



CITY OF MCKINNEY - ARTS COMMISSION FINAL GRANT REPORT – SUMMARY

Grantee Name: McKinney Community Concerts Association
Grant Amount: \$21,464.82
Name of Event: 2011-2012 Concert Season
Date(s) of Event: 10/8/11, 11/5/11, 1/7/12, 2/4/12, 3/3/12, 3/24/12, 9/8/12
Location(s) of Event: Faubion Middle School, 2000 Rollins St., McKinney, TX (all but last concert;
last concert was held at Christ Fellowship Church, 2801 Orchid Dr., McKinney, TX (see note in comments below)

Total Revenue: Budget - \$ 97,926.60 Actual - \$ 92,458.44
(including the grant award)

Total Expenses: Budget - \$ 97,926.60 Actual - \$105,465.17

Performances 7
Total Attendance 4200
Tickets: Sold 550
Tickets: Comp 50

- 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” YES NO
If no, why not?
- Did you use the City of McKinney logo on printed material? YES NO
If no, why not?
- 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”***.
 Very Successful Somewhat Successful Not Successful

Comments: The McKinney Community Concert Board of Directors once again is proud to report a truly successful year. A nearly 100% renewal rate of membership, as well as early response in which we increased our membership to 550 season ticket holders is evidence of the interest generated in the community of McKinney as well as the surrounding towns. In compliance with the McKinney Arts Commission mission the Board's efforts were focused on creating a vibrant, viable, diverse and high quality arts opportunity for McKinney residents and visitors. Interests in renewal memberships and attendance validated our perception of success. In addition, growth is noticeable by an increase in out-of-town memberships sold, spurred on by word-of-mouth praise for the artists' performances. The McKinney Concerts Board of Directors are pleased that our renewals and new members outpace the sales in years past as of this date, which attests to another successful season of concerts.

Thanks to the generosity of the City of McKinney Arts Commission we were able to put on seven high quality concerts during the 2011-2012 season. We always strive to plan several different types of acts to appeal to a widely varied audience. The American Spirit of McKinney was a musical play of life in early 20th century America in the town of McKinney, of course. We presented Country Gold for our country and western lovers. For the classical tastes, we had the beautiful voices of the 3 Inspirational Tenors. A blast from the 1970s included a tribute to Abba with Abbadacadabra. Shaken Not Stirred appealed to the movie fans of the James Bond 007 series. Mr. Piano, Mac Frampton, is always a favorite to our members. And lastly, we got a taste of Branson talent with the Dutton Family. After every concert, several directors poll the members they represent to see how they enjoyed the concert and venue. We use this information to help us decide when, and if, we ask the performers to return to McKinney. Our goal is always to provide a variety of high quality entertainment at a very reasonable price.

Our last concert of this season (and the upcoming 2012-2013 season) had to be relocated due to the extensive renovation at Faubion Middle School. We were fortunate to relocate the venue to the Christ Fellowship Church which has excellent facilities for our performances. A secondary benefit was that the increased excitement at Christ Fellowship resulted in many memberships being purchased by their congregation members. McKinney is an exciting place to host our community concert series and the MCCA is truly grateful for the continued support of the City of McKinney Arts Commission and the civic leaders of this great city.

The following table provides the requested summary of our just concluded season. That season was comprised of seven concert events and no special projects.

Current Season	
# of Performances	7
Tickets sold or persons attending	550
Comp Tickets	50
Total Season Attendance	4200

