

Print

Final Grant Report - Submission #16993

Date Submitted: 1/14/2014

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*	Grant Amount*
Turtle Creek Chorale	\$10,000

Email *
cfrench@turtlecreek.org

Event(s)

Name of Event*	Date & Time of Event*	Location of Event *	More Events?
DecemberSong: A Traditional Holiday Concert	December 14, 2013 at 2:30pm	McKinney Performing Arts Center	<input checked="" type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
DecemberSong: A Traditional Holiday Concert	December 14, 2013 at 7:30pm	McKinney Performing Arts Center	<input type="radio"/> Yes <input checked="" type="radio"/> No

Total Revenue

Include grant award funds.

Budget*	Actual*
\$20,000	\$20,263

Budget*	Actual*
\$20,000	\$20,184.54

Total Number in Attendance*	Number of Performances*
349	2

Total Number of Tickets Sold*	Number of Tickets Comped*
366	24

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*

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

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

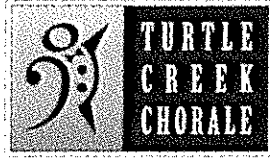
Not Successful

Comments

The repeat patrons from 2012 were a key indicator that Turtle Creek Chorale continues to produce high quality arts that create extraordinary musical experiences. As TCC continues to develop our relationship with the City of McKinney, we are confident that residents and visitors alike will continue to enjoy the unique and powerful voices of Turtle Creek Chorale.

Attach Financial Report*
TCC Financial Report 2013.pdf

Attach Narrative Summary*
TCC Narrative Summary 2013.pdf



NARRATIVE SUMMARY

“DecemberSong”

McKinney Performing Arts Center

December 14, 2013 at 2:30PM and 7:30PM

Turtle Creek Chorale (TCC) presented two successful concerts of “DecemberSong” at the McKinney Performing Arts Center on December 14, 2013 at 2:30PM and 7:30PM. Total attendance for the two concerts was 366 sold tickets and 24 complimentary tickets.

TCC brought more than 75 voices to the McKinney Performing Arts Center stage for “DecemberSong,” where we celebrated the many mixed emotions enjoyed at the holidays. We presented 17 songs featuring the TCC singing members, Chamber Chorus, Camerata ensemble, and soloists. Our holiday concerts were particularly heart-warming this year as we were joined by members from the Caldwell Elementary School Chorus for our 2:30PM concert and by the McKinney Boyd High School A Cappella Choir for our 7:30PM concert.

As this was our second performance in McKinney, we were very pleased with attendance. The City of McKinney continues to offer TCC the opportunity to sing for an audience who does not typically travel the 35 miles to downtown Dallas. Of the audience at “DecemberSong” in McKinney, over 25 households were repeat attendees from our holiday concert in 2013. Through our partnership with Caldwell Elementary School and McKinney Boyd High School, we attracted many of the participant’s families to the concert as well. Notably, as Caldwell Elementary School is a Title I school, we offered two complimentary tickets to each student so that funding was not a barrier for their families to attend.

Our presentation of “DecemberSong” was customized for the McKinney Performing Arts Center stage. As this concert was largely prepared and rehearsed for presentation at the Dallas City Performance Hall earlier in December, we efficiently share several costs. For our Final Report, we allocated the shared expenses for the McKinney and Dallas City Performance Hall “DecemberSong” concerts based on the ratio of shared expenses to total revenue. Shared expenses included music purchase and copying, artistic staff salaries, administrative overhead, and marketing.

Specific marketing initiatives for our McKinney concerts included posters throughout the McKinney Town Square, Facebook promotions, radio advertising on KERA 90.1 and KXT 91.7, email blasts, and postcard direct mailings. Additionally, we posted calendar listings in the McKinney Courier Gazette and online at Starlocalmedia.com, TownSquareBuzz.com, Mckinneyonline.com, and with GALA North Texas. Recognition of the City of McKinney Arts Commission for their support of our concert appeared on our programs.

We look forward to future partnerships and opportunities with the City of McKinney as we believe this was a wonderful experience. Thank you for the opportunity to create extraordinary musical experiences at the McKinney Performing Arts Center.