



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 24-1711, **Version:** 1

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