

# CITY OF MCKINNEY, TEXAS



## Legislation Details (With Text)

**File #:** 24-1711      **Name:** PC2420 Art Club of McK  
**Type:** Agenda Item      **Status:** Agenda Ready  
**In control:** McKinney Community Development Corporation  
**On agenda:** 6/27/2024      **Final action:**  
**Title:** Consider/Discuss Promotional and Community Event Grant Application Submitted by Art Club of McKinney (PC 24-20) in the Amount of \$6,800.00 for the Advertising, Marketing and Promotion of the 2024-2025 Season  
**Indexes:**  
**Attachments:** 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by Art Club of McKinney (PC 24-20) in the Amount of \$6,800.00 for the Advertising, Marketing and Promotion of the 2024-2025 Season

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 27, 2024

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- The Art Club of McKinney is requesting \$6,800 for the advertising, marketing and promotion of the 2024-2025 season to include one student show, one member show and an Art Meets Poetry show.
- All shows are held at The Cove in McKinney.
- Each show draws visitors from the DFW area plus some traveling from out-of-state to see specific artists' works. Expected total attendance for all events is 1,250+.
- Admission to each show is free.

### BACKGROUND INFORMATION:

- Founded in 1914, the Art Club of McKinney is the oldest art club in Texas.
- With 135 members, its mission is to elevate the art standards of the community by education through the various projects and programs of the club.
- Collaboration with other art related organizations in McKinney is a priority.

**FINANCIAL SUMMARY:**

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded Art Club of McKinney a Promotional and Community Events grant totaling \$2,100 for the 2023-2024 shows.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation