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City of McKinney Arts Commission

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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.

[Cancel](#)

- 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*	Grant Amount*
Plano Symphony Orchestra	\$8,750

Email *
nbaumgarten@planosymphony.org

Form Details

SUBMITTED BY
SUBMITTED ON
May 12, 2014 2:18 PM
IP ADDRESS
71.170.96.34
REFERRER
<http://www.mckinneytexas.org/Form-Center/Arts-Commission-14/Final-Grant-Report-61>

Answered 33 of 58 (56.9%)

Event(s)

Name of Event*	Date & Time of Event*	Location of Event *	More Events?
McKinney Family Series-Brass	March 23, 2014, 3:00pm	MPAC	<input type="radio"/> Yes <input checked="" type="radio"/> No
McKinney Family Series-Winds	March 30, 2014, 3:00pm	MPAC	<input type="radio"/> Yes <input checked="" type="radio"/> No
McKinney Family Series-Percussion	April 6, 2014, 3:00pm	MPAC	<input type="radio"/> Yes <input checked="" type="radio"/> No
McKinney Family Series-Strings	April 13, 2014, 3:00pm	MPAC	<input checked="" type="radio"/> Yes <input type="radio"/> No

Total Revenue
include grant award funds.

Budget*	Actual*
\$16,922	\$15,636

Total Expenses

Budget*	Actual*
\$21,497	\$21,841

Total Number in Attendance*	Number of Performances*
316	4

Total Number of Tickets Sold*	Number of Tickets Comped*

5:4



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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* If no, why not?

- Yes
- No

Logo

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

Choose One* If no, why not?

- Yes
- No

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 McKinney Family Series provided four high quality professional orchestral concerts to the McKinney community.

Attach Financial Report*

[Financial Report Attachment.xlsx](#)

Attach Narrative Summary*

[McKinney Family Series Report Narrative.docx](#)

**Plano Symphony Orchestra
McKinney Arts Commission 2013-2014 Final Project Report**

	Budget	Actual
Earned Income		
Ticket Sales	4,175	2,749
Total Earned Income	<u>4,175</u>	<u>2,749</u>
 Contributed Income		
MAC Grant	8,750	8,750
Other	0	0
Total Contributed Income	<u>8,750</u>	<u>8,750</u>
 Inkind		
Goods and Services	460	3,445
Volunteer Time (on tax return)	3,537	692
Total Inkind	<u>3,997</u>	<u>4,137</u>
 Total All Income	16,922	15,636
 Expenses		
Personnel	4,170	6,800
Contracted Services	8,800	6,104
Travel	0	124
Rental	1,730	1,270
Advertising & Promotion	2,800	2,254
Other	0	1,152
Subtotal	<u>17,500</u>	<u>17,704</u>
Volunteer Time	3,537	692
Donated Goods/Services	460	3,445
 Total All Expenses	21,497	21,841
 Net Income	(4,575)	(6,205)

McKinney Family Series Report Narrative

The Concerts

Our popular McKinney Family Symphony Sunday Series provided families the opportunity to learn about the instruments of an orchestra and experience interactive, musical performances. These concerts were fun-filled afternoons of family entertainment as well as an exciting educational experience. The series featured four concerts at the McKinney Performing Arts Center (MPAC) that showcased the four instrument families—woodwinds, brass, strings and percussion. The concerts began at 2:15pm with pre-concert activities followed by a 45 minute concert at 3:00pm. The dates of the concerts were:

- Brass March 23, 2014
- Winds March 30, 2014
- Percussion April 6, 2014
- Strings April 13, 2014

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 where the cases 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 all focusing on musical instruments.

Ticket Sales

Ticket sales for the first McKinney Family Series Concerts were positive with sales trending up throughout the series. The last concert ended with the highest sales with momentum building. Many patrons bought season tickets for the entire concert series. 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. However, ticket sales fell short of the projections due to slow walk-up sales. A couple of issues affected the walk-up sales on the day of the events:

- During the Winds concert, abortion protesters filled the McKinney Square with graphic signs not suitable for children to see which probably deterred families from coming to MPAC.
- The weather was rainy for two concerts which we have found from past Family Series sales tends to reduce walk-up sales.

As part of our community outreach, three of the four concerts were promoted to organizations with the offer of complimentary tickets to their members. This offer was to members who would not normally have the opportunity to attend generally for financial reasons. Some of the organizations that participated were Samaritan Inn, Head Start/Plano ISD, My Possibilities, Journey of Hope and Plano Community Homes. In the future, the PSO would like to add additional McKinney organizations to this list with the suggestion of the Arts Commission.

	Tickets Issued	Attendance	Comps
Brass	105	75	11
Winds	60	37	10
Percussion	133	83	15
Strings	226	121	31
Total:	524	316	67

*Tickets issued include comps offered and tickets sold.

Marketing

Marketing for the McKinney Family series was multi-faceted. Two corporate partners aided in advertising and marketing the concerts. FC Dallas offered a free ticket to anyone who purchased a Family Series ticket. This offer was promoted through all of the ads, online and through flyers. Star Local Media ran the following ads:

- Full Series Ad : ¼ page 4C
 - Sunday, March 2
- Individual Concert Ads: 1/6 page 4C
 - Sunday, March 16
 - Sunday, March 23
 - Sunday, March 30
 - Sunday, April 6

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 City of McKinney was credited on all promotional materials.

Improvements for Next Year

Next year the Plano Symphony will be changing the Family Series to a Carnival of the Animals concert. The change in the program will 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 increase 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.