

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2022

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Promotional and Community Event Grant Calendar:

| Application Deadline | Presentation to MCDC Board | Board Vote and Award Notification |
|----------------------------|----------------------------|-----------------------------------|
| Cycle I: November 30, 2021 | December 16, 2021 | January 27, 2022 |
| Cycle II: May 31, 2022 | June 23, 2022 | July 28, 2022 |

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Repertory Theatre
 Federal Tax I.D.: 33-1042926
 Incorporation Date: 2003
 Mailing Address: 111 N. Tennessee Street
 City: McKinney ST: TX Zip: 75069
 Phone: 469-389-1369 Fax: Email:
 mckinneyrepertorytheatre@gmail.com
 Website: <https://mckinneyrep.org/>

Check One:

- Nonprofit – 501(c) Please see attached copy of IRS Determination Letter
- Governmental entity
- For profit corporation

Other

Professional affiliations and organizations to which your organization belongs:
We are McKinney's Official Community Theatre, a Chamber of Commerce member, and an in-house theatre company with McKinney Performing Arts Center. We are also the winner of the 2022 Best of McKinney Award in the category of Theater.

REPRESENTATIVE COMPLETING APPLICATION:

Name: Davina Gazo Stampfel

Title: Marketing Director

Mailing Address: 109 S College Street

City: McKinney

ST: TX

Zip: 75069

Phone: (646) 236-4496

Email: mrtmarketinginfo@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Davina Gazo Stampfel

Title: Marketing Director

Mailing Address: 109 S College Street

City: McKinney

ST: TX

Zip: 75069

Phone: (646) 236-4496

Email: mrtmarketinginfo@gmail.com

FUNDING

Total amount requested: \$11,855.00

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: We request MAC grant funding for 50% of our operating and production budget from the Arts Commission.

PROMOTIONAL/COMMUNITY EVENT

Start Date: October 2022

Completion Date: August 2023

BOARD OF DIRECTORS *(may be included as an attachment)*

Dale G. Gutt

President

Doug Latham

Vice President

Michele Crabtree

Treasurer

Lindsey Humphries

Secretary

Davina Gazo Stampfel

Marketing Director

Marilyn Latham

Member at Large

Carl Askew

Member at Large

Teresa Miller

Member at Large

LEADERSHIP STAFF *(may be included as an attachment)*

Not applicable. We are a 100% volunteer operated 501(C)(3) organization and are led by our Board and volunteers.

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The main mission and purpose of McKinney Repertory Theatre is to present live theater productions for the cultural education, entertainment, and inspiration of our community. Our secondary mission is to advance the general level of culture in the field of dramatic arts by establishing and maintaining a theater company for the productions of plays, musicals, dramas, comedies, shows, exhibitions, and dramatic arts.

We also partner with the Young Actors Guild to help provide theatrical training for young people

We do this by producing a five (5) show season on the main stage of McKinney Performing Arts Center each year. Our season consists of five (5) shows each year that are voted on by our membership. The 2022 – 2023 season, pending rights, will begin with “Dracula” in the fall, followed by the holiday classic (and our annual production) “A Christmas Carol”; our third show will be the comedic murder mystery “The Farndale Avenue Housing Estate Townswomen’s Guild Dramatic Society Murder Mystery”; the spring show will be the comedy hit “Rumors” and we will conclude our season with in the summer with the murder mystery favorite, “Murder on the Orient Express”.

We are a 100% volunteer community theatre, and we are run by the board of directors taking into consideration the needs and preferences of the theatre’s membership. We have between 350 – 400 volunteers who volunteer their time in a variety of capacities including: directing, acting, stage management and crew, props, costuming, lighting and sound design, marketing / advertising, ushering, and running concessions. We pay very small stipends (\$100 - \$450) to our Producers, Directors, and Set Designers to help with some of the costs they incur when volunteering for us in these demanding roles.

II. Promotional/Community Event

- *Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.*

McKinney Repertory Theatre (MRT) is requesting marketing and promotional funds for our 2022-2023 season (our 20th season). The MRT season consists of five (5) shows and kicks off in October. The 2022-2023 season will be the following shows (pending rights):

- Bram Stroker’s “Dracula” on October 7-8 and 14-15, 2022
- “A Christmas Carol” on November 25-26 and December 9-10, 2022
- “The Farndale Avenue Housing Estate Townswomen’s Guild Dramatic Society Murder Mystery” on February 24-25 and March 3-4, 2023
- “Rumors” on May 5-6 and 12-13, 2023

- "Murder on the Orient Express" on July 28-29, August 4-5 and 11-12, 2023

All our shows run for two consecutive weekends apart from "A Christmas Carol" and "Murder on the Orient Express". Our annual production of "A Christmas Carol" runs the same weekend as the McKinney Home for the Holidays festival on the weekend following Thanksgiving and are special one-hour performances designed to fit before the tree lighting and other popular holiday events. It will also have performances held on December 9-10th. Our final show of the season will run for three (3) weekends through the last weekend of July and first two weekends of August 2023. All our shows are presented on the mainstage of the McKinney Performing Arts Center. All our shows are open to the public and chosen to be family friendly. The cost of tickets for all our shows except for "A Christmas Carol" are \$22 for adults, \$19 for seniors age 55+ and \$17 for children/students (age 4-18). Tickets for "A Christmas Carol" are \$13 for adults with discounted tickets available for seniors and children.

Our shows attract attendees to historic downtown McKinney and bring business to its shops and restaurants as many theatergoers come to the historic downtown early to shop, enjoy a glass of wine, and have dinner before the show. Community theater is a proven catalyst for economic development, community engagement, and social enrichment. The US Bureau of Economic Analysis showed that 3.2 percent of US GDP (around \$504 billion USD) is attributable to arts and culture (compared with the entire travel and tourism industry which accounts for 2.8 percent of GDP). According to a NEA study done by the University of Texas at Arlington, there is a strong association between communities with strong artistic and performing arts presences and rising local wages, median incomes, and a positive effect on property values, employment and income. We believe that MRT is a good investment for the McKinney Community Development Corporation because when community theatres are supported, creativity flourishes, academics improve, tourism flourishes, and the local economy is boosted.

Before Covid-19 shut our performances down we were averaging 115 ticket sales/attendees per show. Post Covid-19, we are having a hard time competing with all the other events that people have not been able to do or see during the shutdown. Except for "A Christmas Carol" we are currently averaging 52 ticket sales/attendees per show. With a very small marketing budget, we are not able to access a larger audience and gain awareness with the many new residents moving into the McKinney area. In addition to our website and the posters that are hung in some of our program advertisers' places of business, we are currently using a very small marketing budget of \$60 for social media advertising and participating in the McKinney Chamber of Commerce New Resident bags, as well as posting our shows to the free event websites. If the MCDC grant is awarded to MRT, it will allow us to use the entirety of the MAC grant to invest in the quality of our shows and enhance our production's creative designs such as better sets, costumes, lighting, sound design, and props. With the funds requested, we are planning to ramp up our promotional and advertising efforts and advertise with Community Impact, upgrade and expand our social media advertising, begin a newsletter mailing list, and advertise online with Star Local Media.

Our goal is to up our current audience by 10% per season and attract theatergoers from Allen, Frisco, Sherman, and Plano to come to McKinney for a night out. Our target audience adults and families who like the arts and who enjoy quality live family entertainment. We are focusing on growing our name with current and new McKinney residents who may not know that we exist and are going to other communities such as Allen, Sherman, Frisco, Richardson or Dallas to see theatrical entertainment. We will also aim to grow our audience in the above communities and hope to attract more visitors from the surrounding DFW area.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes No

Date(s): N/A

Financial

- *Provide an overview of the organization’s financial status including the projected impact of this event on your organization’s ability to fulfill mission and goals.*

MRT’s main goal is to produce shows for the McKinney community. Producing our 22-23 season is how we fulfill our mission and goals. Our past two seasons (coming out of Covid) have seen losses since we have not been able to get back our pre-Covid audience yet. We have been able to continue to produce our seasons at a loss by using some of the funds in our savings account to cover the difference.

- *Please attach your organization’s budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

Please find our financials for the past and current seasons below. We still have two (2) more shows in the current season, so we do not have current season actuals completed yet. If requested, our Treasurer can provide YTB actuals (however we will not have complete actuals until our last show closes in August). We have never needed or done audited financials.

| | PRIOR YEAR | | CURRENT YEAR |
|--------------------------|----------------------------|-----------|----------------------------|
| | Budgeted | Actual | Budgeted |
| | Oct 1, 2020 - Sep 30, 2021 | | Oct 1, 2021 - Sep 30, 2022 |
| INCOME | | | |
| Grants | 15,887.50 | 15,887.50 | 20,000.00 |
| Amazon Smiles | 120.00 | 130.01 | 125.00 |
| JC Penney Grant | - | - | - |
| Member Dues | 1,219.90 | 1,311.79 | 1,250.00 |
| Performance Ticket Sales | 12,657.60 | 9,423.05 | 36,000.00 |

| | | | |
|-------------------------------|-------------|-------------|-------------|
| Concession Sales | 285.00 | 626.06 | 850.00 |
| Donations | 3,000.00 | 4,043.71 | 3,000.00 |
| Program Ads | - | 75.00 | 1,250.00 |
| Auction/Murder Mystery Dinner | - | - | 100.00 |
| Misc | - | 1,210.00 | - |
| | 33,170.00 | 32,707.12 | 62,575.00 |
| EXPENSE | | | |
| MPAC Monthly Rent | (3,000.00) | (3,000.00) | (3,000.00) |
| MPAC Show Rent | (9,450.00) | (8,106.50) | (18,371.00) |
| Royalties | (4,850.00) | (5,266.68) | (3,345.00) |
| Artist Fees | (4,200.00) | (3,050.00) | (7,000.00) |
| Lights and Sets | (1,100.00) | (574.47) | (2,500.00) |
| Costumes | (1,000.00) | (356.75) | (1,700.00) |
| Props | (400.00) | (97.32) | (800.00) |
| Musicians | (1,000.00) | (2,009.73) | (1,900.00) |
| Storage Rental | (9,708.00) | (9,810.00) | (10,320.00) |
| Insurance | (443.00) | (446.00) | (446.00) |
| Memberships | (830.00) | (744.80) | (560.00) |
| Concessions | (250.00) | (150.49) | (650.00) |
| Print Materials | (4,220.00) | (1,962.96) | (5,908.00) |
| MaRTys | (800.00) | (246.00) | (800.00) |
| Video Camera | - | - | (2,000.00) |
| Miscellaneous | (5,143.00) | (1,316.68) | (6,213.00) |
| | (46,394.00) | (37,138.38) | (65,513.00) |
| Net Income | (13,224.00) | (4,431.26) | (2,938.00) |

- ***In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.***
Please see attached budget.

Overview of Promotional/Community Event financial goal for 2022-2022 Season

| | |
|---------------------------|-----------------|
| Gross Revenue | \$73,225 |
| Projected Expenses | \$70,461 |
| Net Revenue | \$2,764 |

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? We source 100% of our funding for the 2022-2023 season from other sources. They are roughly outlined and estimated below.

| | |
|--|--------------------|
| Sponsorship Revenue (MAC grant) | \$16,000.00 |
| Membership Fees | \$1,250.00 |
| Donations | \$3,100.00 |
| Corporate matching (Amazon smile) | \$125.00 |
| Other (auction, fundraising dinner) | \$1,260.00 |
| Net Revenue (tix & prg ad sales, concessions) | \$45,850.00 |

IV. Marketing and Outreach

- *Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.*

McKinney Repertory Theatre has a website (mckinneyrep.org) which gives information about our season, auditions, ordering tickets, and who we are. We are also on the MPAC website and in their newsletter. To make ourselves more visible, we participate in local events in the downtown area such as McKinney's "Home for the Holidays" festival and partnering with Chestnut Square for their Halloween Ghost Walk and a semi-annual Murder Mystery dinner.

For each show of our season, we submit articles to local websites and local publications. MPAC will feature our shows in their newsletter to help promote their in-house theatre company. We also feature each show in our monthly member newsletter to keep our members up to date. We have posters on display around the McKinney Square in our program advertising partners business locations and in other locations in the city. We post to our Facebook, Instagram, and Twitter accounts to inform our members and interested parties about upcoming events. We run 2-3 advertisements around our theatrical shows and boost the event and social posts on Facebook (spending about \$50 per show). To try and reach new audiences, we put show postcards in the McKinney Chamber of Commerce new resident bags each month we have a show running.

If the grant is awarded, we will also be submitting online advertisements in Community Impact and doing promotion with Star Local Media's e-edition. We will also up our Facebook promotion and spend more money on advertising and post boosts so that we can target a larger area and audience for a greater amount of time. We will also start up a Hubspot CRM campaign with the email addresses we have gathered over the past two years from our MARTY Awards Audience Choice Award ballots (available to all audience at each show to vote for their favorites). All of the emails we have are currently handwritten on ballots and will need to be entered into our Hubspot CRM account. Our account will also need to be set up and optimized. We plan to bring in freelance help to do this.

We will be requesting reports from Community Impact and Star Local for all advertisements and promotions done with them. We also run reports from Facebook to see what impact our ad dollars have had on social media and will continue to do so for any additional dollars we spend. For our CRM campaign, we will be exporting reports from Hubspot. Additionally, when tickets are purchased and on the MARTY Award ballots, we ask where the audience heard about us and tally those as well.

| Promotional Items & Advertising | | Cost |
|---|----------|-------------------|
| Dracula (Oct. 7-8th & 14-15th) | | |
| Chamber New Resident Bags | | \$5.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Posters & Postcards | | \$85.00 |
| Square Vinyl Signage | | \$125.00 |
| Program Printing | | \$750.00 |
| Facebook Promotion & Ads | | \$150.00 |
| Email Newsletter Promotion | | \$90.00 |
| Star Local Media Promotion | | \$62.00 |
| | | |
| Total | | \$1,867.00 |
| A Christmas Carol (Nov. 25-26th & Dec. 9-10th) | | |
| Programs | | \$1,500.00 |
| Chamber New Resident Bags | | \$5.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Posters & Postcards | | \$85.00 |
| Square Vinyl Signage | | \$125.00 |
| Facebook Promotion & Ads | | \$150.00 |
| CRM / Email Newsletter Promotion | | \$90.00 |
| Star Local Media Promotion | | \$62.00 |
| | | |
| Total | | \$2,617.00 |
| MRT Season, Membership Drive & NTX Giving Day (Sept. 2022) | | |
| Brochure printing | | \$150.00 |
| Facebook promotion | | \$150.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Poster & Brochure design | | \$750.00 |
| Canva | | \$120.00 |
| Hubspot CRM / Non-Subscriber Newsletter Creation | | \$250.00 |
| Email database entry | | \$450.00 |
| | | |

| | | |
|---|----------|-------------------|
| Membership & NTX Giving Day Total | | \$2,470.00 |
| | | |
| Farndale Murder Mystery (Feb. 24th – 25th & Mar. 3-4th) | | |
| Program Printing | | \$400.00 |
| Chamber New Resident Bags | | \$5.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Posters & Postcards | | \$85.00 |
| Square Vinyl Signage | | \$125.00 |
| Facebook Promotion & Ads | | \$150.00 |
| Email Newsletter Promotion | | \$90.00 |
| Star Local Media Promotion | | \$62.00 |
| | | |
| Total | | \$1,517.00 |
| | | |
| Rumors (May 5-6th & 12-13th) | | |
| Program Printing | | \$400.00 |
| Chamber New Resident Bags | | \$5.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Posters & Postcards | | \$85.00 |
| Square Vinyl Signage | | \$125.00 |
| Facebook Promotion & Ads | | \$150.00 |
| Email Newsletter Promotion | | \$90.00 |
| Star Local Media Promotion | | \$62.00 |
| | | |
| Total | | \$1,517.00 |
| | | |
| Murder on the Orient Express (Jul. 28-29th & Aug. 11-12th) | | |
| Program Printing | | \$750.00 |
| Chamber New Resident Bags | | \$5.00 |
| Community Impact Advertising | 2 Months | \$600.00 |
| Posters & Postcards | | \$85.00 |
| Square Vinyl Signage | | \$125.00 |
| Facebook Promotion & Ads | | \$150.00 |
| Email Newsletter Promotion | | \$90.00 |

| | | |
|---|--|--------------------|
| Star Local Media Promotion | | \$62.00 |
| | | |
| Total | | \$1,867.00 |
| | | |
| TOTAL REQUESTED FOR 2022-2023 Season | | \$11,855.00 |

V. Metrics to Evaluate Success

- *Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.*

Our goal is to up our current audience by 10% each year and attract theatergoers from Allen, Frisco, Sherman and Plano to come to McKinney for a night out. In addition, we would like to grow our MRT membership by 10% per year. We would also like to grow our Instagram and Facebook following at an average of 1.5% for our 2022-2023 Season.

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year’s event in your presentation.
- Please share the attendance numbers from the previous year’s event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Dale G. Gutt
Signature

Dale G. Gutt
Printed Name

May 23, 2022
Date

Representative Completing Application

Davina Gazo Stampfel
Signature

Davina Gazo Stampfel
Printed Name

May 22, 2022
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDL WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT. FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT. PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

MRT Budget 2022-2023: Operating Expenses and Income

| <i>Operating Expenses</i> | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Budget | Tot Exp |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|------------------|
| AACT | | | | | | | | | | | | | - | - |
| Concession Supplies | | | | | | | | | | | | | 700 | - |
| Costume Stock (non-show spec) | | | | | | | | | | | | | 100 | - |
| Gift Certificate Tickets | | | | | | | | | | | | | 120 | - |
| Sams Club | | | | | | | | | | | | | - | - |
| Go Daddy website (renews 23/25) | | | | | | | | | | | | | - | - |
| Insurance | | | | | | | | | | | | | 446 | - |
| MaRTy awards | | | | | | | | | | | | | 800 | - |
| McKinney Chamber of Comm | | | | | | | | | | | | | 275 | - |
| **Misc | | | | | | | | | | | | | 2,000 | - |
| MPAC Office (half the space) | | | | | | | | | | | | | 3,000 | - |
| Perusal scripts | | | | | | | | | | | | | 100 | - |
| **Publicity | | | | | | | | | | | | | 2,000 | - |
| Storage Sense | | | | | | | | | | | | | 10,800 | - |
| **Member meeting | | | | | | | | | | | | | 200 | - |
| TNT | | | | | | | | | | | | | | - |
| Tx Giving Day | | | | | | | | | | | | | 50 | - |
| Video Camera | | | | | | | | | | | | | - | - |
| Zoom Account | | | | | | | | | | | | | 200 | - |
| | | | | | | | | | | | | | | |
| Total operating exp | - | - | - | - | - | - | - | - | - | - | - | - | 20,791 | - |
| | | | | | | | | | | | | | | |
| Income: | | | | | | | | | | | | | | Total Inc |
| Auction/Murder Mystery Dinner | | | | | | | | | | | | | 2,500 | - |
| Donations/NTx Giving Day | | | | | | | | | | | | | 3,000 | - |
| Program Ads | | | | | | | | | | | | | 1,800 | - |
| Ticket Sales | | | | | | | | | | | | | 43,500 | - |
| Member Dues | | | | | | | | | | | | | 1,200 | - |
| Grants | | | | | | | | | | | | | 20,000 | - |
| Concession Sales | | | | | | | | | | | | | 1,100 | - |
| Amazon Smiles | | | | | | | | | | | | | 125 | - |
| Refund | | | | | | | | | | | | | - | - |
| Misc. | | | | | | | | | | | | | - | - |
| Total Income | - | - | - | - | - | - | - | - | - | - | - | - | 73,225 | - |

Total Net - - - - - - - - - - - - - - - - 52,434 -

| | |
|------------------------------|-------------|
| Projected Income | 73,225 |
| Projected Show Expenses | (49,670) |
| Projected Operating Expenses | (20,791) |
| | <hr/> |
| Projected Net Income | 2,764 |
| | <hr/> <hr/> |

| | | |
|------------------------------|-----------|-------------------------------------|
| Sponsorship Revenue | \$ 16,000 | <i>MAC Grant</i> |
| Membership Fees | \$ 1,250 | <i>Member Dues</i> |
| Donations | \$ 3,100 | <i>NTx Giv Day, Other Donations</i> |
| Corp Match (Amazon Smile) | \$ 125 | |
| Other (Auction/ Dinner) | \$ 1,260 | <i>Murder Mystery</i> |
| Net Revenue (incl Tkt Sales) | \$ 45,850 | <i>Tickets, Concessions &</i> |

| | | Rental Exp | Ticket Income | seats sold | Total # of shows | Avg Tkts per Show |
|--------------|-----------------------------|------------|---------------|------------|------------------|-------------------|
| Nov/Dec 2016 | A Christmas Carol | (3,345.30) | 9,124.35 | 1,291 | 8 | 161 |
| May 2017 | Don't Dress for Dinner | (4,257.90) | 3,383.05 | 291 | 6 | 49 |
| Aug 2017 | Caught in the Villain's Web | (5,923.80) | 4,951.85 | 385 | 9 | 43 |

October 1, 2018 - September 30, 2019

| | | | | | | |
|--------------|-------------------------|------------|-----------|-------|---|-----|
| Oct 2018 | Angel Street (Canceled) | (2,954.10) | - | - | - | |
| Nov/Dec 2018 | A Christmas Carol | (3,365.55) | 12,562.60 | 1,413 | 8 | 177 |
| Mar 2019 | Dirty Rotten Scoundrels | (4,572.90) | 9,873.95 | 704 | 6 | 117 |
| Apr/May | The Mousetrap | (4,356.00) | 7,157.95 | 502 | 6 | 84 |
| Jul/Aug 2019 | The Man in the Locket | (5,836.50) | 10,422.75 | 752 | 9 | 84 |

October 1, 2019 - September 30, 2020 Season

| | | | | | | |
|--------------|---------------------|------------|-----------|-------|---|-----|
| Oct 2019 | Drinking Habits | (4,252.50) | 6,254.90 | 432 | 6 | 72 |
| Nov/Dec 2019 | A Christmas Carol | (3,576.60) | 12,373.10 | 1,413 | 9 | 157 |
| Mar 2020 | Let's Murder Marsha | (4,165.20) | 10,362.15 | 700 | 6 | 117 |

May/July shows canceled due to Covid-19

Start of Covid

October 1, 2020 - September 30, 2021 Season

| | | | | | | |
|--|------------------------|------------|----------|-----|---|----|
| Oct 2020 | Blame the Spouse | (130.00) | 160.00 | ? | 1 | NA |
| ?? | Puzzle in the Piazza | - | - | ? | 1 | NA |
| Dec/Mar shows canceled due to Covid-19 | | | | | | |
| Apr/May 2021 | Radio Suspense Theatre | (3,766.30) | 3,496.60 | 232 | 4 | 58 |
| Jul/Aug 2021 | Nonsense Jamboree | (4,210.00) | 5,169.45 | 276 | 6 | 46 |

October 1, 2021 - September 30, 2022 Season

| | | | | | | |
|--------------|--------------------------------------|------------|-----------|-------|---|-----|
| Oct 2021 | Driving Miss Daisy | (4,077.85) | 3,143.90 | 196 | 6 | 33 |
| Nov/Dec 2021 | A Christmas Carol | (3,988.35) | 12,566.70 | 1,448 | 9 | 161 |
| Mar 2022 | Farndale (postponed due to Covid-19) | | | | | |
| May 2022 | Savannah Sipping Society | | | | | |

Shows before Covid, average attendance

3,090 33 94

Shows since Covid, average attendance

704 16 44

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248219434
Feb. 29, 2012 LTR 4168C E0
33-1042926 000000 00

00022831
BODC: TE

MCKINNEY REPERTORY THEATRE
% JAKE CORRELL
111 N TENNESSE ST STE 305
MCKINNEY TX 75069-4319

1528

Employer Identification Number: 33-1042926
Person to Contact: Ms. Benson
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 17, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.