



TURTLE CREEK CHORALE

NARRATIVE SUMMARY

JANGLED

McKinney Performing Arts Center

December 13, 2013 at 2:30PM and 8:00PM

Turtle Creek Chorale (TCC) presented two performances of “JANGLED” at the McKinney Performing Arts Center on December 13, 2014 at 2:30PM and 8:00PM. Total attendance for the two concerts was 146 sold tickets and approximately 20 complimentary tickets.

TCC brought more than 75 voices to the McKinney Performing Arts Center stage for “JANGLED,” where we celebrated the many traditions and emotions experienced during the holiday season. We presented 16 songs featuring the TCC singing members, Chamber Chorus, Camerata ensemble, and soloists. This year, we were joined by the McKinney Boyd High School a Cappella Choir for the 8:00PM concert. After the high school students performed, they were invited to complimentary seats in the audience so as to enjoy the remainder of the concert.

As this was our third performance in McKinney, we had adjusted the time of the evening performance to better take into account and plan ahead for complications due to the Parade of Lights. However, this year we had several conflicts with the Parade. Specifically, we were unable to find a partner elementary school for our afternoon performances, as they were participating in the Parade that evening and it was deemed to be too much for the students. Additionally, parking was a significant issue for many patrons attending or attempting to attend the evening performances. We heard from several patrons who grew frustrated with attempting to park and therefore, simply left without attending the performance.

Additionally this year, we saw an increased number of McKinney and surrounding area patrons who elected to attend TCC’s mainstage performances at the Dallas City Performance Hall the following weekend. In greater analysis of our Dallas mainstage patrons, we discovered that 275 patrons live within a 20 mile radius of the McKinney Performing Arts Center. Through targeted emails based on geography, we know that these patrons received specific information on our McKinney performances; however, they elected to attend the Dallas concerts.

Our presentation of “JANGLED” was customized for the McKinney Performing Arts Center stage. Again, this year we were able to efficiently share several costs associated with our holiday concerts. For our Final Report, we allocated shared expense, including music purchase and copying, artistic staff salaries, administrative overhead, and marketing, between the McKinney and Dallas City Performance Hall “JANGLED” concerts.



TURTLE CREEK CHORALE

Specific marketing initiatives for our McKinney concerts included posters throughout the McKinney Town Square, postcard distribution at the 'Home for the Holidays' events in the Main Square, online calendar listings, featured graphics on the McKinney Performing Arts Center website and Facebook page, inclusion in the McKinney Home for the Holiday's promotional graphics, Facebook events and promotions, Twitter, blog mentions, and dedicated email blasts. Recognition of the City of McKinney Arts Commission for their support of our concert appeared on our postcards and posters.

We look forward to future partnerships and opportunities with the City of McKinney. Thank you for the opportunity to create extraordinary musical experiences at the McKinney Performing Arts Center.