

Print

Final Grant Report - Submission #19563

Date Submitted: 3/18/2014

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*	Grant Amount*
McKinney Community Concerts Association, Inc.	\$5,000.00

Email*

Treasurer@McKinneyCommunityConcerts.org

Event(s)

Name of Event*	Date & Time of Event*	Location of Event *	More Events?
Side Street Strutters	10/5/2013 7:30 pm	Christ Fellowship	<input checked="" type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events?
Fanfare for the American Hero with Mac Frampton	11/2/2013 7:30 pm	Christ Fellowship	<input checked="" type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events?
DePue Brothers	1/11/2014 7:30 pm	Christ Fellowship	<input checked="" type="radio"/> Yes <input type="radio"/> No
Name of Event	Date & Time of Event	Location of Event	More Events?
Gershwin with a Twist with Brial Gurl	2/1/2014 7:30 pm	Christ Fellowship	<input checked="" type="radio"/> Yes <input type="radio"/> No

Date & Time of Event: 3/1/2014 7:30 pm
 Location of Event: Christ Fellowship
 More Events?: Yes No

Name of Event: Jim Curry
 Date & Time of Event: 3/12/2014 7:30 pm
 Location of Event: Christ Fellowship
 More Events?: Yes No

Total Revenue
 Include grant award funds.

Budget* Actual*
 102080 87080

Total Expenses

Budget* Actual*
 84752.92 86440.27

Total Number in Attendance* Number of Performances*
 4418 6

Total Number of Tickets Sold* Number of Tickets Comped*
 696 242

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

See narrative summary.

Attach Financial Report*

2013 - 2014 season final report to MCA.xlsx

Attach Narrative Summary*

MCCA 2013-2014 season narrative summary.doc

**Narrative Summary for
Final MCA Grant Report of
MCCA 2013 – 2014 Season**

The McKinney Community Concert Association (MCCA) 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 696 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 MCCA 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 2013-2014 season. However, the grant application only mentioned six of the seven concerts. The grant application for the 2014 – 2015 season will return to seven concerts because our first concert will be in October of 2014 with the final concert being presented in April of 2015. We always strive to plan several different types of acts to appeal to a widely varied audience. The Side Street Strutters started the season with lots of jazz. That was followed by Fanfare for the American Hero with the piano of Mac Frampton. This was a celebration of the heroes of 9-11. The six DePue Brothers brought us the blues with lots of soul. Brian Gurl amazed us with his piano arrangement of Gershwin with a Twist. The Diamonds reminded us of the great music of the 50s and their performances on American Bandstand. We concluded with Jim Curry's tribute to John Denver. His show had to be rescheduled after the December 2013 ice storm forced a cancellation of that show. After every concert, several directors poll the members they represent to determine how well 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 venue was at 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 six concert events and no special projects. The first concert of our season was actually in the previous McKinney fiscal year. Starting in the 2014 – 2015 season, our first concert will not be until October 2014. That way all seven concerts will be within the same McKinney fiscal year.

Current Season	
# of performances	6
Memberships sold	696
Comp Tickets	242
Total Season Attendance	4418

McKinney Community Concerts Association, Inc.

Summary of 2013 - 2014 Season

Final Report to MCA 3/17/2014

Season 2013 - 2014										
Performance Expenses										
CONCERT DATE	ARTISTS		Artists Fee	Piano & Instruments	Food	Ind. Cont.	Venue (see NOTE)	Rooms	Prorated Misc.	Total Perform Cost
								\$100.01		
	ACTUAL TO DATE TOTALS		\$59,970.00	\$1,261.41	\$37.74	\$3,560.00	\$8,233.33	\$3,398.55	\$9,979.24	\$86,440.27
9/7/13	New Odyssey National Performing Artists	actual	\$8,500.00		\$37.74	\$485.00	\$1,123.33	\$600.06	\$1,425.61	\$12,171.74
10/5/13	Side Street Strutters 20% d/p Live on Stage	actual	\$8,200.00	\$320.00		\$590.00	\$1,150.00	\$0.00	\$1,425.61	\$11,685.61
11/2/13	Fanfare for the American Hero - Frampton Alkahest - d/p 50% due 1/15/13	actual	\$12,500.00	\$210.00		\$635.00	\$1,290.00	\$600.05	\$1,425.61	\$16,660.66
3/12/14	Rocky Mountain Christmas - Curry Alkahest - d/p 50% due 1/15/13 DEC CONCERT CANCELLED DUE TO ICE	actual	\$7,500.00			\$350.00	\$1,125.00	\$1,000.10	\$1,425.61	\$11,400.71
1/11/14	DePue Brothers 20% d/p Live on Stage	actual	\$7,995.00	\$130.00		\$485.00	\$1,215.00	\$0.00	\$1,425.61	\$11,250.61
2/1/14	Gershwin with a Twist - Gurl Alkahest - d/p 50% due 1/15/13	actual	\$7,000.00	\$461.41		\$530.00	\$1,115.00	\$1,000.10	\$1,425.61	\$11,532.12
3/1/14	The Diamonds 20% d/p Live on Stage	actual	\$8,275.00	\$140.00		\$485.00	\$1,215.00	\$0.00	\$1,425.61	\$11,540.61

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Summary of 2013 - 2014 Season

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Miscellaneous Expenses				Paid	
Insurance				\$970.42	
ASCAP				\$532.19	
BMI				\$222.00	
Printing, pgms, mem cards, friends ltr, etc.				\$6,213.06	
Postage/PO Box				\$1,064.05	
Advertising				\$873.00	
Web - domain, generation, support, server					
Misc				\$104.52	
			s/t misc exp	\$9,979.24	
Revenue Summary	Financial summary for season				
Individual memberships	693	\$95.00	\$65,835.00	Revenue	\$87,270.00
Extended memberships			\$1,080.00	Expenses	\$86,440.27
Family memberships	1	\$225.00	\$225.00		
Students	2	\$35.00	\$70.00	Gain/(Loss)	\$829.73
Patron contributions			\$10,030.00		
Matching funds			\$530.00		
Grants			<u>\$9,500.00</u>		
TOTAL TO DATE			\$87,270.00		