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**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.

<b>Grantee Name*</b>	<b>Grant Amount*</b>
McKinney Musical Arts Society	9000.00

**Email \***  
mckinneyyac@att.net

**Event(s)**

Name of Event*	Date & Time of Event*	Location of Event *	More Events?
McKinney Young Artist Competition Guest Recital	4/10/2015 7:30pm	Heard Craig Hall	<input checked="" type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
McKinney Young Artist Competition	4/11/2015 9:00am	Heard Craig Hall	<input checked="" type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
McKinney Young Artist Student Recital and Awards	4/12/2015 3:30pm	Heard Craig Hall	<input type="radio"/> Yes <input checked="" type="radio"/> No

**Total Revenue**

Include grant award funds.

<b>Budget*</b>	<b>Actual*</b>
19925.00	16480.00

**Total Expenses**

<b>Budget*</b>	<b>Actual*</b>
19925.00	19032.18

<b>Total Number in Attendance*</b>	<b>Number of Performances*</b>
75	1

<b>Total Number of Tickets Sold*</b>	<b>Number of Tickets Comped*</b>
3	72

Promotion

**Save Changes**

[Cancel](#)

**Form Details**

**SUBMITTED BY**  
George Keeter

**SUBMITTED ON**  
May 7, 2015 9:37 AM

**IP ADDRESS**  
107.222.100.181

**REFERRER**  
<http://www.mckinneytexas.org/For...>  
Commission-14/Final-Grant-Report-61?savedProgressID=271

Answered 29 of 58 (50.0%)

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."

0 Judith Help

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 We had no known source for the logo. We will be happy to include the logo if one can be provided.
- 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

Please see the post-event comments as noted in our narrative. With the continued help of the Arts Commission, we were able to host another great annual musical event in McKinney. Thank you for your continued support.

Attach Financial Report\*

[MMAS 2015 Financial Statement.docx](#)

Attach Narrative Summary\*

[MMAS 2015 Post-Comp Narrative.docx](#)

## Narrative

Following the goal of the McKinney Arts Commission – Bringing the Arts to McKinney, the McKinney Musical Arts Society board of directors (all McKinney residents) sponsored another successful McKinney Young Artist Competition on April 10-12, 2015. The competition was once again held at the Heard-Craig Performing Arts Hall. Our Artistic Director and McKinney resident Toni Austin-Allen completed her second year managing the competition.

Dr. Christopher Guzman - a former competitor in the McKinney Young Artist Competition, a graduate of The Julliard School and the University of Texas at Austin – served as our guest artist, judge, and clinician. Recently, Dr. Guzman garnered the grand prize and several special prizes at the 10th *Concours International de Piano d'Orléans* of Orléans, France. As a result, he regularly travels to France to perform in Paris and throughout the Loire Valley.

In addition to the competition and as a service to promote quality arts in the McKinney community, we worked with the McKinney ISD Fine Arts department and Dr. Guzman presented a lecture and demonstration on the influence of jazz in classical music to various MISD choral students at McKinney Boyd high school during the day on Friday, April 10. The students listened with great interest as Dr. Guzman played some very unique pieces including one that required him to use his entire arm to play the keyboard to represent industrial machinery of the early 20<sup>th</sup> century.

Dr. Guzman's Friday evening recital featured the music of Bolcom, Scriabin, Granados, and Schubert. It was spectacular and well attended with an audience of 75. Three tickets were sold at the door (1 adult @ \$20 and 2 students @ \$5). As in years past, the majority of the audience held comp tickets either due to having donated \$200 or more, or because they were a competitor or a parent of a competitor and had paid an entry fee. All other events during the weekend were free and open to the public.

This year, 20 high-school-aged students submitted auditions via our new web-based process. Two piano teachers hired by the board selected 10 finalists prior to the competition using the recordings on our web-based program. On Saturday morning, each of the 10 finalists performed a 20-minute program from memory as part of the competition phase. Now that the Heard-Craig Hall is owned by First United Methodist Church; prior to their assigned time, each competitor was able to use their pianos for the competitors to warm-up prior to competing as in years past. This cooperative relationship is a vital component to the successful logistics of the weekend.

Following the competition phase and a lunch break, the weekend entered the master class phase. This phase occurred on both Saturday and Sunday and each student received 30 minutes of individual instruction on one piece while the other students listened and observed.

The final phase of the weekend – Performance and Awards - occurred on Sunday afternoon. Each competitor performed one “best-played” piece selected by Dr. Guzman. Immediately following the performance, seven students who came from various locations in Texas were awarded \$300 each. Four “Grand Prize” winners – Rhiannon Bishop from Mico, Texas; Daniel Che, Plano; Helen Nebeker, Austin; and Jason Zhang, Dallas – received \$1,000 each. A new \$200 award for Best Scholarship during the master class phase was given to Hallie Gu of Dallas. The talent of these competitors was represented in their bios in the program. All had competed in various other competitions both in the U.S. and internationally. Two had already played at Carnegie Hall and one had previously performed on the nationally syndicated radio show *From the Top*.

We stayed very close to our original budget for this event and were able to solicit donations to cover some costs. These donors, including the McKinney Arts Commission who was listed first, were printed in our program.

We purchased airtime on WRR classical 101.1 and prior to the weekend, McKinney residents and board members heard three of those ads. Ad space was also purchased in the Texas and Dallas Music Teachers Association newsletters. As mentioned previously, 20 students applied. This was the most we have ever had apply.

Our board members (all McKinney residents) and several volunteers including some who were past board members assisted in making the weekend run smoothly. Volunteers worked in the kitchen at the hall where they supplied water and snacks to the competitors and hosted two post-concert receptions. Others maintained our books, sold tickets, took photos, and acted as hosts to our competitors. These hosts were assigned to one competitor to encourage (“cheer”) and help direct them around McKinney including highlighting the “Second Saturday in McKinney” and local restaurants. Students who travelled from out-of-town stayed in McKinney hotels. Dr. Guzman stayed at the new Sheraton-McKinney.

Following the competition weekend, we were pleased to receive notes from the students and/or their parents.

Below are two notes from the students:

One of the Grand Prize winners – Jason Zhang – wrote:

*“The best part is that it allows every participant to express art and skills on piano not only in front of a Judge, but also a good size of audience. Also, the four Grand Prizes you generously offer allow more young pianists to be recognized at a time there are hardly any competitions without conflict of interest between judges and teachers of students.”*

Another competitor - Hallie Gu - answered one of our evaluation questions:

*What is your overall evaluation of this competition? “On the scale of one to ten it’s a ten!”*

Each student was assigned a “host” family. Their job is to host one competitor at the competition. McKinney residents Dave and Robin Koford sent us a note following their experience. Here are two excerpts from their note:

*"We hosted Rhiannon Bishop and her mom, Ellie. What wonderful people. Warm, friendly, ingratiating, talented, dedicated, overachieving, and, as interested in us as we were in them.*

*We enjoyed getting to know them, sharing dreams and experiences, and, ultimately, cheering Rhiannon on to her successful win as one of the four grand prize winners. This was well deserved, as she played, with incredible mastery, what I considered the most difficult piece of the competition, "*

*"Held in the spring, I found the timing of MYAC perfect, about a month and half before my daughter's piano recital. It re-incentivized her!!! In addition, the program, with its guest artist and judge, was well organized and received. My only regret was that more had been in the audience to reap its benefits. It was motivating, leaving a budding pianist with the desire to "practice more." It was uplifting, reminding audience members there is more to music than whatever is on one's top-40 playlist. It was worthwhile, seeing serious students rewarded with incentives to keep doing what they're doing – whether verbal or financial.*

*Final Thoughts*

*First –*

*We look forward to staying in contact with "our" student and seeing where she is, a year or two or three, down the road! We expect to hear great things from Rhiannon!*

*Second -*

*What a joy to witness such an enriching and cultural event.*

*We look forward to seeing this program continue in McKinney. My husband and I were so affected, that, before we left, we decided to make annual an annual contribution to MYAC, as a small token of our desire to see such excellence continue.*

*As a sidebar - My daughter is in Austin, considered the musical capital of the state, but, unfortunately, this does not include classical music, especially of this caliber.*

*What an unexpected and welcomed thrill to discover that here, in "little 'ol McKinney," we DO have a program such as this. I heard, over and over again, how THIS was these students' "favorite" competition. Considering WHO was making these statements, this meant a lot. Keep it going, McKinney!"*

The McKinney Arts Commission supports our mission statement as well as the goals of the Arts Commission to develop the arts and enrich the cultural environment of McKinney:

The McKinney Musical Arts Society is dedicated to excellence in performance that fosters musical enjoyment, education and awareness. Our primary purpose is to support the McKinney Young Artist Competition for pianists while bringing quality musical performances to McKinney. We are committed to diverse and creative musical productions, supporting the performing arts, and encouraging young artists.

Thank you for your continued generous support of our organization and the McKinney Young Artist Competition! Any further information you may need may be found on our extensive website: <http://mckinneyyoungartistcompetition.org>

Sincerely,

George Keeter, President  
McKinney Musical Arts Society – McKinney Young Artist Competition  
Listen. Discover. Inspire.

2015 McKinney Young Artist Competition

Financial Statement

**Expenses**

Professional Services	\$6,900.00
\$4,000 for Dr. Christopher Guzman, Guest Artist/Clinician	
\$2,500 for Toni Austin-Allen, Artistic Director	
\$400 for Preliminary Judges	
Facilities Rental	1,500.00
\$1,500 for 3 days at FUMC – Performance Hall	
Travel and Food for Guest Artist	1,064.89
\$555.84 for McKinney Sheraton Hotel	
\$314.20 for Airline Ticket	
\$194.85 for food	
Piano Rental and tuning	1,175.00
\$1,175.00 to Steinway Hall	
Printing of program books	335.58
Advertising	1,719.56
\$325.00 to Texas Music Teachers Association	
\$60.00 to Dallas Music Teachers Association	
\$700.00 to WRR Radio ad	
\$146.20 for Signs and Supplies	
\$370.00 for Website maintenance	
\$118.36 for other	
Reception Food	337.15
Young Artist Awards	6,000.00
\$5,800 for Scholarships	
\$200 for Master class award	
<b>TOTAL Expnses</b>	<b>\$19,032.18</b>

**Income**

McKinney Arts Commission Grant	9,000.00
Ticket Sales (1 adult @ \$20, 2 students @ \$5)	30.00
Competitor Entry Fees (10 @ \$50 less bank fees)	475.00
Donations	6,975.00
<b>TOTAL Income</b>	<b>\$16,480.00</b>