

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

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.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name	Art Club of McKinney
Federal Tax I.D.	32048423217
Mailing Address	P. O. Box 243 McKinney, TX, 75070-8135
Phone Number	(901) 240-1628
Email	theartclubofmckinney@gmail.com
Website	https://artclubofmckinney.org
Social Media	https://www.facebook.com/grouhttps://www.facebook.com/groups/323349997816277h tps://www.facebook.com/groups/323349997816277, https://www.instagram.com/theartclubofmckinney/

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

On November 10, 1914, seven visionary women in McKinney gathered at the home of Mrs. J.E. Reeves to establish an art club. Over the years, our club has undergone several name changes and welcomed hundreds of members, yet our mission remains the same: to celebrate the beauty of art, friendship, and community. The Art Club of McKinney is proud to include both nationally recognized and emerging artists, working across various mediums and techniques to create vibrant and expressive art.

Our membership is a diverse tapestry of painters, illustrators, photographers, potters, and art enthusiasts who simply appreciate the joy of creativity. As a collective of North Texas artists, we are fortunate to enjoy robust community support. Key organizations that champion our activities include the Heard-Craig Center for the Arts, The Cove (a local artists' cooperative), the McKinney Arts Commission, and the McKinney Community Development Corporation. We welcome collaboration opportunities with other groups, such as the Master Gardeners of Collin County, to strengthen our community bonds.

Our purpose is to elevate the art standards of our community through education, various club projects, and sponsored programs. By fostering these connections and sharing our passion for art, we continue to inspire and enrich the cultural landscape of McKinney.

Established in 1914, the Art Club of McKinney is the oldest art club in Texas! We have a wealth of history in the city of McKinney and have watched and participated in developing what it has become today: a vibrant cultural community with a lively downtown that attracts locals as well as visitors from far and wide.

The Art Club of McKinney is involved in many of the programs that add to the cultural value of the city. We will continue to collaborate with the city of McKinney and its cultural activities, either directly by the Art Club or through its individual members. The Art Club of McKinney wishes to deepen its bonds with the city and explore new relationships with fellow local arts organizations.

The mission of the Art Club is to elevate the art standards of the community through education, various projects, and sponsored programs. Fully operated and managed by volunteers, the Art Club of McKinney has no paid staff members.

We meet monthly from August to May, offering interesting and educational programs to our members and guests. Our programs are presented by artists or art-related individuals who have established themselves locally or in their respective cities through their art or art-related businesses. Visitors are invited to attend.

In addition to the monthly meetings, the Art Club of McKinney presents three art shows to the public: the High School Student Art Show, the Spring (Member) Art Show, and the Art Meets Poetry Show.

The High School Student Art Show is open to any high school student who resides in the McKinney and surrounding area and often serves as the first opportunity for a young person to publicly show their art.

The Spring (Member) Art Show is an annual highlight that features the diverse talents of the Art Club of McKinney’s members. This event draws art collectors, critics, and enthusiasts to McKinney, providing a significant boost to the local economy.

The Art Meets Poetry event is a collaboration with McKinney’s Mockingbird Poetry Society. This is a powerful art show where poets use a piece of art as a muse for their writing and the artist uses poetry to create a piece of art.

All shows are open for free public viewing and attract patrons from across the metroplex and beyond. Art show receptions for the artists and attendees are well-attended affairs where artists receive recognition and begin the process of networking and exploring relationships with other artists and prospective patrons.

The Art Club of McKinney also participates in other McKinney events including Arts in Bloom, and offers community events such as workshops, networking events, and field trips.

The Art Club of McKinney has no foreseeable changes to its operation. The Club continues to experience rapid growth, which should enhance the programs and services we offer. Total membership currently stands at 135+ members (110 last year), reflecting our commitment to fostering a vibrant, artistic community.

Select One

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

IRS Determination Letter for 501(c)3

 Form 202 IRS Date of Formation.pdf

Noteworthy recognitions or awards in the last two years.

In 2025 alone, we’ve been featured in four major media outlets: Local Profile, D Magazine, Collin-Denton Spotlighter, and Voyage Dallas—a testament to our growing visibility and impact.

Representative Completing Application

Joy Richardson

Mailing Address	2216 Rockport Dr. McKinney, TX, 75071
Phone Number	(214) 856-9247
Email	joyl0925@yahoo.com
Contact for Communications Between MCDC and Organization	Kathryn Ikle
Address	2979 Hollowbrook Lane Frisco, TX, 75033
Phone Number	(901) 240-1628
Email	kathryn.ikle@gmail.com
Funding - Total Amount Requested	7100
Are matching funds available?	<input type="button" value="No"/>
Matching Funds Available	0
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	<input type="button" value="Yes"/>
Provide name of City of McKinney entity funding source and amount.	McKinney Arts Commission
Have you received or will funding be requested from other organizations / foundations?	<input type="button" value="No"/>
Provide name of organization / foundation funding source and amount.	NA
Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	<input type="button" value="Yes"/>
Please list.	2024

Board of Directors

President - Kathryn Ikle
 1st Vice President - Sherri Murphy
 2nd Vice President - JTBD
 Treasurer - Connie Brown
 Membership - Oshi Sanyal
 Recording Secretary - Suzanne Durville

Corresponding Secretary - Pradnya Tatke
Photographer/Historian - Victoria Chase
Member at Large - Aimee Woolverton
Parliamentarian - Lori Sylvester
Immediate Past President - Jan Martin

Board of Directors Attachment

 Art Club of McKinney_BoardMember....docx

Leadership Staff

NA

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

Date(s) of Event August 2025-May 2026

Location(s) Various Venues, TBD

Event(s) open to the public?

Ticket Prices

Art shows are free to attend. Community event fees vary - free or up to \$25. Some workshop fees are between \$50-\$200.

Describe the target audience for the event(s).

Dallas Ft Worth and all surrounding areas. Various ages and demographics.

Is this the first for this event?

If not, what is the history for the event (annual / biannual since what year)?

Annual

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

The City of McKinney already has a reputation of being an art and cultural destination. The Art Club of McKinney, with its nearly 110-year history, is and should be a driving force for the continuation and growth of this highly regarded reputation.

Over the past two years, we’ve worked diligently to align our annual strategy and financial planning, resulting in a more focused and streamlined approach. By refining the types of events we offer and identifying the most effective promotional and marketing methods, we’ve developed a strategy that delivers real results—engaging the community while maximizing visibility.

Our overarching goal is to shine a spotlight on McKinney—serving as a vehicle to drive economic impact, increase tourism, and position the city as a thriving hub for arts, food, entertainment, and local business. Through our curated events and collaborative efforts, we aim to contribute meaningfully to McKinney’s cultural and economic vibrancy, ensuring the city remains a standout destination for both residents and visitors alike.

The Art Club has experienced remarkable growth over the past two years. Membership has nearly doubled, rising from 74 members in 2022 to over 135 in 2025. Our local partnerships have also expanded significantly—from just 4 partner organizations in 2022 to 20 in 2025—enabling us to bring unique, engaging, and high-impact events to the community and further McKinney’s reputation as a vibrant arts destination.

Our digital presence continues to grow as well. We’ve increased our Facebook following from 675 to 1,057, and since launching our Instagram account in 2024, we’ve already attracted over 1,087 followers. This online engagement has helped us amplify our reach and connect with a broader audience.

In 2025 alone, we've been featured in four major media outlets: Local Profile, D Magazine, Collin-Denton Spotlighter, and Voyage Dallas—a testament to our growing visibility and impact. We've issued over 16 calls for art, providing meaningful opportunities for artists to engage with the community and share their work. In the past year, we've hosted more than 25 events, drawing participation from attendees representing over 44 unique zip codes, demonstrating our wide and inclusive regional reach.

Expected attendance.	20-400 Per Event
Expected number or percentage of attendees coming from outside of McKinney.	40%
Does the event support a non-profit (other than applicant)?	Yes
If yes, what organization(s) are supported?	Our Art Meets Poetry event is a partnership with non profit organization Mockingbird Poetry Sociey. In addition, we raise funds for local McKinney food pantry non profits at the Art Meets Poetry event. Additionally, we do collaborations with other non profits such as the McKinney Learning Garden.
What percentage of revenue will be donated (indicate gross or net)?	10

Financial Goals of Promotional / Community Event

Gross Revenue	15520.00
Projected Expenses	13850
Net Revenue	1670

Other Funding Sources

Donations received in person at events or via our website.

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

The Art Club of McKinney respectfully requests grant funding to support the promotion, marketing, and advertising of our annual programming, including the High School Student Art Show, the Art Meets Poetry event, the Spring Member Art Show, as well as our 13 public community events and 4 educational workshops planned for the upcoming year.

Please note that event dates and venues are subject to change as we continue to grow and evolve. Last year, we experienced record-breaking attendance and participation, which has led us to actively explore larger venue options to better accommodate our expanding audience.

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 our exhibitions, workshops, and community engagement efforts, allowing us to deliver on our mission year-round more effectively.

The breakdown of each event is as follows:

The High School Student Art Show, tentatively scheduled for October 24th/25th, 2025 at a venue TBD. This show provides the community with an opportunity to view and appreciate the sophisticated artwork created by the emerging generation of visual art talent in our area. This event grants students the chance to prepare and display their works in a competitive, judged, and public art show, often for the first time. This will be the third year for our guest judge, a known artist in the community, who provides helpful feedback to each student artist and assists in presenting awards at the event. The event is free to the public.

Last year, we had 66 student participants, showcased 96 pieces of high school student art at TUPPS Brewery in McKinney, TX in 10 award categories with 15 high schools represented. The event included a Saturday opening night reception and awards presentation and one week of the show on display at TUPPS. The exhibit attracted 260+ attendees for opening night from across the region. Over 29 total cash awards and ribbons were given out by the McKinney Mayor. Multiple volunteers from the Art Club of McKinney dedicated their time to intaking artwork, curating and hanging the show, designing, and printing programs, assisting with food, welcoming visitors, counting visitors, tearing down, assisting with pickup of artwork and cleanup, and meeting other needs for the event. An entry fee (\$10-15) was charged for art submissions. While this fee did not cover all the expenses of the show, it helped offset some of the costs. We sent thank you emails out to everyone who participated in the event and sent a survey to teachers and students to gain feedback about the event.

Our goal this year is to expand outreach to more local schools, giving high school art students a greater opportunity to participate. We also aim to increase accessibility by offering scholarships for low-income students, including entry fee waivers, to ensure every young artist has the chance to showcase their work.

The Art Meets Poetry event will be our 5th year collaboration with McKinney's Mockingbird Poetry Society. It is tentatively scheduled to be held at the end of Jan 2026/beginning of Feb 2026 at a location TBD. This is a powerful art show where poets use a piece of art as a muse for their writing and the artist uses poetry to create a piece of art. Artists and poets meet for the first time at the event. It is not uncommon for the artists and poets to embrace, laugh, and cry when they first meet. They have developed a connection that culminates with the encounter at the event. Live poetry readings at the event allow artists and poets to showcase their collaboration. The public is drawn to these human interactions and attend to witness this phenomenon as well as the art, of course! This event is not judged and no awards are given with the exception of a People's Choice Award. The event is free to the public.

Last year, the opening night reception was held Friday, Jan 31st at TUPPS Brewery and art and poetry readings were held Saturday, Feb 1st at the Heard-Craig Center for the Arts Museum. The art show was on display for one week at TUPPS. There were 46 art and poetry pairings. The participants of the event included published poets and internationally known artists, from 25 Texas cities and 36 zip codes, including Austin, TX. We had 431+ attendees for the opening night reception at TUPPS and the poetry readings at the Heard Craig. Multiple volunteers from the Art Club of McKinney and Mockingbird Poetry Society dedicated their time to intaking artwork, curating and hanging the show, designing, and printing programs, assisting with food, welcoming visitors, counting visitors, tearing down, assisting with pickup of artwork and cleanup, and meeting other needs for the event. The event had a fund-raising component which benefited three food-related charities in the McKinney area: Community Garden Kitchen, The Community Food Pantry, and McKinney Community Lifeline Center. A total of \$250 was raised and donated. The funds were raised by using a raffle of an original piece of art donated by an artist from the Art Club of McKinney. Art and poetry submissions have been free in the past. However, we did charge a \$10 entry fee last for members of the Art Club of McKinney or Mockingbird Poetry Society and non-members.

Our goal this year is to increase the number of participating artists and poets, expanding our reach beyond McKinney with the long-term vision of growing this into a national event. We've also broadened the demographic of participants—welcoming youth, teens, young adults, and a diverse range of adults. We've seen great success in engaging young children in writing poetry and creating art, alongside passionate contributions from teenagers and adults of all ages.

To support this continued growth, we moved the exhibit from The Cove to larger venues like TUPPS Brewery and the Heard-Craig Center for the Arts. We are actively exploring even larger venue options to accommodate the growing number of participants and provide a richer experience for our audience.

The Spring (Member) Art Show provides an opportunity for the Art Club of McKinney members to showcase their artwork to the public. This year's event will be tentatively held March 20th/21st, 2026 at a location TBD. The member art is quite diverse with 2D, 3D, Photography, and Fiber Arts among the mix. There is an entry fee of \$25/\$35 to help offset the expenses of the event. This is a judged show. The judges for the show, known artists and professionals in the community, provide helpful feedback to each artist and assist in presenting awards at the event. The event is free to the public.

Last year, the event included a Saturday opening night reception March 22nd, 2025 at TUPPS Brewery. The art remained on display at TUPPS for one week. The event showcased 52 art submissions in 13 categories. We had over 100+ attendees for the opening night from 14+ zip codes. Multiple volunteers from the Art Club of McKinney dedicated their time to intaking artwork, curating and hanging the show, designing, and printing programs, assisting with food, welcoming visitors, counting visitors, tearing down, assisting with pickup of artwork and cleanup, and meeting other needs for the event. A \$250 People's Choice Award was given to one artist.

We will have three judges for next year's event as well as awards for all categories. Our membership has grown so much that we have outgrown our current space and are seeking alternate venues to accommodate triple the number of art submissions.

Community Events (13)

We plan to host 13 public community events during the 2025–2026 year, building on the success of last year's programming. These events will include networking mixers, partnership opportunities, field trips, day excursions, and collaborative activities with local businesses and organizations.

All events will be promoted through Facebook and Instagram, which have consistently proven to be our most effective tools for driving participation and engagement. Our strong digital presence allows us to reach a broad and diverse audience across McKinney and beyond.

Number of Participants Per Community Event: 25+

Number of Attendees Per Community Event: 50-300

Workshops (4)

We will offer 4 hands-on art workshops throughout the year at venues such as the Cotton Mill, the Heard-Craig Center for the Arts, and other creative spaces. These workshops will focus on foundational art skills including technique, marketing, and Art 101 essentials, and will feature guest instructors from across the DFW metroplex to encourage creative exchange and learning.

A core goal of this program is to address the gap in accessible art education in the area—particularly for youth, teens, and college-age students—by expanding local opportunities to learn, create, and grow artistically within their own community.

Number of Participants Per Community Event: 25+

Number of Attendees Per Community Event: 50-300

Provide a detailed marketing plan and budget for the event(s).

Facebook and Instagram Ads: \$4000

We invest in promoting each event for an entire two weeks leading up to it on both Facebook and Instagram. We incorporated this method last year for some of our events and it worked very well. Feedback from last year's event visitors indicated that many discovered our events through these social media ads.

Programs/Catalogs: \$800

Designed by one of our volunteers and printed locally, these programs are distributed at our events, and handed out to participants and interested attendees. They highlight our sponsors and participants, serving as keepsakes that encourage future sponsorship.

Yard Signage, Postcards, Business Cards: \$300

These postcard-sized and business-sized cards are designed by one of our volunteers, printed locally, and

distributed widely. They contain all event information and are shared among friends and family, placed in stores and shops, and handed out by artists.

Impact

Over the past two years, we have taken a strategic approach to evaluate and refine our marketing and promotional efforts. Through focused analysis, we’ve identified which channels are most effective in reaching and engaging our audience. As a result, we are confident in our streamlined marketing plan, which emphasizes high-impact methods proven to deliver results.

All promotional materials and efforts will be used to elevate the visibility of the City of McKinney, our organization, and our valued sponsors, supporters, and collaborators—across both digital platforms and printed materials. This consistent and targeted outreach will help reinforce brand awareness and community engagement throughout the year.

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Facebook and Instagram Ads	\$4000
Programs and Catalogs	\$800
Yard Signage, Postcards, Business Cards	\$300

Total Promotional Budget 5100+

What percentage of the total marketing budget does the grant represent? 100

Marketing lessons learned from past (what worked and what did not).

We’ve found that traditional methods such as print advertisements, flyers, and posters do not perform well in driving engagement. In contrast, paid social media ads have consistently delivered the strongest results.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

To ensure the success of our events, the Art Club of McKinney will implement a comprehensive evaluation strategy encompassing various quantitative and qualitative metrics. Here are the key methods we will use to measure success:

1. Attendance and Participation:
Visitor Count: Track the number of attendees at each event, including members, participants, and general visitors.
Artist Participation: Record the number of artists submitting work for exhibitions and events.
2. Feedback and Surveys:
Attendee Surveys: Distribute surveys to event attendees to gather feedback on their experience, including

their satisfaction with the event organization, content, and overall enjoyment.
Artist and Participant Surveys: Collect feedback from participating artists and presenters regarding their experience, support received, and overall satisfaction.
Volunteer Feedback: Obtain input from volunteers on the event planning and execution process to identify areas for improvement.

3. Social Media and Digital Metrics:
Engagement Metrics: Track likes, shares, comments, and other forms of engagement on social media posts related to the events.
Website Traffic: Monitor spikes in website traffic and event page views leading up to and during events.

4. Press and Publicity:
Media Coverage: Assess the extent of media coverage, including articles, interviews, and mentions in local newspapers, magazines, and online publications.
Promotional Impact: Evaluate the effectiveness of promotional efforts, such as Facebook and Instagram ads, posters, flyers, and other marketing materials.

5. Financial Performance:
Revenue from Entry Fees: Track income from event entry fees and other revenue streams.
Sponsorship and Funding: Measure the amount of sponsorship and funding secured for each event and the success of fundraising efforts.

6. Community Impact:
Collaborations and Partnerships: Assess the number and quality of collaborations with other local organizations, such as the Heard-Craig Center for the Arts and The Cove, among others.
Educational Outreach: Measure the impact of educational programs and workshops offered during events, including the number of participants and their feedback.

7. Event Logistics and Operations:
Efficiency of Event Setup and Breakdown: Evaluate the efficiency of event logistics, including setup and breakdown times.
Volunteer Management: Assess the effectiveness of volunteer coordination and the adequacy of volunteer support during events.

By systematically collecting and analyzing data across these various metrics, the Art Club of McKinney can ensure continuous improvement and the successful achievement of our event goals within the 2025-2026 year.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

To Be Provided

Budget

 127_Proposed Budget for Art Club of... .xlsx

What percentage of Project / Promotional / Community Event funding will be provided by the applicant?

10

Are matching funds available?

No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	250
Registration Fees	0
Donations	0
Other (raffle, auction, etc.)	0
Net Revenue	250

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

To ensure the success and impact of the High School Student Art Show, the Art Meets Poetry event, Spring (Member) Art Show, community events and workshops, the following metrics will be used:

1. Attendance and Participation Metrics:
Visitor Count:
Number of attendees at each event.
Breakdown of attendees by demographic categories (age, location, etc.).
Artist Participation:
Number of artists submitting work for each event. Diversity of mediums and techniques represented by participating artists.
2. Feedback and Satisfaction Metrics:
Attendee Feedback:
Survey results on attendee satisfaction with event organization, content, and overall experience.
Qualitative feedback on what attendees enjoyed most and areas for improvement.
Artist Feedback:
Survey results on artist satisfaction with the submission process, support received, and overall experience.
Feedback on how the event helped artists in terms of exposure and networking.
Volunteer Feedback:
Survey results on volunteer experience and suggestions for future improvements.
3. Social Media and Digital Engagement Metrics:
Social Media Engagement:
Number of likes, shares, comments, and mentions related to the events on social media platforms.
Reach and impressions of event-related posts and advertisements.
Website Metrics:
Traffic to event-specific pages on the Art Club of McKinney's website.
Number of event page views and duration of visits.
4. Publicity and Media Coverage Metrics:
Media Mentions:
Number and quality of media mentions, articles, and interviews in local and regional publications.
Press Release Impact:
Reach and effectiveness of press releases sent out prior to the events.
Community Outreach:
Effectiveness of promotional materials such as posters, flyers, and cards in raising awareness.
5. Financial Performance Metrics:


Revenue Metrics:
Total revenue generated from entry fees and donations. Sponsorship and funding secured for each event.
Expense Metrics:
Total costs incurred for organizing each event, including marketing, venue, and logistics.
Cost-Benefit Analysis:
Comparison of total revenue versus total expenses to evaluate financial viability.

6. Community Impact and Collaboration Metrics: Partnerships and Collaborations:
Number and quality of collaborations with local organizations and businesses.
Level of support and involvement from community partners.
Educational Outreach:
Number of educational programs, workshops, and sessions conducted during the events.
Feedback from participants on the value and impact of educational activities.

7. Logistics and Operational Efficiency Metrics:
Event Setup and Breakdown:
Time and efficiency of event setup and breakdown processes. Volunteer Coordination:
Effectiveness of volunteer management and adequacy of volunteer support.
Resource Utilization:
Efficient use of resources such as venues, materials, and equipment.
By tracking and analyzing these metrics, the Art Club of McKinney can ensure that each event meets its objectives, provides value to the community, and identifies areas for continuous improvement.

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget

 Proposed Budget for Art Club of McKi....xlsx


Financial Statements

 Treasurer's Report 2025-05-02_16-58-... .pdf

IRS Determination Letter (if applicable)

 135_Form 202 IRS Date of Formation_... .pdf

W9

 2024 W9 Completed.pdf

Completed applications that are eligible for consideration by MCD C will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

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, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's

mission, and non-profit beneficiary, if applicable.

- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- 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.
- 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.
- The organization's 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 on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the 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.**

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

Friday, May 30, 2025

Representative Completing Application



Date

Friday, May 30, 2025

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.

PROPOSED BUDGET FOR ART CLUB OF MCKINNEY 2025 - 2026

	High School Student Art Show FY 2025 - FY 2026	Art Meets Poetry FY 2025 - FY 2026	Spring Member Art Show FY 2025 - FY 2026	Funding	TOTAL FY 2025 - FY 2026
<u>Income</u>					
Art Entry Fees	\$ 940.00	\$ 1,000.00	\$ 1,130.00		\$ 3,070.00
Sponsorships	\$ -	\$ -	\$ 250.00		\$ 250.00
MCDC - est 2026	\$ -	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00
MAC - est. 2026	\$ -	\$ -	\$ -	\$ 4,200.00	\$ 4,200.00
Total Income	\$ 940.00	\$ 1,000.00	\$ 1,380.00	\$ 12,200.00	\$ 15,520.00
<u>Expenses</u>					
Programs/Catalogs	\$ 200.00	\$ 400.00	\$ 200.00	\$ -	\$ 800.00
Awards/Ribbons	\$ 2,400.00		\$ 450.00	\$ -	\$ 2,850.00
Judge Fees	\$ 100.00		\$ 300.00	\$ -	\$ 400.00
Advertising/Promotion	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ 600.00
Hospitality	\$ 700.00	\$ 600.00	\$ 700.00	\$ -	\$ 2,000.00
Venue	\$ 700.00	\$ 700.00	\$ 700.00	\$ -	\$ 2,100.00
Total Expenses	\$ 4,300.00	\$ 1,900.00	\$ 2,550.00	\$ -	\$ 8,750.00
Additional Expenses:					
Art Shows					\$ 1,400.00
*Community Events (13) Advertising/Promotion					\$ 2,600.00
Workshops (4)Advertising/Promotion					\$ 800.00
Printed Collateral Used At Every Event (Yard Signage, Postcards, Business Cards)					\$ 300.00
					\$ 5,100.00
Potential MCDC Grant					\$ 7,100.00

2025 - 2026 OFFICERS

President

1st Vice President

2nd Vice President

Treasurer

Membership

Recording Secretary

Corresponding Secretary

Photographer/Historian

Member-at-Large

Parliamentarian

Past President

Kathryn Ikle

Sherri Murphy

TBD

Connie Brown

Oshi Sanyal

Suzanne Durville

Pradnya Tatke

Victoria Chase

Aimee Woolverton

Lori Sylvester

Jan Martin

COMMITTEE CHAIRS

Grants

Hospitality

Newsletter

Student Art Show

Member Art Show

Art Meets Poetry

Artist of the Month

Raffle

Fundraising (Sponsorships)

Special Committee (Belk)

Joy Richardson, Kathryn Ikle

Deana McGarr/Nancy Nelson

Cindy Taylor

Oshi Sanyal, Suzanne Durville

Cindy Luvender

TBD

Darlene Leiker

Janis Buck

Kate Bannister

Judy Blakemore

The Art Club of McKinney FY 2024

Treasurer's Report

06/01/2024 - 05/13/2025

ART CLUB OF MCKINNEY

Administrative	Income	Expenses	Year to Date	Net Budget	More/-Less
Membership	\$6,135.55	\$229.93	\$5,905.62	\$4,000.00	\$1,905.62
Venues	-	\$2,100.00	-\$2,100.00	-\$2,100.00	-
Hospitality	-	\$586.07	-\$586.07	-\$500.00	-\$86.07
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
Miscellaneous/Operational	-	\$1,396.49	-\$1,396.49	-\$1,500.00	\$103.51
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
Administrative Totals	\$6,135.55	-\$6,377.62	-\$242.07	-\$2,950.59	\$2,708.52
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
Community Events Totals	-	-\$194.65	-\$194.65	-\$750.00	\$555.35
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	\$478.47	-\$477.00	-\$100.00	-\$377.00
Credit Card Processing Fees Totals	\$1.47	-\$497.47	-\$496.00	-\$160.00	-\$336.00
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
Fundraising Totals	\$2,209.96	-\$195.49	\$2,014.47	\$950.00	\$1,064.47
Art Shows	Income	Expenses	Year to Date	Net Budget	More/-Less
Member Art Show					
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
Member Art Show Totals	\$2,280.00	-\$1,171.39	\$1,108.61	-\$5.00	\$1,113.61

Art Shows	Income	Expenses	Year to Date	Net Budget	More/-Less
Student Art Shows					
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
Student Art Shows Totals	\$2,354.29	-\$4,117.92	-\$1,763.63	-\$2,060.00	\$296.37
Art Meets Poetry					
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	-	\$154.15	-\$154.15	-\$200.00	\$45.85
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
Art Meets Poetry Totals	\$1,021.00	-\$1,437.64	-\$416.64	-\$850.00	\$433.36
Art Shows Totals	\$5,655.29	-\$6,726.95	-\$1,071.66	-\$2,915.00	\$1,843.34
Grants	Income	Expenses	Year to Date	Net Budget	More/-Less
MAC (McKinney Arts Commission)	\$1,500.00	-	\$1,500.00	\$8,000.00	-\$6,500.00
MCDC (McKinney Community Development Corporation)	\$5,600.00	-	\$5,600.00	\$4,200.00	\$1,400.00
Grants Totals	\$7,100.00	-	\$7,100.00	\$12,200.00	-\$5,100.00
Holiday Luncheon	Income	Expenses	Year to Date	Net Budget	More/-Less
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
Holiday Luncheon Totals	\$1,170.00	-\$725.28	\$444.72	\$910.00	-\$465.28
Spring Luncheon	Income	Expenses	Year to Date	Net Budget	More/-Less
Catering Spring Luncheon	\$1,260.00	\$30.00	\$1,230.00	\$810.00	\$420.00
Heritage Village at Chestnut Square Fees Spring	-	\$250.00	-\$250.00	-\$70.00	-\$180.00
Spring Luncheon donations	-	-	-	-	-
Spring Lunch Centerpieces	-	-	-	-\$100.00	\$100.00
Spring Luncheon Totals	\$1,260.00	-\$280.00	\$980.00	\$640.00	\$340.00
Activities	Income	Expenses	Year to Date	Net Budget	More/-Less
Programs	-	\$1,200.00	-\$1,200.00	-\$1,200.00	-
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
Activities Totals	\$437.90	-\$1,200.00	-\$762.10	-\$1,200.00	\$437.90
Advertising and Marketing	Income	Expenses	Year to Date	Net Budget	More/-Less
Advertising/Marketing	-	\$128.00	-\$128.00	-\$200.00	\$72.00
Advertising and Marketing Totals	-	-\$128.00	-\$128.00	-\$200.00	\$72.00
Donations	Income	Expenses	Year to Date	Net Budget	More/-Less
Art Club of McKinney	\$194.99	-	\$194.99	-	\$194.99

Donations	Income	Expenses	Year to Date	Net Budget	More/-Less
Donations Totals	\$194.99	-	\$194.99	-	\$194.99
Grand Totals					
	\$24,165.16	-\$16,325.46	\$7,839.70	\$6,524.41	\$1,315.29

Bank Account Balances	06/01/2024	05/13/2025	Last reconciled	Summary for the Period	
Checking Bank of Texas	\$9,748.44	\$17,588.14	04/30/2025	Starting Total	\$9,748.44
Square Clearing Account	-	-	01/31/2025	Income	\$24,165.16
PayPal Clearing Account	-	-	03/31/2025	Expenses	-\$16,325.46
Totals	\$9,748.44	\$17,588.14		Ending Total	\$17,588.14
Review Reconciled Bank Statement Reports along with this Treasurer's Report to ensure its accuracy.					

Submitted by:

Name: Connie Brown, Treasurer Signature: CONNIE BROWN, Treasurer Date: 05/13/2025

Form 202 #1

(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: \$25



**Certificate of Formation
Nonprofit Corporation**

This space reserved for office use

FILED

In the Office of the
Secretary of State of Texas

JUL 05 2012

Corporations Section

Article 1 – Entity Name and Type

The filing entity being formed is a nonprofit corporation. The name of the entity is:

The Art Club of McKinney

Article 2 – Registered Agent and Registered Office

(See instructions. Select and complete either A or B and complete C.)

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

OR

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

Barbara Gail #6 Stallick McLaughlin
First Name M.I. Last Name Suffix

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

P.O. Box 243 2605 Woodlawn Road 75071
McKinney TX 75070-8135
Street Address City State Zip Code

Article 3 – Management

The management of the affairs of the corporation is vested in the board of directors. The number of directors constituting the initial board of directors and the names and addresses of the persons who are to serve as directors until the first annual meeting of members or until their successors are elected and qualified are as follows:

A minimum of three directors is required.

Director 1				
First Name	M.I.	Last Name	Suffix	
Street or Mailing Address		City	State	Zip Code Country

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Form 202

JUN 25 2012

Secretary of State

Director 2				
First Name	M.I.	Last Name	Suffix	
Street or Mailing Address	City	State	Zip Code	Country

Director 3				
First Name	M.I.	Last Name	Suffix	
Street or Mailing Address	City	State	Zip Code	Country

OR

☒ The management of the affairs of the corporation is to be vested in the nonprofit corporation's members.

Article 4 – Membership

(See instructions. Do not select statement B if the corporation is to be managed by its members.)

- ☒ A. The nonprofit corporation shall have members.
- ☐ B. The nonprofit corporation will have no members.

Article 5 – Purpose

(See instructions. This form does not contain language needed to obtain a tax-exempt status on the state or federal level.)

The nonprofit corporation is organized for the following purpose or purposes:

To elevate the art standards of the community by education through the various projects of the club and programs
sponsored or presented by the club.

The following text area may be used to include any additional language or provisions that may be needed to obtain tax-exempt status.

The Art Club of McKinney ("Art Club") was formed in November 1914.
 In February 1995, the Internal Revenue Service recognized the Art Club as exempt from federal income tax. The Art Club is currently exempt under section 501(c)(3), and is also classified as a public charity under section 509(a)(2) of the Internal Revenue Code. Contributions to the Art Club are deductible under section 170 of the Code, and is qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.
 The Federal ID Number of the Art Club is 75-2440064.

Supplemental Provisions/Information

(See instructions.)

Text Area: [The attached addendum, if any, is incorporated herein by reference.]

Organizer

The name and address of the organizer:

Gail G. McLaughlin

Name

2605 Woodlawn Road

75071

P.O. Box 243

McKinney

TX

75070-8135

Street or Mailing Address

City

State

Zip Code

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

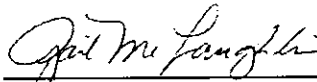
- A. ☒ This document becomes effective when the document is filed by the secretary of state.
- B. ☐ This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is: _____
- C. ☐ This document takes effect upon the occurrence of a future event or fact, other than the passage of time. The 90th 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 affirms that the person designated as registered agent has consented to the appointment. 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 to execute the filing instrument.

Date: June 21, 2012



Signature of organizer

Gail G. McLaughlin

Printed or typed name of organizer

**Request for Taxpayer
Identification Number and Certification**

Go to 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. See Specific Instructions on page 3.	1 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.) Art Club	
	2 Business name/disregarded entity name, if different from above. dba The Art Club of McKinney	
	3a 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. <input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: 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. <input type="checkbox"/> Other (see instructions)	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b 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"/>	
	5 Address (number, street, and apt. or suite no.). See instructions. PO Box 243 6 City, state, and ZIP code McKinney, TX 75070 7 List account number(s) here (optional)	Requester's name and address (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.

Sign Here Signature of U.S. person *Kathryn Ikle*

Date *3.18.24*

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.

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