

Ovation Academy

Spring Promotional Grant Final Report

Grant Amount: \$4000

Report includes

- Financial report: budget as proposed and actual expenditures, with explanations for any variance
- Identify goals and objectives achieved
- Narrative report on the Project / Promotion / Community Event
- Performance against metrics outlined in application
- Photographs, slides, videotapes, etc.
- Samples of printed marketing and outreach materials
- Screen shots of online promotions

Proposed Budget

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

Revenue

Annie- \$4000

Crucible- \$7000-10,000

Into the Woods- \$8000

Midsummer- \$1500 via Donations

Chorus Line- \$10,000-15,000

COVID adjustments

Annie- \$1000 Pre- COVID

Crucible- \$1500 Cancelled

Into the Woods- \$1500 Postponed to October outdoors

Midsummer- \$2000 Moved to Virtual

Chorus Line- \$1500 Cancelled

Total: \$7500

Cancelled Fundraising Events



**ARTIST
COLLABORATION
PROJECT**

**MCKINNEY PERFORMING ARTS CENTER
MARCH 27-28, 2020
SHOWCASE
7-10PM**

★★★

Hosted by
Ovation Academy of Performing Arts
Emcee: Kiba Walker

**Do you need
stagetime?**

WE PROVIDE THE VIDEOGRAPHER,
ACCOMPANIST AND VENUE. YOU PROVIDE
THE TALENT AND AUDIENCE!

ONLY \$35 for 10 minutes.
To register send a demo reel to aburns@ovationapa.org
Registration deadline March 23

Sponsored in part by



Hosted by Ovation Academy

Door Prizes! ★ ★ ★ Industry advice!

**P.O.P.
CON**

**Parents of Performers
Convention**

April 10 & 11, 2020

Scan QR Code now to reserve your spot!



301 W. LOUISIANA ST. MCKINNEY, TX 75069
WWW.OVATIONAPA.ORG 214-856-4513

Workshop Presenters Include:

Keynote Speaker

BJ Cleveland Margo Manning Lauren Lazell

DEBBIE SILVER

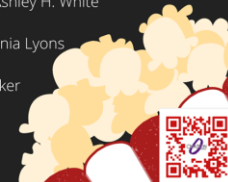
Gail Cronauer Katy Bettner Dr. Lesley Childs Ashley H. White

David Pinkston Rebecca Lowrey Merrill West Ania Lyons

Julie Kelly Dr. Matt Davis Linda Eicher Kiba Walker

Gypsy Ingram Caitlin Suttle Thrivnet Financial

Christina Dragoo Parent Panel Angi Burns



Actual expenses

Due to Covid we did not run any paid radio or tv ads or print in any publications. We focused on Social media since Midsummer was virtual and Into the Woods Jr. was outdoors.

Beginning Balance	4,000.00
Date	
3/30/2020	378.2
5/29/2020	397.82
5/29/2020	125
8/28/2020	189.98
10/21/2020	363.97
11/9/2020	378.81
Subtotal	1,833.78
Remaining Balance	2,166.22
Breakdown of Expenses	
Social Media	Printing - Poster/Brochure
145	67.39
250	35.69
84.81	130.12
63.01	
164.98	
25	
150	
213.97	
378.81	
1475.58	233.2

Annie Jr.

This show sold out EVERY performance (75 seats + standing room)

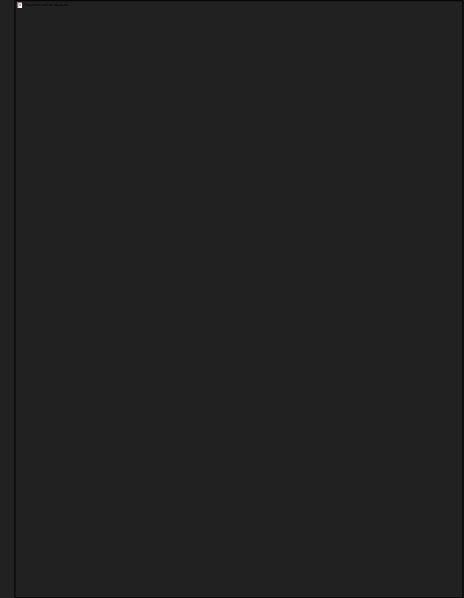
324 tickets sold online, 126 at door including standing room 53

Revenue from ticket sales

Online: \$5449.44

Door: \$2231

TOTAL: \$7680.44





Ovation Academy of Performing Arts

February 20 · 🌐



Annie Jr. opens one week from today! Have you purchased your tickets yet? Several performances are close to sold out already!

<https://www.eventbrite.com/e/annie-jr-tickets-88527368743...>



Ovation Academy of Performing Arts

1.9K like this · Performing Arts School



Feb 20 · 🌐 · Annie Jr. opens one week from today! Have you purchased your tickets yet? Several performances are close to sold out already! <https://www.eventbrite.com/e/annie-jr-...>

eventbrite.com

Annie Jr.



Elizabeth A Mason, Christina Linton Dragoo and 46 others

2 Comments



Ovation Academy of Performing Arts

February 26 · 🌐



There are only 7 seats left for Saturday evenings performance of Annie Jr. ! Get your tickets before they run out. Saturday matinee and Friday are also almost sold out!

<https://www.eventbrite.com/e/annie-jr-tickets-88527368743...>



EVENTBRITE.COM

Annie Jr.

Enjoy the classic tale of little orphan Annie as presented by the O...



EVENTBRITE.COM

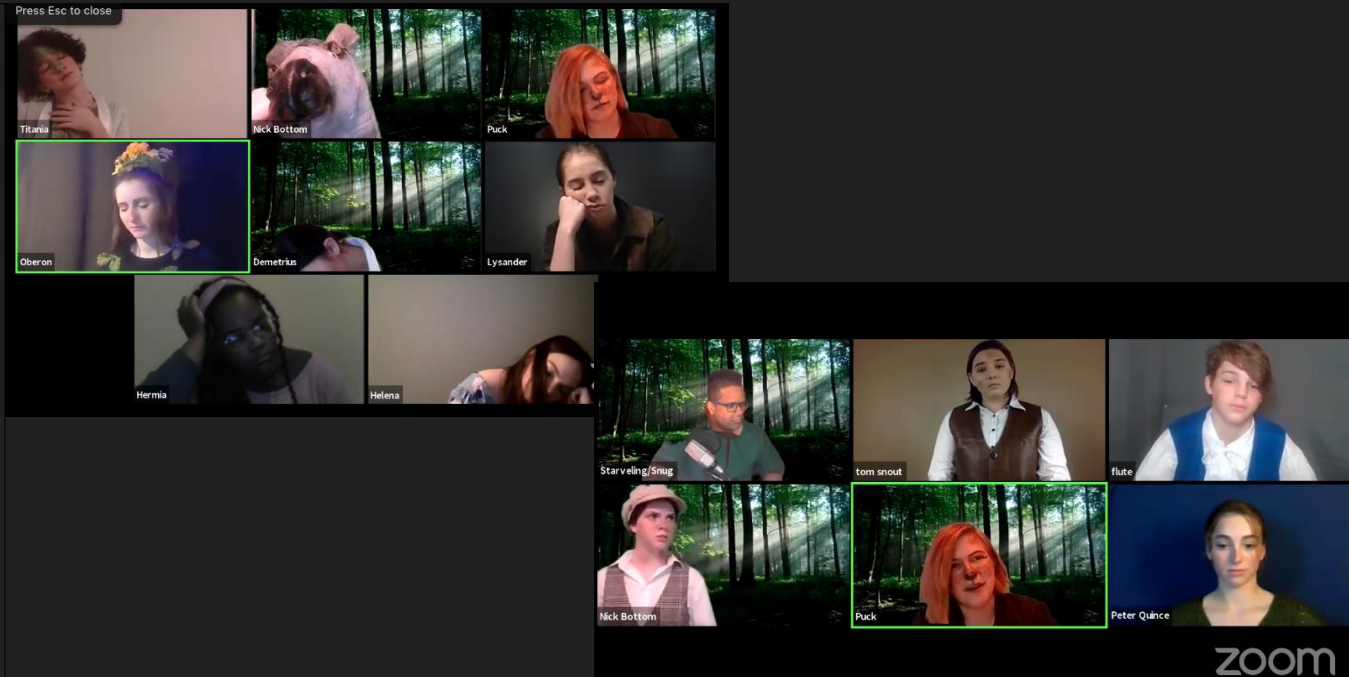
Annie Jr.

Enjoy the classic tale of little orphan Annie as presented by the O...

A Midsummer Night's Dream

Virtually live streamed on FB 859 Views

Link to performance: <https://www.facebook.com/OvationAPA/videos/697718847651394>



Into the Woods Jr.

Outdoors socially distanced, masks/shields, limited seating

OVATION COMMUNITY OUTREACH PRESENTS

INTO THE WOODS JR.

October 16-18 & 23-25
General Admission \$15
Student/Senior \$12

OUTSIDE PERFORMANCE

Space is limited
Masks Required

BOOK BY **James Lapine** MUSIC AND LYRICS BY **Stephen Sondheim** Sponsored in part by **MCDC**
Originally Directed on Broadway by James Lapine MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Into the Woods Jr. is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.mtishows.com

214-856-4513 404 Power House St. McKinney, TX 75071 www.ovationapa.org

Show Fees	3250
Ticket Sales	4236
Concessions	398.95
Minute to Give It	615.11
Revenue	8500.06



The radio spot created for promotion was sponsored by KLAQ/KMAD due to Covid situation. This was included in original budget but did not need to be used due to sponsorship.



Ovation Academy of Performing Arts

Arts

Sponsored · 🌐

Auditions are NEXT WEEK, March 7 & 8! Have you signed up yet? Ages 10-16 only for this exciting production of Into the ...See More



Ages:

10-16

Audition Dates:

March 7 2-4pm & March 8 1-4pm

Rehearsal Days/Times:

Monday 6-8pm, Wednesday 6-8pm & Saturday 10-2pm
Beginning March 15

Performance Dates:

April 24-26

Performance Venue:

Ovation Academy

Audition Requirements:

Detailed on sign up

Tuition:

\$225

Ovation Academy of
Performing Arts
Performing Arts School

Learn More



Ovation Academy of Performing Arts

Arts

Sponsored · 🌐

This production will be OUTSIDE at our new campus. We are excited to share the hard work and talent of this incredible cast ...See More

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OUTSIDE PERFORMANCE



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Arts

Sponsored · 🌐

It's opening night! Who will we see at 730pm?
Break a leg cast and crew! ...See More

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Ovation Academy of Performing Arts
Performing Arts School

SEND MESSAGE



QUARANTINE EDITION



GUEST CO-HOST
LISA HAMMETT

CHECK OUT THE
INCREDIBLE WORK OUR
STUDENTS HAVE BEEN
DOING FROM HOME IN THIS
FUN AND ENTERTAINING
SHOWCASE!

Live on our Facebook page
www.facebook.com/ovationapa

MAY 24, 2020
6-8PM



DONATE \$50 OR MORE AND
RECEIVE THE BEAUTIFUL OVATION
AMETHYST AGATE BRACELET
COURTESY OF LISA HAMMETT
WITH JEWELRY BY SARA BLAINE.

VISIT OVATIONAPA.ORG FOR MORE INFORMATION ABOUT OUR PROGRAMS

We moved our
May and
September
Showcase on a
Sundays to a
virtual platform.

May: \$280
September:
\$626

OVATION ACADEMY OF PERFORMING ARTS

Streaming live
on our Facebook
SHOWCASE ON A SUNDAY

SEPTEMBER 20
5-9PM

DONATIONS WELCOME DURING THE
TELETHON BROADCAST

ALL SELECTIONS PERFORMED FROM REQUESTS SENT IN LAST WEEK

WWW.FACEBOOK.COM/OVATIONAPA
WWW.OVATIONAPA.ORG

<https://fb.watch/1TXoY8RWMY/>

<https://fb.watch/1TXtGpOpXw/>

Goals and objectives achieved

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.

Engaging the youth in the community: Annie Jr. included 34 students, ages 5-18, only 4 of which attend Ovation Academy, over 20 of these were NEW to participating with our program and have participated again since! Into the Woods Jr. involved 24 students, ages 8-18. At the time of auditions only 3 were Ovation Academy students. By show's closing 7 more of the cast members had joined the Academy as well.

Providing spaces and opportunities for production: Navigating how to produce work virtually was challenging but; it has been rewarding as we can reach a broader audience and have more opportunity to share our artistry. We also have relocated into our new home just 2 miles east of McKinney that has adequate outdoor space for us to utilize safely during this ambiguous time in performing arts.

Encouraging collaborations: Audiences were filled with community members and our casts did promotional events with various businesses virtually and in person. Lisa Hammett, LINKS Chairman and Jewelry by Sarah Blaine consultant, hosted our May Virtual Showcase. Many of our participants are also involved with other local theatre groups and we strongly encourage them to be supportive of their peers and attend their productions as well. With the added element of virtual viewing we can now reach demographics beyond our previous audience. This has led to great partnerships with Guest Artists outside of the DFW area.