#### 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 Ijones2@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, 2<sup>nd</sup> 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
- $\cdot$  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: \$1130People's Choice Award \$250

· Income: \$1108.61

## **Event Marketing, Advertising, and Promotion**

Facebook/Instagram ad for 16 days: \$181.77

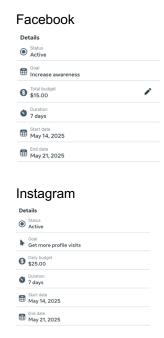
Total 2025 Member Show Spend: \$181.77

-----

## 4. May Community Event Speaker Series

## **Event Marketing, Advertising, and Promotion**

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



**Total 2025 May Community Event Spend: \$280** 

-----

## 5. May Field Trip

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

## Facebook



# Instagram



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**