

Promotional and Community Event Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 South Lake Forest Blvd, Suite 110
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

Organization Information

Name	McKinney Philharmonic Orchestra
Federal Tax ID Number	454399538
Incorporation Date	6/1/2012
Mailing Address	1011 Thomas St
City	Denton
State	TX
Zip Code	76201

Phone Number	9405948790
Fax Number	9405948790za
Email Address	odysseuschamberorchestra@gmail.com
Website	www.mckinneyphilharmonic.org
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<i>Field not completed.</i>
Professional Affiliations and Organizations to Which Your Organization Belongs	Odysseus Chamber Orchestra

Representative & Contact Information

Representative Completing Application:

Name	Jason Lim
Title	Artistic Director/ Conductor
Mailing Address	1011 Thomas St
City	Denton
State	TX
Zip Code	76201
Phone Number	9405948790
Fax Number	<i>Field not completed.</i>
Email Address	odysseuschamberorchestra@gmail.com

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Contact for Communications Between MCDL and Organization:

Name	Jason Lim
Title	Artistic Director
Mailing Address	1011 Thomas St

City	Denton
State	TX
Zip Code	76201
Phone Number	9405948790
Fax Number	<i>Field not completed.</i>
Email Address	odysseuschamberorchestra@gmail.com

Project Information

Funding - Total Amount Requested	8900
Are matching funds available?	Yes
Matching Funds Available:	8900
Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?	Yes
Describe funding requested from other City of McKinney entities.	McKinney Arts Commission - Funding for operational, artistic and personnel costs.
Promotional / Community Event Start and Completion Dates	9/1/2021 - 6/30/2022
Board of Directors	Cynthia Carmack Mary Strout Januce Hague
Leadership Staff	Jason Lim - Artistic Director Julie Daniels - Director of the Philharmonic (GNTYO) Mark Jansen - Director of Winds and Brass (GNTYO) Keyreel Raskolenko - Director of Celtic Strings Ensemble (

GNTYO)
Nicole Paglialonga - Librarian (MPO)

Board of Directors Attachment *Field not completed.*

Leadership Staff Attachment *Field not completed.*

Narrative

Using the outline below, provide a written narrative no longer than seven pages in length:

1: Applying Organization

- *Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.*
- *Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Promotion / Community Event for which funds are requested.*

2: Promotion / Community Event

- *Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.*
- *Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.***
- *Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.*
- *Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.***
- *Include the venue / location for the proposed event.*
- *Provide a timeline for the production of the event.*
- *Detail goals for growth / explanation in future years.*
- *Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.*
- *Highlight and promote McKinney as a unique destination for residents and visitors alike.*
- *Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.*

Has a request for funding for this Promotional / Yes

Community Event been submitted to MCDC in the past?

Date 9/1/2020

Date 6/30/2021

3: Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget [Budget - MCDC.docx](#)

Financial Statements [2018-2020 Statements.pdf](#)

Overview of Promotional / Community Event Financial Goal

Gross Revenue 91500

Projected Expenses 86593

Net Revenue 4907

Budget [Project Grant Request Budget.pdf](#)

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 0

Are matching funds available? Yes

Cash 7000

Source Admissions

Percent of Total 100

In-kind *Field not completed.*

Source	<i>Field not completed.</i>
Percent of Total	<i>Field not completed.</i>
Other Funding Sources	<p>We receive grants from several agencies: TCA - Texas Commission on the Arts FAF - Frisco Arts Foundation Texas Communities Foundation - North Texas Giving Day</p> <p>Sponsorships from Texas Republic Bank The Grand Hotel Luthier Shop</p> <p>Foundation Love Life Foundation</p> <p>Ad Space in Programs Donations from individuals</p>

4: Marketing and Outreach

- *Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.*
- *Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.*

5: Metrics to Evaluate Success

- *Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.*

Attach Narrative [2021 Narrative.pdf](#)

Acknowledgements

If funding is approved by the MCDC board of directors, applicant will assure:

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*

- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Jason Lim
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Date	5/27/2021
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Representative Completing Application	Jason Lim
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Date	5/27/2021
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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
 - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
 - *Final payment of funding awarded will be made upon receipt of final report.*
 - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
-

Email not displaying correctly? [View it in your browser.](#)

1: Applying Organization

The Mission Statement of The Odysseus North Texas Chamber Orchestra dba McKinney Philharmonic Orchestra.

The Odysseus Chamber Orchestra is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.

Our vision is multi-faceted. Although the Odysseus Chamber Orchestra, a paid professional orchestra that produces high quality professional concerts, we place equal importance in our outreach and education programs that we created over the last several years. With the emphasis to youth, we created the summer music Intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, The Mentorship Program, The Side-By-Side Program and The Annual School Concerts Tour.

Our Youth Orchestra provides students, parents and audiences with three concerts a season while our professional orchestra provides audiences with 5 to 6 concerts per season.

The organization is run by Artistic Director and Conductor Jason Lim. He organizes and plans logistics from securing dates, venues and guest artists. The Odysseus concert season comprises of categories; Classical Series, Family Concert Series, Holiday Concert Series and Pops Concert Series. The professional orchestra comprises of a core membership of 20 musicians and a large list of sub musicians of up to 30 musicians.

The orchestra was formed in 2012 in Denton and in 2014 moved to McKinney because the organization did not foresee potential growth in the city of Denton. Since 2014 the orchestra has built a reputation as an emerging new and exciting young professional orchestra. The artistic quality is on par with several established orchestras in the region and more accomplished musicians audition yearly to be selected into the orchestra. Our concert series grew from two concerts per season to six per season. In 2019, the orchestra made a name change from Odysseus Chamber Orchestra to McKinney Philharmonic Orchestra. This move is to showcase the city as an emerging arts destination for audiences and musicians and to help compliment the new designation of *Cultural District of McKinney*. Pay rate for our musicians are: \$71.50 - \$90.00 per service. Artistic and Conductor: \$10,000 annual stipend.

2: Promotion / Community Event

Requesting \$8,900

This grant application request will go towards promoting and advertising for our entire 2020-2021 concert season (5 concerts). Dates are listed below. (Please note that we are in the process of adding another concert).

Events: Dates and Times and Promotional items and events

December 3, 2021

ALL STAR CHRISTMAS CONCERT

McKinney Performing Arts Center

Admission: \$25/\$20

A star studded concert that will feature DFW's top talent in Jazz, Celtic, Folk, Rock and Folk. This will be the 4th annual concert after a highly successful concert in 2018-2019.

Amount Requested: \$2400

Radio Ads (WRR) \$1800

Facebook Ads: \$600

February 5, 2021

Chamber Music

Church St Auditorium

Admission: \$10

A small and intimate concert with a small chamber ensemble. We do one chamber music every season.

Amount Requested: \$500

Facebook Ads: \$500

March 5, 2022

Classical Music Series Concert

McKinney ISD Auditorium

Admission \$20/ \$15

This is a classical concert that will feature music of Rimsky Korsakov, Scheherazade.

Amount Requesting: \$2400

Radio Ads (WRR) \$1800

Facebook Ads: \$600

April 2, 2022, 8:00 PM.

Music of John Williams

McKinney ISD Auditorium

Admission: \$25/\$20

This concert is our POPS concert series. With a tribute to John Williams, featuring Star Ward, Schindler's List, Raider of the Lost Ark and many more.

Amount Requested: \$2400

Radio Ads (WRR): \$1800

Facebook Ads: \$600

May 14, 2022. 6:00 PM

Side by side with the Greater North Texas Youth Orchestra

McKinney ISD Auditorium

Admission \$20/ \$15

This concert will be a combined performance of both our youth orchestra and the professional orchestra. This concert showcases how Arts in McKinney is thriving. People from out of state will find this an attractive prospect for their children and will find McKinney a very attractive city to move to.

Amount Requested: \$600

Facebook Ads: \$600

The mission of the **McKinney Arts Commission** is “Through the Arts Commission of McKinney the mission of the commission is to create a vibrant and viable arts community in which diverse, high-quality arts opportunities are available to McKinney residents and visitors.”

This is a philosophy we strongly believe in. We believe that a residential orchestra is an extension of a city’s arts program and it displays the prosperity, diversity and innovation of a community and city. Recently the city won the Cultural District Designation from the Texas Commission on The Arts. We see this as an opportunity to continue our vision and to build a world class professional orchestra and a world class youth orchestra that showcases the diversity of the City of McKinney. Our goal is to make McKinney Philharmonic Orchestra where musicians want to play in and audiences want to attend concerts and listen to.

When we hold our concerts. Our musicians comes from all over the metroplex area. They bring their friends to concerts. When we have our dress rehearsal (which is the day of the concert), they will have dinner in downtown McKinney. Our audience comes from all over the metroplex areas as well (Please see graphs provided) and they will spend time before and after our concerts dining in restaurants in McKinney.

We have a vision to build the next best orchestra outside Dallas Symphony and Forth Worth Symphony. We also have a vision to build a youth orchestra program that will rival The Greater Youth Orchestra and we realize we need the support of every aspect that McKinney can offer. Our financial priorities have been to aim to compensate our musicians a competitive rate. Although we have raised their pay multiple times since 2012, we are still not yet competitive. Because we divert our main financial sources to paying our musician’s we are not able to allocate a significant amount to promotions and marketing.

With the help of the promotional grants, we will be able to spread the word about our wonderful orchestra to more people.

3: Financial

The most important aspect of our organization is to compensate all our artists and musicians; compensate them appropriately and on time. Since the formation, the organization has raised the per service rate for musicians four times. Starting at \$50 per service in 2012, it is now &71.50 for rank and file members and \$78 for Tier 2 members, \$85 for Tier 1 members and \$90 per service for Principal Members and \$100 for the concertmaster. Financial planning is crucial to the success of the orchestra. Although a manageable loss at the end of the year is not detrimental to the organization, the orchestra has enjoyed a surplus for the last four years. Since the orchestra moved to McKinney in 2014, we have programmed more community oriented and pops concerts and have dedicated to the following:

1. To provide the community with variety of concerts and
2. To maintain financially healthy organization.
3. Building an audience and at the same time try to carry the traditions of high artistic vision.

Because we allocate most or all of our grant funds to payroll it does not give us much room for advertising. This grant from McKinney Housing and Community Development will enable us to budget

more on Facebook sponsored ads and target areas outside of Texas. This will also allow us to allocate funds towards radio ads such as WRR or NPR. They are usually more costly but it definitely targets our demographic. This will enable us to increase the profile of who we are and to help us brand McKinney as an arts destination.

FINANCIAL PLANNING

The considerations we take in our financial planning falls both on long term as well as short term. Here are the factors we take to planning our long term goals:

LONG TERM

1. Increase concert programs
2. Increase pay rate for musicians
3. Increase donors
4. Increase audience members
5. Increase staff to assist in the everyday business and operations of the organization

SHORT TERM

1. Minimize deficit in the beginning of the season
2. Balance the budget at the end of the season

4: Marketing and Outreach

We are requesting \$8300 for period September 2021 to August 2022. Which is the entire concert season for 2021-2022

With the grant we will utilize the following

1. Facebook ads.
With the grant we will increase the expense to up to \$600. We usually start our promotions 2 to 3 months prior to the event. Facebook ads are targeted, targeting demographics, locations and interests.
2. Radio ads
WRR has a rate of \$100 for 60 second slots and \$50 for 30 second slots. We are planning to purchase 30 second ads. With \$1800 it will be approximately 36 radio slots.
3. Season Brochures
We would like to print thousands of season brochures to distribute to hotels and businesses in McKinney and surrounding areas.

Summary of Grant Request

Facebook Ads - \$2900

Radio Ads - \$5400

Season flyers and concert flyers - \$600

TOTAL - \$8,900

5: Metrics to Evaluate Success

Long Term

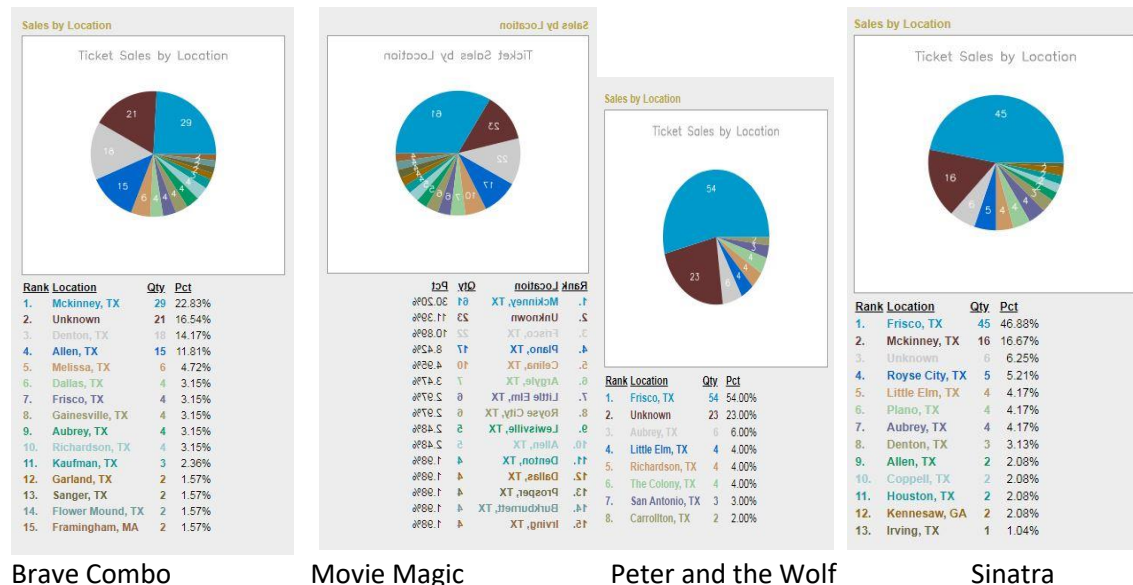
- A. Growth of audience
- B. Growth of Artistic Excellence
- C. Increase pay for musicians and staff
- D. Growth in season concerts
- E. Increase Board
- F. Increase donors and sponsors

Short Term

- A. Balancing the Budget

Audience

Below are graphs from our past concerts. We attract a wide range of people from cities in the DFW areas as well as people from out of state.



We have since switched from Brown Paper Tickets to Go Passage. Go Passage does not have graphs and metrics.

2021-2022 McKinney Philharmonic Orchestra Budget

EXPENSES

Projections

PAYROLL

Orchestra	47533
Guest Soloists	6190
Conductor	12500

ADMINISTRATION

Manager	2250
Librarian	1000

PROMOTIONS

	7000
Facebook	0
Posters and Flyers	0
other	0

PRINTING

	0
Programs	1600
Tickets	0

FEES

	300
PayPal	0
ASCAP	350

INSURANCE

590

RENTALS

0

Music	1500
FACILITIES	4400

CARTAGE

340

TECH

600

MISC

	440
Copies	
Supplies	
	86593

INCOME

BALANCE FORWARD

9000

GRANTS

MAC	20000
MAC - GNTYO	10000
Frisco Arts	5000
TCA	4500
McKinney Community Development Corporation	7000

SPONSORSHIPS

TRB	500
Luthier	1000

FOUNDATIONS

Love Life	2500
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2021-2022 McKinney Philharmonic Orchestra Budget

	Texas Communities (North Texas Giving Day)	1000
	Craig Hall Foundation	1000
ADMISSIONS		25000
DONATIONS		2000
	Contract	2500
ADS		500
		91500
		4907

2018-2019 STATEMENT. Approved by the board of directors and recorded in tax return.

EXPENSES	BUDGET/PROJECTIONS	ACTUAL
PAYROLL		
Orchestra	35094.25	33652.50
Artistic Director & Conductor	7500	7500
Guest Artists	5905	6477
Librarian	0	125
School Concerts	0	4000
Promotions	1000	2803.92
PRINTING	0	0
Program	2180	1348
Tickets (BPT)	0	47.69
FEES	0	0
ASCAP	340.00	349.00
Insurance	610	575.94
PayPal	0	40.10
Music	1000	2133.10
Facility	4290	4414.77
CARTAGE	655	663.39
VIOLA COMPETITION	1300.00	500
WEB	100.00	0
MEMBERSHIPS	0	0
EQUIPMENT	400	200
TECH	750	950
MISC	0	569.12
YOUTH ORCHESTRA		28871.39
TOTAL	61124.25	95220.92
INCOME		
Balance Forward	3375.46	3375.46
GRANTS	0	0
McKinney Arts Commission	20000	20000
Frisco Arts	5000	5000
Texas Commission on The Arts	500	3894

McKinney Visitors and Conventions Bureau	0	1500
North Texas Giving Day	1000	996.77
Music and Arts Guild	0	2500
FOUNDATIONS	0	0
Love Life	0	5000
ADS	1500	2300
SPONSORSHIPS	0	0
Texas Republic Bank	500	500
Independent Bank	500	1000
Luthier Shop	2000	1750
JDR Music	2500	3000
P3 Builds	1000	500
DONATIONS	1200	3875
ADMISSIONS (100 tickets per concert @ \$14 average price)	7500.00	11110.08
Bank Interest	0	66.47
Reimbursement		500
YOUTH ORCHESTRA		29262.97
TOTAL	46575.46	96130.75
Adjustment		-340.89
BALANCE	-14548.79	568.94

2019-2020 Statement (Approved by the board of Directors and recorded in tax return)

EXPENSES	PROJECTIONS	ACTUAL
PAYROLL		
Orchestra	29145	24900
Guest Soloists	5150	3544.50
Conductor	10000	6940
Administration	0	3900
PROMOTIONS	2884.31	3024.25
PRINTING	00	0
Programs	1092	595
Tickets	50	13.80
FEES	0	0
PayPal	0	11.18
ASCAP	350	0
INSURANCE	590	610.58
RENTALS	0	0
Music	1135	725
FACILITIES	3720	2624.5
CARTAGE	850	675
WEB	180	0
EQUIPMENT	300	270.63
TECH	700	300
MISC	300	325.03
	56446.31	48459.47
INCOME		
GRANTS		
MAC	20000	19635
Frisco Arts	5000	5000
TCA	4500	8862
Visit McKinney	1700	1641.07

McKinney Community Development Corporation	1027.28	1027.28
McKinney Downtown Business Redevelopment	0	1500
SPONSORSHIPS	0	0
TRB	500	500
IBTX	1000	500
Luthier	1000	1000
FOUNDATIONS	0	0
Love Life	3000	3000
Craig Hall	1000	1000
Texas Communities (North Texas Giving Day)	1000	2520.04
	0	0
ADMISSIONS	6500	7468.15
DONATIONS	1200	1150
ADS	1000	250
CONTRACT	0	1000
Bank Interest	0	36.23
	48427.28	56053.54
	-7862	7594.07