



HEARD-CRAIG
CENTER *for the* ARTS

December 17, 2018

Ms. Cindy Schneible

McKinney Community Development Corporation

5900 S. Lake Forest Drive, #110

McKinney, TX 75070

Dear Cindy,

Thank you for funding a portion of the promotion/advertising for the inaugural SCHÖN
EVERYWHERE international pop up gallery exchange event, held from August 1, 2018 through
November 30, 2018.

This letter is the formal request for reimbursement for the promotional grant funds (\$5,150) approved
for this event. Per the agreement to provide MCDC with a summary following the event, we have
attached all the requisite documents per your request.

Promotional Videos (3 on the thumb drive enclosed)

Hard-copy Photographs of the Event: (enclosed)

Visual Collateral of the Promotional Ad Pages (enclosed) and Social Media screenshots

Visual Collateral of all the advertisements (enclosed)

The Printed Promotional Pieces provided to attendees and put in the boxes at the McKinney
Convention and Visitors Bureau.

Again, we appreciate the funding of the advertising for this event. Please let us know if we can answer
any questions. We look forward to expanding this as we work on a partnership with NORWAY.

Warm Regards,


Karen Zupanic

*We so appreciate you!
Happy Holidays.*



Community Event Grant Summary for the Heard-Craig Center for the Arts, a non-profit organization in downtown McKinney.

12/17/2018 Event: *SCHÖN EVERYWHERE, an international pop-up gallery*

SCHÖN EVERYWHERE was conceived in McKinney, Texas in 2017, as an international pop-up gallery exchange. The first exchange in 2018 was conducted between The Freya Frahm Museum in Laboe, Germany, and the Heard-Craig Art Museum in McKinney, Texas. The purpose of the gallery exchange was to promote the City of McKinney, to further expand business opportunities abroad, and to promote tourism so that our European friends learn about us, explore our City websites, and ultimately visit us. The event also provided artists the opportunity to showcase their talents overseas.

The results of the CALL FOR ARTISTS produced 22 pieces of DFW area artwork that were sent to and shown in the Freya Frahm Haus during the month of August, 2018. The Freya Frahm Haus held a public reception with a formal ceremony, several speeches by local dignitaries, and a welcome (via Skype) from McKinney. McKinney representatives were from the Chamber of Commerce, the McKinney Convention and Visitors Bureau, and the Heard-Craig.

25 pieces of German artwork were sent to McKinney and shown in the Heard-Craig Carriage House during the month of September (coinciding with McKinney's Oktoberfest event). There was a free/open-to-the-public-reception held to showcase the artwork, to thank the artists, to thank the McKinney Community Development Corporation, and to hear a few remarks from a Laboe, Germany representative who came here for the opening of the McKinney event.

Following the German artwork show in the Heard-Craig Carriage House, the 22 pieces of U.S. artwork were showcased in the Carriage House from mid-October until November 30, 2018.

Another Laboe, Germany artist flew to DFW and came to McKinney in November, 2018. She stayed here almost 2 weeks to learn more about McKinney and to take the information back to their city. We held another reception in the Carriage House, in her honor, and introduced her to many of the area artists.

In total, there were 2,119 visitors to the Schon Everywhere events (August in Germany through November in the United States). We were very pleased with the attendance outcome. And, based on the grant money provided for advertising (\$5,150), the McKinney Community Development Corporation was able to reach 2,119 people for a cost of \$2.43 per person. That's an outstanding return on its investment.

There are several great things about this new venture. 1) The pop-up gallery exchange has turned into a year-round gallery exchange. The citizens of Laboe, Germany requested this and are excited to continue the partnership with McKinney. This opens up a whole host of new opportunities going forward. 2) Travel to McKinney is expanded because people want to come here and see what we have to offer. 3) The economic benefits (travel to McKinney, hotels, website traffic, purchases of prints and paintings, etc.) are able to be expanded, and 4) other small European museums and galleries are more prone to get involved, and 5) we were approached by the Communities Foundation of Texas to showcase McKinney artwork in its Frisco facility (completed December, 2018 with the introduction of Noriko DeWitt's work into the conference room facility in Hall Park (Frisco)).

The following pages have photographs of the community events, the receptions, the advertising, and the financial summary. If there are any questions, please contact Karen Zupanic, Director, at 972-569-6909. Thank you for supporting our organization. Nate Pike, Board of Trustees

Pop Up Gallery 1: Freya Frahm Haus (photos below of the reception in August, 2018 and publicity)

Freya-Frahm-Haus improvisiert: Bilder aus Übersee stecken beim Zoll fest

Heute wird neue Ausstellung eröffnet – Drucke statt texanischer Originale

VON ASTRID SCHMIDT

LABOE. Das hat es im Freya-Frahm-Haus in Laboe noch nicht gegeben: Eine Deutsch-amerikanische Ausstellung als internationales Kunstprojekt. Ein Jahr Vorlauf und Planung sind vergangen, heute um 18 Uhr wird die Bilderschau unter dem Titel „Colors of the wind“ eröffnet. Zu sehen sind Arbeiten von zwölf amerikanischen und 22 schleswig-holsteinischen Künstlern. Und auch wenn kurz vor der Eröffnung die ausgewählten Original-Bilder der texanischen Gäste noch im Zoll feststeckten, werden doch alle Motive zu sehen sein, verspricht Christa Heller.

Olaf Matzen, seit 2005 in Laboe zu Hause, war durch persönliche Kontakte an den Verein Freya-Frahm-Haus herangetreten mit der Idee, eine sol-

che Ausstellung im Austausch mit dem Heard-Craig-Center for the Arts in McKinney Texas ein gemeinsames Projekt auf die Beine zu stellen. „Ich stieß bei den Damen gleich auf offenen Ohren“, erinnerte sich Matzen. Mit ihm übernahmen Christa Heller und Astrid Krömer die Regie des Projektes.

Der erste Schritt war damit getan, doch dann folgte ein langer organisatorischer Weg. Die Rahmenbedingungen waren zu klären: Wie die Auswahl der teilnehmenden Künstler hüten und drüben vornehmen, zu welchem Thema soll gearbeitet werden, in welchem Format und viele andere Details waren zu klären. „Eine der größten Hürden ist der Zoll“, erklärte Matzen. So kam es denn auch, dass noch einen Tag vor der Eröffnung die Bilder der amerikanischen



Platzhalter: Die amerikanischen Originale waren kurz vor der Vernissage noch nicht da.

Künstler noch beim Zoll lagen. „Aber sie werden zu sehen sein – dann eben als Druck“, erklärte Christa Heller.

Die Zahl der Bilder wurde auf jeweils 25 begrenzt. Die Auswahl der Maler, die sich mit jeweils zwei Bildern zum Thema „Color of the wind“ bewerben konnten, überließen die Organisatoren einer Jury aus vier namhaften Künstlern.



Olaf Matzen (von links), Christa Heller und Astrid Krömer organisierten die erste deutsch-amerikanische Ausstellung im Freya-Frahm-Haus in Laboe.

FOTOS: ASTRID SCHMIDT

So erhielten die Juroren Christiane Minkenberg, Claudia Kassner, Rolf-Rainer Maria Borchard und Jens Rasmus die eingesandten Bilder, die zuvor von den Organisatoren anonymisiert worden waren. „Wir wollten keine Bevorteilung“, erklärte Heller. Von amerikanischer Seite sind nun zwölf Künstler mit 23 Arbeiten zu sehen, von deutscher Seite

haben 17 Künstler mit 25 Bildern den Sprung geschafft. Die Werke von 18 Künstlern werden im Anschluss nach Texas geschickt. Dort wird die gleiche Ausstellung, die in Laboe bis zum 19. August zu sehen ist, am 18. September eröffnet.

• **Öffnungszeiten:** freitags bis sonntags, 14.30 Uhr bis 18 Uhr.



(Right) At the German Reception via skype... Lisa Hermes, Chamber; Karen Zupanec, Heard-Craig, and Beth Shumate, McKinney Convention & Visitors Bureau. (Left) the Freya Frahm Haus staff

Deutsch-amerikanisches Kunstprojekt „Colors of the wind“

Neue Ausstellung im Freya-Frahm-Haus

Laboe (nwr): Die Idee für das deutsch-amerikanische Kunstprojekt wurde vor einem Jahr geboren. Zum ersten Mal zeigten deutsche und amerikanische Künstler ihre Kunstwerke gemeinsam aus. Zuerst sind sie vom 3. bis 19. August im Laboe Freya-Frahm-Haus und danach im Heard-Craig Center of the Arts in McKinney, Texas zu sehen. Das Center ist ein ähnliches Kunst-, Kultur- und Begegnungshaus wie das Freya-Frahm-Haus in Laboe.

Für die Ausstellung gab es in beiden Ländern eine Ausschreibung. In Deutschland: Prof. Dr. Ingrid der Förderverein des Freya-Frahm-Hauses die Ausschreibung auf der Website. Gleichzeitig wurden viele Künstler angeschrieben, die schon im Haus ausgestellt hatten. Der Künstlerkreis Freya, der BBK und die GEGOK waren direkt angeschrieben. Die Künstler konnten sich mit zwei Werken online bewerben. Nur 25 Exponate je Land konnten für die Ausstellung ausgewählt werden. In Deutsch-

land bestand die Jury aus vier renommierten Künstlern, die jeder für sich die Wertung für die ausstehenden Kunstwerke abgaben. Sie erhielten nur ein Foto mit Namen, den Titel und die Maße. In der Jury saßen: Rolf Reiser, Maria Borchard, Architekt und Fotograf, Urm Phot für Gestaltungsgesellschaften im Fachbereich Industrie-Design sowie für Fotografie und Interdisziplinäre Projekte in der Mathias Kunstschule Kiel, Diplom-Designern und Lehrabteil der Kieler Malschule „Kreative Malwerkstatt“ Claudia Kasper, Christine Ninkenberg, Malerin und Absolventin der Mathias Kunstschule sowie Jens Rasmussen, Illustrator, Autor und Lehrbeauftragter für Illustration an der Mu-



Das Organisationsteam: Christa Heller, Olaf Matzen, Astrid Kroemer.

C. Martin, Brenda McKinney, Angel Moran, Dora Pang, Jeff Pavoni, Terry Thommen, Jenn Tomlinson und Karen Zupanic.

Als wesentlicher und freundlicher Mitorganisator erwies sich Olaf Matzen. Er sponserte den Kauf der Hälfte der benötigten Bilderrahmen und stellte sowie hielt nicht nur den Kontakt zu Karen Zupanic, der Direktorin des Heard-Craig Center for the Arts sondern übernahm auch die schwierigen Zoll- und Versandformalitäten. Die zwei Tage vor der Ausstellungseröffnung in Laboe legten die amerikanischen Bilder

ihres Kunsthochschule. Die Juroren wählten Bilder von Helga Aultsky, Christian Dvor-

„Wir haben aber Plan B für den Notfall“, versichert Christa Heller, die zusammen mit Olaf Matzen

Wir vermitteln Ihnen Gäste!

Ferienunterkünfte in der Probstei

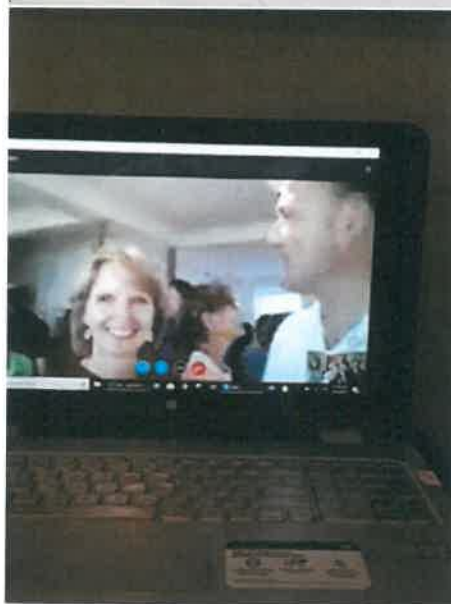
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ak, Hanna Gajur, Bernd Gasp, Christa Heller, Elmrich Holzhausen, Doris Kalk, Angela Kasper, Karen Kieback, Astrid Kroemer, Monika Krüger, Julia Müller, Susanne Nink, Elisabeth Prall, Kay Prinz, Monika Röhler und Johanna Syk für die Ausstellung aus. Im Freya-Frahm-Haus werden aber auch noch andere eingetragene Kunstwerke zu sehen sein. Von amerikanischer Seite sind zwölf Künstler mit 21 Exponaten beteiligt. Dabei sind Monika DeMott, Carol Frey-Kovacs, Kim Gubert, Lynne Hubner, Cassidy

und Astrid Kroemer zum Organisationsteam auf deutscher Seite gehörten. Noch hingen kleine Platzhalter für die amerikanischen Bilder an den Rahmen. Die Ausstellung ist vom 4. bis 19. August immer freitags bis sonntags von 14.30 Uhr bis 18 Uhr im Laboe Freya-Frahm-Haus geöffnet. Der Eintritt ist frei. Am Freitag, 10. August, und Samstag, 11. August, ist ab 19 Uhr das musikalische Duo Mako zum „Jazz Classics meet Singer-Songwriters“ ein. Der Eintritt zu diesen beiden Veranstaltungen kostet 10 Euro.



(Left) Astrid Kroemer, Director, Freya Frahm Haus and Olaf Matzen, Board, Freya Frahm Haus
(Right) Karen Zupanic, Director, Heard-Craig Center, via skype to German reception attendees

Pop Up Gallery 2: Heard-Craig Center (photos below of the September, 2018 gallery show and the October/November gallery show)



The Home Page of the Heard-Craig website showcased many different promotional items during the August-November gallery exchange. The home page had event information, the MCDC logo, the hours of the showings, a video of Laboe, Germany, a video of McKinney, a list of artists showing for the event, and the history of both museums and cities – in English and in German.

A sampling of the artwork shared for the "Colors of the Wind" theme are shown below:



German/digital



U.S./Pastel



German/Oil

One U.S. art piece and 2 German prints were sold.

Youngest Artist participating: 15 years old
Oldest Artist participating: 93 years old

Collin College and U.T. Dallas professors of Art were engaged to judge entries in the gallery exchange.

Friends of U.S. Artist DeWitt went to Germany and photographed the exhibit. The photographs were posted on her blog along with the experience of being involved in this international event.
#SchonEverywhere information was also posted on Twitter, Facebook, and more.

Since this is the first year of the event, attendance numbers were not projected. Now that the event has concluded, we offer the following actual numbers for the international pop-up gallery viewing:

Attendance:

August, 2018 US art in Germany: 200

September, 2018 for German artwork: 1172

October/November for U.S. artwork: 747

Total of first year attendance: 2,119

A few photographs from the opening reception:



Advertising/marketing:

Our advertising included the MCDC logo (see attached Gallery booklet example as well as the newspaper advertisements).

IV. Marketing and Outreach

We tweaked our marketing plan as the event evolved. We went with Community Impact magazine but also decided to do the Dallas Morning News and the Star Local Media (several times). Additionally, we used social media and local print options (booklets, rack cards, and yard signs). The advertising included the MCDC logo. We also put signs all over the interior and exterior of the Heard-Craig (and our website Home Page) thanking MCDC for their generous funding of this inaugural international pop up gallery. Shown below are our actual expenses relative to our submitted plan:

<i>Estimated Costs</i>		<i>Expense ACTUALS</i>
Postcard Advertising		\$20
Web Promotional Messages	\$100	
Facebook Advertising	Free	\$11.21
Marketing Cards/Yard Signs/bi-folds	\$80.00	\$144.35
Posters Downtown McKinney	\$250.00	
Community Impact - McKinney 1/4 page	\$1,675	\$1,675
Community Impact - Plano 1/4 page	\$1,675	
Ad hipping (in July/August)	\$300	
Rack Cards/Convention & Visitors Bureau	\$150	\$80.39
McKinney/Laboe Show books (50 times \$20 each)	1,000	
McKinney Video for website		
MCDC labels for marketing material		\$24.99
Dallas Morning News		\$1,600
Promotional kick off in Carriage House		\$194
Star Local Media		\$2,912.00
Star Local Media		\$1,403
		8065.25

Total Marketing Expenses: \$8,065.25

Grant Provided: \$5,150

As noted, our total marketing expenses were over eight thousand dollars. The grant covered \$5,150 of those expenses.

When we found out that a second German artist was coming to McKinney to visit for 2 weeks, the Heard-Craig hosted another promotional event for the visiting artist (Elisabeth Prantl) (see below – the photograph on the left features Ms. Prantl with local artist Lynne Hubner). We are pleased to report that her visit is resulting in another collaboration regarding printmaking between McKinney and Laboe, Germany. Excellent news as it continues to bring business into the city. We were also the lucky recipient of a Boyd High School video of the event (see photograph on the right). Three students filmed the event and put another video together to share with the public.



Elisabeth Prantl with Lynne Hubner



The Boyd High School Video Team

Media and Publicity:

V. Outcome of the Metrics to Evaluate Success

For the first year of **SCHÖN EVERYWHERE**:

- 1) Numbers in attendance who came to see the gallery exchange -- 2,119
- 2) Number of artists who participated in the show and asked to participate the following year -- All of the artists
- 3) Number of attendees who spent money to eat on the square (at a local restaurant or at Oktoberfest) 80%

Additional data collected:

Number purchasing an art piece/print: 3

Percent acknowledging that they would come next year? 100%

Reasons for coming:

To specifically see this exhibit, because they were a participating artist, or because a friend told them about the McKinney event.

Comments from the public:

Beautiful art work – great display

Very good show.

Great show.

Really liked the differences in color

Great display; loved the variation in techniques; beautiful variety

(out of town visitor)

Nice. Favorite was Wind 2.

Love the different mediums, especially the Belflugart the light and color and stunning.

Love Bernd Graap – so much depth. Colors in Elisabeth's Lichtspiel are beautiful.

Fantastic.

Nice. Very unusual.

Beautiful, thank you.

Excellent. Outstanding. Great to see such quality work.

Fantastic idea and a wonderful way to expand our creative community. I tell everyone about this McKinney event.

Grand idea. Thanks. I tell many people about this.

Fabulous – extraordinary exhibit and partnership between McKinney and Laboe. I tell as many as possible.

I love the idea. Did not buy a print (pricey). I told 10 people about this event.

Great Opportunity. Like their styling.

Beautiful show.

Wonderful exhibit! I love the whole concept and hope to see this partnership continue. I would have bought a print but have no wall space for it.

CONCLUSION:

We were very pleased with the results of the event. Even more so, we were pleased that artwork was sold and that several German citizens came to McKinney to see what we have to offer. As we consider the theme of the 2019 gallery exchange, we are busy making entries into museums in NORWAY to expand McKinney's reach across the water. We thank MCDC, again, for the opportunity to be a leader in doing something new and innovative for the art and business sector of the City.

The Heard-Craig Center for the Arts

Nate Pike, Board of Trustees and

Karen Zupanic, Chief Executive

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www.heardcraig.org

Facebook – HeardCraigCenter

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