

Southwest Bluegrass Club : Narrative Report For Masters of Bluegrass November 1, 2014

The Southwest Bluegrass Club (a 100% volunteer 501(c)3 nonprofit) put on a show, Masters of Bluegrass, at 6PM on November 1, 2014 at the McKinney Performing Arts Center. This was our second show funded in part by the City of McKinney through the McKinney Arts Commission, and the show was a success. We hope we have the opportunity to put on additional shows in the future.

It featured two nationalized recognized bands, both laden with awards and accomplishments.

**Russell Moore and Illrd Tyme Out:** With over '50' music industry awards, including IBMA'S most awarded male vocalist ever, Russell Moore and Illrd Tyme Out is one of Bluegrass music's most recognized and in-demand bands in the genre's history.

**The Roys** Award-winning siblings Lee and Elaine Roy have firmly established themselves as one of the pre-eminent acts in Bluegrass today.

Both bands performed up to expectations and the audience response was excellent. Feedback from both bands after the concert was very positive as well. It is also noted that we received a great deal of feedback concerning how great Historic Downtown McKinney was and we hope that many return for future shows at the MPAC (not only ours) and to shop downtown.

Although ticket sales were adequate (231 sold + 20 comp), with most of the main floor filled and some in the balcony, we admit that we were somewhat frustrated and disappointed that sales were less than our first show in 2013. Two factors were the loss of townsquarebuzz.com (a great McKinney website) and a multi-day Bob Wills Fiddle festival/contest/concert held in Greenville. Several people who attended their *Time Jumpers* concert in Greenville the same night as our show told me they would have attended our show if not for the conflict, and I suspect many more felt similarly. Some people also noted that holding the show the day after Halloween may have been a factor as well. This year, in addition to other publicity, we rented a booth at the very well attended Bloomin' Bluegrass Festival held October 17-18, 2014 in Farmers Branch for publicity of our show, and this did help some. Next year we will pursue additional means of promotion. We would love a sellout in 2015.

We are grateful for the opportunity the City of McKinney gave us and we are happy we were able to share a great event with the City, with the people of McKinney, and with the many people who came from other places to see a great Bluegrass show. Hopefully we have the opportunity to continue our partnership with the City of McKinney. I think we are being successful in our goal to bring recognition to the Courthouse Theater as one of the premier venues for quality Bluegrass performance throughout Texas.

Thank you all so much.

Respectfully,

-Bill Kline (2nd VP - Southwest Bluegrass Club)  
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