

Print

**Final Grant Report - Submission #97372**

Date Submitted: 11/13/2018

**City of McKinney Arts Commission**

When your Arts-Commission-funded project is complete, please submit this form and the following two items within thirty days after the event or season, depending on the type of event. These items must be submitted electronically.

- 1) A detailed Final Project Report covering all receipts and expenditures for the funded project.
- 2) A narrative report of the project.

Please review carefully before submitting. Final Grant Reports may only be submitted once.

**Grantee Name\***

Bluegrass Heritage Foundation

**Grant Amount\***

\$3,000

**Email \***

atompkins@prodigy.net

**Event(s)**

**Name of Event\***

Bluegrass Heritage Festival

**Date & Time of Event\***

Nov. 3, 2018 6:30p-9:30p

**Location of Event \***

McKinney Performing Arts Center

**More Events?**

- Yes  
 No

**Name of Event**

**Date & Time of Event**

**Location of Event**

**More Events?**

- Yes  
 No

**Name of Event**

**Date & Time of Event**

**Location of Event**

**More Events?**

- Yes  
 No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

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- Yes
- No

Name of Event

Date & Time of Event

Location of Event

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- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

More Events?

- Yes
- No

Name of Event

Date & Time of Event

Location of Event

**Total Revenue**

Include grant award funds.

**Budget\***

**Actual\***

**Total Expenses**

**Budget\***

\$8,810

**Actual\***

\$9,030

**Total Number in Attendance\***

225

**Number of Performances\***

1

**Total Number of Tickets Sold\***

254

**Number of Tickets Comped\***

19

**Promotion**

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."

**Choose One\***

Yes

No

**If no, why not?**

**Logo**

Did you use the City of McKinney logo on printed material?

**Choose One\***

Yes

No

**If no, why not?**

**Goals**

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?"

**Choose One\***

- Very Successful
- Somewhat Successful
- Not Successful

**Comments**

We sincerely appreciate the support and assistance of the McKinney Arts Commission and look forward to presenting more great events in McKinney in future years. Thank you.

**Attach Financial Report\***

MAC Final Project Report (Bluegrass Heritage 11-3-2018).pdf

**Attach Narrative Summary\***

MAC Narrative Report (Bluegrass Heritage 11-3-2018).pdf

**Receipts**

 Browse...

**Additional Attachments**

 Browse...

**Additional Attachments**

 Browse...



**FINAL PROJECT REPORT**  
**Bluegrass Heritage Festival 10-Year Anniversary Celebration**  
*Event Date: November 3, 2018*  
McKinney Performing Arts Center, McKinney, Texas

The Bluegrass Heritage Foundation was pleased to present its 10-Year Anniversary Celebration of the Bluegrass Heritage Festival, funded in part by the McKinney Arts Commission, on Saturday night, November 3, 2018 at the McKinney Performing Arts Center ("MPAC").

A detailed financial report showing the actual and budgeted revenue and expenses, as well as the variances, for the event is attached. The ticketing report from the MPAC is also attached for convenience.

A total of 254 tickets were sold, and 19 complimentary tickets were issued to guests of the performing artists and the Bluegrass Heritage Foundation. The tickets were priced at \$28.50, but a discount of 10% was allowed for tickets purchased as part of the MPAC fall series. Gross ticket revenue was \$7,216, and \$70 in cash donations were collected at the event. With the McKinney Arts Commission Outreach Grant of \$3,000 included, total event revenue was \$10,826. This is approximately 21% higher than budgeted due to the better-than-expected ticket sales.

Expenses were approximately 2.5% higher than budgeted due in part to \$168 higher total ticketing fee (a result of more tickets being sold than estimated). Actual venue rental, marketing expenses, hospitality expenses, and sound engineering expenses were very close to budgeted numbers. The artist performance fees were slightly higher than budgeted due to the selection of the GRAMMY-nominated Special Consensus as part of the entertainment package. Volunteer time, a non-cash cost, is included within both the actual and budgeted numbers as directed on the McKinney Arts Commission grant request application.

Any questions regarding this report may be directed to me at [alan@BluegrassHeritage.org](mailto:alan@BluegrassHeritage.org) or 214-720-1623. We sincerely appreciate the support of the McKinney Arts Commission.

**Alan W. Tompkins, President**  
**Bluegrass Heritage Foundation**

**Bluegrass Heritage Foundation**  
 Bluegrass Heritage Festival, Nov 3 2018  
 McKinney Performing Arts Center  
**Budget/Actual/Grant Financial Report**

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>MAC Grant Funds</u>
Gross Ticket Revenue	7,215.90	5,000.00	2,215.90	
Grant Revenue	3,000.00	3,000.00	-	
Other Revenue	70.00	500.00	(430.00)	
<b>Total Revenue</b>	<b>\$ 10,285.90</b>	<b>\$ 8,500.00</b>	<b>\$ 1,785.90</b>	
Artist Performance Fees	6,375.00	6,200.00	175.00	3,187.50
Venue Rental	552.00	552.00	-	276.00
MPAC Box Office Fees	568.00	400.00	168.00	284.00
Sound Engineering	125.00	150.00	(25.00)	62.50
Advertising, Promo, & Postage	252.88	350.00	(97.12)	-
Artist & Staff Hospitality	148.92	150.00	(1.08)	-
Volunteer Time	1,008.00	1,008.00	-	-
Other Expenses	-	-	-	-
<b>Total Expenses</b>	<b>\$ 9,029.80</b>	<b>\$ 8,810.00</b>	<b>\$ 219.80</b>	<b>\$ 3,810.00</b>
<b>Event Income (Loss)</b>	<b>\$ 1,256.10</b>	<b>\$ (310.00)</b>	<b>\$ 1,566.10</b>	

# Revenue Summary - FINAL

Lara Marsh



McKinney Performing Arts Center

15100 W. PARKWAY, SUITE 100, MCKINNEY, TEXAS 75069

NOV 5 2018 4:33 PM

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Ticket Type	Quantity Sold	Retail Price	Discounts	Sales	Restoration Fulfillment	Concessions/Merchandise	City Tax	State Tax	Federal Tax	Federal Sales, Taxes & Fees
<b>19RN01 Bluegrass Heritage Festival</b>										
Earned-Regular	263	\$6,969.50	\$503.50	\$6,466.00	\$244.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,004.00
Earned-Season	10	\$265.00	\$83.10	\$181.90	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00	\$211.90
<b>Total 19RN01</b>	<b>273</b>	<b>\$7,234.50</b>	<b>\$586.60</b>	<b>\$6,647.90</b>	<b>\$254.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$7,215.90</b>
<b>Total</b>	<b>273</b>	<b>\$7,234.50</b>	<b>\$586.60</b>	<b>\$6,647.90</b>	<b>\$254.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$7,215.90</b>

# Sales & Attendance - FINAL

Lara Marsh



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Date	Time	Series	Sold	Attend	Base Price	Discount	Net Sales	Restoration	Fulfillment	Sales + Tax
<b>2018</b>										
<b>(19RN01) Bluegrass Heritage Festival</b>										
NOV 3 2018	6:30 PM	ARTSNMUS	273	225	\$7,234.50	\$586.60	\$6,647.90	\$254.00	\$314.00	\$7,215.90
<b>19RN01 Total</b>			273	225	\$7,234.50	\$586.60	\$6,647.90	\$254.00	\$314.00	\$7,215.90
<b>2018 Total</b>			273	225	\$7,234.50	\$586.60	\$6,647.90	\$254.00	\$314.00	\$7,215.90
<b>Grand Total</b>			273	225	\$7,234.50	\$586.60	\$6,647.90	\$254.00	\$314.00	\$7,215.90



# Ticket Detail - FINAL

Lara Marsh



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Promotion (Internal)	Quantity	Percent of House	Price Paid	Discount	Sales	Restoration	Fulfillment	Total Cost
<b>(19RN01) Bluegrass Heritage Festival</b>								
<b>ARTSNMUS(NOV 3 2018 6:30 PM)</b>								
+NEW Adult/Indiv	50	11.49%	\$1,325.00	0.00	\$1,325.00	\$50.00	\$100.00	\$1,475.00
NEW-Indiv/Adult	194	44.60%	\$5,141.00	0.00	\$5,141.00	\$194.00	\$194.00	\$5,529.00
+>NEWCRSUB Adult ...	3	0.69%	\$79.50	\$23.85	\$55.65	\$3.00	\$6.00	\$64.65
+>NEWCRSUB Senio...	1	0.23%	\$26.50	\$11.45	\$15.05	\$1.00	\$2.00	\$18.05
+NEWSUB Adult Subs...	2	0.46%	\$53.00	\$10.60	\$42.40	\$2.00	\$4.00	\$48.40
+NEWSUB Senior 65+...	4	0.92%	\$106.00	\$37.20	\$68.80	\$4.00	\$8.00	\$80.80
Comp - Promo/Trade	2	0.46%	\$53.00	\$53.00	0.00	0.00	0.00	0.00
Comp - Sponsor	17	3.91%	\$450.50	\$450.50	0.00	0.00	0.00	0.00
<b>ARTSNMUS Total</b>	<b>273</b>	<b>62.76%</b>	<b>\$7,234.50</b>	<b>\$586.60</b>	<b>\$6,647.90</b>	<b>\$254.00</b>	<b>\$314.00</b>	<b>\$7,215.90</b>
<b>19RN01 Total</b>	<b>273</b>	<b>62.76%</b>	<b>\$7,234.50</b>	<b>\$586.60</b>	<b>\$6,647.90</b>	<b>\$254.00</b>	<b>\$314.00</b>	<b>\$7,215.90</b>
<b>Grand Total</b>	<b>273</b>	<b>62.76%</b>	<b>\$7,234.50</b>	<b>\$586.60</b>	<b>\$6,647.90</b>	<b>\$254.00</b>	<b>\$314.00</b>	<b>\$7,215.90</b>

rRevenuePromo  
LKM - #2

Event # is one of (19RN01) Bluegrass Heritage Festival





**NARRATIVE REPORT OF PROJECT**  
**Bluegrass Heritage Festival 10-Year Anniversary Celebration**

*Event Date: November 3, 2018*  
McKinney Performing Arts Center, McKinney, Texas

The Bluegrass Heritage Foundation was pleased to present its 10-Year Anniversary Celebration of the Bluegrass Heritage Festival, funded in part by the **McKinney Arts Commission** ("MAC"), on Saturday night, November 3, 2018 at the **McKinney Performing Arts Center** ("MPAC").

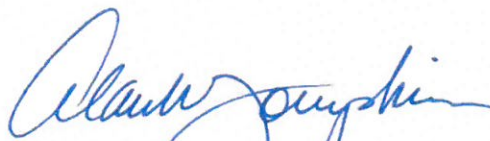
Our headlining bands for the evening were the **GRAMMY**-nominated **Special Consensus** along with **Sgt Pepper's Lonely Bluegrass Band**. The Special Consensus is a superb bluegrass outfit in a traditional vein with more than enough modern sensibilities to attract every ear. They were the first band ever presented by the Bluegrass Heritage Foundation back on May 3, 2008, at the Sons of Hermann Hall near downtown Dallas, and we wanted to invite them back for our Bluegrass Heritage Festival® 10-Year Anniversary celebration.

Sgt. Pepper's Lonely Bluegrass Band is Dallas/Fort Worth favorite, and now an international touring band, that offers a new sound through innovative bluegrass interpretations of popular Beatles songs like Eleanor Rigby, Come Together, Back in the USSR, Blackbird, and many others. The special guest band for the evening was the Downtown String Band, a traditional acoustic music collaboration of Alan Tompkins, Gerald Jones, and some of their closest musical friends. Pictures of all the bands on stage at the MPAC are included with this report.

The Bluegrass Heritage Foundation marketed the event through a combination of a front-page listing on its website (BluegrassHeritage.org), prominent listings in regular e-blasts to its supporter e-mail list (over 4300 people), paid and unpaid social media advertising (primarily Facebook), advertising in local bluegrass club newsletters, regional digital calendar submissions, and a "Big Deal" feature on the KERA Art & Seek e-blast.

An enthusiastic crowd was on hand to enjoy the music in the comfort of the McKinney Performing Arts Center, the multi-purpose theater in the center of the historic downtown McKinney town square. Many attendees enjoyed dining at the wonderful restaurants and browsing the boutique shops in downtown McKinney before the show.

Any questions regarding this report may be directed to me at alan@BluegrassHeritage.org or 214-720-1623. We sincerely appreciate the support of the McKinney Arts Commission.



**Alan W. Tompkins, President**  
**Bluegrass Heritage Foundation**

# BLUEGRASS HERITAGE FESTIVAL™

*A 10-Year Anniversary Celebration*

Saturday November 3, 2018 at 6:30p

**McKinney Performing Arts Center**

111 N. Tennessee Street, McKinney Texas 75069



## Bluegrass Heritage Festival™

Nov 3, 2018 • McKinney Performing Arts Center



*with special guest Downtown String Band*

*Featuring* **The Special Consensus**  
*and* **Sgt. Pepper's Lonely Bluegrass Band**  
*with special guest* **Downtown String Band**

Join us for an incredible night of music by GRAMMY-nominated **The Special Consensus** along with **Sgt. Pepper's Lonely Bluegrass Band**. The Special Consensus is a superb bluegrass outfit in a traditional vein with more than enough modern sensibilities to attract every ear. Sgt. Peppers offers a new sound with innovative bluegrass interpretations of popular Beatles songs like Eleanor Rigby, Come Together, Back in the USSR, Blackbird, and many others.

Our special guest for the evening is the **Downtown String Band**, a bluegrass and traditional acoustic music collaboration of Gerald Jones, Hailey Sandoz, Michael Morrison, and Alan Tompkins.

**RESERVED SEATS (\$28.50) are ON SALE NOW** at McKinney Performing Arts Center Box Office

**214-544-4630 | [McKinneyPerformingArtsCenter.org](http://McKinneyPerformingArtsCenter.org)**

**See more at [BluegrassHeritage.org](http://BluegrassHeritage.org)**



**FUNDED IN PART BY THE  
MCKINNEY ARTS  
COMMISSION**





The Special Consensus at Bluegrass Heritage Festival 2018



The Downtown String Band



Sgt Pepper's Lonely Bluegrass Band



The Special Consensus