

# Promotional and Community Event Grant Application

## Step 1

---

### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 South Lake Forest Blvd, Suite 110  
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

---

### Organization Information

---

Name	Ovation Academy of Performing Arts
Federal Tax ID Number	82-5263677
Incorporation Date	4/9/2019
Mailing Address	301 W. Louisiana St.
City	Prosper
State	Texas
Zip Code	75069

---

Phone Number	2148564513
Fax Number	000000000
Email Address	<a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a>
Website	<a href="http://www.ovationapa.org">www.ovationapa.org</a>
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<i>Field not completed.</i>
Professional Affiliations and Organizations to Which Your Organization Belongs	Texas Thespians Dallas Dance Council McKinney Chamber of Commerce Educational Theatre Association National Forensic League Texas Forensic Association National Speech and Debate Association

### **Representative & Contact Information**

#### Representative Completing Application:

Name	Angi Burns
Title	Executive Director
Mailing Address	301 W. Louisiana St.
City	McKinney
State	TX
Zip Code	75069
Phone Number	9729485859
Fax Number	<i>Field not completed.</i>
Email Address	<a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a>

(Section Break)

#### Contact for Communications Between MCDL and Organization:

Name	Angi Burns
------	------------

Title	Executive Director
Mailing Address	301 W. Louisiana St.
City	McKinney
State	TX
Zip Code	75069
Phone Number	9729485859
Fax Number	<i>Field not completed.</i>
Email Address	<a href="mailto:aburns@ovationapa.org">aburns@ovationapa.org</a>
<b>Project Information</b>	
Funding - Total Amount Requested	7500
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?	No
Promotional / Community Event Start and Completion Dates	2/28/2020 - 6/21/2020
Board of Directors	<i>Field not completed.</i>
Leadership Staff	Angi Burns- Executive Director/Academy Director Kathy Moreno- Dean of Students Amy Lacey- Office Manager
Board of Directors Attachment	<a href="#">Ovation Board.pdf</a>

Leadership Staff  
Attachment

*Field not completed.*

---

## Narrative

---

Using the outline below, provide a written narrative no longer than seven pages in length:

### **1: Applying Organization**

- Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.
- Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Promotion / Community Event for which funds are requested.

### **2: Promotion / Community Event**

- Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.
- Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.
- Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.**
- Include the venue / location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth / explanation in future years.
- Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike.
- Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.

---

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past?      No

---

### **3: Financial**

---

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

---

Budget	<a href="#">CDC Promo Grant Application.pdf</a>
--------	---

---

Financial Statements	<i>Field not completed.</i>
----------------------	-----------------------------

---

#### Overview of Promotional / Community Event Financial Goal

---

Gross Revenue	40,000
---------------	--------

---

Projected Expenses	7500
--------------------	------

---

Net Revenue	30000
-------------	-------

---

Budget	<a href="#">CDC Promo Grant Application.pdf</a>
--------	---

---

What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	75
---	----

---

Are matching funds available?	No
-------------------------------	----

---

Other Funding Sources	<i>Field not completed.</i>
-----------------------	-----------------------------

---

#### **4: Marketing and Outreach**

- Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.
- Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.

#### **5: Metrics to Evaluate Success**

- Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be
-

required summarizing success in achieving objectives outlined for the event.

---

Attach Narrative

[CDC Promo Grant Application.pdf](#)

---

### Acknowledgements

---

If funding is approved by the MCDC board of directors, applicant will assure:

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*
- *All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.*
- *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.*
- *The organization's officials who have signed the application are authorized by the organization to submit the application.*
- *Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.*
- *A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.*
- *Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.***

---

(Section Break)

---

Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
Chief Executive Officer	Angi Burns
Date	11/27/2019
Representative Completing Application	Angi Burns

---

Date

11/27/2019

---

Notes

- *Incomplete applications or those received after the deadline will not be considered.*
  - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
  - *Final payment of funding awarded will be made upon receipt of final report.*
  - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
-



## Our Mission

### **To provide a home for artists to pursue their passions through professional training in performing arts.**

Ovation Academy is a unique School of Performing Arts. We provide onsite training in the disciplines of Dance, Acting, Musical Theatre and Theatrical Production & Design as well as the business of being a professional artist and the life-skills needed to succeed in the industry. Our students are trained to be highly technical artists with a sense of community and humility. Philanthropy and Community Outreach are central themes at Ovation Academy. Through the talents our students possess we strive to make a difference in our community by giving back and helping those around us. Ovation Academy encourages constant industry immersion. We provide field-trip opportunities in order for our students to grasp all aspects of the world of performing arts. We bring in industry leaders to assist in the high-level training our students receive, providing different styles and perspectives throughout their education. We encourage students to pursue opportunities to audition and work while continuing their arts education with Ovation Academy. Additionally, we provide networking opportunities with talent scouts, managers, agents and directors as well as elite college recruiters. We equip our students to be good-hearted people as well as hard-working professionals and respectable leaders. Ovation Academy was founded to provide a home for performers to pursue their passion of the Arts through professional style training which provides the technique, life-skills, experiences and connections necessary to succeed in the industry. We focus on each individual student and their unique journey. Ovation Academy strives to produce knowledgeable, respectful, empathetic and impactful artists who will contribute to their communities and to the performing arts industry.

#### **OUR PHILOSOPHY**

At Ovation Academy we believe in a “whole-istic” approach to learning. This means that in order to become the best ARTIST a student can be they must also be the best PERSON they can be. We have high expectations for our students in their art and in their personal conduct. Students at Ovation Academy should be passionate, self-motivated, self-disciplined, engaged, humble and supportive at all times. We are not here to babysit students. We are here to guide young artists through their journey into the professional world. The culture at Ovation Academy is vastly different than most traditional schooling experiences. Students are held accountable for their actions and in return are allowed to make choices in regards to their training. We work as a team with the student, parents and staff to ensure a unique and individualized path that is beneficial to the student and their educational and career goals. Ovation Academy of Performing Arts students are NOT entitled to ANYTHING but quality training and opportunities for success. Egos are not welcome here. Good Humans make great artists who make a strong community.

#### **OUR PROGRAMS**

Ovation Academy of Performing Arts offers a COnservatory Academy for students in grades 6-12, a Homeschool Program for students in grades K-12 and After Hours Community Outreach programs for ages 3-Adult.



## **Project Outline**

Ovation Academy will be producing five productions this Spring including; A Midsummer Night's Dream in Mitchell Park, Into the Woods the Musical at Church Street Auditorium, The Crucible at the MPAC, Annie at Ovation Academy and A Chorus Line at Church Street Auditorium. The remainder of our 2019-2020 season is packed with shows for all ages and interests which also showcase multiple venues in the Historic Downtown Cultural District of McKinney.

## **Marketing**

This event will be promoted throughout the state as well as southern Oklahoma. Ovation will saturate social media with promotional ads, create posters and banners to display throughout McKinney and DFW as well as utilize radio and television commercial advertising in the DFW, Texoma, Austin, Houston and San Antonio markets. Being that this is a Regional Premiere we are certain we will have a buzz surrounding the event that will attract media as well. We will begin marketing in early November 2019.

## **Timeline**

All productions will audition and rehearse at Ovation Academy. The performances are as follows:

Annie	February 28- March 1, 2020
Crucible	March 27-29, 2020
Into the Woods	April 3-5, 2020
A Midsummer Night's Dream	May 15-17, 2020
A Chorus Line	June 18-20, 2020

## **Production Goals**

Our goal is to assist in creating a rich and diverse cultural district within McKinney. Several key factors in establishing such a district are; engaging the youth in the community, providing spaces and opportunities for production and encouraging collaborations. Our project can do each of these. Having a vibrant cultural district in McKinney will attract tourism and grow our local economy.

In addition to the cultural betterment of presenting theatrical productions for the community, youth involved in educational theatre experience tremendous benefits as well.

The arts can open the world of learning to students who have trouble with traditional teaching methods. The arts are intellectual disciplines - requiring complex thinking and problem solving - that offer students the opportunity to construct their own understanding of the world.

- Drawing and painting reinforce motor skills and can also be a way of learning shapes, contrasts, boundaries, spatial relationships, size and other math concepts.
- Music teaches children about rhythm, sound and pitch. Beats can help children learn rhymes and other features of reading such as phonological awareness. Using repetitive songs to learn academic facts (like the alphabet song or multiplication tables) can make the learning experience easier and more fun.
- Dance provides children with a social way to learn about sequencing, rhythm and following directions. While developing coordination and motor control, students can also learn counting and

directionality, which can enhance reading and writing concepts - such as understanding the difference between similar looking letters (like p/b/d/q) and telling left from right.

- Performing plays is an opportunity for children to immerse themselves in a theme and learn about it in a profound and personal way. Acting out historical or literary figures and events gives students a sense of ownership about what they've learned, allowing them to acquire a deeper appreciation of the subject matter.
- Crafts offer children the opportunity to express themselves in two- and three-dimensional ways. Students can develop vital problem-solving skills without having to rely on areas of expression that may be more challenging.

Below are a few links regarding the benefits to providing Educational and Community Arts/Theatre opportunities.

<https://www.aate.com/benefits-of-theatre-ed>

<http://theatrewashington.org/content/7-reasons-why-theatre-makes-our-lives-better&favtitle=7%20Reasons%20Why%20Theatre%20Makes%20Our%20Lives%20Better>

<https://speakartloud.wordpress.com/2010/05/21/25-ways-art-impacts-the-community/>

### 3-year Budget Comparison

	Last Complete Fiscal Year Actual	Current Fiscal Year Projected	Upcoming Fiscal Year Proposed
<b>SECTION A. INCOME</b>			
A.1. Program Revenue	\$ 0	\$ 26,455	\$ 56,500
A.2. McKinney MAC Grant	\$ 0	\$ 0	\$ 20,000
A.3. Other Grants	\$ 0	\$ 0	\$ 25,000
A.4. Cash Donations	\$ 0	\$ 15,000	\$ 15,000
A.5. Other Income	\$ 0	\$ 184,045	\$ 273,000
A.6. In-Kind Goods & Services	\$ 0	\$ 2,500	\$ 5,000
<b>Income Total</b>	<b>\$ 0</b>	<b>\$ 228,000</b>	<b>\$ 394,500</b>
<b>SECTION B. EXPENSES</b>			
<b>B.1 Program Expenses</b>			
B.1.1 Personnel Expense	\$ 0	\$ 10,000	\$ 20,000
B.1.2 Contracted Services	\$ 0	\$ 5,000	\$ 10,000
B.1.3. Rental Expenses	\$ 0	\$ 15,000	\$ 30,000
B.1.4 Advertising/Promo Expenses	\$ 0	\$ 1,500	\$ 3,000
B.1.5 Travel Expenses	\$ 0	\$ 0	\$ 0
B.1.6 Insurance Expense	\$ 0	\$ 0	\$ 0
B.1.7 Other Expenses	\$ 0	\$ 20,000	\$ 35,000
B.1.8 In Kind Goods/Services	\$ 0	\$ 750	\$ 2,000
<b>Expenses Total</b>	<b>\$ 0</b>	<b>\$ 52,250</b>	<b>\$ 100,000</b>

**Grant Budget Request [top](#)**

<b>FY20 ORGANIZATION Budget</b>	Total Organization Budget	MAC Grant Request	Corporate/Foundations	Individuals	Ticket Sales/Concessions
Personnel Expenses	\$ 151,000.00			\$ 151,000.00	
Contracted Services	\$ 5,000.00		\$ 0.00		
Travel Expenses	\$ 20,000.00				
Rental Expenses	\$ 102,500.00	\$ 10,000.00		\$ 102,500.00	
Advertising/Promotional Expenses	\$ 7,500.00		\$ 5,000.00		
Insurance Expenses	\$ 3,000.00				
Other Expenses: Please list below	\$ 56,000.00	\$ 10,000.00	\$ 10,000.00	\$ 25,000.00	\$ 40,000.00
<b>Total</b>	<b>\$ 345,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 15,000.00</b>	<b>\$ 278,500.00</b>	<b>\$ 40,000.00</b>

<b>FY20 PROGRAM Season or Event(s) Budget</b>	Total Event Budget	MAC Grant Request	Corporate/Foundations	Individuals	Ticket Sales/Concessions
PROGRAM Personnel Expenses	\$ 20,000.00			\$ 20,000.00	
PROGRAM Contracted Services	\$ 10,000.00				
PROGRAM Travel Expenses	\$ 0.00				
PROGRAM Rental Expenses	\$ 30,000.00	\$ 10,000.00			
PROGRAM Advertising/Promo Expenses	\$ 3,000.00		\$ 1,500.00		
PROGRAM Insurance Expenses	\$ 0.00				
PROGRAM In-Kind Goods & Services	\$ 2,000.00				
PROGRAM Other Expenses: Please list below	\$ 35,000.00	\$ 10,000.00	\$ 10,000.00		\$ 25,000.00
<b>Total</b>	<b>\$ 100,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 11,500.00</b>	<b>\$ 20,000.00</b>	<b>\$ 25,000.00</b>

**Marketing Budgets**

**Includes; posters, banners, t-shirts and social media**

**Annie- \$1000**

**Crucible- \$1500**

**Into the Woods- \$1500**

**Midsummer- \$2000**

**Chorus Line- \$1500**

**Total: \$7500**

**Ticket Prices**

**Annie- \$12-\$15 (75 seats, 4 performances)**

**Crucible- \$15-\$20 (250 seats, 5 performances)**

**Into the Woods- \$12-\$15 (200 seats, 4 performances)**

**Midsummer- FREE (75 seats, 7 performances)**  
**Chorus Line- \$12-\$15 (200 seats, 6 performances)**

## Ovation Academy Board of Directors

### **Angi Burns M.Ed**

Executive Director- Board President  
5604 Fruitwood Dr.  
McKinney, TX 75071  
972-948-5859  
aburns@ovationapa.org

### **Wendy McIntyre**

Vice President  
1578 Mahogany Drive  
Allen, Texas 75002  
214.980.5955  
mcintyre\_wendy@yahoo.com

### **Angela Crone PMP**

Treasurer  
1551 Sandlewood Dr.  
Allen, TX 75002  
214-557-4281  
crone.angela@gmail.com

### **Mike Kammerdiener**

Secretary  
8109 Caelan Ct.  
McKinney TX 75071  
979-418-1293  
Mike.kammerdiener@encorewire.com

### **Jennifer Mott**

Head of Fundraising  
5408 Pebble Ct  
McKinney, TX 75072  
469-371-0547  
Jdmott79@gmail.com

### **Daphné F Leblanc**

Head of Publicity and Promotion  
520 Audubon Drive  
McKinney, TX 75072  
516-297-2204  
daphne@cafeandlaptop.com

### **Lacey Combs**

Head of House and Hospitality  
6286 CR 123  
McKinney, TX 75071  
951-813-8190  
laceycombs@sbcglobal.net

### **Dana Palmer Esq.**

At Large Member  
321 North Central Expressway, Suite 220  
McKinney, Texas 75070  
(214) 789-4735  
danapalmer@danapalmerlawgroup.com

### **Melissa Simmons CPA, EA**

Member at Large  
4907 Redwood Dr.  
McKinney, TX 75070  
214-551-1669 (cell) 972-548-7287 (home)  
melissa.simmons@andrecpa.com

### **Sarah Hendricks**

Member at Large  
2004 Fresno Rd  
Plano, TX 75074  
469-371-5092  
sarah.joy.cat@gmail.com