



**CITY OF MCKINNEY - ARTS COMMISSION
FINAL GRANT REPORT – SUMMARY**

Grantee Name: Turtle Creek Chorale
Grant Amount: \$10,000
Name of Event: "Comfort & Joy"
Date(s) of Event: December 15, 2012 at 2:00PM and 7:00PM
Location(s) of Event: McKinney Performing Arts Center

Total Revenue: Budget - \$ 21,175.00 Actual - \$ 18,830.00
(including the grant award)

Total Expenses: Budget - \$ 20,000.00 Actual - \$ 20,043.75

Performances 2

Total Attendance 264

Tickets: Sold 334

Tickets: Comp 30

- 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" X YES NO
If no, why not?
- Did you use the City of McKinney logo on printed material? X YES NO
If no, why not?
- 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"**.
X Very Successful Somewhat Successful Not Successful

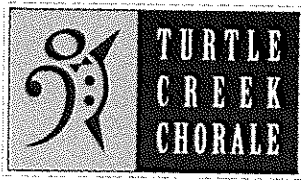
Comments: This was a wonderful experience for the Turtle Creek Chorale, and we look forward to future partnerships and opportunities with the City of McKinney.

Turtle Creek Chorale
“Comfort & Joy”
McKinney Performing Arts Center
December 15, 2012 at 2:00PM and 7:00PM

- At the conclusion of any funded project, the Grantee shall submit to the City a Final Project Report including a detailed and comprehensive financial report covering all receipts and expenditures for the funded project. A narrative report of the project should be submitted. This report should be submitted within 30 days after the event or season depending on the type of application submitted.
- Grantee should provide the following information regarding the season or special project funded, as appropriate:

Current Season	
# of Performances	
Tickets sold or persons attending	
Comp Tickets	
Total Season Attendance	

Special Project	
# of Performances	2
Tickets sold or persons attending	334
Comp Tickets	30
Total Season Attendance	364



NARRATIVE SUMMARY

“Comfort & Joy”

McKinney Performing Arts Center

December 15, 2012 at 2:00PM and 7:00PM

Turtle Creek Chorale (TCC) presented two successful concerts of “Comfort & Joy” at the McKinney Performing Arts Center on December 15, 2012 at 2:00PM and 7:00PM. Total attendance for the two concerts was 334 sold tickets and 30 complimentary tickets.

TCC brought more than 80 voices to the McKinney Performing Arts Center stage for “Comfort & Joy”. We presented 14 songs featuring the TCC Chamber Chorus, soloists, and our very own tap-dancing Frosty the Snowman. Our holiday concerts celebrate the many mixed emotions enjoyed at the holidays, and we always honor the lives of those who are no longer with us. Our concerts on December 15 were particularly memorable as we held a moment of silence in recognition for the 28 lives lost in Newton, Connecticut the previous day.

Our performance in McKinney marked the first formal concert presented by TCC in Collin County. The City of McKinney offered TCC the opportunity to sing for an audience who does not typically travel the 35 miles to downtown Dallas. Our performances in the City of McKinney allowed us to share our music with 122 distinct households. Of the audience at “Comfort & Joy” in McKinney, only 20 households were already on our mailing list. Our experience in the City of McKinney offered TCC access to a new market, and it allowed us to reach new audiences.

Our presentation of “Comfort & Joy” was customized for the McKinney Performing Arts Center stage. As this was a concert that we had largely prepared and rehearsed for presentation at the Meyerson Symphony Center earlier in December, we were able to efficiently share several costs. For our Final Report, we allocated the shared expenses for the McKinney and Meyerson “Comfort & Joy” 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 a wrap-around cover on the Star Community Newspapers, such as the McKinney Courier-Gazette, which reached the cities of Allen, Plano, and other Collin County cities. This newspaper was distributed to more than 60,000 households. It included recognition of the City of McKinney Arts Commission for their support of our concert.

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.