

Print

## Final Grant Report - Submission #88438

Date Submitted: 6/25/2018

## 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\*

6,160

Email \*

nbaumgarten@planosymphony.org

## Event(s)

Name of Event\*

"Pirates & Princesses:"  
Family Series Concert

Date &amp; Time of Event\*

5/20/18 at 3:00 pm

Location of Event \*

McKinney Performing  
Arts Center

More Events?

 Yes No

Name of Event

Date &amp; Time of Event

Location of Event

More Events?

 Yes No

Name of Event

Date &amp; Time of Event

Location of Event

More Events?

 Yes No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

**Total Revenue**

Include grant award funds.

**Budget\***

13,598

**Actual\***

12,623

**Total Expenses**

**Budget\***

16,148

**Actual\***

15,153

**Total Number in Attendance\***

289

**Number of Performances\***

1

**Total Number of Tickets Sold\***

276

**Number of Tickets Comped\***

13

**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

No

**If no, why not?**

**Logo**

Did you use the City of McKinney logo on printed material?

**Choose One\***

Yes

No

**If no, why not?**

**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

**Attach Financial Report\***

Financial Report Attachment 17-18.xlsx

**Attach Narrative Summary\***

McKinney Family Series Report Narrative 2018.docx

**Receipts**

**Additional Attachments**

McKinney 17-18 Family Series Newspaper Ad.pdf

**Additional Attachments**

Family Concert McKinney 468.jpg

**Plano Symphony Orchestra**  
**McKinney Arts Commission 2017-2018 Final Project Report**

	<b>Budget</b>	<b>Actual</b>
<b>Earned Income</b>		
Ticket Sales	2,800	3,016
Total Earned Income	<u>2,800</u>	<u>3,016</u>
<b>Contributed Income</b>		
MAC Grant	6,700	6,160
Other	1,350	1,250
Total Contributed Income	<u>8,050</u>	<u>7,410</u>
<b>Inkind</b>		
Goods and Services	2,560	1,991
Volunteer Time (on tax return)	188	206
Total Inkind	<u>2,748</u>	<u>2,197</u>
<b>Total All Income</b>	<b>13,598</b>	<b>12,623</b>
<b>Expenses</b>		
Personnel	6,430	6,430
Contracted Services	4,070	4,126
Travel	0	0
Rental	500	477
Advertising & Promotion	2,000	1,463
Other	400	460
<b>Subtotal</b>	<u>13,400</u>	<u>12,956</u>
<b>Inkind</b>		
Volunteer Time	188	206
Donated Goods/Services	2,560	1,991
<b>Total All Expenses</b>	<b>16,148</b>	<b>15,153</b>
<b>Net Income</b>	<b>(2,550)</b>	<b>(2,530)</b>



## McKinney Family Series Report Narrative

### The Concert

Our popular McKinney Family Symphony Sunday Concert “Pirates & Princesses” 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 May 20, 2018.

“Pirates & Princesses” featured an ensemble that showcased popular songs from movies such as *The Pirates of the Caribbean*, *Aladdin*, and *Cinderella*. “Pirates & Princesses” partnered with Le Theatre de Marionette puppeteers from Geppetto’s Marionette Theater to provide visual magic with puppets. Dancers from the Pulse Company of KJ Dance of Plano also performed alongside the orchestra.

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 very robust. 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:	289
Paid Attendance:	276
Comps:	13

Ticket sales have progressively increased each year from 202 in 2015 to 289 in 2018.

### Marketing

Marketing for the McKinney Family series was multi-faceted. A corporate partner aided in advertising and marketing the concerts. Star Local Media ran ads along with *The Dallas Morning News*. The total newspaper schedule reached 279,615 with total impressions of 341,615. Suburban Parent Magazine advertising delivered 47,378 impressions. In addition, an e-campaign was implemented on May 3, 8, 15 and 17 reaching 14,100, with a total of 34,200 impressions. A social media campaign was also executed this year.

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 City of McKinney was credited on all promotional materials along with the McKinney Arts Commission.

### **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. 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  
Hector Guzman, *Music Director*

encoreyouth



# PIRATES & Princesses

**MAY 20 @ 3 PM**

**McKinney Performing  
Arts Center**

FAMILY  
MUSIC  
FUN!

FOR KIDS  
AGE 3-12

DRESS LIKE  
A PIRATE OR  
PRINCESS!



TICKETS  
**\$10**

PLANO  
SYMPHONY  
ENSEMBLES!

KJ COMPANY  
DANCERS FROM  
KJ DANCE

PUPPETEERS FROM  
LE THEATRE DE  
MARIONETTE!

MUSIC FROM  
*PIRATES OF THE CARIBBEAN, ALADDIN, CINDERELLA, AND MORE!*

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McKINNEY ARTS  
COMMISSION



