

## Step 1

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### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this 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](#).

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### Organization Information

Name	Art Club of McKinney dba Art Club
Federal Tax ID Number	752440064
Incorporation Date	5/28/2024
Mailing Address	P.O. Box 243 McKinney, TX 75070
City	McKinney
State	Texas
Zip Code	75070
Phone Number	9012401628
Email Address	<a href="mailto:theartclubofmckinney@gmail.com">theartclubofmckinney@gmail.com</a>
Website	<a href="https://artclubofmckinney.org/">https://artclubofmckinney.org/</a>
Facebook	<a href="https://www.facebook.com/groups/323349997816277">https://www.facebook.com/groups/323349997816277</a>
Instagram	<a href="https://www.instagram.com/theartclubofmckinney/">https://www.instagram.com/theartclubofmckinney/</a>

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Twitter

*Field not completed.*

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LinkedIn

*Field not completed.*

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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

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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 Member Art Show, and the Art Meets Poetry Show. The Member Art Show is an opportunity for Art Club members to showcase the abundant artistic talent in McKinney. The student show is open to any high school student who resides in the McKinney area and often serves as the first opportunity for a young person to publicly show their art. Neither contest is juried, allowing for a wide range of art and skill submissions. The Art Meets Poetry event is a collaboration with McKinney's Mockingbird Poetry Society. 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, McKinney Night Market, McKinney Public Library programs, and other art presentations and classes.

The Art Club of McKinney has no foreseeable changes to its operation. The Club is experiencing rapid growth, which should enhance the programs and services we offer. Total membership currently stands at 135+ members (110 last year),

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reflecting our commitment to fostering a vibrant, artistic community.

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Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
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IRS Determination Letter	<a href="#">Open e-Postcard Filing Confirmation 2022.png</a>
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Noteworthy recognitions or awards in the last two years.	Not applicable.
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### **Representative & Contact Information**

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#### Representative Completing Application:

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Name	Kathryn Ikle
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Title	President
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Mailing Address	2979 Hollowbrook Lane
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City	Frisco
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State	TX
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Zip Code	75033
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Phone Number	9012401628
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Email Address	<a href="mailto:kathryn.ikle@gmail.com">kathryn.ikle@gmail.com</a>
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(Section Break)

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#### Contact for Communications Between MCDC and Organization:

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Name	Kathryn Ikle
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Title	President
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Mailing Address	2979 Hollowbrook Lane
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City	Frisco
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State	TX
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Zip Code	75033
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Phone Number 9012401628

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Email Address [kathryn.ikle@gmail.com](mailto:kathryn.ikle@gmail.com)

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**Project Information**

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Funding - Total Amount Requested 6800

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Are matching funds available? No

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Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)? Yes

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Provide name of City of McKinney entity funding source and amount. McKinney Arts Commission

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Have you received or will funding be requested from other organizations / foundations for this event(s)? No

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Has a request for funding for this Promotional / Community Event been submitted to MDCDC in the past five years? Yes

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Please list. Last year.

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Board of Directors  
President - Kathryn Ikle  
1st Vice President - Sherri Murphy  
2nd Vice President - Aimee Woolverton  
Treasurer - Connie Brown  
Membership - Oshi Sanyal  
Recording Secretary - Suzanne Durville  
Corresponding Secretary - Cindy Peters  
Photographer/Historian - Victoria Chase

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Member at Large - Janis Buck  
Parliamentarian - Lori Sylvester  
Immediate Past President - Lynda Kingsley

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Leadership Staff *Field not completed.*

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Board of Directors  
Attachment *Field not completed.*

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Leadership Staff  
Attachment *Field not completed.*

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### **Promotional / Community Event Information**

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

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Date(s) of Event October 18-19, 2024, February 7-8, 2025, March 21-22, 2025, April 2025 and one month in Fall and one month in Spring

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Ticket Prices Free to the public.

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Describe the target attendee for the event(s)? Anyone and everyone interested in the arts and community.

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Is this the first time for this event? No

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If not, what is the history for the event (beginning in what year and how often is event held)? Annual

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How will the 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. The Club is growing (110 members to 135+ members in 6 months and we have outgrown our current venues due to the increase in participation of the events), and we are collaborating with the City of McKinney and other local organizations, such as the Master Gardeners and McKinney Library, to bring unique and popular events to the city to enrich its art mecca reputation.

High School Student Art Show  
The High School Student Art Show provides a platform for

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young, emerging artists to display their talents, attracting visitors and art enthusiasts from across the region. This event fosters a sense of community and supports the local economy by drawing tourists to McKinney, boosting patronage of local businesses such as restaurants, cafes, and shops. Additionally, the show highlights McKinney's commitment to nurturing artistic talent, which enhances the city's reputation as a vibrant cultural hub, encouraging further tourism and business development.

#### Art Meets Poetry Event

The Art Meets Poetry event is a unique celebration that combines visual art and the written word, bringing together artists and poets to create collaborative works. This event attracts a diverse audience, including art lovers, literary enthusiasts, and cultural tourists, thereby promoting McKinney as a destination for innovative cultural experiences. By showcasing local talent and fostering interdisciplinary collaboration, the event underscores the city's dynamic cultural scene, which can lead to increased tourism and stimulate local business growth.

#### Spring (Member) Art Show

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. Visitors attending the show often explore the city's other attractions, dine at local restaurants, and stay in local accommodations, thus contributing to the overall economic development of the area. The show not only highlights the artistic vibrancy of McKinney but also positions it as a thriving center for the arts, promoting long-term tourism and business opportunities.

In addition to these events, we host and participate in other events and activities that would benefit from more visibility via marketing. For example, we plan to participate in the Arts in Bloom 2025 event and host an artist networking mixer in the Fall and Spring.

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Expected attendance

Total for All Events: 1250+

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Expected number or percentage of attendees coming from outside McKinney	50%
Location(s) of event(s)	The Cove McKinney and TBD
Does the event support a non-profit (other than applicant)?	Yes
If yes, what organization(s) are supported?	We do partner with Mockingbird Poetry Society, a local non profit, for our Art Meets Poetry event. In addition, we raise funds for local McKinney food pantry non profits at the Art Meets Poetry event.
What percentage of revenue will be donated(indicate net or gross)?	\$800
Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>The Art Club of McKinney is requesting this grant for the promotion, marketing, and advertising of the Art Club of McKinney's annual events: High School Student Art Show, Art Meets Poetry event, and the Art Club of McKinney Spring (Member) Show. Please keep in mind dates and venues may change. Last year, we had record breaking attendance and participation and we are currently pursuing alternate venue options to accommodate our growth.</p> <p>The breakdown of each event is as follows:</p> <p>The High School Student Art Show, tentatively scheduled for October 18th and 19th, 2024 at The Cove, McKinney, TX, 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 is a judged show. The judge for the show, a known artist in the community, provides helpful feedback to each artist and assists in presenting awards at the event. The event is free to the public.</p> <p>Last year, we showcased 86 pieces of high school student art</p>



at The Cove in McKinney, TX in 11 award categories with 10+ high schools represented. The event included a Friday evening reception and awards presentation and Saturday full day exhibit, attracting 210+ attendees total from across the region. 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. The Art Club of McKinney secured 22+ sponsors to help fund cash awards and honorary mention awards for the students. This fundraising effort was very successful and helped offset some of the expenses. 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.

Our goal this year is to reach more schools in the area to give their high school art students the opportunity to participate.

The Art Meets Poetry event will be a 4th year collaborative program this year with McKinney's Mockingbird Poetry Society. It is tentatively scheduled to be held February 7-8, 2025 at The Cove, McKinney, TX. This is a powerful event 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. The event is free to the public.

Last year, there were 40 such pairings. The participants of the event included published poets and internationally known artists, all from the McKinney, North Dallas area, and suburbs. The event included a Friday evening reception and Saturday full day exhibit and evening reception. We had 280+ visitors from all over the DFW Metroplex and even a few from out-of-state. Multiple volunteers from the Art Club of McKinney and Mockingbird Poetry Society dedicated their time to intaking

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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 \$680 was raised and donated. The funds were raised by using a raffle of an original piece of art and three printed pieces of the original 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 those who were not members of the Art Club of McKinney or Mockingbird Poetry Society. Non-member entry fee money (\$110) was donated to the local food-related charities.

Discussions are underway this year to consider a general fee for all entries of art/poetry to help offset the cost of the production this year. Our goal this year is to allow more artists and poets an opportunity to participate. We have outgrown our current venue and are seeking alternate venue options for the amazing growth we have had.

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 21-22, 2025 at The Cove, McKinney, TX. The member art is quite diverse with 2D, 3D, Photography, and Fiber Arts among the mix. There is an entry fee of \$25 to help offset the expenses of the event. This is a judged show. The judge for the show, a known artist in the community, provides helpful feedback to each artist and assists in presenting cash awards at the event. The event is free to the public.

Last year, the event included a Friday evening reception and Saturday full day exhibit and evening reception. The event showcased 40 art submissions in 8 award categories. 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. We had 150+ visitors from McKinney and the DFW Metroplex, as well

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as a few out-of-towners. Entry fees totaled \$965.

We will not have a judge this year. Instead, we will focus on promoting artists and the arts in the community and showcasing more work for viewing and for sale. Our membership has grown so much that we have outgrown our current space and are seeking alternate venues to accommodate double the number of art submissions.

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## Specific Marketing Plans and Budget

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Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).

### Budget Proposal for Event Promotion and Marketing

#### Facebook and Instagram Ads: \$600

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

#### Posters/Flyers: \$600

One of our volunteers creates these materials, which are then printed locally and distributed to shops and stores around the area. This strategy has proven effective in increasing visibility for our events.

#### Programs: \$900

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

#### Cards: \$400

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.

#### Promotional Merchandise: \$500

Designed by one of our volunteers and distributed at events. These items increase visibility and awareness of our organization, sponsors, and collaborators.

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Feature Article in a Publication: \$1800

We aim to feature the Art Club of McKinney's accomplishments in a prominent publication, showcasing the significant impact we've had in the community over the past few years. This will be our first opportunity to gain visibility in this manner.

Photography: \$1000

We plan to hire a photographer for the year to capture high-quality content for our website and marketing materials. This includes headshots of board members and chairs, photos of members and volunteers, and coverage of our events.

Videography: \$1000

We intend to create reusable video content of Art Club of McKinney meetings and events for promotional purposes on our website. This includes member and sponsor interviews and event highlight reels.

Impact

All these promotional materials and efforts will be used to enhance the visibility of the City of McKinney, our organization, our sponsors, supporters, and collaborators across all digital platforms and printed materials.

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Attach marketing plan	<i>Field not completed.</i>
Total Promotional Budget	6800
What percentage of the total marketing budget does the grant represent?	100%
Marketing lessons learned from past (what worked and what did not).	<p>Effective Strategies:</p> <p>Facebook and Instagram Ads: Many event visitors reported discovering our events through ads on Facebook and Instagram, proving the effectiveness of these platforms for promotion.</p> <p>Within two months of creating our Instagram account, we had close to 300 followers.</p> <p>Visual Banners: One of our volunteers designed and created</p>

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vertical banners for each event. These banners served as eye-catching visuals, encouraging passersby to stop and attend.

Posters, Flyers, and Cards: These traditional marketing materials were successful in increasing event visibility. Distributing them in local shops and stores helped attract a broader audience.

Areas for Improvement:

Video Footage and Professional Photography: We realized the need for high-quality video footage and professional photography to enhance our marketing efforts. This would provide a more polished and professional look and feel for our organization.

Funding: To achieve a more polished visual presence, we recognized the necessity of securing additional funding for video and photography services. This will be crucial for improving our promotional materials and overall marketing strategy.

Promotional Merchandise: It is beneficial for visitors, guests, and interested parties to have something tangible to remember our organization by. Investing in promotional merchandise will help reinforce our brand and leave a lasting impression.

By incorporating these lessons into our future plans, we aim to enhance the visibility and professionalism of our events, ensuring a greater impact on our audience and community.

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How will you measure success of your event(s) 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

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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

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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 2024-2025 year.

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

Unfortunately, I am unable to load files or screenshots into this field. I will attempt to attach another way. However, we do have lots of examples of marketing and promotional materials from 2023-2024 that I can share via the presentation.

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Additional details related to marketing efforts.

*Field not completed.*

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Budget

[Proposed Budget for Art Club of McKinney 2024-2025 Events.pdf](#)

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

10

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Are matching funds available?

No

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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.?

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Sponsorship Revenue

0

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Registration Fees

1730

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Donations

5

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Other (raffle, auction, etc.)

945

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Net Revenue

1834

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Metrics to Evaluate Success: Outline the

To ensure the success and impact of the proposed promotional/community events, including the High School

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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.

Student Art Show, the Art Meets Poetry event, and the Spring (Member) Art Show, 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:

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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.

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Financial Goals of Promotional / Community Event

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Gross Revenue 11920

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Projected Expenses 13200

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Net Revenue 0

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Other Funding Sources *Field not completed.*

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## Financial Status of Applying Organization

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- Provide an overview of the organization's financial status including the projected impact of the event(s) 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 and attach a copy of the 990 filed with the IRS.

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Budget	<a href="#">Proposed Budget 2024 5-6-24.pdf</a>
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Financial Statements	<a href="#">8 2 23 Projected Budget with notes.pdf</a>
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W9	<a href="#">2024 W9 Completed.pdf</a>
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IRS Determination Letter (if applicable)	<i>Field not completed.</i>
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990 Filed with IRS (if applicable)	<i>Field not completed.</i>
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## Presentation to MCDC Board of Directors

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Completed applications that are eligible for consideration by MCDC 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.
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## Acknowledgements

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If funding is approved by the MCDC board of directors, applicant will assure:

- An application is considered complete when it is submitted on time and when it contains all information in this application.
- 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 and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to 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.**

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(Section Break)

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Applicant Electronic Signature                      Selecting this option indicates your agreement with the above statement.

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Chief Executive Officer                      Kathryn Ikle

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Date                                                              5/30/2024

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Representative Completing Application                      Kathryn Ikle

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Date                                                              5/30/2024

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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.*
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## Proposed Budget for Art Club of McKinney Events

	High School Student Art Show	Art Meets Poetry	Spring Member Art Show	Totals
<b><u>Income</u></b>				
Art Entry Fees	500	110	1200	1810
Sponsorships	1000	0	0	1000
Totals	1500	110	1200	2810
Potential MCDG Grant				6300
Potential MAC Grant				TBD
Total Income				<b>11,920</b>
<b><u>Expenses</u></b>				
Venue	700	700	700	2100
Hospitality	200	200	200	600
Awards	1800	0	1800	3600
Programs	300	300	300	900
Advertising/Promotion	2000	2000	2000	6000
Totals	\$3700	\$3800	\$2350	<b>\$13,200</b>

**Arts in Bloom and Artists Networking events are TBD for the community but require marketing/advertising budget.**

# The Art Club of McKinney FY 2024

## Budget Report

<b>Funds available at beginning of financial year (06/01/2024)</b>			<b>\$0.00</b>
<b>Administrative</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Membership	\$4,000.00	-	\$4,000.00
Venues	-	-\$2,100.00	-\$2,100.00
Hospitality	-	-\$400.00	-\$400.00
Post Office Box (USPS)	-	-\$200.00	-\$200.00
Insurance	-	-\$475.00	-\$475.00
Gifts	-	-\$200.00	-\$200.00
Heard Craig Donation	-	-\$700.00	-\$700.00
Supplies/Printing /Postage	-	-\$500.00	-\$500.00
Uncleared checks voided	-	-	-
Website Expenses	-	-\$225.00	-\$225.00
Artist of the Month	-	-\$240.00	-\$240.00
Community Events	-	-\$425.00	-\$425.00
Financial Software	-	-\$186.00	-\$186.00
Beth Mortenson Memorial	-	-	-
Judy Osentowski Memorial	-	-	-
<b>Administrative Totals</b>	<b>\$4,000.00</b>	<b>-\$5,651.00</b>	<b>-\$1,651.00</b>
<b>Credit Card Processing Fees</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Square Fees	-	-\$60.00	-\$60.00
PayPal Fees	-	-\$100.00	-\$100.00
<b>Credit Card Processing Fees Totals</b>	<b>-</b>	<b>-\$160.00</b>	<b>-\$160.00</b>
<b>Fundraising</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Raffle Tickets	\$300.00	-	\$300.00
Holiday Auction	\$400.00	-\$5.00	\$395.00
Belk	\$250.00	-	\$250.00
Donations Received	\$5.00	-	\$5.00
<b>Fundraising Totals</b>	<b>\$955.00</b>	<b>-\$5.00</b>	<b>\$950.00</b>
<b>Art Shows</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
<b>Member Art Show</b>			
Member Entry Fees	\$1,120.00	-	\$1,120.00
Member show Miscellaneous	-	-\$225.00	-\$225.00
Venue Member Art Show	-	-\$200.00	-\$200.00
Advertising Member Show	-	-\$200.00	-\$200.00
Catering Member Show	-	-\$200.00	-\$200.00
<b>Member Art Show Totals</b>	<b>\$1,120.00</b>	<b>-\$825.00</b>	<b>\$295.00</b>

<b>Art Shows</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
<b>Student Art Shows</b>			
Student Entry Fees	\$500.00	-	\$500.00
Award Money Student Art Show	-	-\$1,000.00	-\$1,000.00
Award Ribbons Student Art Show	-	-\$185.00	-\$185.00
Advertise Student Art Show	-	-	-
Venue	-	-\$200.00	-\$200.00
Donations for Student Awards	-	-	-
Miscellaneous Student Art Show Expenses	-	-\$225.00	-\$225.00
Judge for Student Show	-	-\$250.00	-\$250.00
Catering Student Show	-	-\$200.00	-\$200.00
<b>Student Art Shows Totals</b>	<b>\$500.00</b>	<b>-\$2,060.00</b>	<b>-\$1,560.00</b>
Art Meets Poetry	-	-	-
Catering Art Meets Poetry	-	-\$200.00	-\$200.00
<b>Art Shows Totals</b>	<b>\$1,620.00</b>	<b>-\$3,085.00</b>	<b>-\$1,465.00</b>
<b>Grants</b>			
	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
MAC (McKinney Arts Commission)	\$5,000.00	-	\$5,000.00
MCDC (McKinney Community Development Corporation)	\$1,500.00	-	\$1,500.00
<b>Grants Totals</b>	<b>\$6,500.00</b>	<b>-</b>	<b>\$6,500.00</b>
<b>Holiday Luncheon</b>			
	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Catering Holiday Luncheon	-	-	-
Heard Craig Fees Holiday	-	-\$70.00	-\$70.00
Holiday Tea donations	-	-	-
<b>Holiday Luncheon Totals</b>	<b>-</b>	<b>-\$70.00</b>	<b>-\$70.00</b>
<b>Spring Luncheon</b>			
	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Catering Spring Luncheon	-	-	-
Heard Craig Fees Spring	-	-\$70.00	-\$70.00
Spring Luncheon donations	-	-	-
<b>Spring Luncheon Totals</b>	<b>-</b>	<b>-\$70.00</b>	<b>-\$70.00</b>
<b>Activities</b>			
	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Workshops	\$350.00	-\$350.00	-
Field Trips	\$617.00	-\$617.00	-
Programs	-	-\$1,200.00	-\$1,200.00
<b>Activities Totals</b>	<b>\$967.00</b>	<b>-\$2,167.00</b>	<b>-\$1,200.00</b>
<b>Advertising and Marketing</b>			
	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Advertising/Marketing	-	-\$400.00	-\$400.00
Student Art Show	-	-\$200.00	-\$200.00
Member Art Show	-	-\$200.00	-\$200.00
Art Meets Poetry marketing	-	-\$200.00	-\$200.00
<b>Advertising and Marketing Totals</b>	<b>-</b>	<b>-\$1,000.00</b>	<b>-\$1,000.00</b>

**Grand Totals**

\$14,042.00

-\$12,208.00

\$1,834.00

**Projected bank balance if on budget****\$1,834.00**



# The Art Club of McKinney FY 2023

## Budget Report

Projected Budget as of 7/30/23

Funds available at beginning of financial year (06/01/2023)			\$6,583.99
Administrative	Budgeted Income	Budgeted Expenses	Budget Net
Membership <i>90 paying members = \$4050, 4 household members=\$40.00 15 Lifetime members=\$0</i>	\$4,000.00	-	\$4,000.00
Venues <i>Seven months (August, Sept, Oct, Nov, Jan, March, Apr) at the Hub planned at \$300 per meeting</i>	-	-\$2,100.00	-\$2,100.00
Hospitality	-	-\$500.00	-\$500.00
Post Office Box (USPS)	-	-\$194.00	-\$194.00
Insurance <i>United States Liability Insurance</i>	-	-\$470.00	-\$470.00
Gifts <i>All expenses weren't submitted last year so this is a guestimate</i>	-	-\$200.00	-\$200.00
Heard Craig Donation	-	-\$700.00	-\$700.00
Supplies/Printing /Postage <i>name tags; office supplies, raffle tickets, Printing, paper; copies, cards, stamps</i>	-	-\$500.00	-\$500.00
Donation	-	-	-
Website Expenses <i>Go Daddy 205 + 22</i>	-	-\$225.00	-\$225.00
Artist of the Month	-	-\$240.00	-\$240.00
Community Events <i>Cards/clay hearts for seniors (\$75.00); Towne Creek (\$250.00); Tiles (\$100.00)</i>	-	-\$425.00	-\$425.00
Financial Software <i>MoneyMinder</i>	-	-\$179.00	-\$179.00
<b>Administrative Totals</b>	<b>\$4,000.00</b>	<b>-\$5,733.00</b>	<b>-\$1,733.00</b>
Credit Card Processing Fees	Budgeted Income	Budgeted Expenses	Budget Net
Square Fees	-	-\$60.00	-\$60.00
PayPal Fees	-	-\$100.00	-\$100.00
<b>Credit Card Processing Fees Totals</b>	<b>-</b>	<b>-\$160.00</b>	<b>-\$160.00</b>
Fundraising	Budgeted Income	Budgeted Expenses	Budget Net
Raffle Tickets	\$300.00	-	\$300.00
Holiday Auction	\$400.00	-\$5.00	\$395.00
Belk	\$500.00	-	\$500.00
Donations Received	\$5.00	-	\$5.00
Smile Amazon <i>Program has been discontinued</i>	-	-	-
<b>Fundraising Totals</b>	<b>\$1,205.00</b>	<b>-\$5.00</b>	<b>\$1,200.00</b>
Art Shows	Budgeted Income	Budgeted Expenses	Budget Net

<b>Art Shows</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
<b>Member Art Show</b>			
Member Entry Fees	\$1,120.00	-	\$1,120.00
Award Money Member Show	-	-\$1,275.00	-\$1,275.00
Member show Miscellaneous	-	-\$225.00	-\$225.00
Venue Member Art Show <i>The Cove (150) Charles Esser setup and shut down (50)</i>	-	-\$200.00	-\$200.00
Advertising Member Show	-	-\$200.00	-\$200.00
Judge Member Show	-	-\$250.00	-\$250.00
Award Ribbons	-	-	-
<b>Member Art Show Totals</b>	<b>\$1,120.00</b>	<b>-\$2,150.00</b>	<b>-\$1,030.00</b>
<b>Student Art Shows</b>			
Student Entry Fees	\$500.00	-	\$500.00
Award Money Student Art Show	-	-\$1,000.00	-\$1,000.00
Award Ribbons Student Art Show	-	-\$185.00	-\$185.00
Advertise Student Art Show	-	-\$200.00	-\$200.00
Venue <i>the space may be donated so we will just have the maintenance fee</i>	-	-\$200.00	-\$200.00
Donations for Student Awards	-	-	-
Miscellaneous Student Art Show Expenses	-	-\$225.00	-\$225.00
Judge for Student Show	-	-\$250.00	-\$250.00
<b>Student Art Shows Totals</b>	<b>\$500.00</b>	<b>-\$2,060.00</b>	<b>-\$1,560.00</b>
Art Meets Poetry	-	-\$200.00	-\$200.00
<b>Art Shows Totals</b>	<b>\$1,620.00</b>	<b>-\$4,410.00</b>	<b>-\$2,790.00</b>
<b>Grants</b>			
MAC (McKinney Arts Commission) <i>Matching grant for operating expenses</i>	\$5,000.00	-	\$5,000.00
MCDC (McKinney Community Development Corporation) <i>100% for marketing Student Art Show; Member Art Show; Art Meets Poetry</i>	\$2,100.00	-	\$2,100.00
<b>Grants Totals</b>	<b>\$7,100.00</b>	<b>-</b>	<b>\$7,100.00</b>
<b>Holiday Luncheon</b>			
Catering Holiday Luncheon <i>\$27.00 per person estimated at 40 guests</i>	\$1,080.00	-\$1,080.00	-
Heard Craig Fees Holiday <i>Table cloth rental</i>	-	-\$70.00	-\$70.00
<b>Holiday Luncheon Totals</b>	<b>\$1,080.00</b>	<b>-\$1,150.00</b>	<b>-\$70.00</b>
<b>Spring Luncheon</b>			
Catering Spring Luncheon <i>30 People at \$27.00</i>	\$810.00	-\$810.00	-
Heard Craig Fees Spring	-	-\$70.00	-\$70.00
<b>Spring Luncheon Totals</b>	<b>\$810.00</b>	<b>-\$880.00</b>	<b>-\$70.00</b>
<b>Activities</b>			
Workshops <i>Kay Byfield, HC venue</i>	\$350.00	-\$350.00	-

<b>Activities</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Field Trips <i>Llama Farm (\$266.25); Fortunata Winery (\$350.00)</i>	\$617.00	-\$617.00	-
Programs <i>Six paid speaker programs @ \$200.00 per speaker</i>	-	-\$1,200.00	-\$1,200.00
<b>Activities Totals</b>	<b>\$967.00</b>	<b>-\$2,167.00</b>	<b>-\$1,200.00</b>
<b>Advertising and Marketing</b>	<b>Budgeted Income</b>	<b>Budgeted Expenses</b>	<b>Budget Net</b>
Advertising/Marketing <i>Business Cards; Postcards; Flyers</i>	-	-\$400.00	-\$400.00
<b>Advertising and Marketing Totals</b>	<b>-</b>	<b>-\$400.00</b>	<b>-\$400.00</b>
<b>Grand Totals</b>			
	\$16,782.00	-\$14,905.00	\$1,877.00
<b>Projected bank balance if on budget</b>			<b>\$8,460.99</b>

# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://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.

<b>Print or type.</b> See <i>Specific Instructions</i> on page 3.	<p><b>1</b> 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.)</p> <p><b>Art Club</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above.</p> <p><b>dba The Art Club of McKinney</b></p> <p><b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><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</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p><b>Note:</b> 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.</p> <p><input type="checkbox"/> Other (see instructions) _____</p> <p><b>3b</b> 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"/></p> <p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p style="text-align: right;"><i>(Applies to accounts maintained outside the United States.)</i></p> <p><b>5</b> Address (number, street, and apt. or suite no.). See instructions.</p> <p><b>PO Box 243</b></p> <p><b>6</b> City, state, and ZIP code</p> <p><b>McKinney, TX 75070</b></p> <p><b>7</b> List account number(s) here (optional)</p> <p>Requester's name and address (optional)</p>
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**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.

<b>Social security number</b>										
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	-		-							
<b>or</b>										
<b>Employer identification number</b>										
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 12.5%; border: 1px solid black; text-align: center;">7</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">5</td> <td style="width: 5%; text-align: center;">-</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">2</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">4</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">4</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">0</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">0</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">6</td> <td style="width: 12.5%; border: 1px solid black; text-align: center;">4</td> </tr> </table>	7	5	-	2	4	4	0	0	6	4
7	5	-	2	4	4	0	0	6	4	

**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.

**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.

<b>Sign Here</b>	Signature of U.S. person <i>Kathryn Ake</i>	Date <i>3.18.24</i>
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**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](http://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