



McKinney Community Concert Association, Inc (MCCA)

2023 Grant Application

McKinney Community
Development Corporation

Sail On-Beach Boys Tribute Returns



2022-2023 Concert Season

Our 48th

- **Through The Years**— *Kenny Rogers original band with Don Gatlin*
- **Divas3**— *Las Vegas singers cover top females of 60s-90s*
- **Judy Carmichael**— *Grammy Nominated Jazz Pianist*
- **Jim Curry**— *John Denver Tribute*
- **Sail On**— *Beach Boys Tribute Returns*
- **Side Street Strutters**— *New Orleans Swinging Jazz*

www.mckinneycommunityconcerts.org

Target Audience

- **Senior adults appreciate great music performed by highly regarded stage performers**
- **Our audience comes primarily from McKinney plus 30 surrounding communities**

Marketing Plan

- **Early Bird Sales offered**
- **Speaking to vibrant senior living communities**
- **Bubble Life/ Bands in Town**
- **Presentations to groups**

Kiwanis, Lions Clubs

Newcomers Club

Marketing Plan

- Season tickets and donations
- Mail, email and phone calls
- Business donations
- Social Media, Facebook, web site
- McKinney Chamber of Commerce
- We do sell individual concert tickets

MCDC Grant Allows MCCA To

- **Increase Print Media**

**Stonebridge Ranch, Craig Ranch,
Community Impact and Community News
Connections (Fairview)**

- **Increase Mail Contact**
- **Expand Brochure Printing**

2022-2023 Estimated Costs

• Cost of Performers	\$54,880
• Venue	\$24,000
• Marketing/Promotions	\$7,875
• Program/Exhibit Production Cost	<u>\$15,950</u>
	TOTAL \$102,705

Benefits to McKinney

- Cultural and economic benefits by bringing diverse series of professional concerts that are:
 - available
 - accessible
 - affordable
- Identifies McKinney as Arts Destination with unique opportunity for live entertainment
- MCCA concerts draw audiences from McKinney and 30 surrounding communities to dine & shop
- The MCDC Grant would enable MCCA to grow our outstanding concert series in McKinney!

Q&A

We are eager to answer any questions you might have!

Thank you

McKinney Community Concerts