



2024 - 2025 Season

First Show at MPAC



Mission



MAIN MISSION

Our main mission is to build community through live theatre.

We do this by presenting five (5) main stage theatrical productions and producing complimentary programming for the cultural education, entertainment, and inspiration of our community.

Clue

October 6 -7 & 13-14, 2023

23-24 Season Shows



A Christmas Carol



Nov 24-25,
Dec 8-9, 2023

23-24 Season Shows

Rated PG
Ghosts & Thematic Elements

MCKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

CHARLES DICKENS' CLASSIC
Adapted by Dr. Andrew Harris

A Christmas Carol

Directing Team:
Doug Latham
Marilyn Latham
Dale G. Gutt
Teresa Miller

Sponsored by
AZURE
PHOTOGRAPHY

With special thanks to
Little Guys Movers

McKinney Performing Arts Center
Nov. 24-25 & Dec. 8-9
Tickets: 214.544.4630 -or- mckinneyrep.org



The Diary of Anne Frank



Mar. 1-3 & 8-9, 2024

23-24 Season Shows



McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

presents

The Diary of Anne Frank

A Play by
FRANCES GOODRICH & ALBERT HACKETT
Based upon "Anne Frank: The Diary of a Young Girl"
Newly Adapted by
WENDY KESSELMAN
Directed by Nathan Autrey Produced by Kelly Baxter

RATED
PG-13
CONTENT

HOPE

Sponsored by
AZURE
PHOTOGRAPHY

H-E-B
Helping Here

Special thanks to
Little Guys
MOVERS

MCDC
McKinney Community Development Center

arts

McKinney Performing Arts Center
March 1-2 and 8-9, 2024

FOR TICKETS
SCAN QR CODE OR CALL 214.544.4630
For FREE STUDENT TICKETS use code: **761DAYS**
Free student ticket program is sponsored by H-E-B.

THE DIARY OF ANNE FRANK (KESSELMAN) is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)



The Diary of Anne Frank



Mar. 1-3 & 8-9, 2024

23-24 Season Shows



- Free student tickets sponsored by H-E-B
- Special program with Chestnut Square featuring retired FBI Agent, Vince Pankoke
- Free educational post-show discussion ft. Rabbi Michael Kushnick & Director Nathan Autrey

CATCH ME IF YOU CAN

A COMEDIC WHODUNIT

May 3-4 & 10-11, 2024



McKINNEY
McKinney's Official Community Theatre
20TH ANNIVERSARY SEASON
presents

CATCH ME IF YOU CAN

A COMEDIC WHODUNIT

By Jack Weinstock & Willie Gilbert
Based on the play by Robert Thomas

Rated PG-13

Directed by Kent Phillips
Produced by Michele Crabtree

Sponsored by **AZURE**
Special thanks to **Little Guys**
MCDC
McKinney Community Development Corporation

McKinney Performing Arts Center
May 3-4 and 10-11, 2024

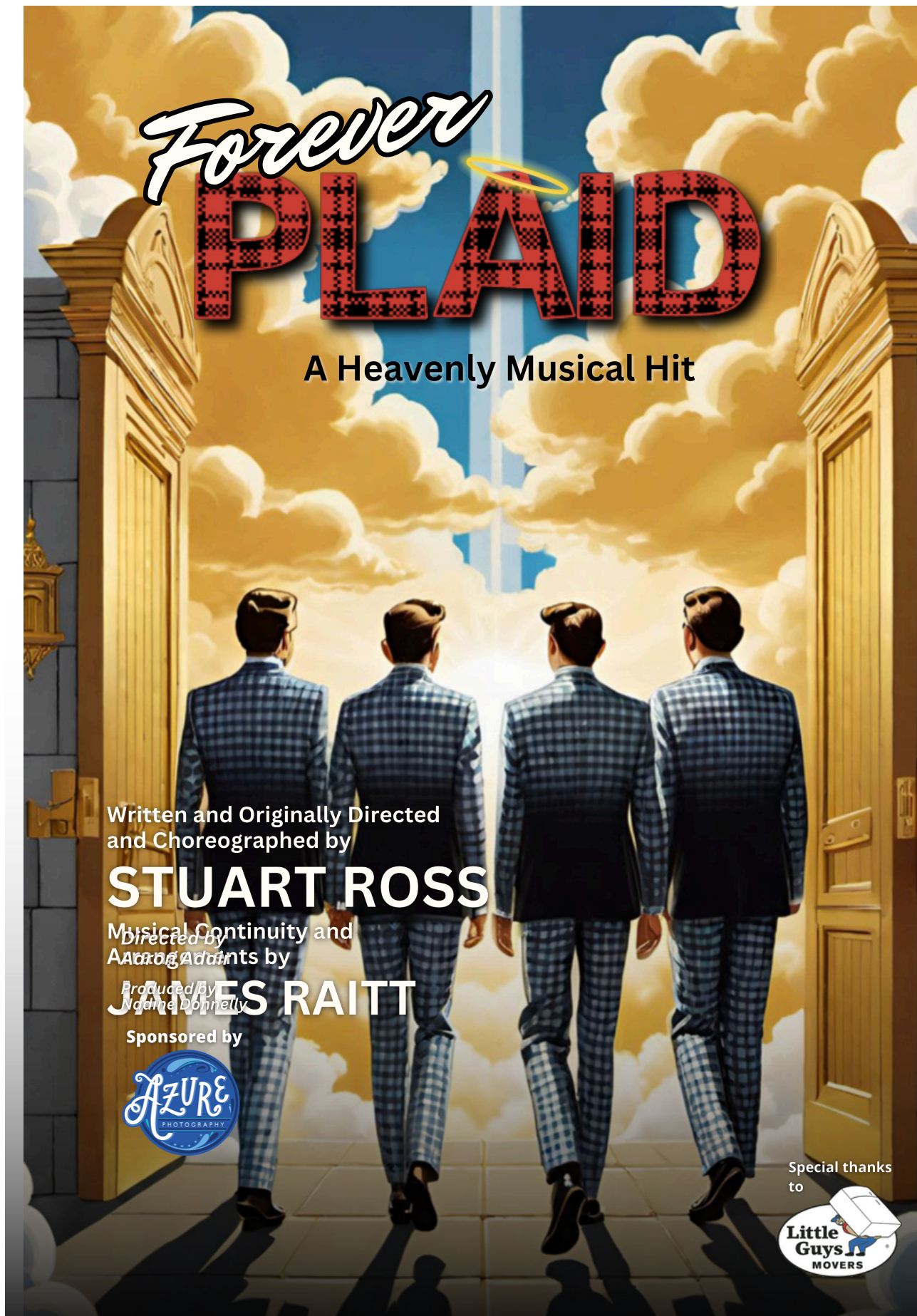
FOR TICKETS - SCAN QR CODE OR CALL 214.544.4630
For **FREE TICKETS FOR TEACHERS** use code: **TEACHERS24TY**

"Catch Me If You Can (Weinstock & Gilbert)" is presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com

23-24 Season Shows



Upcoming Show



RATED
PG
CONTENT

PRESENTED BY
McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

McKinney Performing
Arts Center

July 26-27,
August 2-3 & 9-10

*Featuring a Special Dessert
Theater experience*

TO PURCHASE TICKETS
CALL 214.544.4630
OR VISIT MCKINNEYREP.ORG



Current Results

2023 - 24 SEASON

Average of **174 tickets** per show

Average of **224 tickets** for "A Christmas Carol"

2022-23 SEASON

Average of **125 tickets** per show

Average of **214 tickets** per show for "A Christmas Carol"
(up 4.5%)



Our Impact



56% of our audience this past season has come from surrounding areas (Allen, Fairview, Anna, Melissa, Frisco, Plano & Dallas).

Many go to dinner or lunch, before or after our shows and return to downtown McKinney to take advantage of the special offers from our advertisers in our season show programs.

McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre
2024 - 2025 Season

12
ANGRY JURORS
by Reginald Rose

A Christmas Carol



Neil Simon's
Barefoot in the Park

Overall Budget

Total Expenses	135,971
Estimated Ticket Sales	\$87,185
Concessions, Grants, Ads, Etc.	\$53,750
Total Revenue	140,935
Total Net Revenue	\$3,935



24 25 Season Goals



Current	Next Season
174 (tickets per show)	208 (tickets per show)

2024 - 25 SEASON GOALS

- Continue to grow audience by 20%
- Grow Facebook & Instagram by 10% (beat last year's goal to grow them by 5%)
- Grow newsletter by 30% (580 to 754 subscribers)
- Increase MRT Membership & Season Subscribers by 10%

Grant Request

Facebook Ads & Boosts	\$1,100
Media Buys - Comm. Impact, Collin Denton Spotlighter & Local Profile Digital & Print	\$8,180
EVVNT	\$750
Next Door	\$990
Printed Materials (Posters, Brochures, Flyers & Vinyl Signs)	\$1,245
Direct Mailing	\$2,000
TOTAL	\$14,265



23-24 Season Successful Ads

Meta Ads

The image shows two screenshots of social media ads. The left screenshot is a Facebook ad for McKinney Repertory Theatre. It features a black background with the word 'Clue' in large red letters. Below the title is a photo of the stage production. Text includes 'Oct. 6-7th & 13-14th' and 'Tickets: 214.544.4630 -or mckinneyrep.org'. The right screenshot is an Instagram post from the same account, showing the same 'Clue' ad content with a 'Book now' button and engagement icons.

Mckinney Repertory Theatre Sponsored

McKinney Repertory Theatre (MRT) will be presenting Clue at McKinney Performing Arts Center on October 6-7 & 13-14, 2023. Was it Mrs. Peacock in the kitchen with the candlestick? Perhaps it was Mr. Green in the billiard room with the wrench? Watch all of your favorite Clue characters come to life on stage in this hilarious farce-meets-murder mystery. Based on the popular board game and adapted from the 1985 Paramount cult classic film, Clue will keep audiences guessing to the very end.

Tickets are \$24.50 for adults, \$21 for Seniors 55+, and \$19 for students ages 13+
 Rated PG-13 for suggested violence and innuendo.
 NOTICE: This show contains gunshot sounds and flashing lights.

The poster features the title 'Clue' in large red letters on the left. On the right, it says 'Presented by MCKINNEY REPERTORY THEATRE' and '20th Anniversary Season'. The dates 'October 6-7 & 13-14' are prominently displayed, along with showtimes: 'Fridays - 8pm' and 'Saturdays - 2:30pm & 7:30pm'. The venue is 'McKinney Performing Arts Center' and the ticket information is 'Tickets: 214.544.4630 -or- mckinneyrep.org'. The poster also includes the names of the writer (Sandy Rustin) and director (Rebecca N. Moore).

Mckinney Repertory Theatre Sponsored

Was it Mrs. Peacock in the kitchen with the candlestick? Perhaps it was Mr. Green in the billiard room with the wrench? Watch all of your favorite "Clue" characters come to life on stage in this hilarious farce-meets-murder mystery. Based on the popular board game and adapted from the 1985 Paramount cult classic film, "Clue" will keep audiences guessing to the very end. Join MRT as we present "Clue" at McKinney Performing Arts Center on October 6-7 & 13-14, 2023.

Tickets are \$24.50 for adults, \$21 for Seniors 55+, and \$19 for students ages 13+
 Rated PG-13 for suggested violence and innuendo.
 NOTICE: This show contains gunshot sounds and flashing lights.

This poster is identical to the one on the left, featuring the title 'Clue', '20th Anniversary Season', dates 'October 6-7 & 13-14', showtimes, venue, and ticket information.

We ran event ads on Meta and had 423 link clicks, a reach of 22.8k, and 45.4k impressions.
 And post boots which garnered 73 link clicks, a reach of 3,377, and 4,653 impressions.

23-24 Season Successful Ads

Community Impact Ads

Rated PG

CHARLES DICKENS' CLASSIC
Adapted by Dr. Andrew Harris

A Christmas Carol

Presented by
McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

One-hour Show!

McKinney Performing Arts Center

**Nov. 24 - 25th
& Dec. 8 - 9th**

Tickets: 214.544.4630
-or- mckinneyrep.org

Sponsored by AZURE PHOTOGRAPHY

With special thanks to Little Guys JJ MOVERS

MCDC

arts

MCDC

McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

presents

CHARLES DICKENS' CLASSIC
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A Christmas Carol

Rated PG

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One-hour Show!

Nov. 24-25 & Dec. 8-9

Tickets: 214.544.4630
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Sponsored by AZURE PHOTOGRAPHY

With special thanks to Little Guys JJ MOVERS

Rated PG

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A Christmas Carol

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20TH ANNIVERSARY SEASON

One-hour Show!

McKinney Performing Arts Center

Nov. 24 - 25 & Dec. 8 - 9

Tickets: 214.544.4630 -or-
mckinneyrep.org

Sponsored by AZURE PHOTOGRAPHY

With special thanks to Little Guys JJ MOVERS

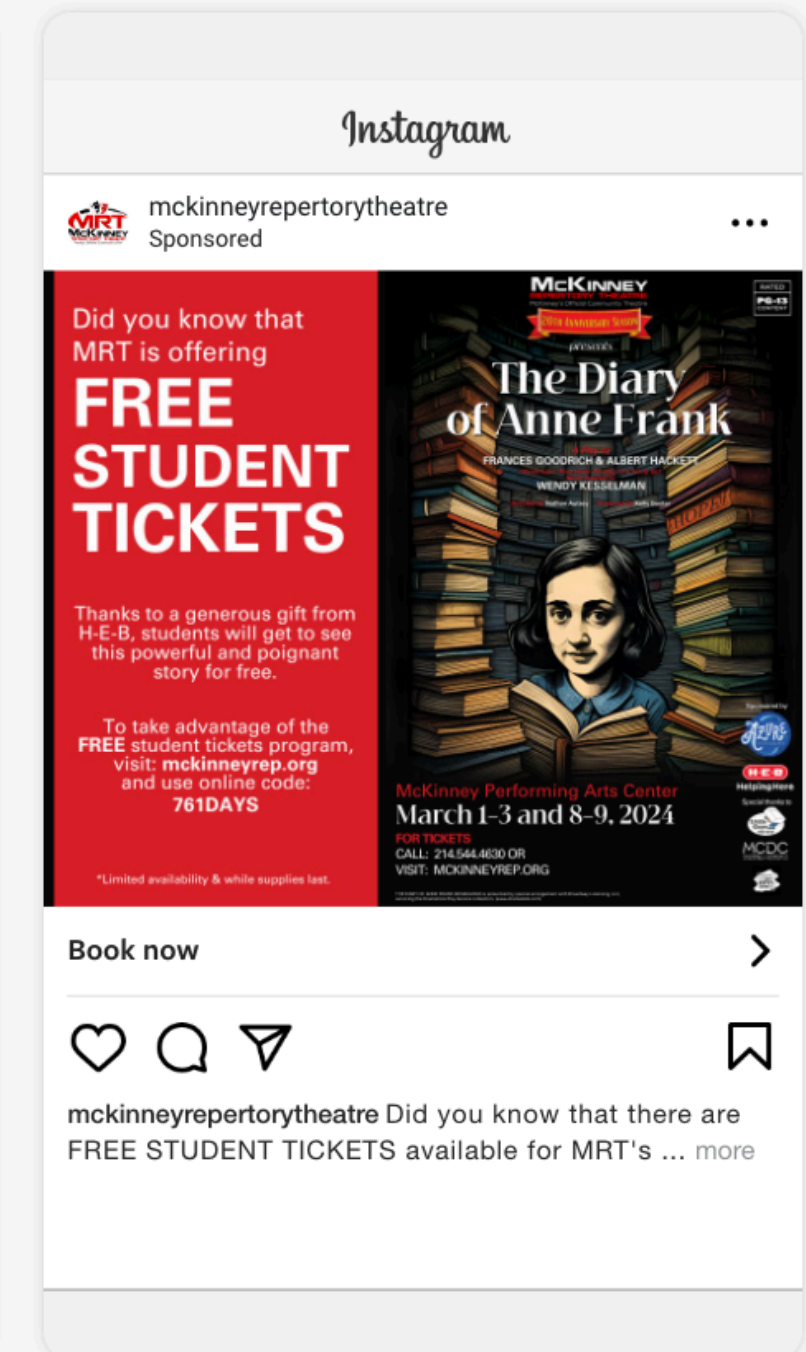
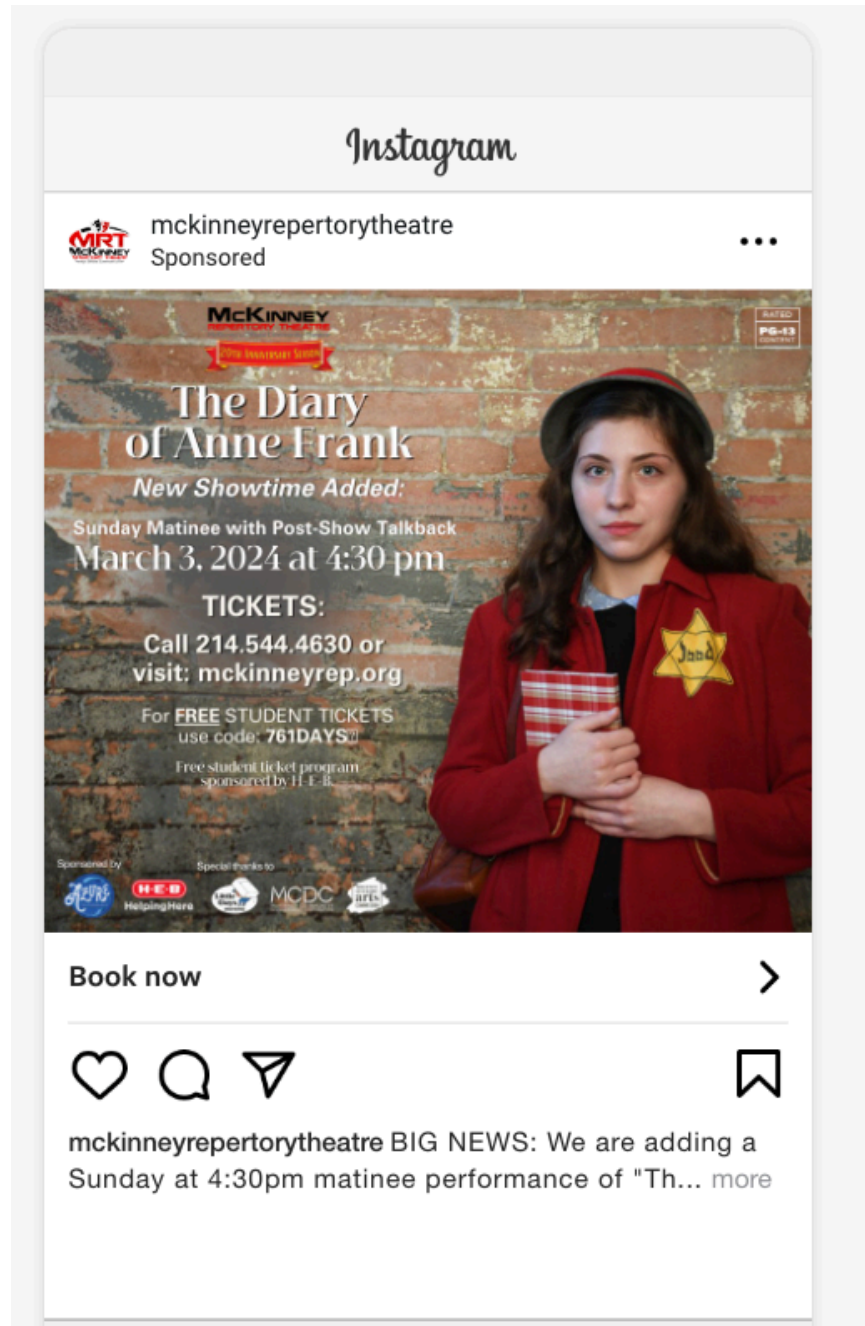
MCDC

arts

We placed digital ads with Community Impact for the month of November. We had 23,138 impressions with the ads.

23-24 Season Successful Ads

Meta Ads



We ran post boosts featuring the actress playing Anne and they resulted in 71 link clicks, 3K reach, and 4,500 impressions.

We ran event ads on Meta and had 386 link clicks, a reach of 15k, and 42k impressions and a free student ticket post boots which resulted in 257 link clicks, 9.5K reach, and 15k impressions.

23-24 Season Unsuccessful Ads

SERVICE
 500 W. University Dr, Suite 102, McKinney
972.542.5586 • TempsOfMcKinney.com

Clue
 Rated PG-13
 Suggested Violence & Innuendo
 Sponsored by **AZURE PHOTOGRAPHY**
 Written by **Sandy Rustin**
 Based on screenplay by **Jonathan Lynn**
 Directed by **Rebecca N. Moore**
CLUE: ON STAGE is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

Presented by
MRT
McKINNEY
 REPERTORY THEATRE
 McKinney's Official Community Theatre

McKinney Performing Arts Center

October 6-7 & 13-14
 2023
 Fridays - 8pm
 Saturdays - 2:30 & 7:30pm

Tickets: 214.544.4630
 -or- mckinneyrep.org

Scan for show times & tickets

MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
 IT'S MY MCKINNEY
 arts

mark your calendars, folks, because on Sunday, September 24th, we'll be shouting it from the rooftops. The official win-

can catch the starlocalment of celebration lights up our But hold cause the e stop there. have the po ference in th Readers' Ch and Best of l Voting is in as easy as a home page com. Your support yo

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Rated PG
McKINNEY
 REPERTORY THEATRE
 McKinney's Official Community Theatre
 20TH ANNIVERSARY SEASON
 CHARLES DICKENS' CLASSIC
 Adapted by Dr. Andrew Harris
A Christmas Carol
 McKinney Performing Arts Center
Nov. 24-25, Dec. 8-9
 Tickets: 214.544.4630
 -or- mckinneyrep.org
 Sponsored by **AZURE PHOTOGRAPHY**
 With special thanks to **Little Guys II MOVERS**

We ran print ads in Star Local's McKinney Courier Gazette We did not see many scans of either of these ads - "Clue" had 2 and "A Christmas Carol" had 1 scan.

23-24 Season Unsuccessful Ads

We tested putting a print ad in the Texas Jewish Post for two weeks and only had 3 scans.

Texas Jewish Post Ad

McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

presents

The Diary of Anne Frank

A Play by
FRANCES GOODRICH & ALBERT HACKETT
Based upon "Anne Frank: The Diary of a Young Girl"
Newly Adapted by
WENDY KESSELMAN
Directed by Nathan Autrey Produced by Kelly Baxter

Sponsored by

McKinney Performing Arts Center
March 1-2 and 8-9, 2024

Sunday Matinee with Post-Show Talkback
March 3, 2024 at 4:30 pm

FOR TICKETS - SCAN QR CODE OR CALL 214.544.4630
For FREE STUDENT TICKETS use code: **761DAYS**
Free student ticket program is sponsored by H-E-B.

THE DIARY OF ANNE FRANK (KESSELMAN) is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

23-24 Season Unsuccessful Ads

We tested putting an ad in the McKinney Historic District Calendar and only got 2 scans.

McKINNEY
REPERTORY THEATRE
 McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

A Christmas Carol 
 Nov 24-25 & Dec 9-10, 2023

The Diary of Anne Frank 
 March 1-2 & 8-9, 2024

Steel Magnolias  
 May 3-4 & 10-11, 2024

Forever PLaid
 A Heavenly Musical Hit
 July 26-27,
 Aug. 2-3, & 9-10, 2024

Come enjoy live theatre! 2023 - 2024 Tickets on SALE NOW!

 MPAC Box Office 214-544-4630	 Online at www.mckinneyrep.org	SCAN	
 			

Why invest in MRT?



COMMUNITY THEATRE FACTS

Community theatres play an important role in towns & communities in several key ways:

- Provide cultural enrichment, foster community identity & pride
- Drive tourism and economic impact
- Provide educational opportunities

"Nonprofit theatre contributed **over \$2.8 Billion to U.S. Economy in 2019** from direct goods/services, but the true impact is far greater... as productions draw crowds to the area, it supports jobs, brings business to local bars, restaurants, hotels, shops, etc."

- SMU DataArts, TCG Theatre Facts Report 2019

McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

SAVE *The* DATE

"Roaring 20's"

20TH ANNIVERSARY GALA & MARTY AWARDS

TUESDAY **10** SEPTEMBER
2024

Sponsorships & Tables start at \$500 and are on sale now.
Email executivedirector@mckinneyrep.org for info.

INDIVIDUAL TICKETS GO ON SALE IN JULY

THANK YOU

