

Print

Final Grant Report - Submission #68170

Date Submitted: 6/29/2017

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*

2,000

Email *

nbaumgarten@planosymphony.org

Event(s)

Name of Event*

Plano Symphony Family Series "Bugs, Flowers & Bees"

Date & Time of Event*

Sunday, 5/21/17, 3:00 pm

Location of Event *

McKinney Performing Arts Center

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

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- Yes
- No

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- Yes
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Name of Event

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- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

Total Revenue

Include grant award funds.

Budget*

Actual*

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

Attach Financial Report*

Financial Report Attachment 16-17.xlsx

Attach Narrative Summary*

McKinney Family Series Report Narrative 2017.docx

Receipts

Browse...

Additional Attachments

Browse...

Additional Attachments

Browse...

**Plano Symphony Orchestra
McKinney Arts Commission 2016-2017 Final Project Report**

	Budget	Actual
Earned Income		
Ticket Sales	2,000	2,696
Total Earned Income	<u>2,000</u>	<u>2,696</u>
Contributed Income		
MAC Grant	7,975	2,000
Other	1,350	450
Total Contributed Income	<u>9,325</u>	<u>2,450</u>
Inkind		
Goods and Services	3,140	2,560
Volunteer Time (on tax return)	323	187
Total Inkind	<u>3,463</u>	<u>2,747</u>
Total All Income	14,789	7,893
Expenses		
Personnel	7,300	5,955
Contracted Services	4,350	3,986
Travel	0	0
Rental	500	477
Advertising & Promotion	3,400	1,974
Other	400	369
Subtotal	<u>15,950</u>	<u>12,760</u>
Inkind		
Volunteer Time	323	187
Donated Goods/Services	3,140	2,560
Total All Expenses	19,414	15,507
Net Income	(4,625)	(7,614)

McKinney Family Series Report Narrative

The Concert

Our popular McKinney Family Symphony Sunday Concert “Bugs, Flowers & Bees” 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 21, 2017.

“Bugs, Flower & Bees” featured an ensemble that showcased popular songs such as “Flight of the Bumblebee” plus others from movies such as “Spring” from *The Four Seasons* and “Flower Duet” from *Madame Butterfly*. “Bugs, Flowers & Bees” partnered with Le Theatre de Marionette puppeteers from Geppetto’s Marionette Theater to provide visual magic with puppets from insects to flowers.

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:	279
Paid Attendance:	266
Comps:	13

Ticket sales have progressively increased each year from 202 in 2015 to 279 in 2017.

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 Allen, Plano, Frisco, Little Elm, Celina, and McKinney on 1/18 & 2/12
- 3 - 1/4 page ads ran in McKinney on 5/14, 5/18 & 5/19

In addition, *The Dallas Morning News* and DFW Child also ran ads:

- 1 - 1/8 page ads ran in *The Dallas Morning News* in Guide on 5/19
- DFW Child: a 300xx250px digital campaign ran May 15-22

- 1 ad Suburban Parent Magazine
- Facebook ads

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 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. 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.