

2024-2025 (MCDC) McKinney Community Development Corporation Grant Report

Organization: Art Club of McKinney, TX

Contact: Kathryn Ikle 901.240.1628 kathryn.ikle@gmail.com

Type of Grant: Promotional and Community Event Grant (PC 23-17)

Payment Terms: Reimbursement Basis

Purpose: Grant money is only to be used for marketing, advertising and promotion of the three 2024-2025 shows and community events.

Total Grant Amount: \$4200

MCDC Contacts: Linda Jones, Administrative and Marketing Coordinator ljones2@mckinneycdc.org
Cindy Schneible, President, cschneible@mckinneycdc.org

1. 2024 Student Art Show

- FREE Event – Open to the Public
- 96 Pieces of Student Art Were Displayed
- Entry Fee: \$10 for 1 piece, \$15 for 2 pieces
- Location: TUPPS Brewery 402 E Louisiana St Building 2, McKinney, TX 75069
- Dates/Times: Opening Night & Reception Saturday, October 26, 2024 6-8pm Exhibit on display for one week
- Total Attendees: 260+
- Total Entry Fees Collected: \$950
- Awards: Best in Show, President's Award, 1st in Category, 2nd in Category, Honorable Mention in Category
- Total Amount of Awards Given to Students: \$2250
- Income: \$296.37

Event Marketing, Advertising, and Promotion

- D Magazine Advertisement: **\$650**



- 1 Facebook/Instagram Ad for 16 days: **\$150**

Total 2024 Student Art Show Spend: \$800

2. 2025 Art Meets Poetry

- 4th Year collaboration with Mockingbird Poetry Society, McKinney, TX
- FREE Event – Open to the Public
- Participants: 46 artist and poet pairings, participants came from McKinney, Austin, North Dallas, and DFW
- Entry Fee: \$10
- Location: TUPPS Brewery 402 E Louisiana St Building 2, McKinney, TX 75069 and Heard-Craig Center of the Arts 205 W Hunt St, McKinney, TX 75069
- Dates/Times: Friday, Jan 31, 2025 6-8pm Artist Reception at TUPPS and exhibit on display for one week, Saturday, February 1, 2025 2-6pm Poetry Readings at Heard Craig
- Total Attendees: 431+
- McKinney, TX Charities Supported: Community Garden Kitchen, McKinney Community Food Pantry, Community Lifeline Center
- Total Money Raised for McKinney, TX Charities: \$250
- Total Entry Fees Collected: \$1000
- Deficit: \$416.64

Event Marketing, Advertising, and Promotion

- 2 Yard Signs: **\$89**



- Programs/Catalogs: **\$163**



- 2 Yard Signs: **\$64**



- 1 Facebook/Instagram ad for 30 days: **\$154.15**

Total 2025 Art Meets Poetry Spend: \$470.15

3. 2025 Member Show

- FREE Event – Open to the Public
- 52 Pieces of Art Were Displayed
- Entry Fee: \$25 1 entry, \$35 for 2 entries
- Location: TUPPS Brewery 402 E Louisiana St Building 2, McKinney, TX 75069
- Dates/Times: Saturday, March 22, 2025 6-8pm and exhibit on display for one week

- Total Attendees: 100+
- Total Entry Fees Collected: \$1130
- People's Choice Award \$250
- Income: \$1108.61

Event Marketing, Advertising, and Promotion

- Facebook/Instagram ad for 16 days: **\$181.77**

Total 2025 Member Show Spend: \$181.77

4. May Community Event Speaker Series

Event Marketing, Advertising, and Promotion

- Facebook/Instagram ad for 7 days: **\$105 FB \$175 IG**

Facebook

Details	
Status	Active
Goal	Increase awareness
Total budget	\$15.00
Duration	7 days
Start date	May 14, 2025
End date	May 21, 2025

Instagram

Details	
Status	Active
Goal	Get more profile visits
Daily budget	\$25.00
Duration	7 days
Start date	May 14, 2025
End date	May 21, 2025

Total 2025 May Community Event Spend: \$280

5. May Field Trip

- Facebook/Instagram ad for 7 days: **\$120 FB \$200 IG**

Facebook

Details

Status
Active

Goal
Increase awareness

Total budget
\$15.00

Duration
8 days

Start date
May 14, 2025

End date
May 22, 2025

Instagram

Status
Active

Goal
Get more profile visits

Daily budget
\$25.00

Duration
8 days

Start date
May 14, 2025

End date
May 22, 2025

Total 2025 May Field Trip Spend: \$320

5. 2025 General Signage

- 4 Directional Yard Signs: **\$108**



- Postcards: **\$180**



· Banner: \$141



Total 2025 General Signage Spend: \$429

TOTAL MONEY SPENT: \$2480.92