to participate. One gallery leader is a long time member of Art Club and she will chair the event.

At the time of this grant application, we are identifying all of the various weeks of similar events on the Square, so that we choose a different week to have this one day or night event. Date TBD.

The event will be supported by Art Club volunteers assisting with setup, running the check in location, facilitation, and cleanup. The Square offers ample parking and galleries/shops have standard safety measures in place. In the event of inclement weather, we will not change the date and will let those who want to weather the weather go ahead and attend.

This is a new event so there are no previous year's budgets to go by.

## BUDGETING FOR FALL 2026 ART WALK:

Event Income: \$200+++

Swag Bags: \$500

Tickets/Lanyards/Misc: \$500  
Social Media Advertising: \$300 (this grant request)  
Total Expenses: \$1300  
NET REVENUE: -\$1100 (paid for by club funds, grants, donations)

Community Events (43)  
We plan to host 43 public community events during the 2026–2027 year, a significant increase from 13 the previous year. These events will include critiques, gallery tours, field trips, creative gatherings, service projects, and public meetings with guest speakers. In some cases these are events and experiences we as a club already have been doing, but we have reshaped them and contemporized them, giving them a title and a more significant public profile; in other cases some of these are completely new events. Quite a few of these events are not mentioned in this grant request.  
We aim to expand participation in Arts in Bloom and are in discussions with Andrew Jones. These events will strengthen community connections and broaden access to the arts.  
All events will be promoted through Facebook and Instagram, our most effective engagement platforms. We will utilize both organic and paid promotions to maximize reach.  
All of these events will be paid for by fundraising and another grant opportunity. Some events are ticketed and some are free. Ticketed events range from \$5.00 to \$150 in price.  
These events are all staffed by club volunteers. Security measures in place are that of the hosting venue. All with the exception of one are indoors so no bad weather plans are needed. Parking will be the available parking of each venue.  
Number of Participants Per Community Event: 25+  
Number of Attendees Per Community Event: 50-300

|                                                                     |                                                                                                                                                                                    |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Does the event support a non-profit (other than applicant)?         | Yes                                                                                                                                                                                |
| If yes, what organization(s) are supported?                         | Samaritan Inn, HUGS Cafe (TBD), the Heard Craig Center, Bevel House/Chestnut Square,, Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. |
| What percentage of revenue will be donated (indicate gross or net)? | 10%                                                                                                                                                                                |
| Expected total attendance and how calculations were made.           | 40,000 (See extended narrative for each event, which was placed in the How does this event support tourism and/or business development section, above.)                            |
| Expected percentage of attendees coming from outside of McKinney.   | 50%                                                                                                                                                                                |

Total attendance from previous event(s) (if applicable)

50 \_\_\_\_\_ of attendees from McKinney at the previous event.  
percentage

50 \_\_\_\_\_ of attendees from outside of McKinney at the previous event.  
percentage

Geographic Reach (estimated travel distance) 250 miles, but also some out of state attendees.

Describe the TARGET AUDIENCE to include:

Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)

- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

Target Audience, Documentary Film:

The target audience for this documentary film is art club members, the visual arts community of McKinney, any and all McKinney entities/businesses/organizations, residents of McKinney and extended area, those seeking to move to McKinney, school art programs in McKinney and beyond, those seeking to open businesses in McKinney, those seeking to attend McKinney functions, and those interested in the visual arts across the globe, as well as those seeking to improve the visual arts in their own communities across the globe. All demographics categories will be impacted as viewers.

We are currently planning a premiere for the film and are exploring many options for this local event and anticipate inviting a broad demographic of attendees. We also are exploring showing the film in local school art programs.

Target Audience, Promotional Materials:

These printed promotional materials are designed to reach a broad and inclusive audience, welcoming individuals of all races, ethnicities, genders, ages, abilities, and backgrounds who attend our events and informing them of future events and activities. By providing clear, tangible information through business cards, fact sheets, postcards, and signage, visitors can easily take details with them and connect with us later, attend future events, or easily identify us at events and venues. Printed materials are especially valuable for those who may face barriers to digital access, offering an accessible and reliable way to obtain contact information and resources. It was our experience at Arts in Bloom that the public saw us as a resource for art learning and teaching and we would like our printed materials to guide them to our club and workshops, other events, and easily inform them of how to connect with us after events such as this. This approach helps expand our reach, foster inclusivity, and ensure our programs are accessible to the entire community.

Target Audience, Social Media Advertising:

These events will meet and reach a broad and inclusive audience, welcoming individuals of all races, ethnicities, genders, ages, abilities, and backgrounds who attend our events. By providing clear, tangible information advertising about the events, we will both increase attendance and the success of the events.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

|                    |                                                                                            |
|--------------------|--------------------------------------------------------------------------------------------|
| Gross Revenue      | \$82,196.00 (total club for year)                                                          |
| Projected Expenses | \$48,094 (total club for year)                                                             |
| Net Revenue        | \$34,102 (total club for year, more or less depending on \$ amount of any grants received) |

Please provide funding sources and dollar amounts associated with each of the following.

|                               |                                                                                                       |
|-------------------------------|-------------------------------------------------------------------------------------------------------|
| Sponsorship Revenue           | \$5000 (total for club for year, goal)                                                                |
| Registration Fees             | \$15,845 (total for club for year, including memberships, modest projection)                          |
| Donations                     | \$5000 (total for club for year, goal)                                                                |
| Other (raffle, auction, etc.) | Included in Registration Fee Section above. In budget spreadsheet category with Membership Dues)      |
| Net Revenue                   | \$34,102 (exclusive of donations and sponsorships as those are unknown and estimated only, goals set) |

**Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

Metrics, Documentary Film:

The documentary film will be hosted on the Art Club of McKinney's YouTube channel, with all sharing directed through this centralized platform to maximize reach and consistency. This approach allows the film to be easily distributed by partners, organizations, and individuals while maintaining a single, trackable source. YouTube analytics—including viewership, engagement, and audience reach—will serve as key metrics to evaluate the film's effectiveness in promoting the strength and vibrancy of the visual arts in both the Art Club of McKinney and the greater McKinney community.

Metrics, Promotional Materials:

Success will be measured by distribution totals of printed materials (business cards, postcards, fact sheets, and fans), increases in event attendance and participation, and audience reach across diverse demographics. Data collected at events will ask a question related to the impact of promotional materials. Additional metrics will include website traffic, social media engagement, and direct inquiries generated from the materials. Informal feedback from attendees and partners will also be used to assess effectiveness in increasing awareness and accessibility of the Art Club's offerings.

Metrics, Social Media Advertising:

Success will be measured through both digital performance metrics and event outcomes. Using Facebook and Instagram analytics, we will track reach, impressions, engagement rates, link clicks, and conversions generated from ads and boosted posts. Event-specific outcomes will include increases in attendance across free and ticketed events, number of registrations or tickets sold, and growth in participation from targeted and new audiences. We will also monitor follower growth and website traffic driven by campaigns. These combined metrics will be used to evaluate effectiveness and will be summarized in the final report to demonstrate how social media advertising improved awareness, attendance, and community engagement. Furthermore, we track attendance at all events with sign in sheets (paper or digital) and ask specific questions about how they found out about the event(s). This also gives us measurable data to use on the success of our social media ads and post boosts.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

The Art Club of McKinney respectfully requests grant funding to support the promotion, marketing, and advertising of the filming of a documentary film and printed promotional materials, plus the eleven events listed in this grant request. These events are the High School Student Art Exhibition, the Art Meets Poetry Exhibition, the Spring Member Art Exhibition, the Wildflower & Wonderment Art Exhibition (new event), The Great Art Journey (new event), the Colorwalk (new event), our elevated efforts at Arts In Bloom, monthly member meetings, workshops, and the Historic Square Art Walk (new event). We will have over 43 public community events. Some of these are multiple iterations of the same event series. Our entire operating year from August 1, 2026 to July 31, 2027 is planned, with nearly all dates set, venues booked, and details being planned. Our timeline for 2026-27 is robust and strategically planned for success and to contemporize what the club does. Event dates and venues listed in this grant request are subject to change – while most plans are already made, sometimes things happen that cause you to seek a new venue, and at least one event is still in the early planning stages.

Last year, we again experienced record-breaking attendance and participation, which has led us to actively explore hosting more events and larger venue options to better accommodate our expanding audience. We also have done an assessment of the events included in this grant request and feel all of our events were successful, with the exception of one that needs a more contemporary approach – our Student Art Exhibition. This event is very difficult for us to host because of reasons detailed elsewhere in this grant

request and so we are going to change how we do the event to make it more contemporary to high school students. Additionally, our club has to start paying jurors a more normalized rate. We have asked a great deal of jurors in the past, while paying them very little. It is very important that we in the arts pay our arts professional fair prices for their services. For example, at our April 2026 member art exhibition, we paid our jurors' \$100 and time invested garnered them about \$11.00 an hour, exclusive of transportation costs, in most cases, across the metroplex to come to McKinney, twice. We also see more registrations for our exhibitions, therefore we need more display racks. Moving these racks to each venue and then back to storage is a very taxing job. The club has been seeking the favor of help from friends and family to do so. It is time that we start paying a local professional mover to do this for us. We are seeking to find someone who is reasonably priced and dependable and will contract with them for the entire year.

Looking ahead, we are also in the early stages of planning for a permanent headquarters—a dedicated space that would serve as a home for exhibitions, workshops, and community engagement, allowing us to fulfill our mission more effectively year-round. Our incoming President has been researching the physical locations of other art clubs and art councils and how they are used. What we are most excited about with a physical location is that we can host individual or group artist exhibitions, bringing in artists from all over the state and beyond, and contributing even more to tourism and business development. We are currently exploring several physical options and researching state and regional grant opportunities that could help bring this vision to life.

### High School Student Art Show

This hybrid (digital and in-person) student art exhibition will feature a submission window of November 1, 2026 - December 1, 2026, followed by an in-person reception and awards ceremony on January 19, 2027, at Chestnut Square Historic Village (Bevel House). Digital submissions from high school students will be accepted through the deadline, allowing approximately six weeks to curate and install up to 200 entries into the online exhibition. We are pleased to partner with Chestnut Square, which has generously supported this initiative through a reduced rental rate.

This year, the program expands to include a public online exhibition alongside a curated in-person event. Up to 200 student artworks will be featured online for a one-month public viewing period. From these, 20 finalists (with 10 alternates) will be selected for display at the reception, which will include the artists, their families, and their teachers. Finalists will confirm attendance in advance, with alternates invited as needed to ensure full participation.

Our new President will curate and assemble the digital art show (up to 200 entries) and will seek assistance from a university art education student. Student entries and payment will be submitted through a Google Form. Those students are invited to attend the in-person reception and awards ceremony and they will deliver their art and enjoy the reception while a team of volunteers hangs the art on our club grids. We have a seamless plan in place for the logistics.

A qualified juror from a state university art program will review submissions, select finalists, and determine award recipients. Final decisions will be confirmed in person prior to the reception. The juror will also provide individualized written feedback to each finalist and offer remarks during the event, giving students valuable insight into their work and exposure to collegiate-level art perspectives. We are also exploring the possibility of a scholarship award given by a local university for Best of Show.

This format reflects a more accessible and contemporary approach to student engagement. By prioritizing a digital exhibition with a culminating in-person celebration, we aim to reduce participation barriers, increase submission rates, and create a more meaningful experience for selected artists. Our leadership brings experience in producing large-scale online exhibitions, ensuring a high-quality and engaging presentation.

The reception will be free to attend, supported by grants, sponsorships, and modest entry fees. Each finalist will receive up to four complimentary tickets for themselves, their parents, and their teacher. Additional invited guests will include Art Club members, city representatives, and local arts supporters, with total attendance anticipated at approximately 120 guests.

For context, last year's fully in-person exhibition, held at Collective Coffee, included 72 student participants and 104 artworks representing 21 high schools and homeschool students. While participation was strong, the process required significant outreach, and attendance declined by over 50 guests from the previous year, totaling approximately 155 attendees. A total of 27 awards were presented, including \$2,150 in cash prizes. These insights have directly informed the development of this improved, hybrid model.

The event will be supported by dedicated volunteers who manage artwork intake, installation, program design, hospitality, attendance tracking, teardown, and artist support. We will pay professional labor to move our display racks to the hotel. Last year, a \$10 entry fee helped offset costs. Safety mechanisms in

place will include the hotel’s normal security for events, volunteers to monitor artwork and the ballroom entrance, and parking will be on the McKinney Square. The event does not need a bad weather indicator. Post-event surveys will be distributed with a digital link sent to gather feedback from participants and educators.

By transitioning to an online exhibition, we anticipate a significant increase in reach and participation by removing geographic and transportation barriers. Based on past experience, the \$10 entry fee is accessible for most students and school art programs, and we will further support access by offering fee waivers for low-income students upon teacher request. Drawing on lessons from the past three years, shifting to a finalist-focused honors reception allows for more reliable planning, reduces last-minute uncertainty around submissions, and creates a more elevated and rewarding experience for participants. To help address material access barriers and to create some excitement among students, each finalist will receive a curated swag bag of art supplies, supported through a combination of purchased items and donated materials from members and local businesses. We will also pursue event sponsorships, while recognizing that this has been a challenge in previous years. Our new leadership feels they can secure some sponsors.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$2290.00 and our expenses were \$3335.13, net revenue was -\$1045.13

BUDGETING FOR 2026-2027 HIGH SCHOOL ART EXHIBITION:

Income: \$1000

Expenses:

Cash Prizes for Award Winners Expense:

Best of Show: \$200

Best Acrylic Painting: \$100

Best Oil Painting: \$100

Best Water Color: \$100

Best Dry Media: \$100

Best Mixed Media: \$100

Best Sculpture: \$100

Best Print Making: \$100

Best Miscellaneous: \$100

Top 20 artists: \$20 each = \$400

People’s Choice: \$150

Grand Total of Cash Awards: \$1550

Certificates, Ribbons: \$200

Swag Bags: \$500

Juror Fee: \$1000

Venue: \$275

Food, Beverage: \$1000

Professional Labor to Move Art Grids: \$500

Misc: \$200

Social Media Advertising: \$500 (This grant request.)

TOTAL EXPENSES: \$5725

NET REVENUE: -\$4725 (paid for by club funds, grants, donations)

Art Meets Poetry Exhibition & Event

This event marks our 6th year of collaboration with McKinney’s Mockingbird Poetry Society and is tentatively scheduled for February 2027, likely at the Collin County Historical Museum. This unique and powerful event pairs poets and visual artists, each using the other’s work as inspiration. Participants meet for the first time at the event, often resulting in deeply emotional and memorable connections.

The event features live poetry readings and collaborative artwork, drawing audiences who are eager to witness these creative exchanges. It is free and not juried, with the exception of a People’s Choice Award. There are no cash awards, ribbons, or certificates. This event is about collaboration and community.

Last year's event included 38 artist-poet pairings from 26 Texas cities and 37 zip codes, including Allen, Austin, Carrollton, Coppell, Plano, Frisco, Garland, Grand Prairie, The Colony, Little Elm, McKinney, Prosper, Richardson, Rowlett, Wylie, Kerens, Blossom, Dallas, Farmersville, Winnsboro, Van Alstyne, Tyler, Copperas Cove, Waco, Pflugerville, and Kingsland. Attendance included 200+ guests at the opening reception and another 200+ at the poetry readings, totaling 400+.

Volunteers from both organizations will support all aspects of the event. Safety mechanisms in place will include the museum's normal security procedures for events, volunteers to monitor artwork and the museum entrance, and parking will be on the extended areas of the McKinney Square. The event does not need a bad weather indicator. Post-event surveys will be distributed with a digital link sent to gather feedback from participants and educators.

Last year, a fundraising raffle generated \$233 for three local food charities: Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. The raffle was for a painting donated by a local McKinney artist. Participation fees were \$5 per artist and per poet.

The event is open to poets in 4th grade and older, with artwork created by Art Club members. We continue to prioritize youth engagement and have seen growth in participation among teens and young adults.

Adjustments in venue and format over recent years have helped improve flow and audience experience, and we will continue refining the event while preserving its emotional and creative impact.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$636.00 and our expenses were \$325.67. Our net revenue was \$310.33.

**BUDGETING FOR 2027 ART MEETS POETRY EXHIBITION:**

Catering: \$400  
Social Media Advertising: \$200 (This grant request.)  
Professional Labor to Move Grids: \$500  
Misc: \$100  
Venue: \$200  
TOTAL EXPENSES: \$1400  
TOTAL ART CLUB INCOME: \$450  
NET REVENUE: -\$950 (paid for by club funds, grants, donations)

**Spring Member Art Exhibition**

The Spring Member Art Exhibition provides an opportunity for members to showcase their work to the public. It is tentatively scheduled for April 22nd-25th at the Collin County Historical Museum. The exhibition includes a wide range of media, including 2D, 3D, photography, and fiber arts.

Entry fees of \$25/\$35 help offset costs. This is a juried exhibition, with respected artists and professionals serving as judges and providing feedback. The event is free to the public.

Last year's exhibition featured 90 submissions across 7 categories. Attendance included over 140+ guests at the opening reception and 130+ at the Saturday evening reception, with additional daytime visitors not fully tracked. We estimate an additional 200 attendees viewed the exhibition.

Volunteers supported all aspects of the event. A total of \$1750 in cash awards was distributed, along with a \$250 People's Choice Award. Due to significant membership growth, we are exploring larger venues to accommodate potentially triple the number of submissions. Aside from logistical improvements, the event will remain largely unchanged due to its strong success.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$1685.000 and our expenses were \$3147.32. Our net revenue was -\$1462.32.

**BUDGETING FOR 2027 SPRING MEMBER ART EXHIBITION:**

Catering: \$800  
Ribbons: \$150  
Cash Awards: \$1700  
People's Choice Award: \$250  
Juror: \$1000  
Social Media Advertising: \$300 (This grant request.)  
Professional Labor to Move Grids: \$500  
Misc: \$200  
Venue: \$200  
TOTAL EXPENSES: \$5100  
TOTAL ART EXHIBITION INCOME: \$1200  
NET REVENUE: -\$3900 (paid for by club funds, grants, donations)

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### Wildflower & Wonderment Exhibition

This new exhibition will coincide with the Collin County History Museum's Lady Bird Johnson exhibit in November. Habitat Plants+Coffee will host the exhibition during the first week of November. The purpose of this exhibition is to give members and the public an opportunity to showcase their talents and to collaborate with an important exhibition at the museum. We have also offered to have club artists demonstrate how to paint watercolors at a key time during the exhibition, outside on the lawn or on the sidewalk). This collaboration reflects a shared commitment to community engagement and creative placemaking. Additionally, in a recent survey of membership, our club members would like to have more opportunity to showcase their work.

Artwork will be limited to 18"x18" to suit the venue. Registration will open first to members and then to non-members. Six cash awards will be presented: Best of Show (\$250), 1st (\$150), 2nd(\$100), 3rd(\$50), People's Choice(\$250), and Barista's Choice(\$100). We also plan to display winning works at the museum during the Lady Bird Johnson Exhibition.

While this is a new event, we will base the planning for this event on the success of our annual Spring Member Exhibition. Artists will check in artwork in late afternoon/early evening on Thursday, Nov. 5th, 2026. During the day on Friday, November 6th, the juror will judge the show. There will be an artists reception and awards ceremony early evening on November 7th. The artwork will be on display to the public all day on Friday and Saturday. Artists will be required to pick up artwork after the Saturday early evening reception and awards ceremony.

The event will be staffed by club members. Parking will be the available parking on the Historic Square. Security will be the normal coffee shop security, however we will have a club volunteer on site all day Friday and Saturday to monitor artwork and garner People's Choice Award voting. No bad weather plans are needed.

This is a new event so there is no prior budgeting to go by.

#### BUDGETING FOR FALL 2026 WILDFLOWER & WONDERMENT ART EXHIBITION:

Event Income:

Entry Fees: \$1200

#### Fall 2026 Expenses:

Juror: \$1000

Reception Catering: \$500

Professional Movers for Display Grids: \$500

Nametags and Supplies: \$200

Social Media Advertising: \$300 (in this grant request)

Cash Awards: \$900

Retractable Sign: \$150 (generic for all art exhibitions, in this grant request)

Total Expenses: \$3550

NET REVENUE: -\$2350 (paid for by club funds, grants, donations)

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### The Great Art Journey

The Art Club of McKinney proudly represents a richly diverse membership, including artists who have immigrated from countries around the world and bring with them a wide range of artistic traditions, perspectives, and skills. The Great Art Journey is a proposed multicultural arts event designed to celebrate this diversity while creating meaningful opportunities for community engagement.

The event will take place on Sunday, May 3, 2027, from 12:00 to 4:00 PM in the promenade outside Oshi's ArtScape at Craig Ranch, as well as inside the studio space. This welcoming indoor-outdoor setting offers an ideal environment for an interactive and accessible arts experience.

The Great Art Journey will feature hands-on art-making activities, artist talks, and live demonstrations, inviting attendees to both observe and participate in a variety of cultural art forms. By highlighting the talents of our members, the event aims to foster cross-cultural understanding, elevate underrepresented artistic voices, and expand access to diverse visual arts programming within the community. Should we have food and beverage, it will be in the form of licensed food trucks.

While we initially sought to secure a nonprofit venue in McKinney, scheduling challenges led us to partner with Oshi's ArtScape—a vibrant, woman-owned arts business led by a diverse artist and experienced educator. We are extremely excited about this collaboration. Although Oshi has been teaching art in McKinney for many years, this marks her first physical studio location. The space, along with the adjacent

promenade between two one-way streets, provides an ideal and highly accessible setting for this event. Scheduled for a Sunday afternoon, the event will be supported by Art Club volunteers assisting with setup, facilitation, and cleanup. The venue offers ample parking and standard safety measures. In the event of inclement weather, all activities will be seamlessly moved indoors within the ArtScape studio.

As a new initiative, The Great Art Journey builds upon the proven success of our past programming while introducing a deeper focus on multicultural engagement. We anticipate the event will increase access to inclusive arts experiences, broaden community participation, and provide a meaningful platform for artists to share their cultural heritage and creative excellence.

This is a new event so there is no prior budgeting to base 2026-2027 budgeting on.

#### SPRING 2027 THE GREAT ART JOURNEY EXPENSES

Event Income:

This event is completely free to participants and attendees.

Event Expenses:

Materials and Supplies: \$1000

Social Media Advertising: \$300 (this grant request)

Artist and speaker fees: \$1000 (\$200 x 5 people=\$1000)

Venue: \$300

Total Expenses: \$2600

NET REVENUE: -\$2600 (paid for by club funds, grants, donations)

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#### Colorwalk

This event is based on a popular event that happens in London, England. Creative artists, fashion enthusiasts, and people who love color will gather on the Historic McKinney Square at a designated time and slowly stroll around the square. During the stroll, a major feature will be photography as this event is a vibrant, Instagram-focused art walk. It will be held twice annually and will conclude with a community gathering in the cafe window at Pinkitzel (initiated by the Art Club). Those who attend will purchase their own tea and sweets at Pinkitzel. We will have a sign made attendees can use in their photos that says "Art Club of McKinney COLORWALK". We anticipate this becoming a local and regional phenomenon. Impact is to provide a large social media impact for Historic McKinney and news outlet and media coverage of the Historic Square, the Art Club, and to collaborate with Pinkitzel. We anticipate developing some hashtags for this event such as #HistoricMcKinneyColorwalk or #McKinneyColorwalk, #ArtClubofMcKinneyColorwalk. We anticipate this event to be classy and garner news outlet attention. This event is an ode to our fashion design members and participants, but also to everyone who enjoys color. This event is free. This is a new event.

#### 2026-2027 BUDGETING FOR COLORWALK:

Expenses:

Sign: \$100

Social Media Advertising: \$200 (from this grant request)

Total Expenses: \$300

Income:

There is no income. This is a free event.

Net Revenue: -\$300 (paid for by club funds, grants, donations)

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#### Arts In Bloom

After spearheading some ideas to make our booth at the 2026 Arts In Bloom more lively on the Saturday of the recent event, our incoming President is excited to expand the Art Club's presence at Arts in Bloom and has met meeting with Andrew Jones, McKinney's Director of the Cultural District/Main Street to share ideas for the 2027 festival.

Building on the great success of our interactive art-making activity in our small booth this past year, we would like to create a large-scale collaborative mural and walk-up art experience. The concept would feature a continuous paper mural running the length of several 6-foot tables, where festival attendees could sit on either side and paint or draw whatever inspires them. The long paper could periodically be changed out, if need be. We anticipate using a light weight kraft cardboard that comes in big rolls. We also anticipate perhaps cutting the mural into segments that are auctioned off at later events. We anticipate needing a good quality heavy-duty tarping on the street under the mural area.

This community art experience would be visually engaging, thought-provoking, and inviting for both adults and children, giving attendees the opportunity to create art themselves after being inspired by the many talented artists exhibiting throughout the festival. While Arts in Bloom already offers a designated children’s area, this experience is intentionally designed to appeal to adults, families, and children alike.

At each end of the mural tables, we also plan to place large canvases on easels for interactive “finish the painting” activities — creative and engaging collaborative exercises that are very unique and already being thoughtfully developed.

In 2025-2026, the very limited expenses that we had for this event were taken out of our miscellaneous administrative budget line item or were donated by various members.

**BUDGETING FOR THE SPRING 2027 ARTS IN BLOOM:**

Income: -0- This will be a free event. We may, however, raise funds by selling or auctioning off pieces of the mural at a later date.

**Expenses:**

Social Media Advertising: \$300 (this grant request)

Various supplies - paint, acrylic markers, brushes, paper towel, buckets for handwashing, industrial roll of kraft lightweight cardboard, four easels,

8 large canvas wrapped wood frames: \$2000

Total Expenses: \$2300

Net Revenue: -\$2300.00 (paid for by club funds, grants, donations)

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**Member Meetings**

Each month from August through May, our members meet on the 2nd Thursday morning of the month. Our meetings are free and open to members and any visitors. We frequently have newcomers to the McKinney area attend our meetings and join the Art Club. Our meetings consist of fun activities, announcements, a short business meeting and officer/chair reports, but the main aspect of our meetings is a paid and knowledgeable speaker on an arts topic. We have refreshments that are usually brought by members. We have raffles and silent auctions at some of our meetings to raise funds. We have a member show and share month in August when members bring a piece of art they have made and share. We have voting on Artist of the Month each month from a selection of art pieces that members bring to each of our meetings. We have a Holiday Luncheon in December and a Spring Tea in May. We also have a philanthropy hands on project in February. Our meetings both elevate the visual arts and provide education for those who attend on a variety of topics. Topics of recent speakers have been astrophotography, art law regarding copyright and trademarking, social media use, art from India, Instagram success in selling art, a Dallas policeman’s art story, speakers from various art non-profit organizations across the Metroplex, and several artists led hands on activities related to certain skills. 2026-2027 will see our group return to meeting at the First United Methodist Church HUB because we need more space. Two years ago the Board of Directors made a decision to move over to the Bevel House at Chestnut Square to support their non-profit work in McKinney. Our club continues to grow, and the number of members who attend our monthly meetings is also growing. The Bevel House is too small for us and it can be difficult for people who sit on each end of the room to see the display screen that presenters use, so we are moving back to the FUMC Hub, and are excited to have ample room now and a more accessible space for presentations.

2025-2026: Our budgeted expenses and income for 2026-2027 are based on 2025-2026. Our income was \$3029 and our expenses were \$4844.20 (\$3844.20, plus another \$1000apx for the May Spring Tea that was not in the budget report yet at the time of this grant application). Our net revenue was -\$1815.20.

**BUDGETING FOR 2026-2027 MONTHLY MEMBER MEETINGS:**

Income: \$3000 (we do foresee catering costing more in 2026-2027 so do not anticipate the income being this high)

**Expenses:**

Venue: \$2400

Social Media Advertising: \$1200 (from this grant request)

Speakers’ Fees: \$1200

Misc Supplies: \$500

Spring Luncheon: \$800

Holiday Tea: \$800  
Hospitality (for Sept, Oct, Nov, Jan, Feb, March, April): \$700  
Total Expenses: \$7600

Net Revenue: -\$4000 (paid for by club funds and grants)

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Workshops (16+)  
We will offer 16 hands-on workshops throughout the 2025-2026 year at venues including the Cotton Mill, the Heard-Craig Center for the Arts, Oshi's Artscape, and locations in Bonham and Paris, TX and Bentonville, AR.  
These workshops will focus on foundational skills, specialized techniques, advanced media, and digital tools such as Instagram. Guest instructors from across North Texas and Art Club members will lead sessions to encourage artistic growth and exchange.  
One of our core missions is educating on the arts. We are committed to accessibility and education for both members and nonmembers. Last year, we awarded several scholarships to some of our members that needed assistance to attend workshops.  
These workshops are all staffed by club volunteers or the teaching instructor. Security measures in place are that of the hosting venue. All are indoors so no bad weather plans are needed. Parking will be the available parking of each venue.  
Number of Participants Per Workshop: 10+  
Number of Participants across workshops: 160+  
2025-2026: We hosted six workshops in 2025-26. Some of these workshops we only advertised for, with the instructors making all plans and collecting registration fees themselves. Some of these workshops we collected the funds. We had no expense for these workshops except for social media advertising, which was minimal. We made a profit of \$217.  
BUDGETING FOR 2026-2027 WORKSHOPS:  
Income:-0- (Our club members who lead these workshops will benefit from workshop registrations and we will not profit from it.)

Expenses:  
Venue: -0- (We are allotted four hours a month from August to May at the Heard Craig Center Carriage House, 2nd Thursday of the month, 12pm-4pm, for free, although we do give a \$700 donation to the Heard Craig House each year.  
Social Media Advertising: \$1600 (from this grant request)

Total Expenses: \$1600

Net Revenue: -\$1600 (potentially paid for by this grant)

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Sweetwater Exhibition  
We are continuing a successful event we started last year. In an effort to hold Art Club events on the west side of McKinney, we held a month-long exhibition at Sweetwater's Coffee. We also had a weekend Pop Up Artisans' Market. Members could display their artwork for sale all month of December and also set up tables and sell items for purchase on the weekend pop up artisans' market event. This event was lively, fun, and very successful. Many of our artists sold their work. Surveys of those who participated highly recommended doing this again - even the artists who did not sell any work would like to do it again. It created a great sense of community and gave our artists an opportunity for their work to be seen..  
BUDGETING FOR 2026 DECEMBER SWEETWATER COFFEE SHOP EXHIBITION AND POP UP ARTISANS' MARKET:  
Income: \$100 (\$20 per artist, 5 artists at least will participate)

Expenses:  
Social Media Advertising: \$200 (from this grant request)

Total Expenses: \$200

Net Revenue: -\$100 (potentially paid for by this grant)

## Historic Square Art Walk

Inspired by the coffee crawls and wine walks, etc., we want to bring back the downtown art walk, an event that we once held several years ago. The event will involve downtown art galleries and other businesses. At the time this grant application is being submitted, we are currently deciding if the event will be on a Friday evening, Saturday, or Sunday evening. We anticipate galleries, some restaurants, and other businesses being open or staying open as part of the collective group that participates in our event. We anticipate different kinds of food and beverage refreshments at each location and possibly some soft, live music inside some venues. We are planning on-site demonstrations and artists' talks. We will have door prizes, which may be things like free private lessons, free class registration, and free critique of 5 artworks. We will give swag bags with Art Club, McKinney, and Historic McKinney info and coupons to the first 100 people to enter the galleries. We are planning one single check in point where attendees will get a lanyard ticket that will get them into each location (later after having these punched at each location, they will turn these in for a special drawing), a map, and a swag bag while they last. We have already received favorable responses from gallery owners and leaders to participate. One gallery leader is a long time member of Art Club and she will chair the event.

At the time of this grant application, we are identifying all of the various weeks of similar events on the Square, so that we choose a different week to have this one day or night event. Date TBD.

The event will be supported by Art Club volunteers assisting with setup, running the check in location, facilitation, and cleanup. The Square offers ample parking and galleries/shops have standard safety measures in place. In the event of inclement weather, we will not change the date and will let those who want to weather the weather go ahead and attend.

This is a new event so there are no previous year's budgets to go by.

### BUDGETING FOR FALL 2026 ART WALK:

Event Income: \$200+++

Swag Bags: \$500

Tickets/Lanyards/Misc: \$500

Social Media Advertising: \$300 (this grant request)

Total Expenses: \$1300

NET REVENUE: -\$1100 (paid for by club funds, grants, donations)

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## Community Events (43)

We plan to host 43 public community events during the 2026–2027 year, a significant increase from 13 the previous year. These events will include critiques, gallery tours, field trips, creative gatherings, service projects, and public meetings with guest speakers. In some cases these are events and experiences we as a club already have been doing, but we have reshaped them and contemporized them, giving them a title and a more significant public profile; in other cases some of these are completely new events. Quite a few of these events are not mentioned in this grant request.

We aim to expand participation in Arts in Bloom and are in discussions with Andrew Jones. These events will strengthen community connections and broaden access to the arts.

All events will be promoted through Facebook and Instagram, our most effective engagement platforms.

We will utilize both organic and paid promotions to maximize reach.

All of these events will be paid for by fundraising and another grant opportunity. Some events are ticketed and some are free. Ticketed events range from \$5.00 to \$150 in price.

These events are all staffed by club volunteers. Security measures in place are that of the hosting venue.

All with the exception of one are indoors so no bad weather plans are needed. Parking will be the available parking of each venue.

Number of Participants Per Community Event: 25+

Number of Attendees Per Community Event: 50-300

## **Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)**

The City of McKinney is widely recognized as a hub for arts and culture—not only in North Texas, but across the State of Texas and beyond. The Art Club of McKinney, with its nearly 112-year history, has been and should continue to be a significant contributor to the preservation and growth of this distinguished reputation. We have made a concerted and serious effort to participate in shaping the city's evolving arts

and cultural landscape, and as McKinney has grown, so too has the scope and impact of our organization. Over the past three years, we have worked intentionally to align our annual strategy with our financial planning, resulting in a more focused and streamlined approach. By refining the types of events we offer and identifying the most effective marketing and promotional strategies, we have developed a model that delivers meaningful results—deepening community engagement while maximizing visibility. Building on this success, our incoming board and president recognize the importance of refreshing and expanding our programming for the 2026-2027 year. After months of member interviews and surveys, we are prepared to introduce a dynamic, relevant, and thoughtfully curated slate of new events and activities, while maintaining the offering of our successful past events.

Our overarching goal is to spotlight McKinney as a vibrant destination—driving economic impact, increasing tourism, and strengthening its identity as a thriving center for arts, food, entertainment, and local business. Through carefully curated events and strategic collaborations, we aim to contribute in measurable ways to the city’s cultural and economic vitality, ensuring McKinney remains a standout destination for both residents and visitors.

The Art Club has experienced remarkable growth over the past four years. Membership has nearly doubled, increasing from 74 members in 2022 to over 155 in 2026. Our partnerships have expanded as well—from 4 partner organizations in 2022 to 20 in 2025, with additional collaborations forming in 2026. These relationships allow us to deliver distinctive, engaging, and high-impact programming that further elevates McKinney’s reputation as an arts destination. Looking ahead to 2026-2027, we are deepening these relationships by investing time and resources into meaningful collaborations with Habitat Plants+Coffee, Oshi’s ArtScape, the Samaritan Inn, Bevel House/Chestnut Square, the Heard Craig Center, and HUGS Cafe, as well as strengthening our engagement with local art galleries, and continuing all of the significant partnerships of the last three years.

Our digital presence continues to grow steadily. We have increased our Facebook following from 675 in 2022 to 1,376 in 2026, and since launching our Instagram account in 2024, we have gained over 1,783 followers. More impressively, our Facebook views from Aug 2025 to April 2026 was 49,212+. This growth has expanded our reach and strengthened our connection with a broader audience. In the 2025-2026 year, we were featured on WFAA during North Texas Giving Day. Additionally, during the 2025-26 year alone, we were highlighted in four major media outlets—Local Profile, D Magazine, Collin-Denton Spotlighter, and Voyage Dallas—demonstrating our increasing visibility and community impact. We have issued or shared over 20 calls for art, creating valuable opportunities for artists to participate and showcase their work. In the past year, we hosted more than 25 events, attracting attendees from over 50 zip codes, further illustrating our wide-reaching and inclusive regional impact.

The most impressive and substantial way that we promote McKinney for tourism and business development is by providing quality events that attract the attention of not only McKinney residents, but those from beyond McKinney’s geographic borders. We know from our research of collecting zip codes at events and our social media demographics, that our paid social media advertising is bringing more people to McKinney and more members to the art club.

**Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

| Promotional Channel                                                                                                                       | Budget   |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Documentary Film                                                                                                                          | \$10,500 |
| Print Materials (all promote multiple dates of events - business cards, postcards, fact sheets, paper fans, retractable signs, swag bags) | \$1439   |
| Social Media Advertising (FB & IG)                                                                                                        | \$5700   |
| Press Releases                                                                                                                            | \$100    |



Art Club of McKinney  
The Oldest Art Club in Texas  
Est. 1914



# Painting with Encaustic – Workshop With Bonny Leibowitz

**Friday, Sept. 26 2025 | 10:00 AM-1:00 PM**  
The Encaustic Center 580 W. Arapaho Rd #262 & #271  
Richardson, TX 75080  
Cost: \$130 (all supplies included)  
\*Max 12 Participants  
Open to Members and Non-Members



Have you ever been intrigued by the mysterious beauty of encaustic art? Curious to learn more about this ancient technique? Spend a creative and inspiring day with Bonny Leibowitz at the amazing Encaustic Center in Richardson, TX!

[artclubofmckinney.org](http://artclubofmckinney.org)



Art Club of McKinney  
The Oldest Art Club in Texas  
Est. 1914



# Golden Sunsets – Workshop With Lisa Temple & Friends

**Thursday, April 9 2026 | 1:30-4PM**  
Lisa's Studio, The Cotton Mill, 610 Elm Street,  
McKinney, TX 75069  
Cost: \$75 (all supplies included)  
\*Max 12 Participants  
Open to Members and Non-Members

Have you always wanted to try using gold leaf in your artwork? Discover the beauty and versatility of this delicate material in a hands-on workshop led by area artists. Learn a bit of its history, explore techniques for applying gold leaf, and create a small acrylic painting that incorporates its luminous effects. You'll leave with new ideas and fresh inspiration for adding a touch of gold to your future works of art!



[artclubofmckinney.org](http://artclubofmckinney.org)



# THE ARTIST'S SALON



**Bloom Galleries**  
610 Elm St Ste 400D  
McKinney, TX 75069

2/10/26




5:30-8 PM

Non-Members Welcome



REGISTER NOW!



"Fuel your creativity with community and conversation at our Artist Salon"

BRING A PIECE  
SHARE YOUR PROCESS  
FEEL INSPIRED







**Art Club of McKinney**  
The Oldest Art Club in Texas  
Est. 1914



## Handmade Vintage Journals – Workshop With Juanita Johnson

**Saturday Feb 21, 2026 | 9:30am-3:30pm**  
Heard-Craig Carriage House 205 W Hunt St  
McKinney, TX 75069

Cost: \$130 (all supplies included)  
\*Max 15 Participants  
Open to Members and Non-Members

Explore the art of bookmaking in this hands-on workshop! Learn how to create a beautiful handmade journal, craft signatures from multi-media paper and ephemera, bind them into a book spine, and attach the covers.



[artclubofmckinney.org](http://artclubofmckinney.org)



## 2025 High School Student Art Show

Calling All Area High School Art Students!  
Register For A Chance to Win Cash Prizes and Awards!

Saturday October 25, 2025  
Opening Night & Reception 6-8pm  
Awards Ceremony 6:30-7pm

*\*Exhibit on display until Saturday, Nov 1, 2025*



Scan for Info!

Collective Coffee  
301 W Louisiana St Suite 200,  
McKinney, TX 75069

Art Submission Deadline:  
Monday, October 13, 2025 Midnight

Thank You To Our Partners



artclubofmckinney.org



## Perch to Paradise



### GARDEN SOCIAL & PHOTOGRAPHY FUNDRAISER

Saturday March 14 2026 | 10am-12noon

Heard-Craig Center for the Arts Garden  
205 W Hunt St, McKinney, TX 75069

**\$5/Person | Open to Members & Non-Members**

Join us for a joyful and creative morning in the garden as we celebrate Hazel – a cherished pet bird whose spirit inspired this whimsical fundraiser, *Perch to Paradise*. Surrounded by the beauty of the Heard-Craig Center's historic garden, you'll have the chance to have your photo taken and watch artists capture the scene with live painting throughout the event.



ARTCLUBOFMCKINNEY.ORG





ART CLUB OF MCKINNEY, TX PRESENTS

## 2026 SPRING SHOW

CONGRATULATIONS  
AWARD WINNERS!



2026

## Art Meets Poetry

Friday Reception | Feb 6th 5-7 PM (CST)

Saturday Art & Poetry Showcase | Feb 7th 12-6 PM (CST)

*\*Live presentations by artist-poet pairs*

Collin County History Museum  
300 E Virginia St, McKinney, TX 75069



Melody Lewis "Reader" 16x20 Acrylic on Canvas



# THE ARTIST'S SALON

**Sweetwaters Coffee & Tea**  
4701 S Custer Rd, Ste 500,  
McKinney, TX 75070

9/23/2025

5:30-7:30 PM

Non-members Welcome  
REGISTER NOW!



"Fuel your creativity with  
coffee and conversation at  
our Artist Salon"

BRING A PIECE  
SHARE YOUR PROCESS  
FEEL INSPIRED



MCDC  
McKinney Community Development Corporation



Art Club of McKinney  
The Oldest Art Club in Texas!  
Est. 1914



## Baskets of Thankfulness – Workshop With Dr. Christina Bain

Thursday, Oct 9 2025 | 1:30PM-4 PM  
Heard-Craig Carriage House 295 W Hunt St, McKinney,  
TX 75069  
Cost: \$95 (all supplies included)  
\*Max 15 Participants  
Open to Members and Non-Members



Dr. Chris Bain, director of the Art Education Program at UT Austin, is a nationally recognized expert in basketry, weaving, and quilting. In this special workshop, you'll learn the basics of basket making and create your own small basket — perfect for the fall and winter holidays — plus ideas for turning it into a "thankfulness vessel" for the season.

artclubofmckinney.org



MARKETING BUDGET\_Art Club of Mc... .pdf



COMPREHENSIVE PROMOTIONAL PL... .pdf

## Total Promotional Budget

\$17,739.00

**Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.**

Yes. Our marketing plan intentionally includes strategies designed to reach and engage McKinney's ethnically diverse communities. We utilize widely accessible platforms such as Facebook and Instagram to promote our events. These platforms are free to use and can be accessed via smartphones, computers, and public resources such as local libraries, making them broadly available across socioeconomic and cultural groups. In addition, we will develop inclusive, visually engaging content that reflects the diversity of our artists and programming. When appropriate, we will tailor messaging to highlight multicultural aspects of events and ensure that promotional materials are welcoming and representative. We also plan to encourage our diverse membership to share event information within their own cultural networks and will seek their assistance in spending advertising dollars, helping extend our reach into communities that may not traditionally engage with arts programming. This year we have a diversity focused event called The Great Art Journey. We also have several diverse members leading workshops. We look forward to promoting these events with the general McKinney and area population, but we also look forward to spending advertising dollars in specific ways to

encourage our diverse community members to attend these events, and all of our events. Furthermore, we are working to develop an art exhibition for artists with special needs. We have written about it elsewhere in this grant application. Through these efforts, we aim to reduce barriers to awareness, increase participation from underrepresented groups, and ensure our outreach is both inclusive and effective.

**What percentage of the total marketing budget does the grant represent?**

77% of paid marketing. We will do extensive free marketing (press releases, social media posts).

**Marketing lessons learned from past events (if applicable).**

Through producing a wide range of events, the Art Club of McKinney has developed a clearer understanding of which marketing strategies are most effective—and where adaptation is needed in a rapidly changing communications landscape. Our incoming president, a highly successful event planner, has learned over the last three decades that for event planning to be successful, marketing needs to come from three directions because not all people receive information from the same sources. Our three part plan will be 1) Social Media, which our research indicates is the most successful, 2) our website, 3) our email blasts. We will also seek unique methods of marketing and promotion including television interviews, local television news programs, appearances on podcasts, other print media sources, appearances in blogs and vlogs, etc. We are also going to start our own short video series that generates excitement for each upcoming event and that we can freely market.

**Effective Strategies**

Our most successful outreach has come through digital platforms, particularly Facebook and Instagram. A significant number of attendees report discovering our events through these channels, demonstrating their value for reaching both existing and new audiences. The number of social media followers that we have reflects strong community interest and engagement, but the number of engagements do even more. Our Instagram account has 1,783+ followers, our Facebook has 1,376+ Members, but the real strength is the fact that our Facebook page alone, from August 2025 - April 2026 had 49,212+ views. There is power in social media. We have also learned that monitoring social media ads takes a lot of time and the individual cost of “clicking” on our event ads/boosts has to be monitored closely. This can be a timely job for volunteer officers, but we have a good plan in place to both use any grant money we receive in 2026-2027 and closely monitor the cost of social media clicking.

We have also found success in creating visually compelling, on-site promotional materials. Custom-designed vertical banners have proven especially effective in attracting attention, encouraging walk-in participation during events, and conveying a high level of professionalism at our events.

**Evolving Challenges and Adaptation**

We have observed a notable decline in the effectiveness of traditional advertising methods such as posters and event flyers, and newspaper listings are no longer readily available. We have noticed recently, however, seeing more printed posters in some Historic Square shop and restaurant windows than in the recent past, so we may explore this for some of our bigger or more significant events. As these channels become less central to how people receive information, it is increasingly difficult to reach broad audiences outside of digital platforms.

As a result, our marketing efforts have become more focused and intentional. For member engagement, we rely on direct email communication and a regularly produced monthly high quality newsletter distributed to our 155+ members. Our members consistently state that the newsletter is a significant source for club information. For broader public outreach, we depend heavily on Facebook and Instagram, as well as the extended reach created when our members share and amplify event promotions within their own networks. We have learned the importance of consistently encouraging and reminding members to reshare social media event content to maximize visibility and will do this more often in 2026-2027 than has been done in the past.

## Areas for Growth

We have identified several opportunities to further strengthen our marketing impact. High-quality video content and professional photography are increasingly essential for capturing attention and conveying the energy and value of our events. Investing in these assets will significantly elevate the professionalism and effectiveness of our promotional materials. For this reason and others, we are going to produce a documentary short film about the Art Club of McKinney and the visual arts in McKinney. This video will literally have a global reach.

Additionally, developing branded promotional items offers a way to create lasting impressions and extend awareness beyond the event itself. We learned at Arts In Bloom in April of 2026 that many people come to our booth with questions about how they can get involved in the club and club activities, they want to know where they can take lessons and see us as a resource to find those answers, and they want to be handed an easy way to remember our name and how to contact us after the event. They also want to know what significant events that we have coming up. Some will use their cell phones to take a photo of our booth banner, but others phones have no remaining battery or they do not use their cell phones in that way. Our business cards, postcards, and fact sheet will both convey contact information and list significant upcoming events on the back side.

Furthermore, through our Leaders & Lattes event hosted by our incoming president, we plan to explore collaboration with visual arts leaders across McKinney on establishing a shared Facebook Group with multiple administrators. This platform would function as a centralized, "social media newspaper" for the visual arts in McKinney—providing a single, accessible place where community members and visitors to McKinney could discover and browse a wide range of current and upcoming arts events, exhibitions, and opportunities. Many feel the competition that exists between various art galleries and art businesses, but many also see great value in collaboration for the better of the visual arts in McKinney and McKinney.

## Conclusion

These lessons have guided us toward a more strategic, digitally focused marketing approach that prioritizes accessibility, visual engagement, and community-driven promotion. With additional resources, we will continue refining these efforts to expand our reach, deepen engagement, and increase attendance across all of our programs.

## **If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

There is no upload button for this section, so I uploaded eleven .jpgs of 2025-2026 marketing efforts. These are some of our advertising efforts.

## **Additional details related to marketing efforts.**

Our club, which essentially functions as an art council that you see in many communities, is completely volunteer run and led. Our club leaders have a proven track record of being a viable organization in McKinney and hosting successful events. Our funds and plans have been limited in the past, but the former President took steps to get club members to think in larger ways about the club, and our incoming President will take that even further. She brings 30 years of planning events, conducting research, writing grants, and planning successful marketing and promotional plans. She also worked as a Dallas fashion designer for a well known better women's wear company, while simultaneously owning a restaurant and gift shop – so she brings a business mindset to all that she does. Our club leaders and members are also residents of McKinney and the greater area with many resources, talents, and skills to bring to all that we do. All of this positions us to make a new step into McKinney's future. With the growth in McKinney, the Art Club is poised to enter a new phase in its existence with more events and hopefully, a physical location.

We are extremely thankful that social media gives us many free ways to publicize club events, but we also find that many, if not most, town Facebook Groups limit how many times you can post about an event, and we have experienced getting booted out of a group(s) because we made two posts within a two week timeframe. We think a McKinney Arts Facebook Page would be a tremendous asset to groups like ours that are needing reliable and consistent ways to advertise to the public. And receiving grants like this MCDC grant will ensure that we bring a great deal of exposure to McKinney, which in turn will bring tourists

and even attract those who would like to be a part of the dynamic McKinney arts scene

**Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).**

#### Measuring the Success of Our Marketing Strategies

The Art Club of McKinney feels it is on the cusp of real change and growth. In order to be successful with the growth that is happening in our organization and offerings, we need to gather as much data as possible to ensure the continued success and growth of our club's events. We also need to focus on sustainability, apply for state and regional grants, and maximize our potential. To ensure the effectiveness of our marketing efforts and the overall success of our events, the Art Club of McKinney will implement a comprehensive evaluation strategy that incorporates both quantitative and qualitative metrics. This approach allows us to assess reach, engagement, and impact while continuously refining our outreach methods.

##### Attendance and Participation

We will continue to track total event attendance—including members, participants, and visitors—to measure organizational growth and community reach. We will also monitor attendee zip codes to better understand the geographic impact of our programs and events.

In addition, it is important that club members who volunteer at events understand the value of accurate attendance data collection. Volunteers should encourage attendees to complete the sign-in form thoroughly, including indicating how they learned about the event and providing their zip code. Collecting this information consistently will help the club evaluate outreach efforts, strengthen community engagement, and guide future programming decisions.

We will also track the number of registrants in all of our art exhibitions and track their zip codes and collect other pertinent data from them.

##### Audience Feedback and Experience

We will collect feedback through attendee, artist, and volunteer surveys to evaluate satisfaction, accessibility, and overall experience. These insights will help us better understand how audiences are engaging with our programming and how effectively our marketing is communicating event value and inclusivity.

##### Digital and Social Media Performance

Given the increasing reliance on digital outreach, we will closely monitor performance on Facebook and Instagram. Key metrics will include follower growth, post reach, engagement (likes, shares, comments), and event responses. We will also assess how often our members reshare event content, recognizing that peer-to-peer sharing significantly extends our visibility. We will conduct a social media survey at the end of 2026-2027 that will assess our members' use of social media as an extension of our social media marketing tools. Website traffic and event page views will be tracked to evaluate interest and conversion leading up to events.

##### Marketing Effectiveness and Referral Tracking

We will ask attendees how they learned about each event to better understand which marketing channels are most effective. This will help us refine our strategies and allocate resources toward the highest-impact outreach methods, particularly as traditional advertising avenues such as print media continue to decline. We will continue to use LinkedIn and TikTok only as a platform to direct people to our website and our other Facebook and Instagram accounts.

##### Financial Indicators

We will measure revenue generated through event fees, registrations, and related income streams, as well as the success of sponsorships and fundraising efforts. These indicators help demonstrate the sustainability and return on investment of our marketing initiatives. This year, we will closely evaluate all four of our art exhibitions and research strategies to help these events become more financially self-sustaining. While registration fees contribute to exhibition expenses, the club has historically supplemented additional costs with organizational funds. Our goal is to better understand expenses, identify opportunities for increased revenue or sponsorship support, and develop approaches that

strengthen the long-term financial sustainability of our exhibitions. We would like to offer even more exhibitions, but need to first explore their financial sustainability.

Community Impact and Partnerships

We will evaluate the number and strength of collaborations with local organizations, as well as participation in educational programs and workshops. These partnerships expand our reach and are a key measure of community engagement. We are adding new collaborations in 2026-2027 and placing a greater emphasis on working with other organizations and businesses.

Operational Effectiveness

Finally, we will assess internal operations, including the efficiency of event setup and breakdown and the effectiveness of volunteer coordination. Strong execution supports a positive attendee experience and reinforces the impact of our marketing efforts.

Continuous Improvement

By systematically collecting and analyzing these data points, we will identify trends, measure progress, and continuously refine our marketing strategies. This iterative approach ensures that we are not only reaching broader audiences but also deepening engagement and maximizing the impact of our programs

Five Point Marketing Strategy

We have identified a five point marketing strategy that will serve as a metric for evaluating our success:

- Visibility
- Community
- Creativity
- Participation
- Sustainability

Please provide:

- Verification of organization’s status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization’s budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget

 2026-27\_PROPOSED BUDGET REPOR... .pdf

 AUDIT SITUATION\_ARTCLUBOFMCK... .docx

Financial Statements

 2024-2025 ANNUAL REPORT\_ARTCLU... .pdf

 2025-2026 AnnualReport\_ArtClubMcK... .pdf

IRS Determination Letter (if applicable)

 IRS Non-Profit Determination\_ArtClub ... .pdf

**W-9**  
Form 990 (Rev. 2018)  
Department of the Treasury  
Internal Revenue Service

**Request for Taxpayer Identification Number and Certification**  
Go to [www.irs.gov/form990](https://www.irs.gov/form990) for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

**Before you begin.** For guidelines related to the purpose of Form W-9, see *Purpose of Form*, below.

1 Name of organization. If an entity is required, for a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.

2 Business name/disregarded entity name, if different from above.

3 Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following boxes below.

☐ Individual sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust or estate

4 Enter the tax classification code (1 - C corporation, 2 - S corporation, 3 - Partnership, 4 - Trust or estate, 5 - Other) for the tax classification of the entity/individual. A disregarded entity should enter the appropriate code for the tax classification of its owner.

5 If an LLC, enter the tax classification code (1 - C corporation, 2 - S corporation, 3 - Partnership, 4 - Trust or estate, 5 - Other) for the tax classification of the LLC.

6 If an LLC, enter the tax classification code (1 - C corporation, 2 - S corporation, 3 - Partnership, 4 - Trust or estate, 5 - Other) for the tax classification of the LLC.

7 Address (number, street, and apt. or suite no.), line instructions.

8 City, state, and ZIP code.

9 Taxpayer identification number (TIN).

10 If an account number has been provided, enter it here.

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Notes: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Part II Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am acting for a number to be shown to me); and

2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Signature**

Signature of individual or other U.S. person: *Carolyn Brown*

Date: *May 15, 2024*

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/form990](https://www.irs.gov/form990).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

**Purpose of Form**

An individual or entity (if using Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Form W-9 (Rev. 3-2024)

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

## Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

## Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

## Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics ( if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- The Promotional/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 advertising, marketing and promotion of the Promotional/Community event described in this application.

- Recognition to MCDC:
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
  - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization 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 Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/ Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org).  
 . If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
  - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

### Applicant Electronic Signature

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

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**



**Date**

Monday, May 18, 2026

## **Representative Completing Application**



## **Date**

Monday, May 18, 2026

## **Notes**

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.



Date: May 13, 2026

To: MCDC

From: Dr. Trina Harlow, President as of May 14, 2026, Art Club of McKinney

RE: COMPREHENSIVE PROMOTIONAL PLAN AND BUDGET

This is the Art Club of McKinney's comprehensive promotional plan and budget for the MCDC 2026-2027 Promotional Grant Application. We have also made a spreadsheet which itemizes this information.

**1) Documentary Film: \$10,500**

This documentary film will showcase McKinney as a vibrant arts destination by telling the story of its visual arts community—past, present, and future. Through high-quality storytelling and visuals, the film will highlight local artists, galleries, studios, Art Club events and activities, art schools/workshops, and signature events such as Arts in Bloom and MAST, positioning McKinney as a hub for creative activity.

By promoting these assets to a broad online and global audience, the film will serve as a marketing tool not only for the art club, but also for any McKinney entity and will encourage cultural tourism—inviting visitors to experience McKinney's arts offerings in person. Increased visibility of local arts venues and events will drive foot traffic to downtown businesses and across McKinney, support local artists, and stimulate spending in restaurants, retail, and hospitality sectors.

Additionally, the film will strengthen McKinney's identity as a creative and culturally rich community, making it more attractive to entrepreneurs, small businesses, and potential investors seeking a dynamic and arts-forward environment. In this way, the project directly supports both tourism growth and long-term business development.

Budgeted Items for Documentary Film in this Grant Request:

Videographer: \$500 per day for videographer, will attempt to use a university film student who lives in our area, 14 days = \$7000

Editing Professional: \$80 per hour x 40 hours = \$3200 (Dr. Harlow will help with this as needed.)

Mileage for videographer: \$300

## **2) Business Cards, Postcards, Business Cards: \$1439**

Fact sheets, postcards, business cards, retractable signs, and swag bags will serve as targeted, accessible tools to increase awareness of the Art Club of McKinney and guide audiences to our programs and events, and to McKinney. Fact sheets will provide clear, concise information about our mission, offerings, events, and impact; postcards will promote upcoming exhibitions and activities in a visually engaging, shareable format; and business cards will create direct, personal connections that make it easy to follow up. Importantly, these print media tools will ALSO promote our most significant events, so they will serve a dual purpose to provide contact information for the club, but will ALSO promote actual upcoming events and dates for our 2026-2027 year. This duality of purpose for all of our print media maximizes dollars spent. All of these items will have our contact information and social media accounts listed. All of these materials will serve to promote actual events and will be used to increase visitor numbers at future events wherever they are handed out. We anticipate them being handed out at all of our events, other local events, on shop counters, and also shared with all the many businesses and organizations that we collaborate with to share at their events. Together, these materials will strengthen outreach, expand our audience, and direct residents and visitors to experience the club's public offerings and know more about McKinney. Finally, the fans we handed out at the 2026 Arts In Bloom were very popular. We would like to have more of them to hand out in 2027.

Budgeted Promotional Items in this Grant Request:

Business Cards: \$89.00 for 2500, VistaPrint, plus shipping

Post Cards: \$140.00 for 2500, Vista Print, plus shipping

Fact Sheet: \$200 for 2500, Office Depot

Paper Fans: \$210 for 300, 4Imprint, plus shipping

Retractable Sign - Art Club Generic Sign, \$150, Vista Print

Retractable Sign - Art Exhibition Generic Sign, \$150, Vista Print

Swag Bags, \$300 Custom Ink; \$200 misc swag

## **3) Facebook and Instagram Ads: \$5700**

We will implement a two-part strategy for advertising on Facebook and Instagram. This approach builds upon the club's previous practice of promoting events during the two weeks leading up to an event, while adding an earlier phase of promotion approximately one month in

advance. We believe many people plan their activities several weeks ahead, and current marketing research supports this trend.

In the first phase, we will boost posts one month in advance of an event. In the second phase, we will boost posts during the two weeks immediately preceding an event. We will carefully monitor performance and cost effectiveness. Boosted Facebook and Instagram posts are generally more economical and effective for our purposes than traditional paid advertisements on these platforms, making them the preferred strategy.

We are also going to strategically ask club members to share our posts. By implementing this strategy, we increase the reach of every post we make.

We will also closely track engagement metrics, particularly post clicks and interactions, as these directly influence advertising costs and help measure audience interest. And once our budget has been spent on any particular boosted post, we will close the boost on the post to stop us from being charged.

Based on past event data, we know that a significant number of attendees learned about and attended our events through Facebook and Instagram boosted posts and advertisements.

Budgeted Facebook & Instagram Advertising in This Grant Request - each boosted post will cover both platforms:

Wildflower and Wonderment Art Exhibition : \$300

High School Art Exhibition: \$500

Art Meets Poetry Exhibition: \$200

Spring Member Art Exhibition: \$300

The Great Art Journey: \$300

Colorwalk: \$200 (happens twice)

Arts In Bloom: \$300

Monthly Member Meetings: \$1200 (happens 10 times)

Workshops: \$1600 (for 13 of 16 workshops)

Sweetwater Exhibition: \$200

Historic Square Art Walk: \$300

TOTAL SOCIAL MEDIA ADVERTISING REQUEST OF THIS GRANT: \$5400 (\$5700 counting advertising not in this grant request.)

ADDITIONALLY, BUDGETED \$300 FOR STUDIOS AND SCENIC ROADS TOUR (not in McKinney and not in this grant request.)

Note: We are also paying for some social media posts for events outside of the McKinney area with club funds.

**4) Television, Radio, Blogs and Vlogs, Podcasts, other Print Media: \$100** (no request made in this grant request, but we anticipate \$100 in printing and postage for these press releases, but will use email as much as is possible)

We are currently developing a plan that includes sending press releases to the most influential and widely recognized arts-focused print and hybrid print/digital publications in the Dallas–Fort Worth area. We hope to receive free press for some of our most significant events through these press releases. We will focus on these publications, radio stations, and television stations:

#### Patron Magazine

Often regarded as the premier contemporary arts and culture magazine in North Texas, Patron covers visual arts, architecture, design, museums, collectors, and major cultural events throughout Dallas and Fort Worth. It has strong credibility within the regional arts community and reaches collectors, patrons, museum supporters, and arts professionals.

#### Arts and Culture Texas Magazine

A respected statewide arts publication with strong Dallas–Fort Worth coverage. It focuses on visual art, performing arts, theater, dance, music, and cultural commentary. The publication serves both arts organizations and engaged arts audiences.

#### D Magazine

While not exclusively arts-focused, D Magazine has a highly influential arts and entertainment section and is one of the most powerful lifestyle publications in Dallas. Its arts coverage significantly impacts visibility for exhibitions, galleries, museums, and cultural events.

#### Fort Worth Magazine

Similar to D Magazine on the Fort Worth side, this publication has strong regional cultural influence and regularly features arts organizations, exhibitions, galleries, museums, and community arts events.

#### Glasstire

Technically more digital-first than print today, but extremely influential in the Texas contemporary art world. Many galleries, nonprofits, and museums consider Glasstire one of the most important arts media outlets in Texas for exhibition coverage, reviews, and event visibility.

#### KERA Art&Seek

This is one of the most respected arts journalism platforms in North Texas and has long been a major voice in the Dallas–Fort Worth arts community. It is the arts and culture division of KERA Public Media, the NPR/PBS affiliate serving North Texas. By sending them a press release we reach radio reporting on KERA/NPR and television reporting on PBS/KERA TV.

#### WFAA Television Station

Our incoming president has a connection with WFAA and we hope to receive some press from this local news channel.

#### Local Television Lifestyle and Community Shows

We will also send press announcements to Good Day on Fox 4, Texas Today on NBC 5, and Good Morning Texas on WFAA 8.

We will also send press relationships with KXT, Nasher public programs/media, and Dallas Museum of Art public programming channels.

#### **5) Word of Mouth & Enthusiasm: -0- (no cost but maximum impact)**

Finally, we believe that enthusiasm is contagious and find this to be especially true in the arts. We will continually remind our members to be our advocates and publicists in their own circles of influence.

| ART CLUB OF MCKINNEY 2026-2027 MARKETING BUDGET                    |                 |                 |
|--------------------------------------------------------------------|-----------------|-----------------|
| ITEM                                                               | EXPENSE         | INCOME          |
|                                                                    |                 |                 |
| <b>DOCUMENTARY FILM - VISUAL ARTS IN MCKINNEY</b>                  |                 |                 |
| <b>Documentary Film Expense - Visual Arts McKinney</b>             |                 |                 |
| Videographer \$500/day, 14 days                                    | \$7,000         |                 |
| Film Editor, \$80/hour, 40 hours                                   | \$3,200         |                 |
| Mileage, Videographer                                              | \$300           |                 |
| <b>TOTAL DOCUMENTARY FILM EXPENSE</b>                              | <b>\$10,500</b> |                 |
|                                                                    |                 |                 |
| <b>Documentary Film Income - Visual Arts McKinney</b>              |                 |                 |
| MCDC Grant                                                         |                 | \$6,900         |
| Sponsorships                                                       |                 | \$2,000         |
| Donations                                                          |                 | \$1,600         |
| <b>TOTAL DOCUMENTARY FILM INCOME</b>                               |                 | <b>\$10,500</b> |
|                                                                    |                 |                 |
| <b>TOTAL DOCUMENTARY FILM EXPENSE/INCOME</b>                       | <b>\$10,500</b> | <b>\$10,500</b> |
|                                                                    |                 |                 |
|                                                                    |                 |                 |
| <b>TOTAL PROMOTIONAL MATERIALS</b>                                 |                 |                 |
|                                                                    |                 |                 |
| <b>Promotional Materials Expense</b>                               |                 |                 |
| Business Cards: \$89.00 for 2500, VistaPrint                       | \$89            |                 |
| Post Cards: \$140.00 for 2500, Vista Print                         | \$140           |                 |
| Fact Sheet: \$200 for 2500, Office Depot                           | \$200           |                 |
| Paper Fans: \$210 for 300, 4Imprint                                | \$210           |                 |
| Retractable Sign - Art Club Generic Sign, \$150, Vista Print       | \$150           |                 |
| Retractable Sign - Art Exhibition Generic Sign, \$150, Vista Print | \$150           |                 |
| Swag Bags, \$300 Custom Ink                                        | \$300           |                 |

|                                                                 |                |                |
|-----------------------------------------------------------------|----------------|----------------|
| SWAG Bags \$200 misc swag                                       | \$200          |                |
| <b>TOTAL PROMOTIONAL MATERIALS EXPENSE</b>                      | <b>\$1,439</b> |                |
|                                                                 |                |                |
| <b>Promotional Materials Income</b>                             |                |                |
| MCDC Grant                                                      |                | \$1,439        |
| <b>TOTAL PROMOTIONAL MATERIALS INCOME</b>                       |                | <b>\$1,439</b> |
|                                                                 |                |                |
| <b>TOTAL PROMOTIONAL MATERIALS EXPENSE/INCOME</b>               | <b>\$1,439</b> | <b>\$1,439</b> |
|                                                                 |                |                |
|                                                                 |                |                |
| <b>SOCIAL MEDIA ADVERTISING</b>                                 |                |                |
| <b>Social Media Expense</b>                                     |                |                |
| Wildflower and Wonderment Art Exhibition                        | \$300          |                |
| High School Art Exhibition                                      | \$500          |                |
| Art Meets Poetry Exhibition                                     | \$200          |                |
| Spring Member Art Exhibition                                    | \$300          |                |
| The Great Art Journey                                           | \$300          |                |
| Colorwalk (2x)                                                  | \$200          |                |
| Arts In Bloom                                                   | \$300          |                |
| Monthly Member Meetings (10 x)                                  | \$1,200        |                |
| Workshops (for 13 of 16 workshops)                              | \$1,600        |                |
| Sweetwater Exhibition                                           | \$200          |                |
| Historic Square Art Walk                                        | \$300          |                |
| Studios & Scenic Roads (not included in grant, not in McKinney) | \$300          |                |
| <b>TOTAL SOCIAL MEDIA EXPENSE</b>                               | <b>\$5,700</b> |                |
|                                                                 |                |                |
| <b>Social Media Income</b>                                      |                |                |
| MCDC Grant                                                      |                | \$5,400        |
| Club Fundraising                                                |                | \$300          |

|                                                                                  |                 |                 |
|----------------------------------------------------------------------------------|-----------------|-----------------|
| <b>TOTAL SOCIAL MEDIA INCOME</b>                                                 |                 | <b>\$5,700</b>  |
|                                                                                  |                 |                 |
| <b>TOTAL SOCIAL MEDIA EXPENSE/INCOME</b>                                         | <b>\$5,700</b>  | <b>\$5,700</b>  |
|                                                                                  |                 |                 |
|                                                                                  |                 |                 |
| <b>TOTAL PRESS RELEASE - TV, RADIO, BLOGS, VLOGS, PODCATS, OTHER PRINT MEDIA</b> |                 |                 |
| <b>Total Press Release Expense</b>                                               |                 |                 |
| Paper                                                                            | \$70            |                 |
| Postage                                                                          | \$30            |                 |
| <b>TOTAL PRESS RELEASE EXPENSE</b>                                               | <b>\$100</b>    |                 |
|                                                                                  |                 |                 |
| <b>Press Release Income</b>                                                      |                 |                 |
| Club Funds                                                                       |                 | \$100           |
| <b>TOTAL PRESS RELEASE INCOME</b>                                                |                 | <b>\$100</b>    |
|                                                                                  |                 |                 |
| <b>TOTAL OF ALL PROMOTIONAL ITEMS EXPENSE/INCOME</b>                             | <b>\$17,639</b> | <b>\$17,739</b> |
|                                                                                  |                 |                 |
|                                                                                  |                 |                 |
|                                                                                  |                 |                 |
| <b>MCDC GRANT REQUEST</b>                                                        |                 | <b>\$13,739</b> |
| <b>CLUB FUNDS, DONATIONS, SPONSORSHIPS</b>                                       |                 | <b>\$4,000</b>  |
| <b>PERCENTAGE OF TOTAL COST BY MCDC GRANT REQUEST</b>                            |                 | <b>77%</b>      |
|                                                                                  |                 |                 |
| <b>WE ALSO HAVE A VERY DETAILED PRESS RELEASE PLAN (FREE, FOR THE MOST PART)</b> |                 |                 |
| <b>WE WILL ALSO ACTIVELY POST ON SOCIAL MEDIA (FREE)</b>                         |                 |                 |



Date: May 13, 2026

To: MCDC

From: Dr. Trina Harlow, President as of May 14, 2026, Art Club of McKinney

RE: AUDIT STATUS OF ART CLUB OF MCKINNEY

This document explains why the Art Club of McKinney has not conducted an annual audit in prior years, including the current fiscal year. Until the 2025–2026 fiscal year, the club’s annual funds and operating budget remained under \$12,000. During 2025–2026, however, the organization experienced significant growth in membership, programming, events, and overall revenue.

The Art Club of McKinney is a fully volunteer-led organization. Our Treasurer is highly qualified and brings substantial financial and accounting experience to the role. The club utilizes the MoneyMinder accounting system for all financial recordkeeping and reporting. In addition, the Board of Directors reviews the Treasurer’s monthly financial reports, generated through MoneyMinder, during regularly scheduled board meetings to ensure transparency and oversight. The Board of Directors also reviews the End of Year Report.

As incoming President, I communicated several months ago my intention to establish an annual independent financial audit conducted by a Certified Public Accountant (CPA). The club has since taken steps to secure a highly qualified CPA who is expected to begin providing annual audit services in June 2027, following the close of the upcoming fiscal year.

The Art Club of McKinney fiscal year runs from June 1 through May 31 of the following year.

# Art Club of McKinney FY 2026

## Budget Report

Art Club of McKinney

June 1, 2026 - May 31, 2027

| Funds available at beginning of financial year (06/01/2026)            |                 |                     | \$0.00              |
|------------------------------------------------------------------------|-----------------|---------------------|---------------------|
| ADMINISTRATIVE & OPERATIONAL EXPENSE                                   | Budgeted Income | Budgeted Expenses   | Budget Net          |
| <b>Venues</b>                                                          |                 |                     |                     |
| Monthly Meetings, HUB                                                  | -               | -\$2,400.00         | -\$2,400.00         |
| December Luncheon                                                      | -               | -\$500.00           | -\$500.00           |
| Spring Tea                                                             | -               | -\$500.00           | -\$500.00           |
| Student Exhibition                                                     | -               | -\$275.00           | -\$275.00           |
| Art Meets Poetry Exhibition                                            | -               | -\$200.00           | -\$200.00           |
| Spring Member Exhibition                                               | -               | -\$200.00           | -\$200.00           |
| Wildflower & Wonderment Exhibition                                     | -               | -                   | -                   |
| The Great Art Journey                                                  | -               | -\$300.00           | -\$300.00           |
| <b>VenuesTotals</b>                                                    | -               | <b>-\$4,375.00</b>  | <b>-\$4,375.00</b>  |
| <b>Non-Venue</b>                                                       |                 |                     |                     |
| Post Office Box                                                        | -               | -\$216.00           | -\$216.00           |
| Insurance                                                              | -               | -\$480.00           | -\$480.00           |
| Gifts-End of Year                                                      | -               | -\$250.00           | -\$250.00           |
| Heard Craig Donation                                                   | -               | -\$700.00           | -\$700.00           |
| North Texas Day of Giving Annual Fee                                   | -               | -\$50.00            | -\$50.00            |
| Postage Stamps                                                         | -               | -\$35.00            | -\$35.00            |
| Name Badges and Refills                                                | -               | -\$100.00           | -\$100.00           |
| Office Supplies (printer paper, ink, pens, raffle tickets, cards, etc) | -               | -\$1,500.00         | -\$1,500.00         |
| Printed items (business cards, post cards, fact sheets)                | -               | -\$639.00           | -\$639.00           |
| Retractable Sign                                                       | -               | -\$150.00           | -\$150.00           |
| Go Daddy Web Hosting and Domain 2 Years                                | -               | -\$400.00           | -\$400.00           |
| Artist of the Month Gift Cards                                         | -               | -\$240.00           | -\$240.00           |
| MoneyMinder Yearly Membership                                          | -               | -\$300.00           | -\$300.00           |
| Google Drive Storage                                                   | -               | -\$107.00           | -\$107.00           |
| JotForm Membership and Event Registration                              | -               | -\$250.00           | -\$250.00           |
| 990 Annual Filing Fee                                                  | -               | -\$52.00            | -\$52.00            |
| Buffer Yearly Membership                                               | -               | -\$90.00            | -\$90.00            |
| Square Credit Card Processing Fee                                      | -               | -\$60.00            | -\$60.00            |
| PayPal Account Processing Fee                                          | -               | -\$500.00           | -\$500.00           |
| Square Reader (one time purchase)                                      | -               | -\$350.00           | -\$350.00           |
| IPad for Meeting Check-in (one time purchase)                          | -               | -\$600.00           | -\$600.00           |
| New Checks                                                             | -               | -                   | -                   |
| <b>Non-VenueTotals</b>                                                 | -               | <b>-\$7,069.00</b>  | <b>-\$7,069.00</b>  |
| <b>ADMINISTRATIVE &amp; OPERATIONAL EXPENSE Totals</b>                 | -               | <b>-\$11,444.00</b> | <b>-\$11,444.00</b> |
| <b>VOIDED CHECKS</b>                                                   |                 |                     |                     |
| Charges                                                                | -               | -                   | -                   |
| <b>VOIDED CHECKS Totals</b>                                            | -               | -                   | -                   |
| <b>DOCUMENTARY FILM</b>                                                |                 |                     |                     |
| Charges                                                                | -               | -\$6,900.00         | -\$6,900.00         |

|                                                            |                        |                          |                    |
|------------------------------------------------------------|------------------------|--------------------------|--------------------|
| <b>DOCUMENTARY FILM</b>                                    | <b>Budgeted Income</b> | <b>Budgeted Expenses</b> | <b>Budget Net</b>  |
| <b>DOCUMENTARY FILM Totals</b>                             | -                      | <b>-\$6,900.00</b>       | <b>-\$6,900.00</b> |
| <b>ADVERTISING FOR EVENTS &amp; EXHIBITIONS</b>            | <b>Budgeted Income</b> | <b>Budgeted Expenses</b> | <b>Budget Net</b>  |
| Wildflower & Wonderment Art Exhibition                     | -                      | -\$300.00                | -\$300.00          |
| High School Art Exhibition                                 | -                      | -\$500.00                | -\$500.00          |
| Art Meets Poetry Exhibition                                | -                      | -\$200.00                | -\$200.00          |
| Spring Member Exhibition                                   | -                      | -\$300.00                | -\$300.00          |
| The Great Art Journey                                      | -                      | -\$300.00                | -\$300.00          |
| Colorwalk                                                  | -                      | -\$200.00                | -\$200.00          |
| Arts In Bloom                                              | -                      | -\$300.00                | -\$300.00          |
| Member Meetings & Speakers                                 | -                      | -\$1,200.00              | -\$1,200.00        |
| 8 Workshops                                                | -                      | -\$1,600.00              | -\$1,600.00        |
| Sweetwater Art Exhibition                                  | -                      | -\$200.00                | -\$200.00          |
| Studios and Scenic Highways Tour                           | -                      | -\$300.00                | -\$300.00          |
| Historic Square Art Walk                                   | -                      | -\$300.00                | -\$300.00          |
| <b>ADVERTISING FOR EVENTS &amp; EXHIBITIONS Totals</b>     | -                      | <b>-\$5,700.00</b>       | <b>-\$5,700.00</b> |
| <b>SUPPLIES FOR EVENTS (NON EXHIBITION)</b>                | <b>Budgeted Income</b> | <b>Budgeted Expenses</b> | <b>Budget Net</b>  |
| Philanthropy Member Meeting - February                     | -                      | -\$300.00                | -\$300.00          |
| Colorwalk Signage                                          | -                      | -\$100.00                | -\$100.00          |
| Arts in Bloom                                              | -                      | -\$2,000.00              | -\$2,000.00        |
| Rural Studio Tour (bracelets)                              | -                      | -\$100.00                | -\$100.00          |
| Summer Field Trip                                          | -                      | -\$100.00                | -\$100.00          |
| Samaritan Inn misc supplies                                | -                      | -\$400.00                | -\$400.00          |
| The Great Art Journey                                      | -                      | -\$2,000.00              | -\$2,000.00        |
| Leadership Retreat                                         | -                      | -\$250.00                | -\$250.00          |
| Historic Square Art Walk - Ticket Lanyards & Misc Supplies | -                      | -\$500.00                | -\$500.00          |
| Historic Square Art Walk & McKinney Swag Bags              | -                      | -\$500.00                | -\$500.00          |
| <b>SUPPLIES FOR EVENTS (NON EXHIBITION) Totals</b>         | -                      | <b>-\$6,250.00</b>       | <b>-\$6,250.00</b> |
| <b>Art Exhibitions</b>                                     | <b>Budgeted Income</b> | <b>Budgeted Expenses</b> | <b>Budget Net</b>  |
| <b>Wildflowers &amp; Wonderment Exhibition</b>             |                        |                          |                    |
| Wildflowers & Wonderment Juror                             | -                      | -\$1,000.00              | -\$1,000.00        |
| Wildflowers & Wonderment Cash Awards                       | -                      | -\$900.00                | -\$900.00          |
| Wildflowers & Wonderment Supplies and Nametags             | -                      | -\$200.00                | -\$200.00          |
| Wildflowers & Wonderment Professional Movers for Grids     | -                      | -\$500.00                | -\$500.00          |
| Wildflowers & Wonderment Reception Food/Beverage           | -                      | -\$500.00                | -\$500.00          |
| Wildflowers & Wonderment Retractable Sign                  | -                      | -\$150.00                | -\$150.00          |
| <b>Wildflowers &amp; Wonderment Exhibition Totals</b>      | -                      | <b>-\$3,250.00</b>       | <b>-\$3,250.00</b> |
| <b>Student Art Exhibition</b>                              |                        |                          |                    |
| Student Art Show Certificates for In Person                | -                      | -\$50.00                 | -\$50.00           |
| Student Art Show Ribbons                                   | -                      | -\$150.00                | -\$150.00          |
| Student Art Show Cash Awards                               | -                      | -\$1,550.00              | -\$1,550.00        |
| Swag Bag for 20 Artists                                    | -                      | -\$500.00                | -\$500.00          |
| Student Art Show Judge                                     | -                      | -\$1,000.00              | -\$1,000.00        |
| Student Art Show Reception Catering                        | -                      | -\$1,000.00              | -\$1,000.00        |
| Student Art Show Professional Labor to Move Grids          | -                      | -\$500.00                | -\$500.00          |
| Student Art Show isc                                       | -                      | -\$200.00                | -\$200.00          |
| <b>Student Art Exhibition Totals</b>                       | -                      | <b>-\$4,950.00</b>       | <b>-\$4,950.00</b> |

| Art Exhibitions                                                                            | Budgeted Income   | Budgeted Expenses   | Budget Net          |
|--------------------------------------------------------------------------------------------|-------------------|---------------------|---------------------|
| <b>ART MEETS POETRY</b>                                                                    |                   |                     |                     |
| Art Meets Poetry Misc                                                                      | -                 | -\$100.00           | -\$100.00           |
| Art Meets Poetry Catering                                                                  | -                 | -\$400.00           | -\$400.00           |
| Art Meets Poetry Professional Movers to Move Grids                                         | -                 | -\$500.00           | -\$500.00           |
| <b>ART MEETS POETRYTotals</b>                                                              | -                 | <b>-\$1,000.00</b>  | <b>-\$1,000.00</b>  |
| <b>MEMBER ART EXHIBITION</b>                                                               |                   |                     |                     |
| Member Show Misc Expense (hooks, tapes, sign in sheets, nametags, unexpected signage, etc) | -                 | -\$200.00           | -\$200.00           |
| Member Show Ribbons                                                                        | -                 | -\$150.00           | -\$150.00           |
| Member Show Cash Awards                                                                    | -                 | -\$1,700.00         | -\$1,700.00         |
| Member Show Juror                                                                          | -                 | -\$1,000.00         | -\$1,000.00         |
| Member Show Catering                                                                       | -                 | -\$800.00           | -\$800.00           |
| Member Show People's Choice Award                                                          | -                 | -\$250.00           | -\$250.00           |
| Member Show Professional Movers to Move Grids                                              | -                 | -\$500.00           | -\$500.00           |
| <b>MEMBER ART EXHIBITIONTotals</b>                                                         | -                 | <b>-\$4,600.00</b>  | <b>-\$4,600.00</b>  |
| <b>Art Exhibitions Totals</b>                                                              | -                 | <b>-\$13,800.00</b> | <b>-\$13,800.00</b> |
| MONTHLY MEMBER MEETING EXPENSE                                                             | Budgeted Income   | Budgeted Expenses   | Budget Net          |
| Hospitality                                                                                | -                 | -\$700.00           | -\$700.00           |
| Holiday Tea Catering                                                                       | -                 | -\$600.00           | -\$600.00           |
| Holiday Tea Misc Centerpieces                                                              | -                 | -\$100.00           | -\$100.00           |
| Holiday Tea Misc Supplies                                                                  | -                 | -\$100.00           | -\$100.00           |
| Spring Luncheon Catering                                                                   | -                 | -\$600.00           | -\$600.00           |
| Spring Luncheon Centerpieces                                                               | -                 | -\$100.00           | -\$100.00           |
| Spring Luncheon Misc Supplies                                                              | -                 | -\$100.00           | -\$100.00           |
| Monthly Member Meeting Speakers Fees                                                       | -                 | -\$1,200.00         | -\$1,200.00         |
| Monthly Member Meeting Misc Supplies                                                       | -                 | -\$500.00           | -\$500.00           |
| <b>MONTHLY MEMBER MEETING EXPENSE Totals</b>                                               | -                 | <b>-\$4,000.00</b>  | <b>-\$4,000.00</b>  |
| INCOME SOURCE                                                                              | Budgeted Income   | Budgeted Expenses   | Budget Net          |
| <b>Ticketed Events</b>                                                                     |                   |                     |                     |
| December Tea (50 x \$30)                                                                   | \$1,500.00        | -                   | \$1,500.00          |
| Spring Luncheon (50 x \$30)                                                                | \$1,500.00        | -                   | \$1,500.00          |
| Fall Artists' Salon (15 x \$5)                                                             | \$75.00           | -                   | \$75.00             |
| Spring Artists' Salon (15 x \$5)                                                           | \$75.00           | -                   | \$75.00             |
| Workshop 1 - Texas Trash, Paris, Texas                                                     | -                 | -                   | -                   |
| Workshop 2                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 3                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 4                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 5                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 6                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 7                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 8                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 9                                                                                 | \$50.00           | -                   | \$50.00             |
| Workshop 10 - Crystal Bridges Museum                                                       | -                 | -                   | -                   |
| Studio & Scenic Roads Tour (\$15pp, 30 people                                              | \$450.00          | -                   | \$450.00            |
| The Great Art Journey (\$5 pp 40)                                                          | \$200.00          | -                   | \$200.00            |
| <b>Ticketed EventsTotals</b>                                                               | <b>\$4,200.00</b> | -                   | <b>\$4,200.00</b>   |

| INCOME SOURCE                                                 | Budgeted Income    | Budgeted Expenses   | Budget Net         |
|---------------------------------------------------------------|--------------------|---------------------|--------------------|
| <b>Exhibition Entry Fees</b>                                  |                    |                     |                    |
| Wildflower & Wonderment Art Exhibition                        | \$1,200.00         | -                   | \$1,200.00         |
| High School Student Art Exhibition                            | \$1,000.00         | -                   | \$1,000.00         |
| Art Meets Poetry Exhibition                                   | \$450.00           | -                   | \$450.00           |
| Spring Member Show Exhibition                                 | \$1,200.00         | -                   | \$1,200.00         |
| S4sweetwater Exhibition (\$20 per artist, based on 5 artists) | \$100.00           | -                   | \$100.00           |
| <b>Exhibition Entry FeesTotals</b>                            | <b>\$3,950.00</b>  | <b>-</b>            | <b>\$3,950.00</b>  |
| <b>Membership Income</b>                                      |                    |                     |                    |
| Based on 120 Memberships                                      | \$5,370.00         | -                   | \$5,370.00         |
| Raffle Tickets                                                | \$300.00           | -                   | \$300.00           |
| Holiday Auction                                               | \$600.00           | -                   | \$600.00           |
| Spring Auction                                                | \$400.00           | -                   | \$400.00           |
| Belk Fundraiser                                               | \$400.00           | -                   | \$400.00           |
| Merchandise                                                   | -                  | -                   | -                  |
| <b>Membership IncomeTotals</b>                                | <b>\$7,070.00</b>  | <b>-</b>            | <b>\$7,070.00</b>  |
| <b>GRANTS</b>                                                 |                    |                     |                    |
| MCDC Grant Applied for 2026-2027                              | \$12,780.00        | -                   | \$12,780.00        |
| MAC Grant Applied For 2026-2027                               | \$19,890.00        | -                   | \$19,890.00        |
| <b>GRANTSTotals</b>                                           | <b>\$32,670.00</b> | <b>-</b>            | <b>\$32,670.00</b> |
| <b>INCOME SOURCE Totals</b>                                   | <b>\$47,890.00</b> | <b>-</b>            | <b>\$47,890.00</b> |
| <b>Grand Totals</b>                                           |                    |                     |                    |
|                                                               | <b>\$47,890.00</b> | <b>-\$48,094.00</b> | <b>-\$204.00</b>   |
| <b>Projected bank balance if on budget</b>                    |                    |                     | <b>-\$204.00</b>   |

Dr, Trina Harlow, President

Rosi Rogers, Treasurer

# Art Club of McKinney FY 2025

## Treasurer's Report

06/01/2025 - 05/14/2026

### ART CLUB OF MCKINNEY

June 1, 2025 - May 14, 2026

Year to Date

| Administrative                                                             | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |
|----------------------------------------------------------------------------|-------------------|--------------------|--------------------|--------------------|-------------------|
| <b>Membership</b>                                                          |                   |                    |                    |                    |                   |
| 90 Members = \$4050.00, 3 Household Members = \$30.00, 15 Lifetime Members | \$6,776.75        | \$415.00           | \$6,361.75         | \$4,000.00         | \$2,361.75        |
| <b>Membership Totals</b>                                                   | <b>\$6,776.75</b> | <b>-\$415.00</b>   | <b>\$6,361.75</b>  | <b>\$4,000.00</b>  | <b>\$2,361.75</b> |
| <b>Venues</b>                                                              |                   |                    |                    |                    |                   |
| Monthly Meetings (Aug, Sept, Oct, Nov, Jan, Mar Apr)                       | -                 | \$1,300.00         | -\$1,300.00        | -\$700.00          | -\$600.00         |
| Philanthropic Event (Feb)                                                  | -                 | -                  | -                  | -\$100.00          | \$100.00          |
| Club Luncheons (Dec and May)                                               | -                 | -                  | -                  | -\$200.00          | \$200.00          |
| Student Art Show TBD                                                       | -                 | -                  | -                  | -\$700.00          | \$700.00          |
| Member Art Show TBD                                                        | -                 | -                  | -                  | -\$700.00          | \$700.00          |
| Art Meets Poetry (AMP)                                                     | -                 | \$100.00           | -\$100.00          | -\$700.00          | \$600.00          |
| <b>Venues Totals</b>                                                       | <b>-</b>          | <b>-\$1,400.00</b> | <b>-\$1,400.00</b> | <b>-\$3,100.00</b> | <b>\$1,700.00</b> |
| <b>Hospitality</b>                                                         |                   |                    |                    |                    |                   |
| Monthly Meetings (Sept, Oct, Nov, Jan, Mar, Apr)                           | -                 | \$664.36           | -\$664.36          | -\$500.00          | -\$164.36         |
| <b>Hospitality Totals</b>                                                  | <b>-</b>          | <b>-\$664.36</b>   | <b>-\$664.36</b>   | <b>-\$500.00</b>   | <b>-\$164.36</b>  |
| <b>Post Office Box (USPS)</b>                                              |                   |                    |                    |                    |                   |
| Yearly Rental                                                              | -                 | \$216.00           | -\$216.00          | -\$220.00          | \$4.00            |
| <b>Post Office Box (USPS) Totals</b>                                       | <b>-</b>          | <b>-\$216.00</b>   | <b>-\$216.00</b>   | <b>-\$220.00</b>   | <b>\$4.00</b>     |
| <b>Insurance</b>                                                           |                   |                    |                    |                    |                   |
| Yearly Liability Premium                                                   | -                 | \$480.00           | -\$480.00          | -\$490.00          | \$10.00           |
| <b>Insurance Totals</b>                                                    | <b>-</b>          | <b>-\$480.00</b>   | <b>-\$480.00</b>   | <b>-\$490.00</b>   | <b>\$10.00</b>    |
| <b>Gifts</b>                                                               |                   |                    |                    |                    |                   |
| End of Year Board/Chair Gifts, Other                                       | -                 | \$926.25           | -\$926.25          | -\$200.00          | -\$726.25         |
| <b>Gifts Totals</b>                                                        | <b>-</b>          | <b>-\$926.25</b>   | <b>-\$926.25</b>   | <b>-\$200.00</b>   | <b>-\$726.25</b>  |
| <b>Head Craig Donation</b>                                                 |                   |                    |                    |                    |                   |
| Yearly Donation                                                            | -                 | -                  | -                  | -\$700.00          | \$700.00          |
| <b>Head Craig Donation Totals</b>                                          | <b>-</b>          | <b>-</b>           | <b>-</b>           | <b>-\$700.00</b>   | <b>\$700.00</b>   |

| Administrative                                                   | Income             | Expenses            | Year to Date     | Net Budget         | More/-Less        |
|------------------------------------------------------------------|--------------------|---------------------|------------------|--------------------|-------------------|
| <b>Miscellaneous/Operational</b>                                 |                    |                     |                  |                    |                   |
| North Texas Giving Day Annual Registration Fee                   | -                  | \$50.00             | -\$50.00         | -\$50.00           | -                 |
| Postage Stamps                                                   | -                  | \$31.20             | -\$31.20         | -\$15.00           | -\$16.20          |
| Name Badges and Refills                                          | -                  | -                   | -                | -\$100.00          | \$100.00          |
| Office Supplies (Printer Paper, Ink, Pens, Raffle Tickets, Cards | -                  | \$72.04             | -\$72.04         | -\$1,335.00        | \$1,262.96        |
| <b>Miscellaneous/Operational Totals</b>                          | -                  | <b>-\$153.24</b>    | <b>-\$153.24</b> | <b>-\$1,500.00</b> | <b>\$1,346.76</b> |
| <b>Website Expenses</b>                                          |                    |                     |                  |                    |                   |
| Go Daddy Web Hosting and Domain For Two (2) Years                | \$9.43             | \$399.66            | -\$390.23        | -\$300.00          | -\$90.23          |
| <b>Website Expenses Totals</b>                                   | <b>\$9.43</b>      | <b>-\$399.66</b>    | <b>-\$390.23</b> | <b>-\$300.00</b>   | <b>-\$90.23</b>   |
| <b>Artist of The Month</b>                                       |                    |                     |                  |                    |                   |
| Gift Cards (\$25.00 x 6 = \$150.00, 15 x 6 + \$90.00)            | -                  | \$240.00            | -\$240.00        | -\$240.00          | -                 |
| <b>Artist of The Month Totals</b>                                | -                  | <b>-\$240.00</b>    | <b>-\$240.00</b> | <b>-\$240.00</b>   | -                 |
| <b>Financial Software</b>                                        |                    |                     |                  |                    |                   |
| MoneyMinder Yearly Membership                                    | -                  | \$299.00            | -\$299.00        | -\$200.00          | -\$99.00          |
| <b>Financial Software Totals</b>                                 | -                  | <b>-\$299.00</b>    | <b>-\$299.00</b> | <b>-\$200.00</b>   | <b>-\$99.00</b>   |
| <b>State of Texas Fees</b>                                       |                    |                     |                  |                    |                   |
| Fees for Filings                                                 | -                  | -                   | -                | -\$50.00           | \$50.00           |
| <b>State of Texas Fees Totals</b>                                | -                  | -                   | -                | <b>-\$50.00</b>    | <b>\$50.00</b>    |
| <b>Google Drive Storage</b>                                      |                    |                     |                  |                    |                   |
| Document Cloud Storage                                           | -                  | \$106.59            | -\$106.59        | -\$107.00          | \$0.41            |
| <b>Google Drive Storage Totals</b>                               | -                  | <b>-\$106.59</b>    | <b>-\$106.59</b> | <b>-\$107.00</b>   | <b>\$0.41</b>     |
| <b>Jotform</b>                                                   |                    |                     |                  |                    |                   |
| Membership and Event Registration Tool                           | -                  | \$234.00            | -\$234.00        | -\$250.00          | \$16.00           |
| <b>Jotform Totals</b>                                            | -                  | <b>-\$234.00</b>    | <b>-\$234.00</b> | <b>-\$250.00</b>   | <b>\$16.00</b>    |
| <b>990-N</b>                                                     |                    |                     |                  |                    |                   |
| Annual Filing Fee                                                | -                  | \$51.80             | -\$51.80         | -\$50.00           | -\$1.80           |
| <b>990-N Totals</b>                                              | -                  | <b>-\$51.80</b>     | <b>-\$51.80</b>  | <b>-\$50.00</b>    | <b>-\$1.80</b>    |
| Voided Checks                                                    | -                  | -                   | -                | -                  | -                 |
| <b>Social Media Collating Tool</b>                               |                    |                     |                  |                    |                   |
| Buffer Yearly Membership                                         | -                  | \$90.00             | -\$90.00         | -\$90.00           | -                 |
| <b>Social Media Collating Tool Totals</b>                        | -                  | <b>-\$90.00</b>     | <b>-\$90.00</b>  | <b>-\$90.00</b>    | -                 |
| <b>Business Checking Account</b>                                 |                    |                     |                  |                    |                   |
| New Checks                                                       | -                  | \$276.80            | -\$276.80        | -                  | -\$276.80         |
| Voided Checks                                                    | -                  | -                   | -                | -                  | -                 |
| Fraudulent Checks                                                | \$9,800.00         | \$9,800.00          | -                | -                  | -                 |
| Transfer Money to new Checking Account 8267                      | -                  | -                   | -                | -                  | -                 |
| <b>Business Checking Account Totals</b>                          | <b>\$9,800.00</b>  | <b>-\$10,076.80</b> | <b>-\$276.80</b> | <b>-</b>           | <b>-\$276.80</b>  |
| <b>Administrative Totals</b>                                     | <b>\$16,586.18</b> | <b>-\$15,752.70</b> | <b>\$833.48</b>  | <b>-\$3,997.00</b> | <b>\$4,830.48</b> |
| <b>Community Events</b>                                          |                    |                     |                  |                    |                   |
| Fall Field Trip Advertising (Paid Social Facebook/Instagram)     | -                  | -                   | -                | -\$200.00          | \$200.00          |

| Community Events                                                                    | Income            | Expenses           | Year to Date      | Net Budget         | More/-Less        |
|-------------------------------------------------------------------------------------|-------------------|--------------------|-------------------|--------------------|-------------------|
| Fall Artist Salon Advertising (Paid Social Facebook/Instagram)                      | -                 | \$159.91           | -\$159.91         | -\$200.00          | \$40.09           |
| Fall Artist Salon Registration Fee                                                  | \$85.00           | -                  | \$85.00           | -                  | \$85.00           |
| Three (3) Workshops Advertising (Paid Social Facebook/Instagram)                    | -                 | \$306.49           | -\$306.49         | -\$600.00          | \$293.51          |
| Spring Artist Salon Advertising (Paid Social Facebook/Instagram)                    | -                 | \$36.39            | -\$36.39          | -\$200.00          | \$163.61          |
| Spring Artist Salon Registration Fee                                                | \$55.00           | \$20.00            | \$35.00           | -                  | \$35.00           |
| Spring Hidden Treasurer's Day Trip Advertising (Paid Social Facebook/Instagram)     | -                 | -                  | -                 | -\$200.00          | \$200.00          |
| Spring Hidden Treasurers Day Trip Registration Fees (Art Tour, Lunch Field Trip)    | \$300.00          | \$20.00            | \$280.00          | -                  | \$280.00          |
| Spring Upcycling Workshop Advertising (Paid Social Facebook/Instagram)              | -                 | \$59.79            | -\$59.79          | -\$200.00          | \$140.21          |
| Spring Upcycling Workshop Registration Fees                                         | \$325.00          | -                  | \$325.00          | -                  | \$325.00          |
| Spring Upcycling Workshop (Minor Supplies)                                          | -                 | \$162.50           | -\$162.50         | -\$50.00           | -\$112.50         |
| Spring Upcycling Workshop Speaker Fee                                               | -                 | \$250.00           | -\$250.00         | -\$200.00          | -\$50.00          |
| Spring Event Creative Connect and Talk Advertising (Paid Social Facebook/Instagram) | -                 | \$38.82            | -\$38.82          | -\$200.00          | \$161.18          |
| Spring Event Creative Connect and Talk Catering                                     | -                 | -                  | -                 | -\$75.00           | \$75.00           |
| Spring Event Creative Connect and Talk Networking Speaker Fee                       | -                 | -                  | -                 | -\$200.00          | \$200.00          |
| Spring Event Creative Connect and Talk Registration Fee                             | -                 | -                  | -                 | -                  | -                 |
| Garden Social Event Advertising                                                     | -                 | -                  | -                 | -\$200.00          | \$200.00          |
| Garden Social Event Registration Fee                                                | -                 | -                  | -                 | -                  | -                 |
| Arts In Bloom Advertising (Paid Social Advertising Facebook/Instagram)              | -                 | -                  | -                 | -\$200.00          | \$200.00          |
| Philanthropy Advertising (Paid Social Facebook/Instagram)                           | -                 | -                  | -                 | -\$200.00          | \$200.00          |
| Philanthropy Speaker Fee                                                            | -                 | -                  | -                 | -\$250.00          | \$250.00          |
| Towne Creek                                                                         | -                 | \$100.00           | -\$100.00         | -\$100.00          | -                 |
| November Artist Salon                                                               | \$135.00          | \$70.00            | \$65.00           | -                  | \$65.00           |
| Perch to Paradise                                                                   | \$15.00           | -                  | \$15.00           | -                  | \$15.00           |
| <b>Community Events Totals</b>                                                      | <b>\$915.00</b>   | <b>-\$1,223.90</b> | <b>-\$308.90</b>  | <b>-\$3,275.00</b> | <b>\$2,966.10</b> |
| Credit Card Processing Fees                                                         | Income            | Expenses           | Year to Date      | Net Budget         | More/-Less        |
| Square Fees                                                                         | -                 | \$17.67            | -\$17.67          | -\$60.00           | \$42.33           |
| PayPal Fees                                                                         | \$3.22            | \$490.00           | -\$486.78         | -\$500.00          | \$13.22           |
| <b>Credit Card Processing Fees Totals</b>                                           | <b>\$3.22</b>     | <b>-\$507.67</b>   | <b>-\$504.45</b>  | <b>-\$560.00</b>   | <b>\$55.55</b>    |
| Fundraising                                                                         | Income            | Expenses           | Year to Date      | Net Budget         | More/-Less        |
| Raffle Tickets                                                                      | \$389.52          | \$40.00            | \$349.52          | \$300.00           | \$49.52           |
| Holiday Auction                                                                     | \$822.00          | -                  | \$822.00          | \$400.00           | \$422.00          |
| Belk                                                                                | \$640.00          | -                  | \$640.00          | \$250.00           | \$390.00          |
| Merchandise Logo                                                                    | \$57.06           | \$15.00            | \$42.06           | -                  | \$42.06           |
| Workshops                                                                           | \$230.07          | -                  | \$230.07          | -                  | \$230.07          |
| Photo Basics for Teens November 5th                                                 | -                 | -                  | -                 | -                  | -                 |
| <b>Fundraising Totals</b>                                                           | <b>\$2,138.65</b> | <b>-\$55.00</b>    | <b>\$2,083.65</b> | <b>\$950.00</b>    | <b>\$1,133.65</b> |
| Art Shows                                                                           | Income            | Expenses           | Year to Date      | Net Budget         | More/-Less        |

| Art Shows                                                                               | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less          |
|-----------------------------------------------------------------------------------------|-------------------|--------------------|--------------------|--------------------|---------------------|
| <b>Member Art Show</b>                                                                  |                   |                    |                    |                    |                     |
| Member Show Entry Fees                                                                  | \$1,685.00        | \$25.00            | \$1,660.00         | \$1,200.00         | \$460.00            |
| Member Show Programs                                                                    | -                 | \$128.46           | -\$128.46          | -\$200.00          | \$71.54             |
| Member Show Ribbons                                                                     | -                 | \$118.11           | -\$118.11          | -\$185.00          | \$66.89             |
| Member Show Cash Awards                                                                 | -                 | \$1,700.00         | -\$1,700.00        | -\$2,000.00        | \$300.00            |
| Member Show Judges (3)                                                                  | -                 | \$314.62           | -\$314.62          | -\$300.00          | -\$14.62            |
| Member Show Advertising (Paid Social Facebook/Instagram)                                | -                 | -                  | -                  | -\$200.00          | \$200.00            |
| Member Show Catering                                                                    | -                 | \$551.34           | -\$551.34          | -\$600.00          | \$48.66             |
| Member Show Donation for People Choice Awards 2025, 2026, 2027, 2028; \$250.00 per year | -                 | \$250.00           | -\$250.00          | \$500.00           | -\$750.00           |
| <b>Member Art Show Totals</b>                                                           | <b>\$1,685.00</b> | <b>-\$3,087.53</b> | <b>-\$1,402.53</b> | <b>-\$1,785.00</b> | <b>\$382.47</b>     |
| <b>Student Art Shows</b>                                                                |                   |                    |                    |                    |                     |
| Student Art Show Entry Fees                                                             | \$1,090.00        | \$10.00            | \$1,080.00         | \$500.00           | \$580.00            |
| Student Art Show Programs                                                               | -                 | -                  | -                  | -\$200.00          | \$200.00            |
| Student Art Show Ribbons                                                                | -                 | \$129.93           | -\$129.93          | -\$185.00          | \$55.07             |
| Student Art Show Cash Awards                                                            | \$25.00           | \$2,150.00         | -\$2,125.00        | -\$2,300.00        | \$175.00            |
| Student Art Show Judge (1)                                                              | -                 | \$200.00           | -\$200.00          | -\$100.00          | -\$100.00           |
| Student Art Show Advertising (Paid Social Facebook/Instagram)                           | -                 | \$145.20           | -\$145.20          | -\$200.00          | \$54.80             |
| Student Art Show Catering                                                               | -                 | \$700.00           | -\$700.00          | -\$600.00          | -\$100.00           |
| Student Art Show Award Donations                                                        | \$1,175.00        | -                  | \$1,175.00         | -                  | \$1,175.00          |
| <b>Student Art Shows Totals</b>                                                         | <b>\$2,290.00</b> | <b>-\$3,335.13</b> | <b>-\$1,045.13</b> | <b>-\$3,085.00</b> | <b>\$2,039.87</b>   |
| <b>Art Meets Poetry</b>                                                                 |                   |                    |                    |                    |                     |
| Art Meets Poetry Entry Fees                                                             | \$405.00          | \$5.00             | \$400.00           | \$450.00           | -\$50.00            |
| Art Meets Poetry Programs/Catalogs                                                      | -                 | -                  | -                  | -\$200.00          | \$200.00            |
| Art Meets Poetry Advertising (Paid Facebook/Instagram)                                  | -                 | \$35.39            | -\$35.39           | -\$200.00          | \$164.61            |
| Art Meets Poetry Catering                                                               | -                 | \$285.28           | -\$285.28          | -\$600.00          | \$314.72            |
| Art Meets Poetry Raffle Tickets                                                         | \$231.00          | -                  | \$231.00           | -                  | \$231.00            |
| Art Meets Poetry Donations                                                              | -                 | -                  | -                  | -                  | -                   |
| <b>Art Meets Poetry Totals</b>                                                          | <b>\$636.00</b>   | <b>-\$325.67</b>   | <b>\$310.33</b>    | <b>-\$550.00</b>   | <b>\$860.33</b>     |
| <b>Art Shows Totals</b>                                                                 | <b>\$4,611.00</b> | <b>-\$6,748.33</b> | <b>-\$2,137.33</b> | <b>-\$5,420.00</b> | <b>\$3,282.67</b>   |
| <b>Grants</b>                                                                           |                   |                    |                    |                    |                     |
| MAC (McKinney Arts Commission) (Seasonal Support Grant)                                 | -                 | -                  | -                  | \$10,000.00        | -\$10,000.00        |
| MCDC (McKinney Community Development Corporation) (Promotional & Marketing Grant)       | \$1,633.19        | -                  | \$1,633.19         | \$4,200.00         | -\$2,566.81         |
| MAC Website Redesign Project Outreach                                                   | \$3,000.00        | \$3,000.00         | -                  | \$3,000.00         | -\$3,000.00         |
| <b>Grants Totals</b>                                                                    | <b>\$4,633.19</b> | <b>-\$3,000.00</b> | <b>\$1,633.19</b>  | <b>\$17,200.00</b> | <b>-\$15,566.81</b> |
| <b>Holiday Luncheon</b>                                                                 |                   |                    |                    |                    |                     |
| Holiday Luncheon Advertising (Paid Social Facebook/Instagram)                           | -                 | -                  | -                  | -\$200.00          | \$200.00            |
| Holiday Luncheon Heritage Village at Chestnut Square Fees                               | \$175.00          | \$500.00           | -\$325.00          | -\$150.00          | -\$175.00           |
| Holiday Luncheon Catering                                                               | \$1,399.00        | \$379.84           | \$1,019.16         | \$450.00           | \$569.16            |
| Holiday Luncheon Centerpieces                                                           | -                 | -                  | -                  | -\$100.00          | \$100.00            |
| Holiday Luncheon Donations                                                              | \$5.00            | -                  | \$5.00             | -                  | \$5.00              |
| <b>Holiday Luncheon Totals</b>                                                          | <b>\$1,579.00</b> | <b>-\$879.84</b>   | <b>\$699.16</b>    | <b>-</b>           | <b>\$699.16</b>     |

| <b>Spring Luncheon &amp; Upcycling Fashion Show</b>               | <b>Income</b>     | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b> | <b>More/-Less</b> |
|-------------------------------------------------------------------|-------------------|--------------------|---------------------|-------------------|-------------------|
| Spring Luncheon Advertising (Paid Social Facebook/Instagram)      | -                 | -                  | -                   | -\$200.00         | \$200.00          |
| Spring Luncheon Heritage Village at Chestnut Square Fees          | -                 | \$210.00           | -\$210.00           | -\$150.00         | -\$60.00          |
| Spring Luncheon Catering                                          | \$1,500.00        | \$1,589.46         | -\$89.46            | -\$150.00         | \$60.54           |
| Spring Lunch Centerpieces                                         | -                 | \$66.50            | -\$66.50            | -\$100.00         | \$33.50           |
| Spring Luncheon Upcycling Fashion Show (Programs, Minor Supplies) | -                 | -                  | -                   | -\$100.00         | \$100.00          |
| Spring Luncheon Donations                                         | -                 | -                  | -                   | -                 | -                 |
| <b>Spring Luncheon &amp; Upcycling Fashion Show Totals</b>        | <b>\$1,500.00</b> | <b>-\$1,865.96</b> | <b>-\$365.96</b>    | <b>-\$700.00</b>  | <b>\$334.04</b>   |

| <b>Activities</b>                                 | <b>Income</b>   | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b>  | <b>More/-Less</b> |
|---------------------------------------------------|-----------------|--------------------|---------------------|--------------------|-------------------|
| Programs (Speakers Sept, Oct, Nov, Jan, Mar, Apr) | -               | \$1,000.00         | -\$1,000.00         | -\$1,200.00        | \$200.00          |
| Programs Miscellaneous (supplies)                 | \$100.00        | -                  | \$100.00            | -\$100.00          | \$200.00          |
| <b>Activities Totals</b>                          | <b>\$100.00</b> | <b>-\$1,000.00</b> | <b>-\$900.00</b>    | <b>-\$1,300.00</b> | <b>\$400.00</b>   |

| <b>Advertising and Marketing</b>                                                           | <b>Income</b> | <b>Expenses</b>  | <b>Year to Date</b> | <b>Net Budget</b> | <b>More/-Less</b> |
|--------------------------------------------------------------------------------------------|---------------|------------------|---------------------|-------------------|-------------------|
| Advertising/Marketing (Collateral - Logo Yard Signs, Postcards, Business Cards for Events) | -             | \$235.22         | -\$235.22           | -\$300.00         | \$64.78           |
| <b>Advertising and Marketing Totals</b>                                                    | <b>-</b>      | <b>-\$235.22</b> | <b>-\$235.22</b>    | <b>-\$300.00</b>  | <b>\$64.78</b>    |

| <b>Donations</b>                                                              | <b>Income</b>   | <b>Expenses</b> | <b>Year to Date</b> | <b>Net Budget</b> | <b>More/-Less</b> |
|-------------------------------------------------------------------------------|-----------------|-----------------|---------------------|-------------------|-------------------|
| Art Club of McKinney (General donations not designated for specific category) | \$159.73        | -               | \$159.73            | -                 | \$159.73          |
| <b>Donations Totals</b>                                                       | <b>\$159.73</b> | <b>-</b>        | <b>\$159.73</b>     | <b>-</b>          | <b>\$159.73</b>   |

| <b>Grand Totals</b> |                    |                     |                 |                   |                    |
|---------------------|--------------------|---------------------|-----------------|-------------------|--------------------|
|                     | <b>\$32,225.97</b> | <b>-\$31,268.62</b> | <b>\$957.35</b> | <b>\$2,598.00</b> | <b>-\$1,640.65</b> |

| <b>Bank Account Balances</b>                                                                               | <b>06/01/2025</b>  | <b>05/14/2026</b>  | <b>Last reconciled</b> | <b>Summary for the Period</b> |             |
|------------------------------------------------------------------------------------------------------------|--------------------|--------------------|------------------------|-------------------------------|-------------|
| B of T 8267                                                                                                | -                  | \$19,424.18        | 04/30/2026             | Starting Total                | \$18,466.83 |
| Square Clearing Account                                                                                    | -                  | -                  | 04/30/2026             | Income \$32,225.97            |             |
| PayPal Clearing Account                                                                                    | -                  | -                  | 04/30/2026             | Expenses -\$31,268.62         | \$957.35    |
| Checking Bank of Texas                                                                                     | \$18,466.83        | -                  | 04/30/2026             | Ending Total                  | \$19,424.18 |
| <b>Totals</b>                                                                                              | <b>\$18,466.83</b> | <b>\$19,424.18</b> |                        |                               |             |
| <i>Review Reconciled Bank Statement Reports along with this Treasurer's Report to ensure its accuracy.</i> |                    |                    |                        |                               |             |

Submitted by:

Name: Connie Kay Brown, Treasurer Signature: **CONNIE KAY BROWN** Date: May 14, 2026

# Art Club of McKinney FY 2024

## Annual Report

06/01/2024 - 05/31/2025

ART CLUB OF MCKINNEY

2024-2025

| Administrative                            | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |
|-------------------------------------------|-------------------|--------------------|--------------------|--------------------|-------------------|
| Membership                                | \$6,195.55        | \$189.93           | \$6,005.62         | \$4,000.00         | \$2,005.62        |
| Venues                                    | -                 | \$2,100.00         | -\$2,100.00        | -\$2,100.00        | -                 |
| Hospitality                               | -                 | \$607.07           | -\$607.07          | -\$500.00          | -\$107.07         |
| Post Office Box (USPS)                    | -                 | \$210.00           | -\$210.00          | -\$200.00          | -\$10.00          |
| Insurance                                 | -                 | \$480.00           | -\$480.00          | -\$475.00          | -\$5.00           |
| Gifts                                     | -                 | \$201.30           | -\$201.30          | -\$200.00          | -\$1.30           |
| Heard Craig Donation                      | -                 | \$700.00           | -\$700.00          | -\$700.00          | -                 |
| Miscellaneous/Operational                 | -                 | \$1,656.49         | -\$1,656.49        | -\$1,500.00        | -\$156.49         |
| Uncleared checks voided                   | -                 | -                  | -                  | -                  | -                 |
| Website Expenses                          | -                 | \$263.68           | -\$263.68          | -\$225.00          | -\$38.68          |
| Artist of the Month                       | -                 | \$240.00           | -\$240.00          | -\$240.00          | -                 |
| Financial Software                        | -                 | \$199.00           | -\$199.00          | -\$420.00          | \$221.00          |
| State of Texas Fees                       | -                 | \$47.04            | -\$47.04           | -\$50.00           | \$2.96            |
| Google Drive Storage                      | -                 | \$106.59           | -\$106.59          | -\$106.59          | -                 |
| Jotform                                   | -                 | \$317.52           | -\$317.52          | -\$234.00          | -\$83.52          |
| <b>Administrative Totals</b>              | <b>\$6,195.55</b> | <b>-\$7,318.62</b> | <b>-\$1,123.07</b> | <b>-\$2,950.59</b> | <b>\$1,827.52</b> |
| Community Events                          | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |
| Artist Networking/Fall & Spring Catering  | -                 | \$170.83           | -\$170.83          | -\$400.00          | \$229.17          |
| Philanthropy                              | -                 | \$23.82            | -\$23.82           | -\$250.00          | \$226.18          |
| Towne Creek                               | -                 | -                  | -                  | -\$100.00          | \$100.00          |
| <b>Community Events Totals</b>            | <b>-</b>          | <b>-\$194.65</b>   | <b>-\$194.65</b>   | <b>-\$750.00</b>   | <b>\$555.35</b>   |
| Credit Card Processing Fees               | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |
| Square Fees                               | -                 | \$19.00            | -\$19.00           | -\$60.00           | \$41.00           |
| PayPal Fees                               | \$1.47            | \$480.65           | -\$479.18          | -\$100.00          | -\$379.18         |
| <b>Credit Card Processing Fees Totals</b> | <b>\$1.47</b>     | <b>-\$499.65</b>   | <b>-\$498.18</b>   | <b>-\$160.00</b>   | <b>-\$338.18</b>  |
| Fundraising                               | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |
| Raffle Tickets                            | \$331.96          | -                  | \$331.96           | \$300.00           | \$31.96           |
| Holiday Auction                           | \$1,051.00        | -                  | \$1,051.00         | \$400.00           | \$651.00          |
| Belk                                      | \$555.00          | -                  | \$555.00           | \$250.00           | \$305.00          |
| Merchandise Logo                          | \$272.00          | \$195.49           | \$76.51            | -                  | \$76.51           |
| <b>Fundraising Totals</b>                 | <b>\$2,209.96</b> | <b>-\$195.49</b>   | <b>\$2,014.47</b>  | <b>\$950.00</b>    | <b>\$1,064.47</b> |
| Art Shows                                 | Income            | Expenses           | Year to Date       | Net Budget         | More/-Less        |

| Art Shows                                                                         | Income            | Expenses           | Year to Date        | Net Budget         | More/-Less         |
|-----------------------------------------------------------------------------------|-------------------|--------------------|---------------------|--------------------|--------------------|
| <b>Member Art Show</b>                                                            |                   |                    |                     |                    |                    |
| Member Entry Fees                                                                 | \$1,130.00        | \$70.00            | \$1,060.00          | \$1,120.00         | -\$60.00           |
| Member Show Miscellaneous                                                         | \$150.00          | -                  | \$150.00            | -\$225.00          | \$375.00           |
| Advertising Member Show                                                           | -                 | \$181.77           | -\$181.77           | -\$200.00          | \$18.23            |
| Catering Member Show                                                              | -                 | \$669.62           | -\$669.62           | -\$700.00          | \$30.38            |
| Donation for People Choice Awards 2025, 2026, 2027, 2028; \$250.00 per year       | \$1,000.00        | \$250.00           | \$750.00            | -                  | \$750.00           |
| <b>Member Art Show Totals</b>                                                     | <b>\$2,280.00</b> | <b>-\$1,171.39</b> | <b>\$1,108.61</b>   | <b>-\$5.00</b>     | <b>\$1,113.61</b>  |
| <b>Student Art Shows</b>                                                          |                   |                    |                     |                    |                    |
| Student Entry Fees                                                                | \$950.00          | \$10.00            | \$940.00            | \$500.00           | \$440.00           |
| Student Art Show Miscellaneous                                                    | -                 | -                  | -                   | -\$225.00          | \$225.00           |
| Advertising Student Art Show                                                      | \$19.50           | \$819.50           | -\$800.00           | -\$200.00          | -\$600.00          |
| Award Money Student Art Show                                                      | \$175.00          | \$2,250.00         | -\$2,075.00         | -\$1,000.00        | -\$1,075.00        |
| Award Ribbons Student Art Show                                                    | -                 | \$147.10           | -\$147.10           | -\$185.00          | \$37.90            |
| Donations for Student Awards                                                      | \$1,209.79        | -                  | \$1,209.79          | -                  | \$1,209.79         |
| Judge for Student Show                                                            | -                 | \$250.00           | -\$250.00           | -\$250.00          | -                  |
| Catering Student Show                                                             | -                 | \$641.32           | -\$641.32           | -\$700.00          | \$58.68            |
| <b>Student Art Shows Totals</b>                                                   | <b>\$2,354.29</b> | <b>-\$4,117.92</b> | <b>-\$1,763.63</b>  | <b>-\$2,060.00</b> | <b>\$296.37</b>    |
| <b>Art Meets Poetry</b>                                                           |                   |                    |                     |                    |                    |
| Art Meets Poetry Entry Fees                                                       | \$1,000.00        | \$510.00           | \$490.00            | -                  | \$490.00           |
| Art Meets Poetry Miscellaneous                                                    | -                 | \$166.00           | -\$166.00           | -\$225.00          | \$59.00            |
| Advertising Art Meets Poetry                                                      | -                 | \$218.15           | -\$218.15           | -\$200.00          | -\$18.15           |
| Catering Art Meets Poetry                                                         | -                 | \$601.49           | -\$601.49           | -\$425.00          | -\$176.49          |
| Charity Donations Art Meets Poetry                                                | \$1.00            | \$1.00             | -                   | -                  | -                  |
| Raffle Tickets Art Meets Poetry                                                   | \$20.00           | \$5.00             | \$15.00             | -                  | \$15.00            |
| <b>Art Meets Poetry Totals</b>                                                    | <b>\$1,021.00</b> | <b>-\$1,501.64</b> | <b>-\$480.64</b>    | <b>-\$850.00</b>   | <b>\$369.36</b>    |
| <b>Art Shows Totals</b>                                                           | <b>\$5,655.29</b> | <b>-\$6,790.95</b> | <b>-\$1,135.66</b>  | <b>-\$2,915.00</b> | <b>\$1,779.34</b>  |
| <b>Grants</b>                                                                     | <b>Income</b>     | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b>  | <b>More/-Less</b>  |
| MAC (McKinney Arts Commission) (Season Support Grant)                             | \$8,000.00        | -                  | \$8,000.00          | \$8,000.00         | -                  |
| MCDC (McKinney Community Development Corporation) (Promotional & Marketing Grant) | \$1,500.00        | -                  | \$1,500.00          | \$4,200.00         | -\$2,700.00        |
| <b>Grants Totals</b>                                                              | <b>\$9,500.00</b> | <b>-</b>           | <b>\$9,500.00</b>   | <b>\$12,200.00</b> | <b>-\$2,700.00</b> |
| <b>Holiday Luncheon</b>                                                           | <b>Income</b>     | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b>  | <b>More/-Less</b>  |
| Catering Holiday Luncheon                                                         | \$1,170.00        | \$475.28           | \$694.72            | \$1,080.00         | -\$385.28          |
| Heritage Village at Chestnut Square Fees Holiday                                  | -                 | \$250.00           | -\$250.00           | -\$70.00           | -\$180.00          |
| Holiday Tea donations                                                             | -                 | -                  | -                   | -                  | -                  |
| Holiday Luncheon Centerpieces                                                     | -                 | -                  | -                   | -\$100.00          | \$100.00           |
| <b>Holiday Luncheon Totals</b>                                                    | <b>\$1,170.00</b> | <b>-\$725.28</b>   | <b>\$444.72</b>     | <b>\$910.00</b>    | <b>-\$465.28</b>   |
| <b>Spring Luncheon</b>                                                            | <b>Income</b>     | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b>  | <b>More/-Less</b>  |
| Catering Spring Luncheon                                                          | \$1,380.00        | \$372.19           | \$1,007.81          | \$810.00           | \$197.81           |
| Heritage Village at Chestnut Square Fees Spring                                   | -                 | \$530.00           | -\$530.00           | -\$70.00           | -\$460.00          |
| Spring Luncheon donations                                                         | -                 | -                  | -                   | -                  | -                  |
| Spring Lunch Centerpieces                                                         | -                 | \$83.92            | -\$83.92            | -\$100.00          | \$16.08            |
| <b>Spring Luncheon Totals</b>                                                     | <b>\$1,380.00</b> | <b>-\$986.11</b>   | <b>\$393.89</b>     | <b>\$640.00</b>    | <b>-\$246.11</b>   |
| <b>Activities</b>                                                                 | <b>Income</b>     | <b>Expenses</b>    | <b>Year to Date</b> | <b>Net Budget</b>  | <b>More/-Less</b>  |
| Programs                                                                          | -                 | \$1,200.00         | -\$1,200.00         | -\$1,200.00        | -                  |

| Activities                                                            | Income             | Expenses            | Year to Date      | Net Budget         | More/-Less        |
|-----------------------------------------------------------------------|--------------------|---------------------|-------------------|--------------------|-------------------|
| Hidden Treasures Day Trip 2024                                        | \$249.90           | -                   | \$249.90          | -                  | \$249.90          |
| December Fashion Field Trip-CVAD Art Galleries at UNT Exhibition Tour | \$188.00           | -                   | \$188.00          | -                  | \$188.00          |
| <b>Activities Totals</b>                                              | <b>\$437.90</b>    | <b>-\$1,200.00</b>  | <b>-\$762.10</b>  | <b>-\$1,200.00</b> | <b>\$437.90</b>   |
| Advertising and Marketing                                             | Income             | Expenses            | Year to Date      | Net Budget         | More/-Less        |
| Advertising/Marketing                                                 | -                  | \$601.02            | -\$601.02         | -\$200.00          | -\$401.02         |
| <b>Advertising and Marketing Totals</b>                               | <b>-</b>           | <b>-\$601.02</b>    | <b>-\$601.02</b>  | <b>-\$200.00</b>   | <b>-\$401.02</b>  |
| Donations                                                             | Income             | Expenses            | Year to Date      | Net Budget         | More/-Less        |
| Art Club of McKinney                                                  | \$194.99           | -                   | \$194.99          | -                  | \$194.99          |
| <b>Donations Totals</b>                                               | <b>\$194.99</b>    | <b>-</b>            | <b>\$194.99</b>   | <b>-</b>           | <b>\$194.99</b>   |
| <b>Grand Totals</b>                                                   |                    |                     |                   |                    |                   |
|                                                                       | <b>\$26,745.16</b> | <b>-\$18,511.77</b> | <b>\$8,233.39</b> | <b>\$6,524.41</b>  | <b>\$1,708.98</b> |

| Bank Account Balances   | 06/01/2024        | 05/31/2025         | Last reconciled | Summary for the Period |              |
|-------------------------|-------------------|--------------------|-----------------|------------------------|--------------|
| Checking Bank of Texas  | \$9,748.44        | \$17,981.83        | 05/31/2025      | Starting Total         | \$9,748.44   |
| Square Clearing Account | -                 | -                  | 01/31/2025      | Income                 | \$26,745.16  |
| PayPal Clearing Account | -                 | -                  | 03/31/2025      | Expenses               | -\$18,511.77 |
| <b>Totals</b>           | <b>\$9,748.44</b> | <b>\$17,981.83</b> |                 | Ending Total           | \$17,981.83  |

Submitted by:

Name: Connie Kay Brown, Treasurer Signature: CONNIE KAY BROWN, TREASURER Date: June 1, 2025

# 2026 Art Meets Poetry

Friday Reception | Feb 6th 5-7 PM (CST)

Saturday Art & Poetry Showcase | Feb 7th 12-6 PM (CST)

*\*Live presentations by artist-poet pairs*

*Collin County History Museum  
300 E Virginia St, McKinney, TX 75069*



Melody Lewis 'Reader' 16x20 Acrylic on Canvas





Art Club of McKinney

The Oldest Art Club in Texas!

Est. 1914



# Baskets of Thankfulness – Workshop With Dr. Christina Bain

**Thursday, Oct 9 2025 | 1:30PM–4 PM**

Heard-Craig Carriage House 205 W Hunt St, McKinney, TX 75069

Cost: \$95 (all supplies included)

*\*Max 15 Participants*

Open to Members and Non-Members



Dr. Chris Bain, director of the Art Education Program at UT Austin, is a nationally recognized expert in basketry, weaving, and quilting. In this special workshop, you'll learn the basics of basket making and create your own small basket — perfect for the fall and winter holidays — plus ideas for turning it into a “thankfulness vessel” for the season.

# CREATIVE CONNECT & TALK



Art Club of McKinney  
The Oldest Art Club in Texas!  
Est. 1914

**THURSDAY FEB 19 2026 | 5-7PM**

**MILLHOUSE  
610 ELM ST MCKINNEY, TX 75069**

**SEEN & UNSEEN:**  
*FROM RENAISSANCE  
ICONS TO MODERN  
MIRRORS - PORTRAITS  
AND THE MAKING OF  
THE SELF*



**REGISTER NOW**

**MORE INFORMATION**  
[ARTCLUBOFMCKINNEY.ORG](http://ARTCLUBOFMCKINNEY.ORG)



**AMANDA BELLER**  
*Founder, ArtWise Art History*



# THE ARTIST'S SALON

## Sweetwaters Coffee & Tea

4701 S Custer Rd, Ste 500,  
McKinney, TX 75070

9/23/2025



5:30-7:30 PM

Non-members Welcome



REGISTER  
NOW!



*"Fuel your creativity with  
coffee and conversation at  
our Artist Salon"*

BRING A PIECE  
SHARE YOUR PROCESS  
FEEL INSPIRED

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



# THE ARTIST'S SALON



**Bloom Galleries**  
610 Elm St Ste 400D  
McKinney, TX 75069

2/10/26



Non-Members Welcome



REGISTER  
NOW!



*"Fuel your creativity with  
community and conversation  
at our Artist Salon"*

BRING A PIECE  
SHARE YOUR PROCESS  
FEEL INSPIRED

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION





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# Painting with Encaustic – Workshop With Bonny Leibowitz

**Friday, Sept. 26 2025 | 10:00 AM-1:00 PM**

The Encaustic Center 580 W. Arapaho Rd #262 & #271  
Richardson, TX 75080

Cost: \$130 (all supplies included)

*\*Max 12 Participants*

Open to Members and Non-Members



Have you ever been intrigued by the mysterious beauty of encaustic art? Curious to learn more about this ancient technique? Spend a creative and inspiring day with Bonny Leibowitz at the amazing Encaustic Center in Richardson, TX!



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# Golden Sunsets – Workshop With Lisa Temple & Friends

**Thursday, April 9 2026 | 1:30-4PM**

Lisa's Studio, The Cotton Mill, 610 Elm Street,  
McKinney, TX 75069

Cost: \$75 (all supplies included)

*\*Max 12 Participants*

Open to Members and Non-Members

*Have you always wanted to try  
using gold leaf in your artwork?*  
Discover the beauty and versatility  
of this delicate material in a  
hands-on workshop led by area  
artists. Learn a bit of its history,  
explore techniques for applying  
gold leaf, and create a small acrylic  
painting that incorporates its  
luminous effects. You'll leave with  
new ideas and fresh inspiration for  
adding a touch of gold to your  
future works of art!

[artclubofmckinney.org](http://artclubofmckinney.org)

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Est. 1914

# 2025 High School Student Art Show

**Calling All Area High School Art Students!**  
**Register For A Chance to Win Cash Prizes and Awards!**

**Saturday October 25, 2025**  
**Opening Night & Reception 6-8pm**  
**Awards Ceremony 6:30-7pm**

***\*Exhibit on display until Saturday, Nov 1, 2025***



***Scan for Info!***

**Collective Coffee**  
**301 W Louisiana St Suite 200,**  
**McKinney, TX 75069**

**Art Submission Deadline:**  
**Monday, October 13, 2025 Midnight**

Thank You To Our Partners

*collective*  
COFFEE ROASTERS



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McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



[artclubofmckinney.org](http://artclubofmckinney.org)



Art Club of McKinney

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Est. 1914

# Handmade Vintage Journals – Workshop With Juanita Johnson

**Saturday Feb 21, 2026 | 9:30am-3:30pm**  
Heard-Craig Carriage House 205 W Hunt St  
McKinney, TX 75069

Cost: \$130 (all supplies included)

*\*Max 15 Participants*

Open to Members and Non-Members



**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

Explore the art of bookmaking in this hands-on workshop! Learn how to create a beautiful handmade journal, craft signatures from multi-media paper and ephemera, bind them into a book spine, and attach the covers.



# Perch to Paradise



Art Club of McKinney  
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Est. 1914

## GARDEN SOCIAL & PHOTOGRAPHY FUNDRAISER

**Saturday March 14 2026 | 10am-12noon**

Heard-Craig Center for the Arts Garden  
205 W Hunt St, McKinney, TX 75069

**\$5/Person | Open to Members & Non-Members**

Join us for a joyful and creative morning in the garden as we celebrate Hazel — a cherished pet bird whose spirit inspired this whimsical fundraiser, *Perch to Paradise*. Surrounded by the beauty of the Heard-Craig Center's historic garden, you'll have the chance to have your photo taken and watch artists capture the scene with live painting throughout the event.



ARTCLUBOFMCKINNEY.ORG

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ART CLUB OF MCKINNEY, TX PRESENTS

# 2026 SPRING SHOW

## CONGRATULATIONS AWARD WINNERS!



Theme:  
*Seeing Red*

Collin County  
**HISTORY  
MUSEUM**  
*in McKinney, Texas*

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



**Form 424  
(Revised 05/11)**

Submit in duplicate to:  
Secretary of State  
P.O. Box 13697  
Austin, TX 78711-3697  
512 463-5555  
FAX: 512/463-5709  
Filing Fee: See instructions



This space reserved for office use.

**Certificate of Amendment**

**Entity Information**

The name of the filing entity is:

***The Art Club of McKinney***

State the name of the entity as currently shown in the records of the secretary of state. If the amendment changes the name of the entity, state the old name and not the new name.

The filing entity is a: (Select the appropriate entity type below.)

- |                                                           |                                                                 |
|-----------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> For-profit Corporation           | <input type="checkbox"/> Professional Corporation               |
| <input checked="" type="checkbox"/> Nonprofit Corporation | <input type="checkbox"/> Professional Limited Liability Company |
| <input type="checkbox"/> Cooperative Association          | <input type="checkbox"/> Professional Association               |
| <input type="checkbox"/> Limited Liability Company        | <input type="checkbox"/> Limited Partnership                    |

The file number issued to the filing entity by the secretary of state is: 801622049

The date of formation of the entity is: ***Filed on July 5, 2012***

**Amendments**

**1. Amended Name**

(If the purpose of the certificate of amendment is to change the name of the entity, use the following statement)

The amendment changes the certificate of formation to change the article or provision that names the filing entity. The article or provision is amended to read as follows:

The name of the filing entity is: (state the new name of the entity below)

***Art Club of McKinney***

The name of the entity must contain an organizational designation or accepted abbreviation of such term, as applicable.

**2. Amended Registered Agent/Registered Office**

The amendment changes the certificate of formation to change the article or provision stating the name of the registered agent and the registered office address of the filing entity. The article or provision is amended to read as follows:

Registered Agent  
(Complete either A or B, but not both. Also complete C.)

☐ A. The registered agent is an organization (cannot be entity named above) by the name of:

OR

☒ B. The registered agent is an individual resident of the state whose name is:

|                   |             |                  |               |
|-------------------|-------------|------------------|---------------|
| Kathryn           | R           | Ikle             |               |
| <i>First Name</i> | <i>M.I.</i> | <i>Last Name</i> | <i>Suffix</i> |

The person executing this instrument affirms that the person designated as the new registered agent has consented to serve as registered agent.

C. The business address of the registered agent and the registered office address is:

|                                     |             |              |                 |
|-------------------------------------|-------------|--------------|-----------------|
| 2979 Hollowbrook Lane               | Frisco      | TX           | 75033           |
| <i>Street Address (No P.O. Box)</i> | <i>City</i> | <i>State</i> | <i>Zip Code</i> |

### 3. Other Added, Altered, or Deleted Provisions

Other changes or additions to the certificate of formation may be made in the space provided below. If the space provided is insufficient, incorporate the additional text by providing an attachment to this form. Please read the instructions to this form for further information on format.

Text Area (The attached addendum, if any, is incorporated herein by reference.)

☐ Add each of the following provisions to the certificate of formation. The identification or reference of the added provision and the full text are as follows:

☒ Alter each of the following provisions of the certificate of formation. The identification or reference of the altered provision and the full text of the provision as amended are as follows:

**Article1- Art Club of McKinney**

☐ Delete each of the provisions identified below from the certificate of formation.

### Statement of Approval

The amendments to the certificate of formation have been approved in the manner required by the Texas Business Organizations Code and by the governing documents of the entity.

**Effectiveness of Filing** (Select either A, B, or C.)

- A. ☐ This document becomes effective when the document is filed by the secretary of state.
- B. ☐ This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is: 02 September 2024
- C. ☐ This document takes effect upon the occurrence of a future event or fact, other than the passage of time. The 90<sup>th</sup> day after the date of signing is: \_\_\_\_\_
- The following event or fact will cause the document to take effect in the manner described below:

**Execution**

The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

Date: June 20, 2024

By: ***Kathryn Ikle***

  
\_\_\_\_\_  
Signature of authorized person

**Kathryn Ikle**

\_\_\_\_\_  
Printed or typed name of authorized person (see instructions)

**Print**

**Reset**

# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give form to the  
requester. Do not  
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

|                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Print or type.<br>See Specific Instructions on page 3.                                            | <b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)<br><b>Art Club of McKinney</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                         |
|                                                                                                   | <b>2</b> Business name/disregarded entity name, if different from above.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         |
|                                                                                                   | <b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.<br><input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate<br><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . .<br><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.<br><input checked="" type="checkbox"/> Other (see instructions) <b>501(c) (3)</b> |                                         |
|                                                                                                   | <b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):<br>Exempt payee code (if any) _____<br>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____<br>(Applies to accounts maintained outside the United States.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         |
|                                                                                                   | <b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                         |
| <b>5</b> Address (number, street, and apt. or suite no.). See instructions.<br><b>P O Box 243</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Requester's name and address (optional) |
| <b>6</b> City, state, and ZIP code<br><b>McKinney, Texas 75070-0243</b>                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
| <b>7</b> List account number(s) here (optional)                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

|                                |   |   |   |   |   |   |   |   |   |  |
|--------------------------------|---|---|---|---|---|---|---|---|---|--|
| Social security number         |   |   |   |   |   |   |   |   |   |  |
|                                |   |   | - |   |   |   | - |   |   |  |
| or                             |   |   |   |   |   |   |   |   |   |  |
| Employer identification number |   |   |   |   |   |   |   |   |   |  |
| 7                              | 5 | - | 2 | 4 | 4 | 0 | 0 | 6 | 4 |  |

## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

|                  |                                                        |                          |
|------------------|--------------------------------------------------------|--------------------------|
| <b>Sign Here</b> | Signature of U.S. person <b>Connie Brown Treasurer</b> | Date <b>May 13, 2026</b> |
|------------------|--------------------------------------------------------|--------------------------|

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they