

# Promotional and Community Event Grant Application

## Step 1

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### 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.**

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### Organization Information

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Name	Odysseus Chamber Orchestra DBA McKinney Philharmonic Orchestra
Federal Tax ID Number	45-4399538
Incorporation Date	8/10/2012
Mailing Address	1011 Thomas St
City	Denton
State	Texas
Zip Code	76201

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Phone Number	9405948790
Fax Number	940-5948790
Email Address	<a href="mailto:odysseuschamberorchestra@gmail.com">odysseuschamberorchestra@gmail.com</a>
Website	<a href="http://www.mckinneyphilharmonic.org">www.mckinneyphilharmonic.org</a>
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter), For profit corporation
IRS Determination Letter	<i>Field not completed.</i>
Professional Affiliations and Organizations to Which Your Organization Belongs	<i>Field not completed.</i>

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**Representative & Contact Information**

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**Representative Completing Application:**

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Name	Jason Lim
Title	Artistic Director
Mailing Address	1011 Thomas St
City	Denton
State	TX
Zip Code	76201
Phone Number	9405948790
Fax Number	<i>Field not completed.</i>
Email Address	<a href="mailto:odysseuschamberorchestra@gmail.com">odysseuschamberorchestra@gmail.com</a>

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

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Name	Jason Lim
Title	Artistic Director

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Mailing Address	1011 Thomas St
City	Denton
State	Jason Lim
Zip Code	76201
Phone Number	9405948790
Fax Number	<i>Field not completed.</i>
Email Address	<a href="mailto:odysseuschamberorchestra@gmail.com">odysseuschamberorchestra@gmail.com</a>

### Project Information

Funding - Total Amount Requested	12000
Are matching funds available?	Yes
Matching Funds Available:	12000
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)?	Yes
Describe funding requested from other City of McKinney entities.	We request funding from the Arts Commission to fund personnel and artistic expenses. We pay up to 50, our professional musicians a per rate service of (between \$75 - \$100).
Promotional / Community Event Start and Completion Dates	9/1/2020 - 5/31/2021
Board of Directors	Cynthia Carmack - President Mary Stout - V. President Jennifer Terrasi - Secretary Janice Hague - Treasurer

Leadership Staff

Artistic Committee

Jason Lim  
Julie Daniels

Executive Committee

Cynthia Carmack  
Jason Lim  
Mary Stout

Youth Orchestra Committee

Jason Lim  
Julie Daniels  
Jennifer Terrasi  
Janice Hague

Promotions Committee

Mary Stout  
Jason Lim

Fundraiser Committee

Entire board

Hospitality Committee

Jennifer Terrasi

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Board of Directors  
Attachment

*Field not completed.*

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Leadership Staff  
Attachment

*Field not completed.*

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**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.

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**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.

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

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### **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.

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Budget      [2020-2021 MPO .docx](#)

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Financial Statements      [2018-2019 Statement .pdf](#)

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Overview of Promotional / Community Event Financial Goal

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Gross Revenue      71750

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Projected Expenses      76914

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Net Revenue	0
Budget	<a href="#">2020-2021 Proposed Budget.pdf</a>
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	100
Are matching funds available?	Yes
Cash	\$14,400
Source	Admissions
Percent of Total	100
In-kind	<i>Field not completed.</i>
Source	<i>Field not completed.</i>
Percent of Total	<i>Field not completed.</i>
Other Funding Sources	McKinney Arts Commission - \$20,000 Texas Commission on The Arts - \$3000- \$4500 Texas Communities Foundation - \$1000 LoveLife Foundation \$3000  Texas Republic Bank - \$500 Independent Bank - \$500 Admissions - \$19250 Ads Sales - \$3000 Cash Donation - \$2000

#### **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.*

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Attach Narrative

[2020 Narrative.pdf](#)

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### **Acknowledgements**

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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.***

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Applicant Electronic  
Signature

Selecting this option indicates your agreement with the above statement.

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Chief Executive Officer

Jason Lim

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Date

5/11/2020

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Representative Completing Application Jason Lim

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Date 5/11/2020

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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.*
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Email not displaying correctly? [View it in your browser.](#)



## 1: Applying Organization

The Mission Statement of The Odysseus North Texas Chamber Orchestra dba McKinney Philharmonic Orchestra.

The Odysseus Chamber Orchestra is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.

Our vision is multi-faceted. Although the Odysseus Chamber Orchestra, a paid professional orchestra that produces high quality professional concerts, we place equal importance in our outreach and education programs that we created over the last several years. With the emphasis to youth, we created the summer music Intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, Celtic String Ensemble, The Mentorship Program, The Side-By-Side Program and The Annual School Concerts Tour.

Our Youth Orchestra provides students, parents and audiences with three concerts a season while our professional orchestra provides audiences with 5 to 6 concerts per season.

The organization is run by Artistic Director and Conductor Jason Lim. He organizes and plans logistics from securing dates, venues and guest artists. The Odysseus concert season comprises of categories; Classical Series, Family Concert Series, Holiday Concert Series and Pops Concert Series. The professional orchestra comprises of a core membership of 20 musicians and a large list of sub musicians of up to 30 musicians.

The orchestra was formed in 2012 in Denton and in 2014 moved to McKinney because the organization did not foresee potential growth in the city of Denton. Since 2014 the orchestra has built a reputation as an emerging new and exciting young professional orchestra. The artistic quality is on par with several established orchestras in the region and more accomplished musicians audition yearly to be selected into the orchestra. Our concert series grew from two concerts per season to six per season. In 2019, the orchestra made a name change from Odysseus Chamber Orchestra to McKinney Philharmonic Orchestra. This move is to showcase the city as an emerging arts destination for audiences and musicians and to help compliment the new designation of *Cultural District of McKinney*. In the summer of 2020, we are expanding our programs and are making plans to bring a summer opera program to McKinney. The company will be called McKinney Summer Opera and will be staging Mozart's Marriage of Figaro.

Pay rate for our musicians are: \$71.50 - \$90.00 per service. Artistic and Conductor: \$10,000 annual stipend.

## 2: Promotion / Community Event

### *Requesting \$12,000*

This grant application request will go towards promoting and advertising for our entire 2020-2021 concert season (5 concerts) . Dates are listed below:

#### Events: Dates and Times and Promotional items and events

##### *September 5, 2020*

Viva el Tango: Music of Astor Piazzolla  
Church St Auditorium  
Admission: \$20/ \$15

Our first concert of the season, this concert will feature the Argentinean composer who revolutionized the Tango. With fusion of Classical and Jazz, Piazzolla invented a new style, calling it Tango Nuevo. This concert will be spectacular and an audience pleaser.

Amount Requested: \$2400  
Radio Ads (WRR): \$1800  
Facebook Ads: \$500  
WhoFish.org: \$100

##### *October 25, 2020*

Church St Auditorium  
Halloween Spectacular  
Admission: \$20/ \$15/ \$10

This is our family concert. With music from Disney and Movies, this concert will feature music from Frozen, the Avengers and many more. This event will also have orchestra musicians giving out candy to trick or treaters.

Amount Requested: \$2100  
Radio Ads (WRR) \$1500  
Facebook Ads: \$500  
WhoFish.org: \$100

**December 4, 2020**

**ALL STAR CHRISTMAS CONCERT**

McKinney Performing Arts Center

Admission: \$22/\$17

A star studded concert that will feature Maylee Thomas and the Maylee Thomas band together with DFW's top talent in Jazz, Celtic, Folk, Rock and Folk. This will be the 2nd annual concert after a highly successful concert in 2018-2019.

Amount Requested: @2400

Radio Ads (WRR) \$1800

Facebook Ads: \$500

WhoFish.org: \$100

***February 6, 2021***

**All Mozart Program**

Church St Auditorium

Admission: \$20/\$15

A Classical series concert, this performance will feature the works of Mozart. A symphony, an overture and a quartet.

Amount Requested: \$2100

Radio Ads (WRR) \$1500

Facebook Ads: \$500

WhoFish.org: \$100

*March 13 2021, 8:00 PM.*

BOSSA NOVA: Music of Antonio Carlos Jobim

McKinney Performing Arts Center

Admission: \$22/\$17

This concert is our POPS concert series. A night of the popular Brazilian Jazz style made popular by Carlos Antonio Jobim, composer of “girl from Ipanema” and “Slightly out of Tune”. This concert is a crowd pleaser with songs many have grown up listening to.

Amount Requested: \$2500

Radio Ads (WRR): \$1800

Facebook Ads: \$500

WhoFish.org: \$100

The mission of the **McKinney Arts Commission** is “Through the Arts Commission of McKinney the mission of the commission is to create a vibrant and viable arts community in which diverse, high-quality arts opportunities are available to McKinney residents and visitors.”

This is a philosophy we strongly believe in. We believe that a residential orchestra is an extension of a city’s arts program and it displays the prosperity, diversity and innovation of a community and city. Recently the city won the Cultural District Designation from the Texas Commission on The Arts. We see this as an opportunity to continue our vision and to build a world class professional orchestra and a world class youth orchestra that showcases the diversity of the City of McKinney. Our goal is to make McKinney Philharmonic Orchestra where musicians want to play in and audiences want to attend concerts and listen to.

When we hold our concerts. Our musicians comes from all over the metroplex area. They bring their friends to concerts. When we have our dress rehearsal (which is the day of the concert), they will have dinner in downtown McKinney. Our audience comes from all over the metroplex areas as well (Please see graphs provided) and they will spend time before and after our concerts dining in restaurants in McKinney.

We have a vision to build the next best orchestra outside Dallas Symphony and Forth Worth Symphony. We also have a vision to build a youth orchestra program that will rival The Greater Youth Orchestra and we realize we need the support of every aspect that McKinney can offer. Our financial priorities have been to aim to compensate our musicians a competitive rate. Although we have raised their pay multiple times since 2012, we are still not yet competitive. Because we divert our main financial sources to paying our musician’s we are not able to allocate a significant amount to promotions and marketing.

With the help of the promotional grants, we will be able to spread the word about our wonderful orchestra to more people.

### 3: Financial

The most important aspect of our organization is to compensate all our artists and musicians; compensate them appropriately and on time. Since the formation, the organization has raised the per service rate for musicians four times. Starting at \$50 per service in 2012, it is now \$71.50 for rank and file members and \$75 for Tier 2 members, \$85 for Tier 1 members and \$90 per service for Principal Members and \$100 for the concertmaster. Financial planning is crucial to the success of the orchestra. Although a manageable loss at the end of the year is not detrimental to the organization, the orchestra has enjoyed a surplus for the last four years. Since the orchestra moved to McKinney in 2014, we have programmed more community oriented and pops concerts and have dedicated to the following:

1. To provide the community with variety of concerts and
2. To maintain financially healthy organization.
3. Building an audience and at the same time try to carry the traditions of high artistic vision.

Because we allocate most or all of our grant funds to payroll it does not give us much room for advertising. This grant from McKinney Housing and Community Development will enable us to budget more on Facebook sponsored ads and target areas outside of McKinney. This will also allow us to allocate funds towards radio ads such as WRR or NPR. They are usually more costly but it definitely targets our demographic. This will enable us to increase the profile of who we are and to help us brand McKinney as an arts destination.

#### FINANCIAL PLANNING

The considerations we take in our financial planning falls both on long term as well as short term. Here are the factors we take to planning our long term goals:

##### LONG TERM

1. Increase concert programs
2. Increase pay rate for musicians
3. Increase donors
4. Increase audience members
5. Increase staff to assist in the everyday business and operations of the organization

##### SHORT TERM

1. Minimize deficit in the beginning of the season
2. Balance the budget at the end of the season

## 4: Marketing and Outreach

We are requesting \$12000 for period September 2020 to August 2021. Which is the entire concert season for 2020-2021

With the grant we will utilize the following

1. Facebook ads.

In the past, We have only been able to allocate \$100 - \$200 per concert for sponsored ads. This will only reach a limited amount of people. With the grant we will increase the expense to up to \$500. We usually start our promotions 2 to 3 months prior to the event. Facebook ads are targeted, targeting demographics, locations and interests.

2. Whofish.org ads

We recently discovered whofish.org and found out that their email blasts does generate more traffic. We fully intend to utilize this resource and would like to allocate up to \$100 for each event. Their rates vary. They start with a feature of \$50 with an email blast of 5000 emails. We would like to send emails out to 10,000 subscribers which would be \$100 per event.

3. Radio ads

WRR has a rate of \$100 for 60 second slots and \$50 for 30 second slots. We are planning to purchase 30 second ads.

4. Season Brochures

We would like to print thousands of season brochures to distribute to hotels and businesses in McKinney and surrounding areas.

## Summary of Grant Request

Facebook Ads - \$2500

Radio Ads - \$8400

WhoFish. Org - \$500

Season flyers and concert flyers - \$600

TOTAL - \$12,000

# 5: Metrics to Evaluate Success

## Long Term

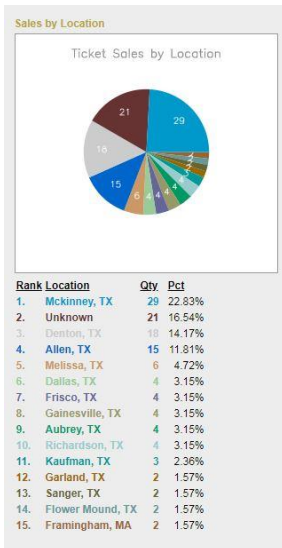
- A. Growth of audience
- B. Growth of Artistic Excellence
- C. Increase pay for musicians and staff
- D. Growth in season concerts
- E. Increase Board
- F. Increase donors and sponsors

## Short Term

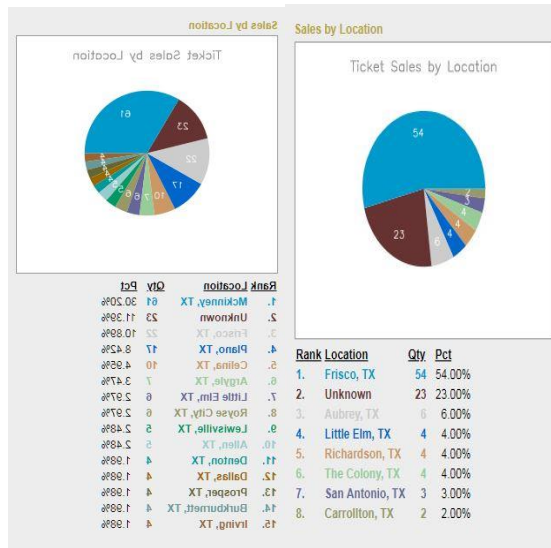
- A. Balancing the Budget

## Audience

Below are graphs from our past concerts. We attract a wide range of people from cities in the DFW areas as well as people form out of state.



Brave Combo



Movie Magic



Peter and the Wolf

Sinatra

2020-2021 McKinney Philharmonic Orchestra Budget

<b>EXPENSES</b>	<b>PROJECTIONS</b>
PAYROLL	
Orchestra	35402
Guest Soloists	6080
Conductor	11000
PROMOTIONS	12000
Facebook	0
Posters and Flyers	0
other	0
PRINTING	00
Programs	1502
Tickets	60
FEES	300
PayPal	0
ASCAP	350
INSURANCE	590
RENTALS	0
Music	1000
FACILITIES	4170
CARTAGE	540
TECH	900
MISC	440
	<b>74334</b>
<b>INCOME</b>	
BALANCE FORWARD	
GRANTS	
MAC	20000
Frisco Arts	5000
TCA	4500
Visit McKinney	0
McKinney Community Development Corporation	12000
SPONSORSHIPS	0
TRB	500
IBTX	500
Luthier	1000
FOUNDATIONS	0
Love Life	3000
Texas Communities (North Texas Giving Day)	1000
	0
ADMISSIONS	19250
DONATIONS	2000
ADS	3000
	<b>71750</b>



2020-2021 McKinney Philharmonic Orchestra Budget

	<b>3146</b>
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2020-2021 Concert Season Budget

	SEPTEMBER	OCTOBER	DECEMBER	FEBRUARY	March	Side-by-side May		
Orchestra	8460	8887	4818	6925	6312			35402
Conductor	2000	2000	2000	2000	2000	1000		11000
Soloists	1000		2330	1000	1750			6080
Music	500	500						1000
Programs	222	370	370	180	360			1502
Cartage	200	200		140				540
Hall	600	600	1120	600	1250			4170
Promotions								12000
Misc							1680	1680
Tech		300	300		300			900
Printing	20	20		20				60
	12982	12877	10638	10865	11972	1000		74334

# 2018-2019 STATEMENT (Updated 11/14/2019)

<b>EXPENSES</b>	BUDGET/PROJECTIONS	ACTUAL
PAYROLL		
Orchestra	35094.25	33652.50
Artistic Director & Conductor	7500	7500
Guest Artists	5905	6477
Librarian	0	125
School Concerts	0	4000
Promotions	1000	2803.92
PRINTING	0	0
Program	2180	1348
Tickets (BPT)	0	47.69
FEES	0	0
ASCAP	340.00	349.00
Insurance	610	575.94
PayPal	0	40.10
Music	1000	2133.10
Facility	4290	4414.77
CARTAGE	655	663.39
VIOLA COMPETITION	1300.00	500
WEB	100.00	0
MEMBERSHIPS	0	0
EQUIPMENT	400	200
TECH	750	950
MISC	0	569.12
YOUTH ORCHESTRA		28871.39
<b>TOTAL</b>	<b>61124.25</b>	<b>95220.92</b>
<b>INCOME</b>		
Balance Forward	3375.46	3375.46
GRANTS	0	0
McKinney Arts Commission	20000	20000
Frisco Arts	5000	5000
Texas Commission on The Arts	500	3894
McKinney Visitors and Conventions Bureau	0	1500
North Texas Giving Day	1000	996.77

Music and Arts Guild	0	2500
FOUNDATIONS	0	0
Love Life	0	5000
ADS	1500	2300
SPONSORSHIPS	0	0
Texas Republic Bank	500	500
Independent Bank	500	1000
Luthier Shop	2000	1750
JDR Music	2500	3000
P3 Builds	1000	500
DONATIONS	1200	3875
ADMISSIONS (100 tickets per concert @ \$14 average price)	7500.00	11110.08
Bank Interest	0	66.47
Reimbursement		500
YOUTH ORCHESTRA		29262.97
<b>TOTAL</b>	<b>46575.46</b>	<b>96130.75</b>
Adjustment		-340.89
<b>BALANCE</b>	<b>-14548.79</b>	<b>568.94</b>