



Our Mission

To provide a home for artists to pursue their passions through professional training in performing arts.

Ovation Academy is a unique School of Performing Arts. We provide onsite training in the disciplines of Dance, Acting, Musical Theatre and Theatrical Production & Design as well as the business of being a professional artist and the life-skills needed to succeed in the industry. Our students are trained to be highly technical artists with a sense of community and humility. Philanthropy and Community Outreach are central themes at Ovation Academy. Through the talents our students possess we strive to make a difference in our community by giving back and helping those around us. Ovation Academy encourages constant industry immersion. We provide field-trip opportunities in order for our students to grasp all aspects of the world of performing arts. We bring in industry leaders to assist in the high-level training our students receive, providing different styles and perspectives throughout their education. We encourage students to pursue opportunities to audition and work while continuing their arts education with Ovation Academy. Additionally, we provide networking opportunities with talent scouts, managers, agents and directors as well as elite college recruiters. We equip our students to be good-hearted people as well as hard-working professionals and respectable leaders. Ovation Academy was founded to provide a home for performers to pursue their passion of the Arts through professional style training which provides the technique, life-skills, experiences and connections necessary to succeed in the industry. We focus on each individual student and their unique journey. Ovation Academy strives to produce knowledgeable, respectful, empathetic and impactful artists who will contribute to their communities and to the performing arts industry.

OUR PHILOSOPHY

At Ovation Academy we believe in a “whole-istic” approach to learning. This means that in order to become the best ARTIST a student can be they must also be the best PERSON they can be. We have high expectations for our students in their art and in their personal conduct. Students at Ovation Academy should be passionate, self-motivated, self-disciplined, engaged, humble and supportive at all times. We are not here to babysit students. We are here to guide young artists through their journey into the professional world. The culture at Ovation Academy is vastly different than most traditional schooling experiences. Students are held accountable for their actions and in return are allowed to make choices in regards to their training. We work as a team with the student, parents and staff to ensure a unique and individualized path that is beneficial to the student and their educational and career goals. Ovation Academy of Performing Arts students are NOT entitled to ANYTHING but quality training and opportunities for success. Egos are not welcome here. Good Humans make great artists who make a strong community.

OUR PROGRAMS

Ovation Academy of Performing Arts offers a COnservatory Academy for students in grades 6-12, a Homeschool Program for students in grades K-12 and After Hours Community Outreach programs for ages 3-Adult.

Project Outline

Ovation Academy will be producing the Regional Premiere of *Chaplin the Musical* January 16-19 in McKinney. This event will consist of six performances of the musical seating approximately 250-300 audience members per performance. Ovation plans to produce the show at the Cotton Mill and will cross promote with the Millhouse Foundation.

With over 1500 tickets available to our event and participants with friends and family spanning the state and beyond, we are sure to attract audiences from all over. This production is the first of its kind outside of the Northeast or London. *Chaplin the Musical* rights are not available to the public. This production was arranged through special permission with the composer, Christopher Curtis, specifically for Ovation Academy of Performing Arts. *Chaplin the Musical* will be revived on London's West End in 2020 and the anticipation is building a following of fans eager to see the newest alterations to the script and score. Ovation Academy has the latest version of the musical and will be the ONLY company to produce the revival version before it opens in London! The uniqueness of this opportunity is sure to draw audiences.

Synopsis

Chaplin By Thomas Meehan, Composed by Christopher Curtis

Nearly a century ago, in 1913, Charles Spencer Chaplin, twenty-four years old and all but penniless, arrived in Hollywood. He was an unknown, small-time, London music hall performer taking on a fifteen-dollar-a-week-job as a supporting player in Mack Sennett's two-reel slapstick movies. Within eight years Charlie Chaplin had become the most famous man in the world as well as one of the richest, having produced, directed, written and starred in his first feature-length film, *The Kid*, in which he played the role of the Tramp. *Chaplin* deals with this amazing man and his astonishing rags-to-riches career. It is a richly melodic and thrilling new musical that tells the Chaplin story from his beginnings in utter poverty in the slums of south London, all the way to his last years as a maligned exile in Switzerland. But *Chaplin* is not in any sense strictly biographical. Instead, moving backward and forward in time, it explores the inner Chaplin and how an obscure nobody became Hollywood's greatest and most talented star. The audience may be surprised to discover a painfully wretched childhood that included his father's death from drunkenness, his mother's descent into life-long schizophrenic madness and his own four years in a brutal Dickensian workhouse for boys. Nonetheless, Chaplin overcomes his youthful sorrows and converts them into cinematic art. *Chaplin* is really about a man who had to become the most famous man in the world before he could find happiness by becoming his true self. It is a bright, often funny, happily tuneful and ultimately moving new musical.

Team

The award winning directorial team for this production consists of:

Director: Angi Burns

Assistant Director: Rare O'Rion

Music Director: Will Varner

Technical Director: Wendy Searcy

Assistant Technical Director: Natalia Borja

Choreographer: Gypsy Crane Ingram

Venue

Ovation Academy is partnering with The Cotton Mill and Millhouse Foundation to showcase the east side of McKinney and all we have to offer artists and visitors alike. Ovation will be creating a new and innovative performance space utilizing the vacant warehouse adjacent to the new Artist block of The Millhouse. Setting this production in an authentic turn of the century location will bring aesthetic value to the experience others would be unable to imitate. We will be able to create a sense of realism and ambiance that will transport our spectators back in time. The uniqueness and specificity of the Cotton Mill in McKinney is the perfect location for our production of Chaplin.

Marketing

This event will be promoted throughout the state as well as southern Oklahoma. Ovation will saturate social media with promotional ads, create posters and banners to display throughout McKinney and DFW as well as utilize radio and television commercial advertising in the DFW, Texoma, Austin, Houston and San Antonio markets. Being that this is a Regional Premiere we are certain we will have a buzz surrounding the event that will attract media as well. We will begin marketing in early November 2019.

Timeline

The production will audition and rehearse at the Conservatory Academy during the school day with the exception of Tech rehearsals the week prior to the event. Performances will take place January 16-19.

Production Goals

Our goal is to assist in creating a rich and diverse cultural district within McKinney. Several key factors in establishing such a district are; engaging the youth in the community, providing spaces and opportunities for production and encouraging collaborations. Our project can do each of these. Having a vibrant cultural district in McKinney will attract tourism and grow our local economy.

In addition to the cultural betterment of presenting theatrical productions for the community, youth involved in educational theatre experience tremendous benefits as well.

The arts can open the world of learning to students who have trouble with traditional teaching methods. The arts are intellectual disciplines - requiring complex thinking and problem solving - that offer students the opportunity to construct their own understanding of the world.

- Drawing and painting reinforce motor skills and can also be a way of learning shapes, contrasts, boundaries, spatial relationships, size and other math concepts.
- Music teaches children about rhythm, sound and pitch. Beats can help children learn rhymes and other features of reading such as phonological awareness. Using repetitive songs to learn academic facts (like the alphabet song or multiplication tables) can make the learning experience easier and more fun.
- Dance provides children with a social way to learn about sequencing, rhythm and following directions. While developing coordination and motor control, students can also learn counting and directionality, which can enhance reading and writing concepts - such as understanding the difference between similar looking letters (like p/b/d/q) and telling left from right.
- Performing plays is an opportunity for children to immerse themselves in a theme and learn about it in a profound and personal way. Acting out historical or literary figures and events gives

students a sense of ownership about what they've learned, allowing them to acquire a deeper appreciation of the subject matter.

- Crafts offer children the opportunity to express themselves in two- and three-dimensional ways. Students can develop vital problem-solving skills without having to rely on areas of expression that may be more challenging.

Below are a few links regarding the benefits to providing Educational and Community Arts/Theatre opportunities.

<https://www.aate.com/benefits-of-theatre-ed>

<http://theatrewashington.org/content/7-reasons-why-theatre-makes-our-lives-better&favtitle=7%20Reasons%20Why%20Theatre%20Makes%20Our%20Lives%20Better>

<https://speakartloud.wordpress.com/2010/05/21/25-ways-art-impacts-the-community/>

Bringing a Regional Premiere of a musical supports the following MCVB goals:

- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

Quantitative Goals

Ticket Sales: Minimum 1200 sold

Pre-Sale Tickets: 75%

Concession Sales: Minimum \$1500

Audience who are McKinney Residents: 50%

Audience from out-of-town: 50%

Hotel Guests: Minimum 10%

Grant Budget Request [top](#)

FY20 ORGANIZATION Budget	Total Organization Budget	MAC Grant Request	Corporate/Foundations	Individuals	Ticket Sales/Concessions
Personnel Expenses	\$ 151,000.00			\$ 151,000.00	
Contracted Services	\$ 5,000.00		\$ 0.00		
Travel Expenses	\$ 20,000.00				
Rental Expenses	\$ 102,500.00	\$ 10,000.00		\$ 102,500.00	
Advertising/Promotional Expenses	\$ 7,500.00		\$ 5,000.00		
Insurance Expenses	\$ 3,000.00				
Other Expenses: Please list below	\$ 56,000.00	\$ 10,000.00	\$ 10,000.00	\$ 25,000.00	\$ 40,000.00
Total	\$ 345,000.00	\$ 20,000.00	\$ 15,000.00	\$ 278,500.00	\$ 40,000.00

FY20 PROGRAM Season or Event(s) Budget	Total Event Budget	MAC Grant Request	Corporate/Foundations	Individuals	Ticket Sales/Concessions
PROGRAM Personnel Expenses	\$ 20,000.00			\$ 20,000.00	
PROGRAM Contracted Services	\$ 10,000.00				
PROGRAM Travel Expenses	\$ 0.00				
PROGRAM Rental Expenses	\$ 30,000.00	\$ 10,000.00			
PROGRAM Advertising/Promo Expenses	\$ 3,000.00		\$ 1,500.00		
PROGRAM Insurance Expenses	\$ 0.00				
PROGRAM In-Kind Goods & Services	\$ 2,000.00				
PROGRAM Other Expenses: Please list below	\$ 35,000.00	\$ 10,000.00	\$ 10,000.00		\$ 25,000.00
Total	\$ 100,000.00	\$ 20,000.00	\$ 11,500.00	\$ 20,000.00	\$ 25,000.00

3-year Budget Comparison

	Last Complete Fiscal Year Actual	Current Fiscal Year Projected	Upcoming Fiscal Year Proposed
SECTION A. INCOME			
A.1. Program Revenue	\$ 0	\$ 26,455	\$ 56,500
A.2. McKinney MAC Grant	\$ 0	\$ 0	\$ 20,000
A.3. Other Grants	\$ 0	\$ 0	\$ 25,000
A.4. Cash Donations	\$ 0	\$ 15,000	\$ 15,000
A.5. Other Income	\$ 0	\$ 184,045	\$ 273,000
A.6. In-Kind Goods & Services	\$ 0	\$ 2,500	\$ 5,000
Income Total	\$ 0	\$ 228,000	\$ 394,500
SECTION B. EXPENSES			
B.1 Program Expenses			
B.1.1 Personnel Expense	\$ 0	\$ 10,000	\$ 20,000
B.1.2 Contracted Services	\$ 0	\$ 5,000	\$ 10,000
B.1.3. Rental Expenses	\$ 0	\$ 15,000	\$ 30,000
B.1.4 Advertising/Promo Expenses	\$ 0	\$ 1,500	\$ 3,000
B.1.5 Travel Expenses	\$ 0	\$ 0	\$ 0
B.1.6 Insurance Expense	\$ 0	\$ 0	\$ 0
B.1.7 Other Expenses	\$ 0	\$ 20,000	\$ 35,000
B.1.8 In Kind Goods/Services	\$ 0	\$ 750	\$ 2,000
Expenses Total	\$ 0	\$ 52,250	\$ 100,000

Chaplin Budget

Music- Director/Pit	\$7000
Venue	\$7,000
Technical-Lights/Sound	\$8,000
Set/Prop	\$5000
Costumes	\$3000
Marketing	\$15,000
Stipends	\$5000
TOTAL	\$50,000

Chaplin Regional Premiere Sponsorships Available

Chaplin music sponsor \$7000 1 available
Chaplin venue sponsor \$5000 2 available
Chaplin technical sponsor \$5000 3 available
Title sponsor Chaplin \$3500 1 available
Chaplin costume Sponsor \$3000 1 available