

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 23-0014, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Garden Club (PC 23-09) in the Amount of \$3,000 for the Advertising, Marketing and Promotion of the 2023 Art Meets Floral Event.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Garden Club is working in partnership with Heard Craig Center for the Arts on the 2023 Art Meets Floral event and is requesting \$3,000 for the advertising, marketing and promotion of the event.
- The event will be held April 15, 2023 at the Heard-Craig Center for the Arts.
- This year's event will feature art from North Texas artists and will include sculpture, collage, mix-media, watercolor and bronze pieces.
- An added event this year will be a brunch with plated meal, music and information about the exhibit.
- Tickets for the exhibit are \$10 each. Tickets for the brunch are \$75.
- Attendance for the exhibit is expected to be about 300, with 60 attending the brunch.

BACKGROUND INFORMATION:

- The mission of McKinney Garden Club is to continuously preserve, protect, educate, beautify and serve as McKinney's civic leaders for a more beautiful and sustainable McKinney for the future.
- The organization is dedicated to educating the community on the design and management of gardens in McKinney.
- Historically, the club has promoted city and highway beautification programs, actively supported environmental concerns, and sponsored plantings in McKinney.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded McKinney Garden Club a Promotional and Community Events grant in FY 21 in the amount of \$5,000 for the advertising, marketing and promotion of 2021 Art Meets Floral.

