



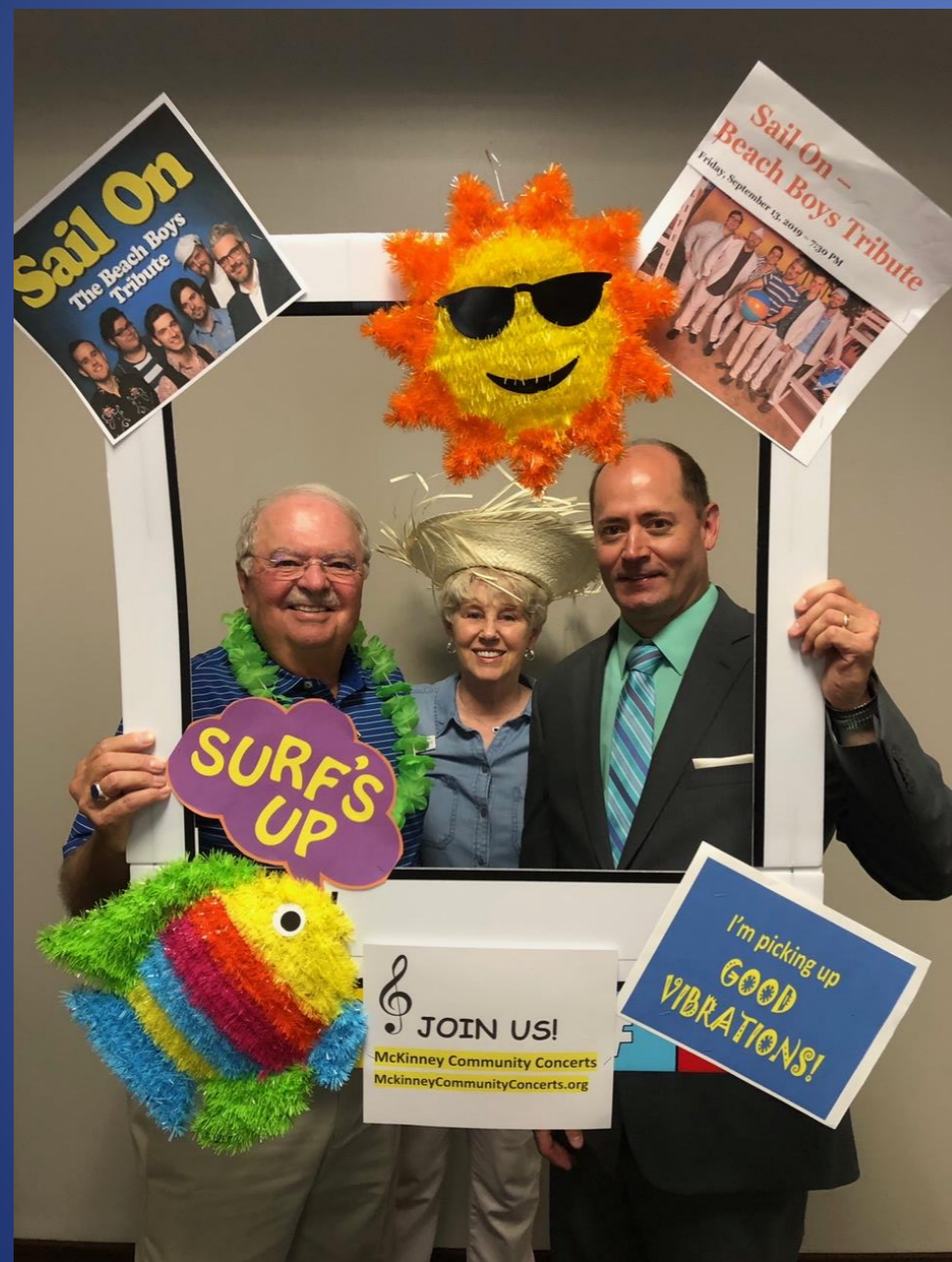
# McKinney Community Concert Association, Inc (MCCA)

**2023 Grant Application**

## McKinney Community Development Corporation



# Sail On-Beach Boys Tribute Returns





# 2022-2023 Concert Season

## Our 48<sup>th</sup>

- **Through The Years**— *Kenny Rogers original band with Don Gatlin*
- **Divas3**- *Las Vegas singers cover top females of 60s-90s*
- **Judy Carmichael**— *Grammy Nominated Jazz Pianist*
- **Jim Curry**— *John Denver Tribute*
- **Sail On**— *Beach Boys Tribute Returns*
- **Side Street Strutters**— *New Orleans Swinging Jazz*

[www.mckinneycommunityconcerts.org](http://www.mckinneycommunityconcerts.org)

# Target Audience

- **Senior adults appreciate great music performed by highly regarded stage performers**
- **Our audience comes primarily from McKinney plus 30 surrounding communities**

# Marketing Plan

- Early Bird Sales offered
- Speaking to vibrant senior living communities
- Bubble Life/ Bands in Town
- Presentations to groups

Kiwanis, Lions Clubs

Newcomers Club

# Marketing Plan

- **Season tickets and donations**
- **Mail, email and phone calls**
- **Business donations**
- **Social Media, Facebook, web site**
- **McKinney Chamber of Commerce**
- **We do sell individual concert tickets**



# **MCDC Grant Allows MCCA To**

- **Increase Print Media**

**Stonebridge Ranch, Craig Ranch,  
Community Impact and Community News  
Connections (Fairview)**

- **Increase Mail Contact**
- **Expand Brochure Printing**

# 2022-2023 Estimated Costs

• Cost of Performers	\$54,880
• Venue	\$24,000
• Marketing/Promotions	\$7,875
• Program/Exhibit Production Cost	<u>\$15,950</u>
	<b>TOTAL \$102,705</b>



# Benefits to McKinney

- Cultural and economic benefits by bringing diverse series of professional concerts that are:
  - available
  - accessible
  - affordable
- Identifies McKinney as Arts Destination with unique opportunity for live entertainment
- MCCA concerts draw audiences from McKinney and 30 surrounding communities to dine & shop
- The MCDC Grant would enable MCCA to grow our outstanding concert series in McKinney!

# Q&A

**We are eager to answer any questions you might have!**

*Thank you*

***McKinney Community Concerts***