

Print**Final Grant Report - Submission #53839**

Date Submitted: 6/10/2016

City of McKinney Arts Commission

When your Arts-Commission-funded project is complete, please submit this form and the following two items within thirty days after the event or season, depending on the type of event. These items must be submitted electronically.

- 1) A detailed Final Project Report covering all receipts and expenditures for the funded project.
- 2) A narrative report of the project.

Please review carefully before submitting. Final Grant Reports may only be submitted once.

Grantee Name*

Plano Symphony Orchestra

Grant Amount*

4,800

Email *

nbaumgarten@planosymphony.org

Event(s)**Name of Event***

"Movie Magic" Family Series Concert

Date & Time of Event*

5/15/16 3:00 pm

Location of Event *

McKinney Performing Arts Center

More Events? Yes No**Total Revenue**

Include grant award funds.

Budget*

15,558

Actual*

11,374

Total Expenses

Budget*

Actual*

Total Number in Attendance*

Number of Performances*

Total Number of Tickets Sold*

Number of Tickets Comped*

Promotion

Did you include in all promotion, publicity and advertising the following line: "This project is funded in part by the City of McKinney through the City of McKinney Arts Commission."

Choose One*

- Yes
- No

If no, why not?

Logo

Did you use the City of McKinney logo on printed material?

Choose One*

- Yes
- No

If no, why not?

Goals

How successful was your event in accomplishing the Arts Commission goal, "To create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to McKinney residents and visitors?"

Choose One*

- Very Successful
- Somewhat Successful
- Not Successful

Comments

The concert was very successful, and we look forward to returning next year.

Attach Financial Report*

Financial Report Attachment 15-16.xlsx

Attach Narrative Summary*

McKinney Family Series Report Narrative 2016.docx

Plano Symphony Orchestra
McKinney Arts Commission 2015-2016 Final Project Report

	Budget	Actual
Earned Income		
Ticket Sales	2,000	2,662
Total Earned Income	2,000	2,662
Contributed Income		
MAC Grant	8,880	4,800
Other	1,300	450
Total Contributed Income	10,180	5,250
Inkind		
Goods and Services	3,140	3,140
Volunteer Time (on tax return)	238	322
Total Inkind	3,378	3,462
Total All Income	15,558	11,374
Expenses		
Personnel	6,580	6,620
Contracted Services	6,880	5,371
Travel	0	0
Rental	500	477
Advertising & Promotion	3,400	2,394
Other	400	366
Subtotal	17,760	15,228
Inkind		
Volunteer Time	238	322
Donated Goods/Services	3,140	3,140
Total All Expenses	21,138	18,690
Net Income	(5,580)	(7,316)

McKinney Family Series Report Narrative

The Concert

Our popular McKinney Family Symphony Sunday Concert “Movie Magic” provided families the opportunity to learn about the instruments of an orchestra and experience an interactive, musical performance. This concert was a fun-filled afternoon of family entertainment as well as an exciting educational experience. The featured concert at the McKinney Performing Arts Center (MPAC) showcased the four instrument families—woodwinds, brass, strings and percussion. Pre-concert activities began at 2:15pm, followed by a 45 minute concert at 3:00pm. The date of the concert was May 15, 2016.

“Movie Magic” featured an ensemble that showcased popular songs from movies such as *Star Wars*, *Frozen*, *Jurassic Park*, and *Beauty and the Beast*. “Movie Magic” partnered with Le Theatre de Marionette puppeteers from Geppetto’s Marionette Theater to provide visual magic with a puppet visit from Elsa and Olaf along with Darth Vader and Belle and the Beast plus several others popular characters.

Prior to each concert children were encouraged to experience the Instrument Petting Zoo—a collection of real instruments that children pick up and play. The “Zoo” is a collection of orchestral instruments with cases that have been painted to look like different animals. In addition, children participated in the Craft Station, Be a Conductor Station, and Storyboard and iPod Station, which focused on musical instruments.

Ticket Sales

Ticket sales for the McKinney Family Concert were very robust. Historically, ticket sales for Family Series tickets are slow a few weeks out from the event, but pick up the week prior to the event with the bulk of sales occurring as walk-up sales. The ticket sales for McKinney followed this trend.

Tickets Issued:	277
Paid Attendance:	254
Comps:	13

Ticket sales have progressively increased each year from 202 in 2015 to 277 in 2016.

Marketing

Marketing for the McKinney Family series was multi-faceted. A corporate partner aided in advertising and marketing the concerts. Star Local Media ran the following ads:

- 2 - 1/4 page ads ran in Plano, Frisco, Little Elm, Celina & McKinney (for Entire Series) on 2/28 & 3/6
- 2 - 1/4 page ads ran in Frisco, Little Elm, Celina & McKinney (for Entire Series) on 3/27 & 3/31
- 4 - 1/6 page ads ran in McKinney (for McKinney Concert only) on 4/24, 5/1, 5/8, 5/12

In addition to ads, the Family Series concerts were posted on local event calendars. MPAC also promoted the concerts through their calendar, website and flyers. The concert was also in Suburban Parent Magazine and was promoted through posters.

The City of McKinney was credited on all promotional materials along with the McKinney Arts Commission.

Improvements for Next Year

Next year the Plano Symphony is once again looking at new programming for the McKinney Family Series Concert. The change in the program will once again bring together all four instrument families in one exciting concert. With families' busy schedules, the ability to experience all four families at one time instead of a series of four concerts should continue the increase in ticket sales. The large ensemble will give small children the feeling of a full orchestral experience.

Additionally, further marketing partnerships and promotions will be pursued in order to grow the reach within McKinney.