



Art Club of McKinney

The Oldest Art Club in Texas!

Est. 1914

2025 – 2026

**McKinney Community Development Corporation Request for
Promotional and Community Event Funding**



Art Club of McKinney, TX

Mission: To elevate the art standards of the community through education, various projects, and sponsored programs.

- Founded in 1914, by Kathryn Craig
- Oldest art club in Texas (110 years old!)
- 501(c)(3) non-profit
- 150+ members and growing!
- Membership includes painters, illustrators, photographers, potters, and art enthusiasts
- Fully operated and managed by volunteers
- 11 board members, 13 chairs
- Meetings occur on the second Thursday of the month August-May

artclubofmckinney.org

Partners

Community Partners

- 2022: 4+
- 2023: 11+
- 2024: 14+
- 2025: 20+



Mockingbird
Poetry
Society



THE DALLAS TEA PARTY Co.

artclubofmckinney.org

Growth



2024-2025

- **133+** Members
- Instagram Account Created Jan 2024: **400+** Followers
- Facebook Account (6 Months): **870 Members** (Gained 124 Members)
- Facebook Views (6 Months) Jan 2024-June 2024: **12,480+ Views**, 143+ Posts, 475+ Comments

2025-2026

- **150+** Members
- Instagram Account: **1,163+** Followers
- Facebook Account: **1,076+** Members
- Facebook Views (6 Months) Jan 2024-June 2024: **16,091+ Views**, 229+ Posts, 492+ Comments
- LinkedIn Account Created Feb 2025: **23+** Followers
- 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+**

Membership Growth YoY

- May 2022: 74+
- May 2023: 100+
- May 2024: 133+
- May 2025: 135+

Events

2024-2025

- Monthly Meetings
- **Art Auction Scottish Rite Hospital**
- **Art Exhibit Collaboration with Kettle Art Gallery**
- High School Student Art Show
- **Artist Networking Events**
- **Home & Garden Tour Day Trip**
- Holiday Luncheon
- Art Meets Poetry Collaborative Show
- Annual Philanthropic Community Event
- **Art Exhibit Collaboration with Dallas Tea Co.**
- Spring (Member) Art Show
- Spring Luncheon
- Field Trips and Art Tours
- McKinney Library Summer Art Program
- 'Arts in Bloom' Festival + **Art Battle**
- **Upcycling Workshop**
- 'A Walk in the Park' Art & Garden Event

2025-2026

- **Community Artists Video Interviews**
- Monthly Meetings
- **Arts & Culture Celebration at the Heard Craig**
- **North Texas Giving Day**
- 'A Walk in the Park' Art & Garden Event
- **Workshops (4)**
- **Garden Social Photography Session**
- Art Auction Scottish Rite Hospital
- High School Student Art Show
- **Artist Networking Events at Local Businesses**
- Home & Garden Tour Day Trip
- Holiday Luncheon
- Art Meets Poetry Collaborative Show
- Annual Philanthropic Community Event
- Spring (Member) Art Show
- Spring Luncheon
- Field Trips

- 'Arts in Bloom' Festival + Art Battle
- 'A Walk in the Park' Art & Garden Event
- Upcycling Workshop
- **Luncheon/Upcycling Fashion Workshop**

Event Growth YoY

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

We've reached a pivotal point in our growth where the focus is no longer on simply increasing the number of events, but rather ensuring we're offering the *right* events—based on community surveys and feedback. This means maintaining a thoughtful mix of both free and low-cost experiences that truly serve and engage our audience.

Why We Request Funding

As I begin my **third year as President**, I'm proud to say our organization is more stable than ever. This year, our major focus is on **returning value**—staying true to our mission while generating enough funding to sustain ourselves. By introducing small registration fees and selective paid events, we're building a stronger financial base in order to rely less on grants.

We've also sharpened our marketing strategy. Based on last year's feedback—event surveys, zip code tracking, and word of mouth—**paid social media ads** proved to be the most effective way to reach new audiences. We've shifted away from print ads and extras to focus on targeted digital promotion. It's already working: we're seeing attendees from **over 44 zip codes** and growing.

With this more focused, data-driven approach, we're building a model that's both sustainable and aligned with our mission. Our marketing and promotional efforts are designed to **enhance the visibility** of the **City of McKinney**, as well as our **organization, partners, sponsors, supporters, and collaborators**—amplifying the impact of every event and initiative we undertake.



Funding Breakdown



FACEBOOK AND INSTAGRAM
ADS: \$4000



PRINTED COLLATERAL USED AT EVERY
EVENT (YARD SIGNAGE, POSTCARDS,
BUSINESS CARDS): \$300



EVENT
PROGRAMS/CATALOGS:
\$800



ANTICIPATED
ADDITIONAL
EXPENSES: \$2000

Total Requesting:
\$7100

Our 2024-2025 breakdown included **8** categories. For our 2025-26 season, our data driven approach has narrowed our breakdown to **4** targeted categories

Proposed Budget

	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
<u>Additional Expenses:</u>					
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

Measuring Success

The plan outlined below was our proposed roadmap at the start of the 2024–2025 season to help us measure success throughout the year. I’m happy to share that **we accomplished each of the listed goals**, which helped guide our growth and impact. These achievements culminated in an **end-of-year report to track our progress year over year**. We will **continue this approach** as our framework for measuring success throughout the 2025–2026 season.

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.

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.

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.

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.

Community Impact

- Collaborations and Partnerships: Assess the number and quality of collaborations with other local organizations.
- Educational Outreach: Measure the impact of educational programs and workshops offered during events, including the number of participants and their feedback.

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.

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.

In The News

ART CLUB OF MCKINNEY IN THE NEWS



Local Profile

From an art club with more than a century's worth of history to an innovative women-driven arts foundation operating out of a repurposed cotton mill, McKinney, TX is home to a diverse and growing community of artists and arts organizations.

[READ ARTICLE](#)

D Magazine

The Art Club of McKinney, Texas, the oldest art club in Texas with over 100 members, partnered with Dallas, TX Deep Ellum Kettle Art Gallery to present 'No Limits,' an extraordinary exhibit featuring the work of 25 talented artists.

[READ ARTICLE](#)

Collin-Denton Spotlighter

Whether on the canvas or the page, artistic creativity abounds in McKinney, TX at the annual Art Meets Poetry event. A collaboration between the Art Club of McKinney and the Mockingbird Poetry Society, the event sees up to 40 pairs of poets and artists working together to create single, harmonious displays of art.

[READ ARTICLE](#)

artclubofmckinney.org



Thank You!

Appendix

High School Student Art Show



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

2023

- FREE Event Open to the Public
- Participant Registration Fee
- 86+ Pieces of Student Art On Display
- Participating High Schools: 11+
- Location: The Cove, McKinney, TX
- Dates: Friday & Saturday, October 27/28, 2023
- Total Attendees: 210+

2024

- FREE Event Open to the Public
- Participant Registration Fee
- 96+ Pieces of Student Art On Display
- Artwork Sold
- Participating High Schools: 15+
- Location: Tupps Brewery, McKinney, TX
- Dates: Saturday, October 26, 2024, Exhibit On Display for 1 Week
- Total Attendees: 260+
- Attendee Reach: 9+ Unique Zip Codes



Magazine Ad



Art Club of McKinney
The Heart of the Heart

Art Club of McKinney, Texas Presents The

**HIGH SCHOOL
STUDENT
ART
SHOW**

CALL FOR ART!

Are you a high school art student? If so, we want YOU! Submit your work today for a chance to win cash prizes! Visit our website for more info and to submit. artclubofmckinney.org
Submission Deadline Oct 14, 2024

Judge



Chris Turner

Awards



Mayor Fuller

Saturday, October 26, 2024
Opening Night Reception 6-8pm
Awards Ceremony 6:30-7pm
TUPPS Brewery 402 E. Louisiana
McKinney, TX 75069

Thank You To Our Partners



Event Programs

The Art Club of McKinney Presents the 2024

**STUDENT
ART
SHOW**



Art Club of McKinney
The Heart of the Heart

**STUDENT
ART
SHOW**

Thank You To Our Partners





Mayor George Fuller

Thank you to Mayor George Fuller and Guest Judge Chris Turner.



This show has been brought to you by our partners, teachers, the Art Club of McKinney volunteers, and generous cash prize donations from Julie Kalish, Amanda Beggs, Connie Brown, Pam Ewell, and Kathryn Kile.



Artist and Guest Judge Chris Turner

Cash prizes were also made possible through a generous donation from Russ Mortenson, in memory of Beth Mortenson, a dedicated advocate for the Art Club of McKinney and a passionate supporter of the High School Student Art Show.

artclubofmckinney.org

Facebook/Instagram Ad



Art Club of McKinney
The Heart of the Heart

**STUDENT
ART
SHOW**

Thank You To Our Partners



*Calling All McKinney Area High School Art Students!
Register For A Chance to Win Awards and Cash Prizes!*

2024 High School Student Art Show

Opening Night: Saturday, October 26, 2024
Reception 6-8pm
Awards Ceremony 6:30-7pm

Show will be on exhibit Oct 26th - Nov 3rd

TUPPS Brewery
402 East Louisiana
McKinney, TX 75069



Scan To Register Student Art
Or Visit: artclubofmckinney.org/2024-student-art-show

*Registration Deadline:
Monday, October 14th*

Art Meets Poetry Show



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.

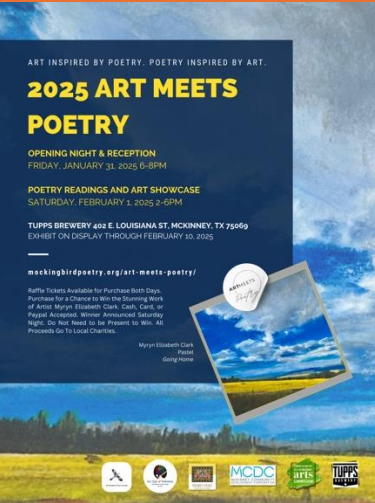
2024

- FREE EVENT Open to the Public
- Participant Registration Fee for Non-Members
- 3rd Year Collaboration with Mockingbird Poetry Society
- 40 Art/Poetry Pairings from McKinney, North Dallas, & DFW
- Location: The Cove, McKinney, TX
- Dates: Friday & Saturday, Feb 2/3, 2024
- Total Attendees: 280+
- McKinney, TX Charities Supported: Community Garden Kitchen, McKinney Community Food Pantry, Community Lifeline Center

2025


- FREE EVENT Open to the Public
- Participant Registration Fee for Members & Non-Members
- 4th Year Collaboration with Mockingbird Poetry Society
- 46 Art/Poetry Pairings from McKinney, North Dallas, DFW, & Austin
- Artwork Sold
- Location: TUPPS Brewery, McKinney, TX
- Dates: Friday & Saturday, Jan 31/Feb 1, 2025, Exhibit On Display for 1 Week
- Total Attendees: 431+
- McKinney, TX Charities Supported: Community Garden Kitchen, McKinney Community Food Pantry, Community Lifeline Center
- Participant Age: 4th Grade & Older
- Attendee Reach: 25 Texas Cities, 36 Unique Zip Codes

Posters




Programs/Catalogs

1 "Reassurance" by Kavya Baburaj <-> "Mind in Motion" by Anjali Gotwala




Kavya Baburaj - Poetry
My name is Kavya - It means Poetry in Sanskrit. My writing often explores themes of inner struggle, personal transformation, and the subtle hope that rises from despair. I enjoy keeping my work introspective and yet universal. I write from a place of within the human experience that wants to navigate the topics we seldom explore like pain, self-reflection, and the search for peace. I'm inspired to make my writing relatable through evoking emotions and allowing imagery to do the talking.




Anjali Gotwala - Art
Hi! I'm Anjali, and I'm currently working on my master's in counseling with hopes of becoming an art therapist someday. I love using creativity to help others heal and find their strength. Fun fact: I'm a twin, so connection and empathy have always been a big part of my life. My art is inspired by my journey and my belief that there's beauty in every story—even the messy ones

2 "A girl child, NO less" by Neeta Nayak <-> "Embracing Life" by Anjali Pai



Neeta Nayak - Poetry
From growing up an asthmatic child in Southern India to becoming a physician specializing in geriatrics, hospice and palliative medicine, Neeta Nayak has come a long way. She's a three time D Magazine awardee for Best Geriatrician. As a middle schooler, she used to conjure up images of words in her mind while walking the 2 miles daily in solitude, but never dared put those words on paper until COVID when she started taking long walks and sitting on park benches writing poetry. When she discovered the Mockingbird poetry society and the Poetry Society of Texas in July 2024, she knew she'd found her tribe!!



Anjali Pai - Art
Anjali is an award winning Dallas based artist who works on pastels, charcoal and ink. Her works are inspired by everyday scenes of men and women going through life. She seeks to showcase the beauty in the commonplace through her artworks. Her works have been showcased and won awards in several juried exhibitions across the DFW metroplex in the past 7 years.




Event Signage



Facebook/Instagram Ad


Preview

Join Us for This Two Day Event Celebrating the Art & Poetry Connection! This annual collaboration between the Art Club of McKinney and the Mockingbird Poetry Society highlights the inspiring exchange between art and poetry. Artists and poet...




INTERESTED

Completed • Jan 16 • Created by artclubofmckinney

Boosted Instagram media	9,991 Views	5,603 Reach	196 Link clicks	\$97.73 Spent at \$7.00 per day	
-------------------------	-------------	-------------	-----------------	---------------------------------	---

Completed • Jan 16

Event responses	36,465 Views	23,646 Reach	180 Event Responses	\$98.00 Spent of \$98.00	
-----------------	--------------	--------------	---------------------	--------------------------	---

Spring (Member) 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.

2024

- FREE Event Open to the Public
- Participant Registration Fee
- 38+ Pieces of Art On Display
- Location: The Cove, McKinney, TX
- Dates: Friday & Saturday, March 15/16, 2024
- Total Attendees: 143+ In Two Nights

2025

- FREE Event Open to the Public
- Participant Registration Fee
- 52+ Pieces of Art On Display
- Artwork Sold
- Location: TUPPS Brewery, McKinney, TX
- Dates: Saturday, March 22, 2025, Exhibit On Display for 1 Week
- Total Attendees: 100+ Opening Night
- Attendee Reach: 14+ Unique Zip Codes

Banner



Programs



Categories	
Bests in Show Winner's Name	
◆	
Pen/Pencil/Ink/Alcohol Ink/Colored Pencil	
1st	
2nd	
3rd	
Pastels/Charcoal	
1st	
2nd	
3rd	
Photography	
1st	
2nd	
3rd	
Scratchboard	
1st	
2nd	
3rd	
Paintings (Oil & Acrylic)	
1st	
2nd	
3rd	
Mixed Media	
1st	

Facebook/Instagram Ad

Preview

🎨 Art Club of McKinney Presents the 2025 Spring Show 🌸🌻 Join us for an evening of creativity, community, and art at our Opening Night & Reception! 📅 When:...

INTERESTED

Completed • Mar 13	...	View results
Event responses	4,993 Views	2,587 Reach
108 Event Responses	\$50.00 Spent of \$50.00	📱
Completed • Mar 13 • Created artclubofmckinney	...	View results
Boosted Instagram media	9,456 Views	5,923 Reach
257 Link clicks	\$125.98 Spent of \$126.00	📱