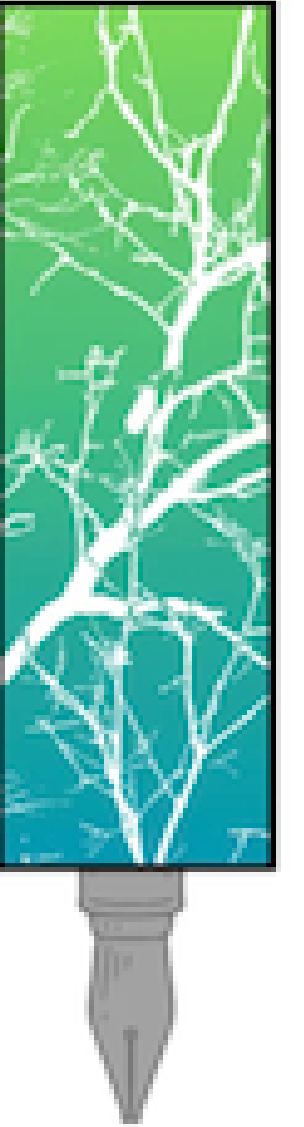




2026-27
MCKINNEY COMMUNITY DEVELOPMENT
CORPORATION

Promotional/Community Event Grant



Presentation by the Art Club of McKinney

artclubofmckinney.org

Art Club of McKinney

The Oldest Art Club in Texas!

Est. 1914



ART CLUB OF MCKINNEY MISSION STATEMENT

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.





- FOUNDED IN 1914, BY KATHRYN HEARD CRAIG & 6 OTHER WOMEN
- OLDEST ART CLUB IN TEXAS – 112 YEARS OLD!
- 501(C)(3) NON-PROFIT
- 155+ MEMBERS
- MEMBERSHIP INCLUDES ARTISTS AND ART ENTHUSIASTS, INCLUDING PAINTERS, SCULPTORS, FIBER ARTISTS, ILLUSTRATORS, PHOTOGRAPHERS, CERAMISTS, AND OTHERS.
- FULLY OPERATED AND MANAGED BY VOLUNTEERS
- 11 BOARD MEMBERS, 13 STANDING CHAIRS, NUMEROUS SPECIAL CHAIRS
- BOARD MEETINGS OCCUR THE FIRST THURSDAY AFTERNOON OF EACH MONTH
- MONTHLY MEMBER MEETINGS WITH KEYNOTE SPEAKER OCCUR THE SECOND THURSDAY OF THE MONTH , AUGUST-MAY
- MANY ADDITIONAL ACTIVITIES, EVENTS, EXHIBITIONS
- IN 2026-2027, WE ARE INTRODUCING MANY NEW EVENTS

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

WHO ARE WE?



2022: 4+
2023: 11+
2024: 14+
2025: 20+
2026: 30+



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COMMUNITY PARTNERS AND
COLLABORATORS

CONTINUED GROWTH...

2025-2026

- 155 Members
- Instagram Account: 1,783+ Followers
- Facebook Account: 1,376+ Members
- Facebook Views (Aug 2025 - April 2026) 49,212+ Views, Posts, Comments
- Volunteerism: Over 3,000 hours contributed by board members, club members, and community partners
- Event Geographic Reach: Engaged participants from 44+ unique ZIP codes
- Calls for Art/Community Collaborations: 16+



2026-2027 PROJECTIONS

- 200 Members
- Instagram Account: 2,000 + Followers
- Facebook Account: 1,500 + Members
- Facebook Views (Aug 2025 - April 2026) 75,000 + Views, Posts, Comments
- Volunteerism: Over 5,000 hours contributed by board members, club members, and community partners
- Event Geographic Reach: Engaged participants from 75 + unique ZIP codes
- Calls for Art/Community Collaborations: 50+
- *Board of Directors increased from 8 to 24
- Partners & Collaborators increased substantially
- Attendance increased at all events
- Significant growth in digital presence

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FOCUS IS ON ELEVATING QUALITY AND TYPE OF EVENTS THAT WE OFFER. THIS IS BASED ON COMMUNITY SURVEYS AND FEEDBACK. EMPHASIS ON MIX OF FREE, LOW-COST, AND/OR PREMIUM QUALITY OPPORTUNITIES.

CONTINUED INCREASE NUMBER & QUALITY OF EVENTS ...

2025-2026

Monthly Meetings (10 mo)
Monthly Board Meetings (12 mo)
Workshops (6)
Artists' Salon (2)
Student Exhibition
Member Exhibition
Art Meets Poetry Exhibition Colab
Arts In Bloom
Holiday Luncheon
Spring Tea & Fashion Show
Philanthropic Activities (4-Belks, Michaels
Community Day, Town Creek Apartments, April
Philanthropic Meeting)
North Texas Giving Day
Community Artists Video Interviews
Garden Social Photography Session

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EVENT GROWTH YOY

2022-23: 11+
2023-24: 15+
2024-25: 25+
2025-26: 25+
2026-27: 50+



Art Club of McKinney
The Official Art Club of Texas
Since 1974

2026-2027

Monthly Meetings (10 mo)
Monthly Board Meetings (12 mo)
Workshops (13 of 16)
Artists Salon (4)
Student Exhibition
Member Exhibition
Public Exhibition - Wildflowers & Wonderment
Art Meets Poetry Exhibition Colab
The Great Art Journey
Documentary Film
Sweetwater Exhibition
Art Walk
Leaders & Lattes, Book Study
Colorwalk
Arts In Bloom
Holiday Luncheon
Spring Tea & Samaritan Inn Auction
Philanthropic Events (4)
North Texas Giving Days
Artists Video Interviews
Member Artists' Featured on Website
Field Trips

The events we are
requesting funding for
occur during our 2026-27
year.

All venues were
selected for
their safety,
security,
traffic,
and parking
offerings.

THROUGH EVERY EVENT AND INITIATIVE, OUR MARKETING EFFORTS PROMOTE NOT ONLY THE ART CLUB OF MCKINNEY, BUT ALSO THE CITY OF MCKINNEY, CITY BUSINESSES, OUR COMMUNITY PARTNERS, SPONSORS, AND SUPPORTERS—**AMPLIFYING THE IMPACT OF EVERY INVESTMENT MADE IN THE ARTS AND PROMOTING MCKINNEY.**

REASON FOR FUNDING REQUEST ...

As I begin my first year as President of the Art Club of McKinney, I bring more than **40 years of leadership and management experience**, to the position, including 30 years in art education. For the last ten years, I served as the art education program director and professor at two major universities, where I managed budgets, oversaw state licensing and accreditation, conducted research, wrote grants, published extensively, co-directed a documentary film, and led workshops and presentations throughout the United States and internationally.

These experiences have prepared me well to lead the Art Club of McKinney as it enters an **exciting period of even more growth**. I am fortunate to follow a highly successful president and treasurer who guided the organization over the past three years and left it in excellent financial and administrative condition.

As we look ahead, our focus is on **elevating, expanding, and educating** on the impact of the visual arts in McKinney and beyond. We are committed to maintaining **financial sustainability through earned revenue, local partnerships, and grant funding** while continuing to offer a balance of **free, low cost, and premium-service community programs** that ensure the arts are accessible to all.

The Art Club of McKinney benefits from an **extraordinary pool of talented artists, volunteers, and leaders**. With grant support, we can **significantly expand our contribution to the city's cultural landscape and tourism efforts**. In the coming year, we will launch a series of **strategically planned new events designed to engage residents, attract visitors, and strengthen McKinney's reputation as a vibrant arts, shopping, tourist, and events destination**. The strong digital presence that we maintain will assist with this and the funding of this grant will allow us to do so more fully.

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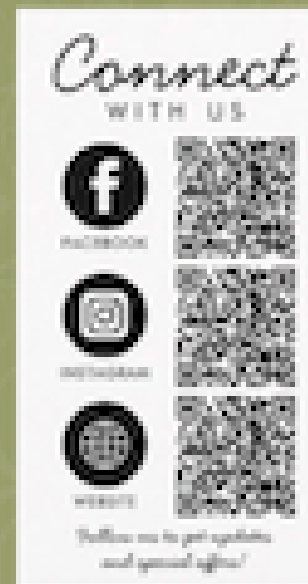


DATA-DRIVEN APPROACH.:

- SOCIAL MEDIA ADS HIGHLY SUCCESSFUL.
- PROMOTIONAL MATERIALS WITH MAIN EVENT **DATES** & QR CODES - NEW STRATEGY.
- DOCUMENTARY FILM - PRESERVES HISTORY, STRENGTHENS COMMUNITY, CELEBRATES MCKINNEY



SOCIAL MEDIA ADS
•DATA PROVEN
SUCCESS
•FACEBOOK &
INSTAGRAM



PROMOTIONAL
MATERIALS



DOCUMENTARY
FILM

FUNDING BREAKDOWN

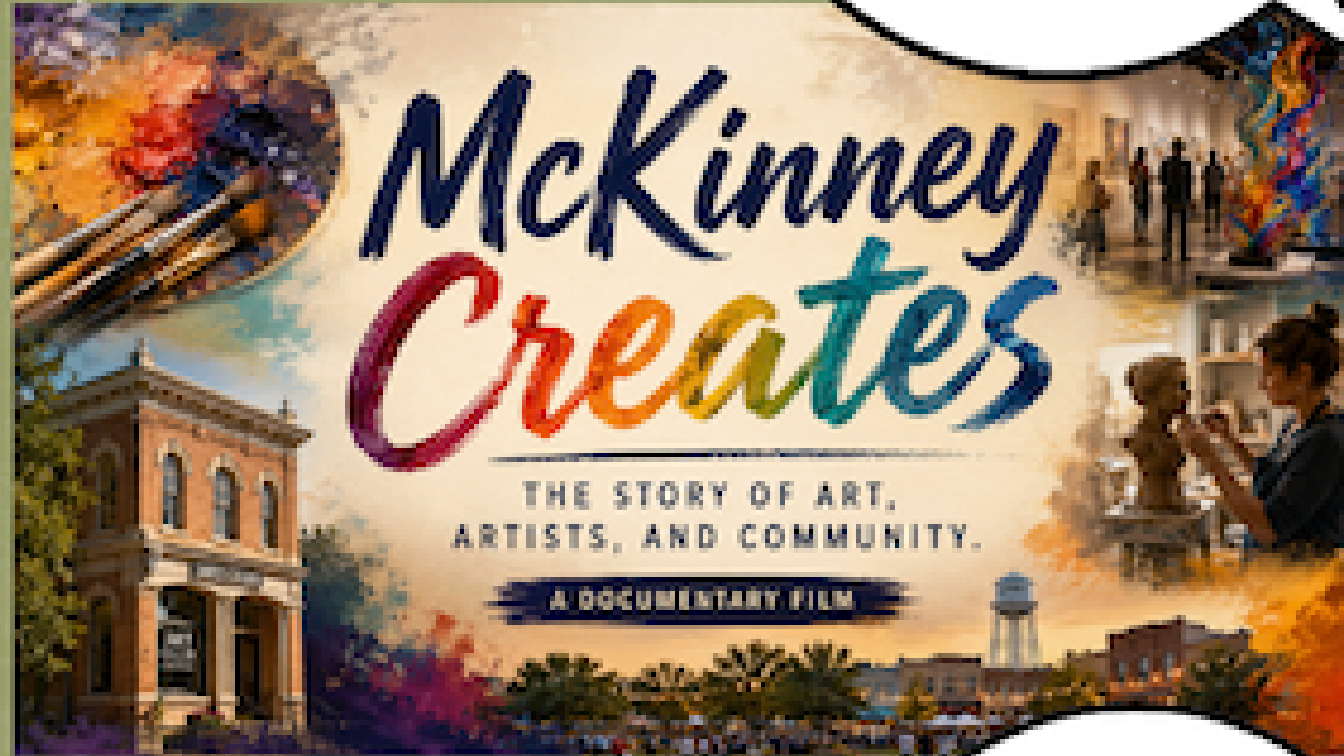
TOTAL REQUESTING: 13,739.00

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WE ANTICIPATE
THE FILM WILL BE
LASTING, ENDURING,
AND A LEGACY



WE ANTICIPATE
THE FILM WILL
ALSO BE AN
EDUCATIONAL
TOOL.

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WHO WILL BE INCLUDED:

1. THE ART CLUB OF MCKINNEY
2. **ALL** ART BUSINESSES, STUDIOS, GALLERIES, & NON-PROFITS THAT WOULD LIKE TO BE INCLUDED.
3. DIVERSE VISUAL ARTISTS REPRESENTING EVERY DEMOGRAPHIC OF MCKINNEY

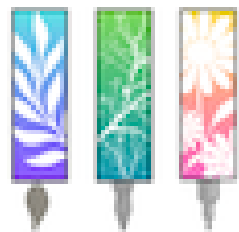
MARKETING AND PROMOTION:

1. ALL MCKINNEY ENTITIES CAN USE THE FILM FOR THEIR PURPOSES. IT WILL BE HOUSED ON OUR YOUTUBE CHANNEL SO THAT WE CAN COLLECT DATA ON ITS REACH.
2. WE WILL SEND THE VIDEO, INFO & PRESS PACKET TO:
TEXAS CULTURAL TRUST, TEXAS COMMISSION ON THE ARTS, MID AMERICA ARTS ALLIANCE, AMERICANS FOR THE ARTS, STATE CHAPTERS OF AMERICANS FOR THE ARTS, ARTS COUNCILS/CLUBS/COMMISSIONS ALL ACROSS TEXAS AND IN OTHER STATES, PUBLIC AND PRIVATE SCHOOL ART PROGRAMS, UNIVERSITY ART PROGRAMS, NATL. ART ED ASSOCIATION AND ITS 50 STATE CHAPTER MEMBERS, VARIOUS TOURISM PLATFORMS, TEXAS GOVERNMENT OFFICIALS, ETC.
3. THE REACH OF THIS FILM WILL BE HUGE. WE ANTICIPATE SHARING IT WITH OVER 100K ENTITIES AND PEOPLE.

THE DOCUMENTARY FILM

MCKINNEY CREATES: THE STORY OF ART, ARTISTS, & COMMUNITY

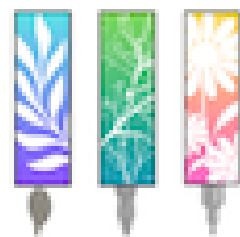
ART CLUB OF MCKINNEY 2026-2027 MARKETING BUDGET		
ITEM	EXPENSE	INCOME
DOCUMENTARY FILM - VISUAL ARTS IN MCKINNEY		
Documentary Film Expense - Visual Arts McKinney		
Videographer \$500/day, 14 days	\$7,000	
Film Editor, \$80/hour, 40 hours	\$3,200	
Mileage, Videographer	\$300	
TOTAL DOCUMENTARY FILM EXPENSE	\$10,500	
Documentary Film Income - Visual Arts McKinney		
MCDC Grant		\$6,900
Sponsorships		\$2,000
Donations		\$1,600
TOTAL DOCUMENTARY FILM INCOME		\$10,500
TOTAL DOCUMENTARY FILM EXPENSE/INCOME	\$10,500	\$10,500



PROPOSED MARKETING BUDGET
DOCUMENTARY FILM

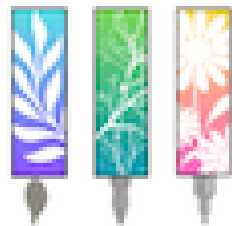
ALL ITEMS HAVE
MAIN EVENT DATES
ON THEM & QR
CODES FOR
SOCIALS &
WEBSITE

TOTAL PROMOTIONAL MATERIALS		
Promotional Materials Expense		
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 \$200 misc swag	\$200	
TOTAL PROMOTIONAL MATERIALS EXPENSE	\$1,439	
Promotional Materials Income		
MCDC Grant		\$1,439
TOTAL PROMOTIONAL MATERIALS INCOME		\$1,439
TOTAL PROMOTIONAL MATERIALS EXPENSE/INCOME	\$1,439	\$1,439



PROPOSED MARKETING BUDGET
PROMOTIONAL MATERIALS

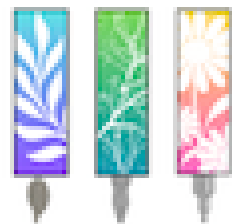
SOCIAL MEDIA ADVERTISING		
Social Media Expense		
Wildflower and Wonderment Art Exhibition	\$300	
High School Art Exhibition	\$500	
Art Meets Poetry Exhibition	\$200	
Spring Member Art Exhibition	\$300	
The Great Art Journey	\$300	
Colorwalk (2x)	\$200	
Arts In Bloom	\$300	
Monthly Member Meetings (10 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	
TOTAL SOCIAL MEDIA EXPENSE	\$5,700	
Social Media Income		
MCDC Grant		\$5,400
Club Fundraising		\$300
TOTAL SOCIAL MEDIA INCOME		\$5,700
TOTAL SOCIAL MEDIA EXPENSE/INCOME	\$5,700	\$5,700



PROPOSED MARKETING BUDGET PROMOTIONAL MATERIALS

TOTAL PRESS RELEASE - TV, RADIO, BLOGS, VLOGS, PODCATS, OTHER PRINT MEDIA		
Total Press Release Expense		
Paper	\$70	
Postage	\$30	
TOTAL PRESS RELEASE EXPENSE	\$100	
Press Release Income		
Club Funds		\$100
TOTAL PRESS RELEASE INCOME		\$100

PAID FOR WITH CLUB FUNDS



PROPOSED MARKETING BUDGET
SOCIAL MEDIA ADVERTISING

DOCUMENTARY FILM: \$6900
 PROMOTIONAL MATERIALS: \$1439
 SOCIAL MEDIA ADVERTISING: \$5400

TOTAL OF ALL PROMOTIONAL ITEMS EXPENSE/INCOME	\$17,639	\$17,739
MCDC GRANT REQUEST		\$13,739
CLUB FUNDS, DONATIONS, SPONSORSHIPS		\$4,000
PERCENTAGE OF TOTAL COST BY MCDC GRANT REQUEST		77%
WE ALSO HAVE A VERY DETAILED PRESS RELEASE PLAN (FREE, FOR THE MOST PART)		
WE WILL ALSO ACTIVELY POST ON SOCIAL MEDIA (FREE)		



PROPOSED MARKETING BUDGET
 TOTAL \$17,739
 GRANT REQUEST \$13,739



MEASURING SUCCESS ...

**ATTENDANCE &
PARTICIPATION DATA**

**AUDIENCE FEEDBACK
AND EXPERIENCE**

**DIGITAL & SOCIAL
MEDIA PERFORMANCE**

**WE WILL
ANALYZE AND
SYNTHESIZE THE
DATA
ON THESE
TOPICS**

FINANCIAL INDICATORS

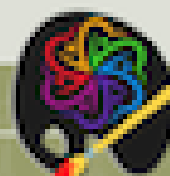
**MARKETING EFFECTIVENESS &
REFERRAL TRACKING**

COMMUNITY IMPACT & PARTNERSHIPS

OPERATIONAL EFFECTIVENESS

CONTINUOUS IMPROVEMENT

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



THE WORLD
IS OUR STAGE!

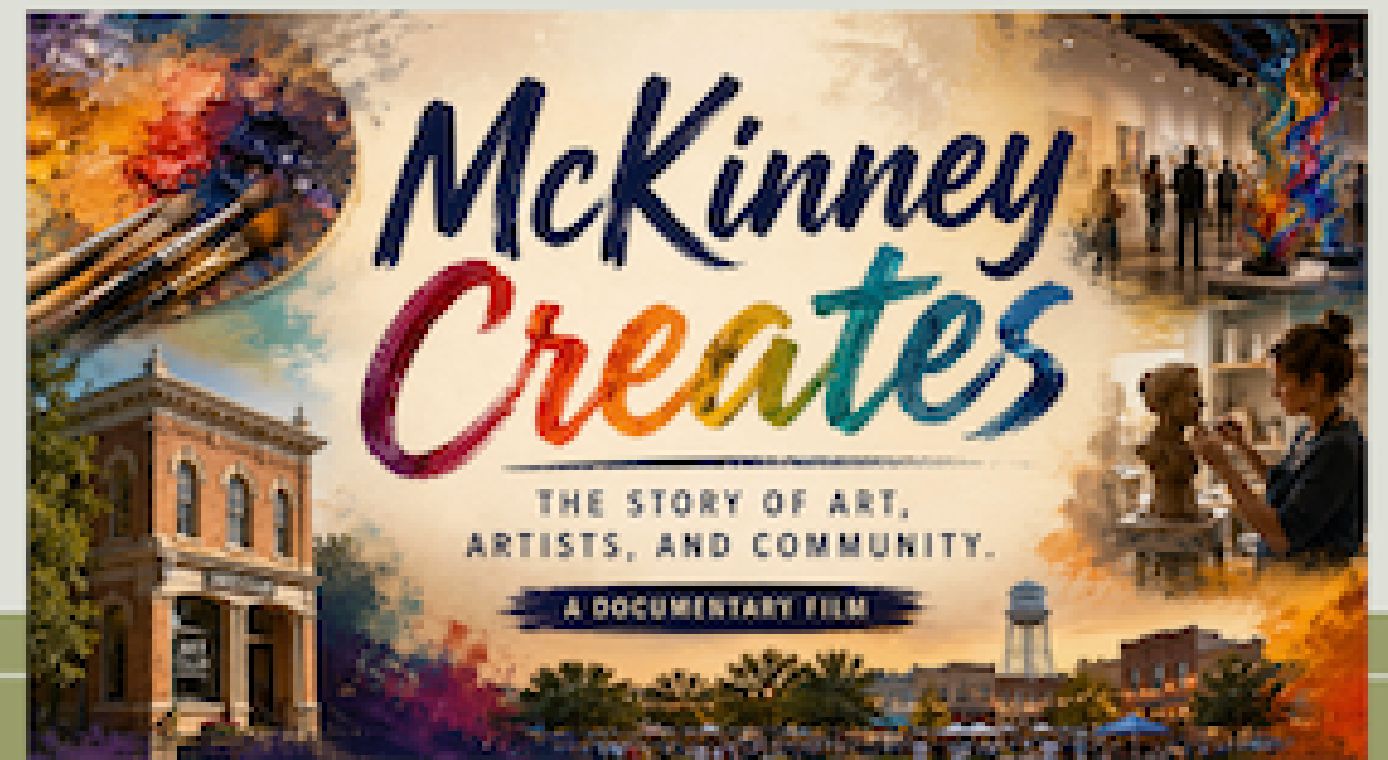
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GLOBAL STAGE DOCUMENTARY FILM

McKinney Creates: The Story of Art, Artists, and Community

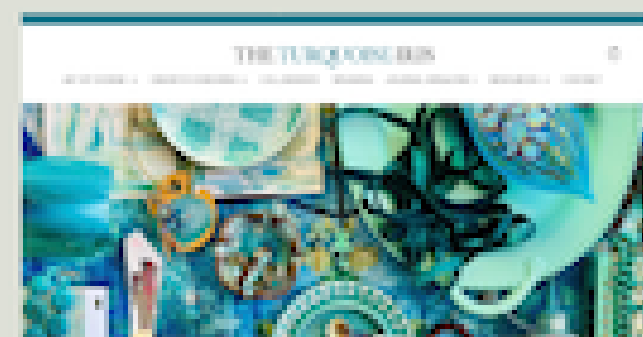
McKinney could be seen on a global stage with the production of our proposed full length documentary. Dr. Harlow has been involved in all phases of production of another documentary and companion book.

It is time for the visual arts in McKinney to GO GLOBAL!





NATIONAL STAGE VISUAL ARTISTS



Dionne Woods
79K Followers Instagram
174K+ Followers Facebook

INSTAGRAM COACHING, ARTIST MARKETING, ART STYLING,

We are currently in the process of making plans to bring Dionne Woods and Lori Seibert to McKinney in the spring of 2027. This marketing workshop for visual artists and others will receive national publicity and will attract visual artists from all over the United States and even potentially international artists. Attendance will be limited to 50 artists or others from creative fields. This will be a three day workshop. With 133,000 and 79,000 Instagram followers, Lori and Dionne are accomplished artists who are also skilled instructors and highly generous in teaching other artists how to maximize Instagram and other social media apps. The workshop will include Instagram technique, photography and video styling, and marketing. This is a very unique opportunity for the Art Club of McKinney and McKinney.



LORI SIEBERT & CO.
SIEBERT DESIGN ASSOCIATES, INC. DBA OLKA

Lori Seibert
133K Followers Instagram
10K+ Followers Facebook

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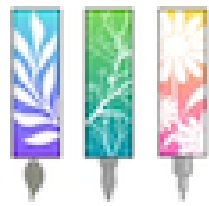
THANK YOU
FOR YOUR
CONSIDERATION

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Est. 1914

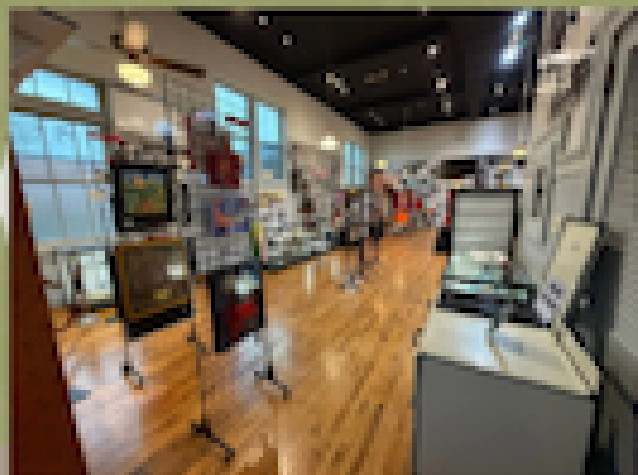




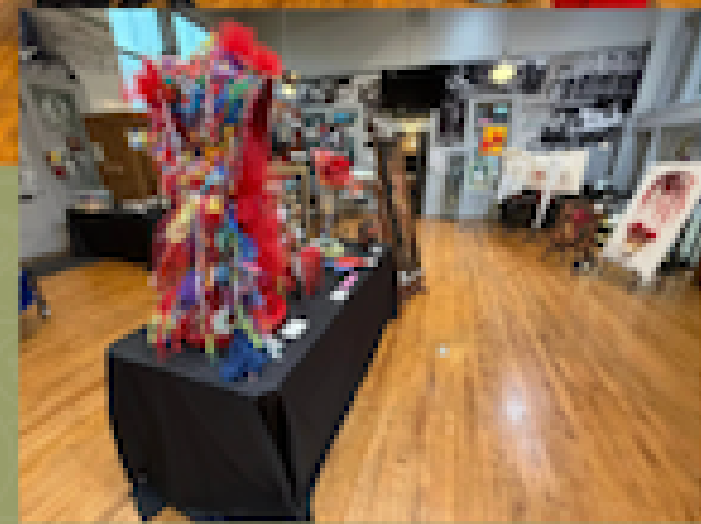
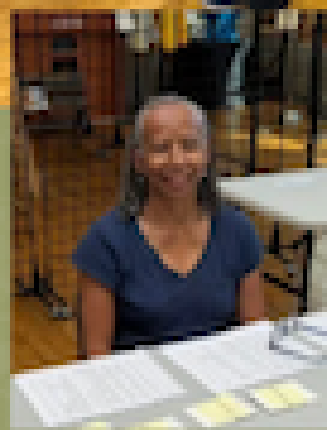
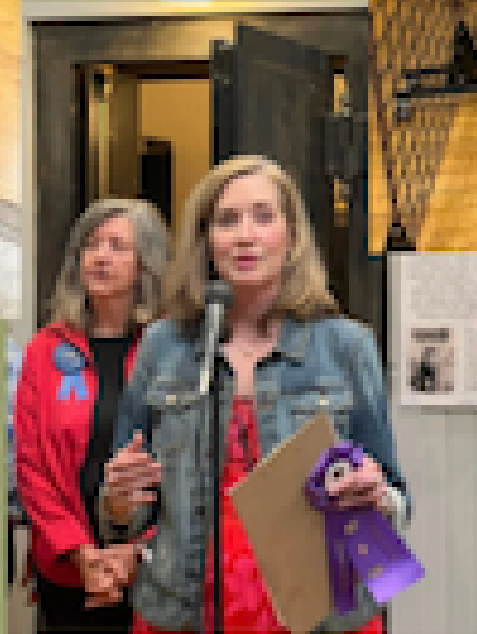
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Est. 1914

APPENDIX





"Seeing Red"



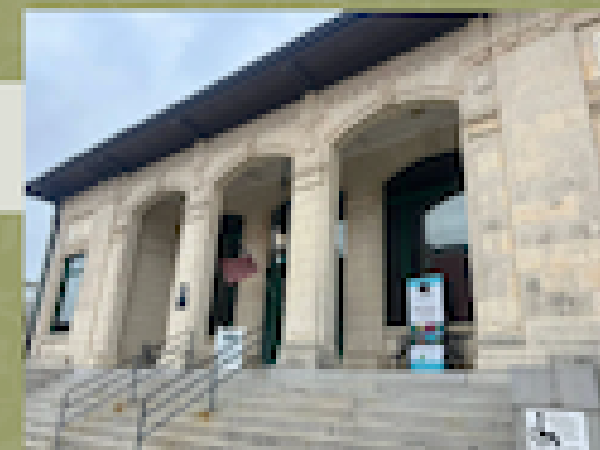
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MEMBER EXHIBITION



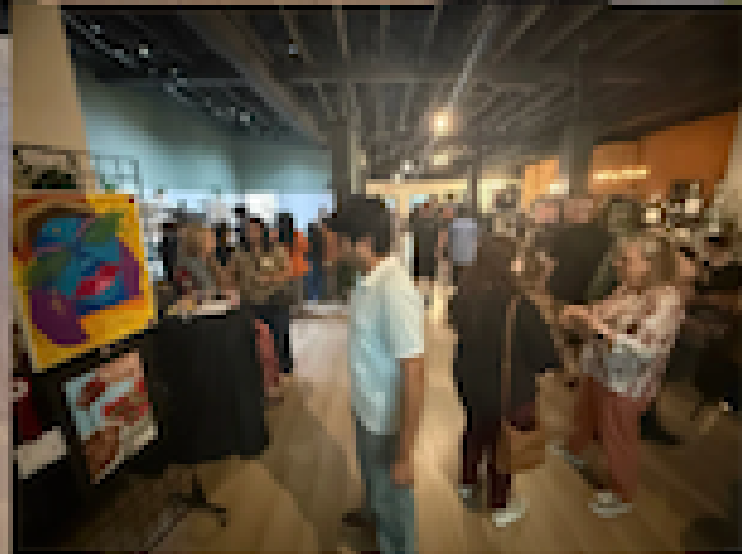
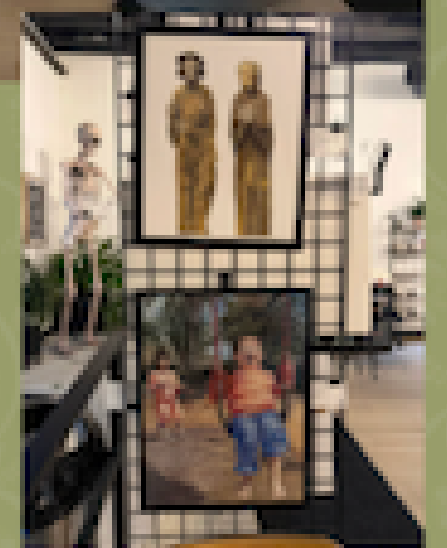
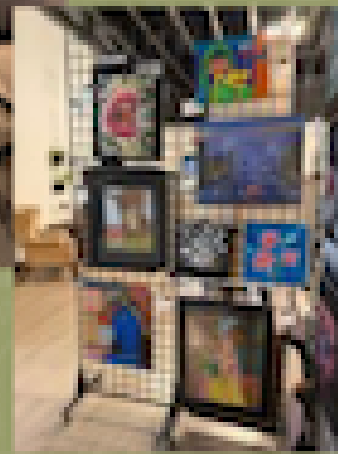
Social Media Ads & Signage



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MEMBER EXHIBITION



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STUDENT EXHIBITION



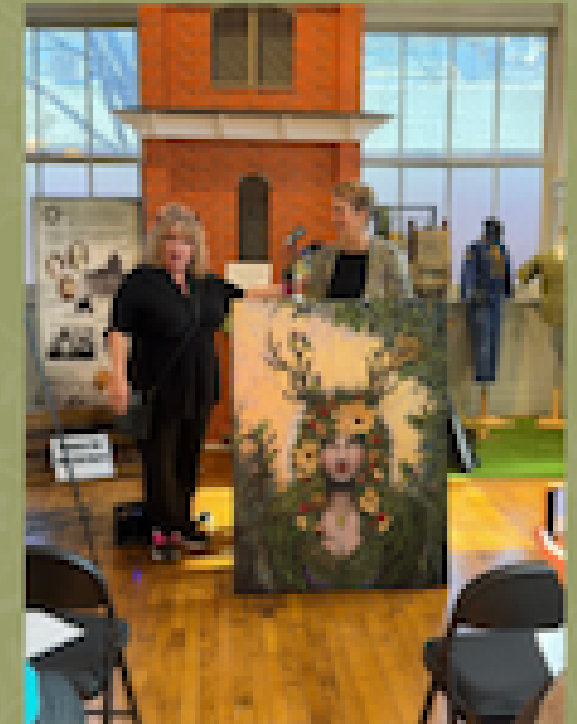
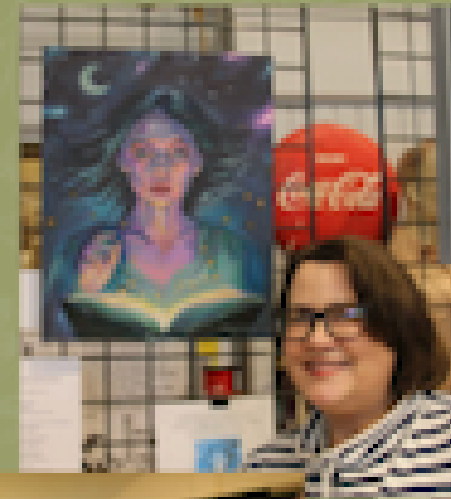
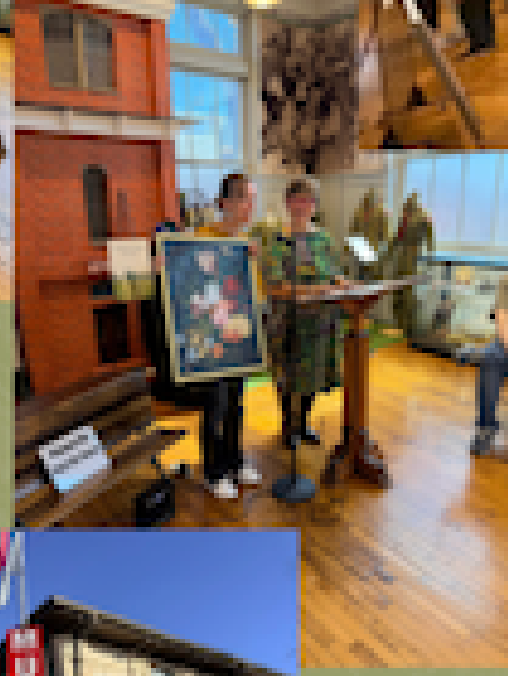
Signage & Social Media Ad



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STUDENT EXHIBITION



ART MEETS POETRY EXHIBITION

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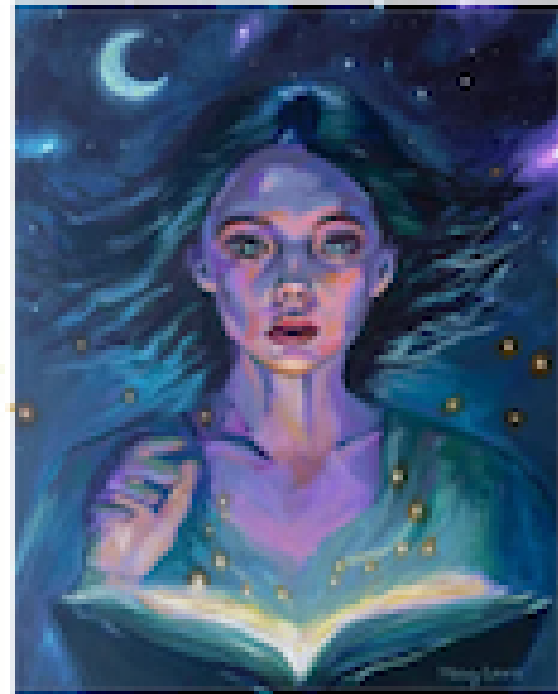
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Est. 1914



2026 Art Meets Poetry



Friday Reception | Feb 6th 6-8 PM (CST) | Collective Coffee 303 W
Louisiana St Suite 200, McKinney, TX 75069
Saturday Art & Poetry Showcase | Feb 7th 12-6 PM (CST) | Venue TBA
*Live presentations by artist-poet pairs



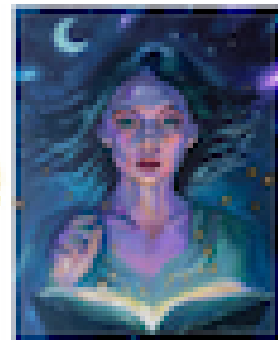
Melinda Lewis "Reader" 20x20 Acrylics on Canvas



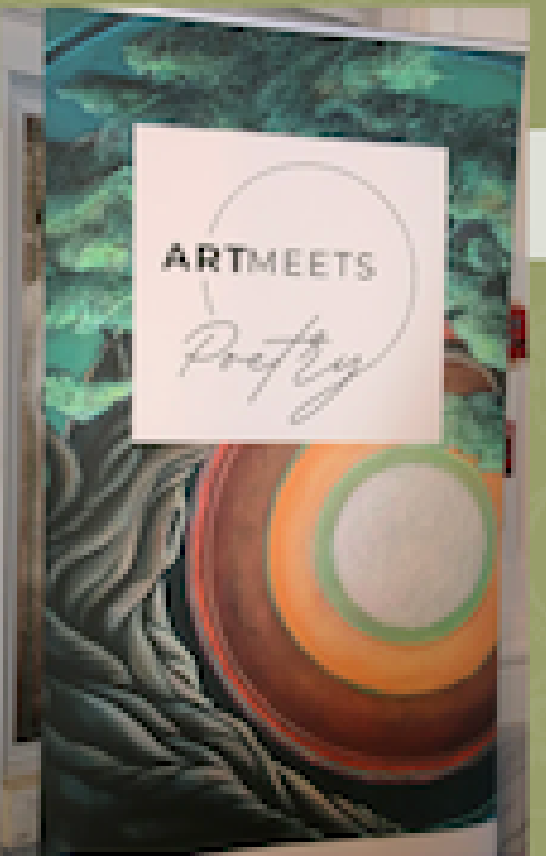
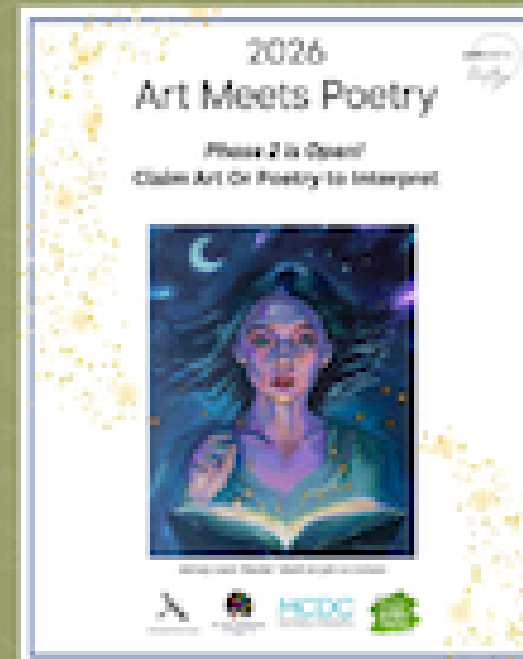
2026 Art Meets Poetry



Phase 2 is Open!
Submit Your Interpretive Art or Poetry



Social Media Ads, Posts, and Signage



ART MEETS POETRY EXHIBITION

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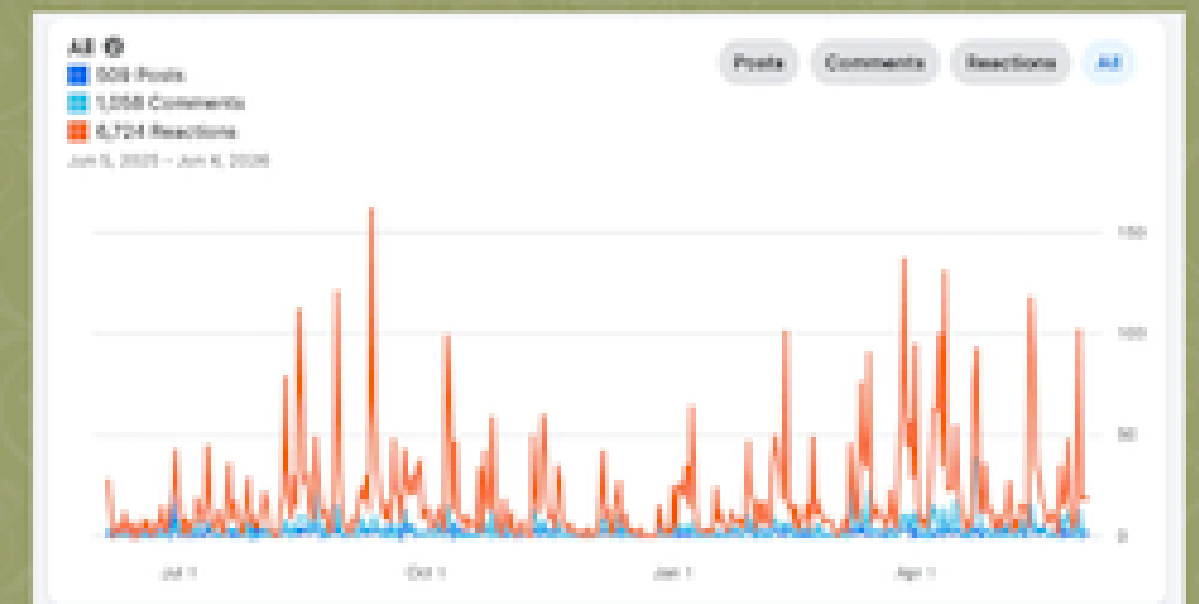
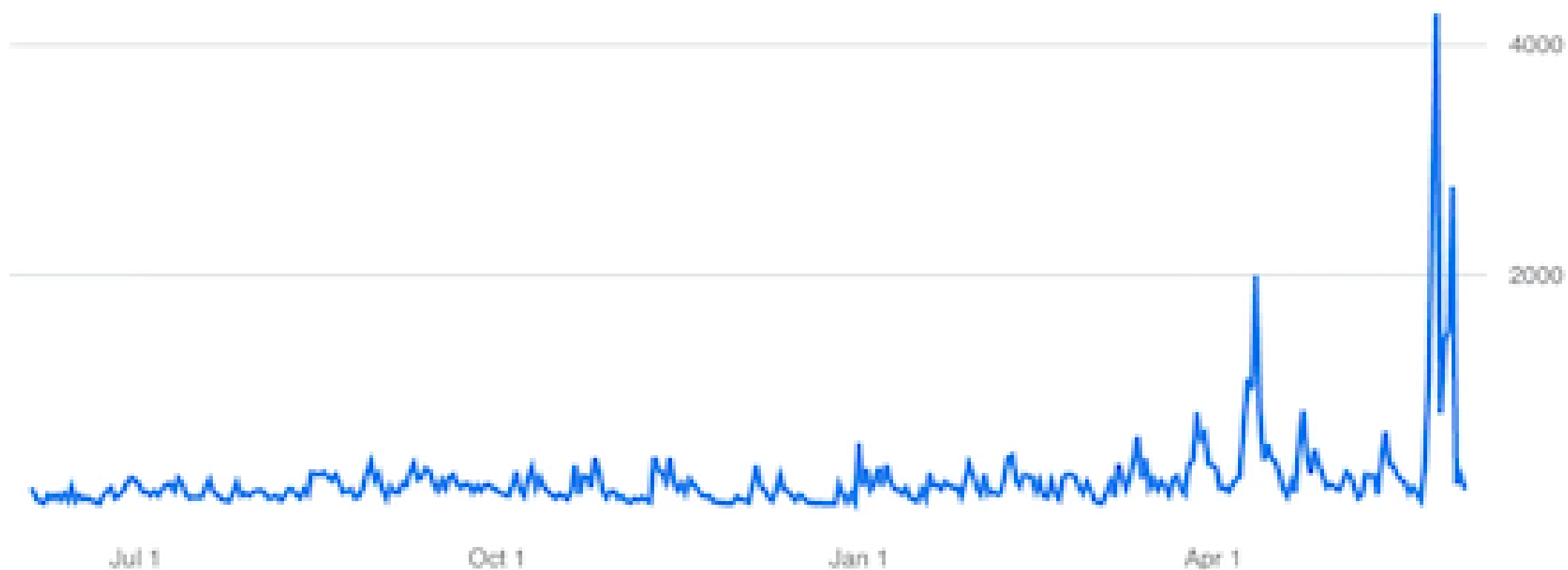
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The Oldest Art Club in Texas
Est. 1934



Facebook Views 78,375 - This past year.

78,375 viewed ⓘ

Jun 4, 2026



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FACEBOOK DATA