

**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\***

8615

**Email \***

nbaumgarten@planosymphony.org

**Event(s)**

**Name of Event\***

Carnival of the Animals Family Series Concert

**Date & Time of Event\***

April 19 3 p.m.

**Location of Event \***

McKinney Performing Arts Center

**More Events?**

Yes

No

**Total Revenue**

Include grant award funds.

**Budget\***

13804

**Actual\***

14312

**Total Expenses**

**Budget\***

20754

**Actual\***

21144

**Total Number in Attendance\***

202

**Number of Performances\***

1

**Total Number of Tickets Sold\***

190

**Number of Tickets Comped\***

12

**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

**If no, why not?**

## McKinney Family Series Report Narrative

### The Concert

Our popular McKinney Family Symphony Sunday Concert “Carnival of the Animals” 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 April 19, 2015.

“Carnival of the Animals” was written 150 years ago by composer Camille Saint-Saëns by request as a musical joke, later becoming one of his most famous works. “Carnival of the Animals” was originally arranged by Camille to consist of a flute doubling piccolo, clarinet, two pianos, glass harmonica, xylophone, two violins, a viola, cello and double bass. Today “Carnival of the Animals” is performed with a full string orchestra and a glockenspiel in replacement of a glass harmonica. In this concert the symphony highlighted each instrument family and mimicked the sounds of different animals. The Plano Symphony also included a puppeteer as part of the concert.

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 positive. 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:	202
Paid Attendance:	190
Comps:	12

### 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 Plano, Frisco, Little Elm, Celina & McKinney (for Entire Series) on 2/15 & 2/19
- 2 - 1/4 page ads ran in Frisco, Little Elm, Celina & McKinney (for Entire Series) on 3/1 & 3/8

- 4 – 1/6 page ads ran in McKinney (for McKinney Concert only) on 3/29, 4/5, 4/12, 4/16

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 concert was also in Suburban Parent Magazine and was promoted through posters.

The City of McKinney was credited on all promotional materials.

### **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. With families' busy schedules, the ability to experience all four families at one time instead of a series of four concerts should continue the increase in ticket sales. 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.

**Plano Symphony Orchestra  
McKinney Arts Commission 2014-2015 Final Project Report**

	<b>Budget</b>	<b>Actual</b>
<b>Earned Income</b>		
Ticket Sales	1,800	1,869
Total Earned Income	<u>1,800</u>	<u>1,869</u>
<b>Contributed Income</b>		
MAC Grant	8,750	8,615
Other	0	450
Total Contributed Income	<u>8,750</u>	<u>9,065</u>
<b>Inkind</b>		
Goods and Services	3,000	3,140
Volunteer Time (on tax return)	254	238
Total Inkind	<u>3,254</u>	<u>3,378</u>
<b>Total All Income</b>	<b>13,804</b>	<b>14,312</b>
<b>Expenses</b>		
Personnel	6,175	6,500
Contracted Services	7,075	7,020
Travel	0	57
Rental	500	477
Advertising & Promotion	3,400	3,331
Other	350	380
<b>Subtotal</b>	<u>17,500</u>	<u>17,766</u>
<b>Inkind</b>		
Volunteer Time	254	238
Donated Goods/Services	3,000	3,140
<b>Total All Expenses</b>	<b>20,754</b>	<b>21,144</b>
<b>Net Income</b>	<b>(6,950)</b>	<b>(6,832)</b>