

McKinney Community Band

MCDC Grant Presentation

June 2020





McKinney Community Band

- All-volunteer, non-profit instrumental musical organization open to adult residents of McKinney and surrounding areas, regardless of age, gender, ethnicity, economic status or veteran status.
- In our 14th season - formed in July 2006.
- Provides high-quality engaging FREE public concerts.
 - 6 public concerts in McKinney.
 - Attendance: 250 to 500 per concert.
- Reached 2,000 people with music through our public concerts; almost 10,000 people reached if include private events (2019-2020).
- Presents a different musical experience than typically found in McKinney (guitar, small ensembles, etc.).
 - Full-size symphonic band.
 - Perform wide range of music, exposing audiences to all genres, helping to increase their appreciation and knowledge of music.



McKinney Community Band

- Provides outlet for individuals to pursue their love for music, improve skills, and perform.
- Concerts are family-friendly; audiences range from senior citizens to young families.
- Two successful smaller ensembles – Flute Choir and Dance Band.
 - Provide additional outreach to community, additional revenue stream, and ability to play at venues too small for MCB.
 - The McKinney Dance Band is a 16-piece big band that performs jazz and dance standards. The McKinney Flute Choir features several members of the flute family (piccolo, C flute, alto flute and bass flute) with a repertoire ranging from classical to pop to jazz.

Community Outreach

- All three ensembles perform at retirement and senior centers to provide music to those who can't make it to concerts.
- Provide scholarship fund to Scott Johnson Middle School.
- Honor our veterans with annual Veteran's Day Concert.
- Donate funds to One Heart McKinney (virtual concert).
- McKinney Music for Life Program:
 - Intended not only to help middle and high school band students, but also show them that the love and pursuit of music is a life-long endeavor .
 - Side by side rehearsals (provide individualized instruction) with SJMS and Cockrell MS.
 - Joint concert with McKinney North Choir.
- Collaborate with other business and arts organizations:
 - Swazy Singers, Heard Craig Center for Performing Arts, and Chestnut Square.
 - Partnered with Music and Arts for our "instrument petting zoo".
 - Local sourcing for print needs - Print Lab in downtown McKinney.



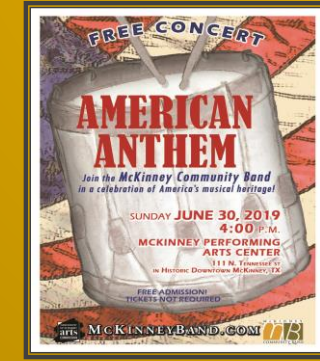
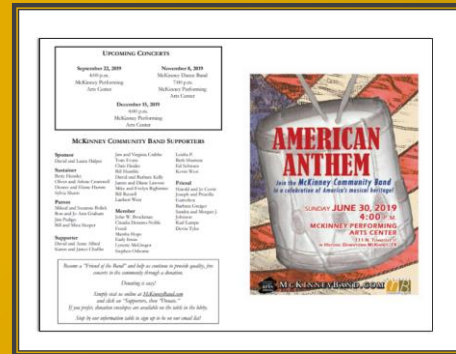
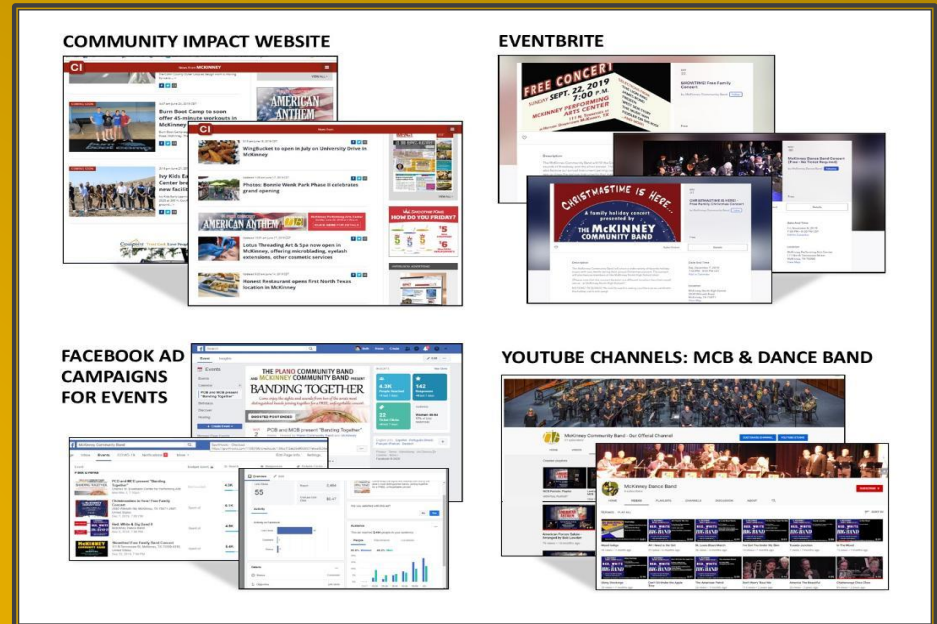
Fall/Winter Events

- Fall Concert – Bonnie Wenk Park – October 2020
 - Veteran’s Concert – MPAC – November 6, 2020
 - Holiday Concert – MISD HS Auditorium – Dec. 2020
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- Asking for funding for 3 events.
 - Past years have been spent building a premier community band (instruments, equipment, music, balance, musicality) – funds were limited for marketing/promotion.
 - Entering a more mature phase – concentrate on:
 - Increasing our audience size/outreach.
 - Expanding our community engagement and McKinney Music for Life program.
 - Continuing partnerships with music directors and students.
 - Continuing collaborations with businesses and arts organizations.
 - Keeping top-notch musical talent.



Past Marketing Initiatives

- Limited advertising/promotions budget.
- Posters.
- McKinney Convention and Visitor's Bureau listing.
- MPAC banner and email blasts.
- McKinney Community Band email blasts.
- Website, YouTube channel, and social media.
- Digital and print ads.
- Listing on various media calendars (City of McKinney, Community Impact, DMN Guide Live, Star Local Media, etc.)
- Listing on radio station calendars (e.g., WRR101 Classical).
- Newsletter/program notes and programs.



Proposed Advertising/ Promotion

- Expand on the good base we have.
- Continue to use all other methods (posters, blasts, calendars, etc.).
- 4 major platforms:
 - Hit perspective audience in different ways.
 - Added radio and print advertising.
 - Increased markets for digital advertising.
- Increase outreach and community awareness about organization and its programs/partners:
 - Increase audience size (and thus, increase donations).
 - Expose more people to music.
 - Bring more visitors to McKinney.
- Benefit McKinney.

McKinney Community Band - Fall 2020 Family Concert (Partner: Music & Arts - instrument petting zoo)				
Marketing Platform	Cost	Duration	Website Link	Cost
Facebook (McKinney/Plano/Allen/Richardson)	\$100 per x 4	TBD	YES	\$400
Community Impact News				
Online in four markets (McK./Plano/Allen/Richardson)	\$250/market	1 month	YES	\$1,000
WRR 101.1 Radio				
on air spot - est. \$300 for 30-sec spot	\$800-\$1000/estimate	1 week	NO	\$1,000
Celebration Magazine - awareness - 1/4 pg ad				
(August/September issue)	\$1,200	2 months	NO	\$1,200
TOTAL FOR ADVERTISING				\$3,600
TOTAL FOR PRINTING (posters/programs)				\$400
FALL CONCERT MARKETING/PRINTING				\$4,000
McKinney Dance Band - Veterans Day 2020				
Marketing Platform	Cost	Duration	Website Link	Cost
Facebook (McKinney/Plano/Allen/Richardson)	\$100 per x 4	TBD	YES	\$400
Community Impact News - 8 markets in DFW				
Online in four markets (McK./Plano/Allen/Richardson)	\$250/market	1 month	YES	\$1,000
WRR 101.1 Radio				
on air spot - est. \$300 for 30-sec spot	\$800-\$1000/estimate	1 week	NO	\$1,000
Celebration Magazine - awareness				
(October/Nov. issue)	\$1,200	2 months	NO	\$1,200
TOTAL FOR ADVERTISING				\$3,600
TOTAL FOR PRINTING				\$400
DANCE BAND NOVEMBER MARKETING/PRINTING				\$4,000
McKinney Community Band - Fall 2020 Family Concert (Partner: Music & Arts - instrument petting zoo)				
Marketing Platform	Cost	Duration	Link Through	Cost
Facebook - same four areas	\$100 per x 4			\$400
Community Impact News - 8 markets in DFW				
Community Impact - online	\$250/market	1 month	YES	\$1,000
WRR 101.1 Radio				
on air spot - est. \$300 for 30-sec spot	\$800-\$1000/estimate	1 week	NO	\$1,000
Celebration Magazine (1/4 pg. - 3.5" x 4.5")				
(December/January issue)	\$1,150	2 months		\$1,200
TOTAL FOR ADVERTISING				\$3,600
TOTAL FOR PRINTING				\$400
CHRISTMAS BAND CONCERT MARKETING/PRINTING				\$4,000
TOTAL FOR 3 CONCERTS				\$12,000

Benefiting McKinney



Showcasing McKinney

- Partnering with the schools for concerts helps highlight MISD music programs and MISD facilities.
- The annual Dance Band Veteran's Day Concert is held at the McKinney Performing Arts Center, and not only supports and honors our veterans but helps spotlight our downtown area and businesses. Also, several McKinney senior living centers bring their residents in buses to the concerts.
- Our audiences can shop/eat before concerts.

Business and Cultural Development

- MCB collaborates with local businesses, such as Music & Arts, which provides instruments for an "instrument petting zoo".
- We use local businesses for printing posters and programs – Print Lab in downtown McKinney.
- The McKinney Dance Band joins forces with the Swazzy Singers to enhance their concerts.

Quality of Life

- MCB provides high-quality and engaging FREE public concerts.
- MCB gives people the chance to pursue music, develop skills, and enjoy making and performing live music as part of a cohesive group.
- McKinney Music for Life – working with students.
- Honoring veterans.

Thank you!

Visit our website: www.mckinneyband.com

Check out our YouTube channel for videos:
McKinney Community Band – Our Official
Channel

Follow us on Facebook and Twitter:
Facebook: @McKinneyCommunityBand
Twitter: @McKinneyBand

