

# ODYSSEUS NORTH TEXAS CHAMBER ORCHESTRA dba MCKINNEY PHILHARMONIC ORCHESTRA REPORT

## NARRATIVE

Grants Requested - \$4000

Final Promotional Expenses - \$1314.76

## CONCERTS AND EVENTS SUBMITTED TO MCDC FOR GRANTS

### February 23 2020 – Happy Prince

The Happy Prince concert is our Family concert. Happy Prince is a piece written by a living composer with Narration. This story is based on a children's book by Oscar Wilde. We also performed Saint Saens Carnival of The Animals. In this concert, we also collaborated with Annie Royer who curated an art exhibition downstairs in the gallery. Annie, painted the illustrations to Happy Prince and was projected on screen during the performance of the Happy Prince.

### APRIL 4 2020 – Bossa Nova

A POPS concert series. This concert is unique. It is a tribute concert to Antonio Carlos Jobim, the composer of Girl from Ipanema and the father of the BOSSA NOVA style. This concert was cancelled due to COVID 19. We will do this concert next season.

### MAY 2 2020 – Chamber Music Concert

This is a small intimate concert with a small ensemble. We planned on providing free snacks and hot beverages as part of our outreach and appreciation. However this concert was cancelled due to the Covid 19 pandemic crisis.

## PROMOTIONS

We utilize many different forms of promotions. Below are a list of platforms we use both paid and free.

### Paid Promotions

- a. Facebook Ads
- b. WhoFish.org
- c. WRR Radio (We had already ordered \$1500 worth of radio slots for the Bossa Nova concert but had to cancel the order)
- d. Flyers

### Other Free Promotions

- a. Municipal calendars
- b. Cultural District Calendar
- c. Other online calendars
- d. Newsletters
- e. Bubblelife.com
- f. Visit McKinney Facebook
- g. McKinney Cares
- h. McKinney Creatives

## TICKETING SYSTEMS

1. Brownpapertickets.com (BPT)

This system gives us the ability to operate ourselves and provides graphs in the metrics. Because it is available, we have provided graphs to show where our audience comes from.

2. McKinney Performing Arts Center (MPAC)

We do not have the ability to set the system ourselves. It is all operated by Lara Marsh at the MPAC. Through requests, Lara will send us an email list with zip codes. We have provided zip codes in the report.

# METRICS

We are happy to provide audience metrics generated from the ticketing system. (Brown Paper Tickets)

## 1. THE HAPPY PRINCE. February 23 2019. (BPT)




SAMPLE PROMOTIONAL MATERIALS



**THE HAPPY PRINCE**  
Based on a children's book by Oscar Wilde  
Music composed by Jan Bach  
With Illustrations By Annie Royer  
And Music of Camille Saint Saens  
**Carnival of the Animals**

McKinney Philharmonic Orchestra  
Funded in part by City of McKinney arts Commission  
MCDC McKinney Community Development Corporation  
Texas Commission on the Arts  
Love LIFE FOUNDATION  
The Lumber Shop  
ARTS & MUSIC GUILD  
TEXAS REPUBLIC BANK  
Market STREET  
INDEPENDENT FINANCIAL



**BOSSA NOVA**  
ANTÔNIO CARLOS  
**JOBIM**  
Featuring Hans York and Banda Brazil  
Saturday, April 4, 2020  
8:00 PM  
McKinney Performing Arts Center

McKinney Philharmonic Orchestra  
Funded in part by City of McKinney arts Commission  
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Market STREET  
McKINNEY



MCKINNEY PHILHARMONIC ORCHESTRA

PRESENTS

# BOSSA NOVA

TRIBUTE TO ANTÔNIO CARLOS

# JOBIM

Featuring

Hans York and Banda Brazil

Saturday, April 4 2020

8:00 PM

McKinney Performing Arts Center

[www.mckinneyphilharmonic.org](http://www.mckinneyphilharmonic.org)



BELOW ARE A COUPLE OF THE SEVERAL FACEBOOK LINKS OF OUR PROMOTIONS.

<https://www.facebook.com/events/1352152378304775/>

<https://www.facebook.com/events/198929894695230/>