



# Promotion of MCB Fall Concerts

## (Oct.-Dec. 2020)

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Visit McKinney included Fall, and Dance Band concerts in weekly email newsletters and on website and social media. The band also built and promoted a special holiday playlist that was shared out via newsletter, website, and social media including some of our favorite recordings from previous concerts and a few new ensemble performances.

### ***McKinney Community Band email blasts:***

**MailChimp** (e-newsletter): We bumped up a bit from 611 subscribers to 659, possibly from the overall push for the concerts. Our average open rate is now 28% open rate. (Industry average for a band/performing groups is 12%.) All newsletters for the Fall and Dance Band concerts included verbiage about MCB. Survey replies: 10. (See exported report.)

### **WEBSITE & SOCIAL MEDIA STATS**

**Facebook – 920 followers**—See paid promotion reports at end of this document)

(more than all other North Texas Community Band Groups except Plano).

- Plano – 1100
- Frisco CB – 297
- Richardson CB (celebrating 50 years) – 637
- Allen CB – 339
- Irving Symphonic Band – 113

### **YouTube –**

MCB Channel

- Subscribers: 149 subscribers.
- Sept.-Oct. 2020: 1,500 views
- Nov. 2020: 1,104 views
- Dec. 2020: 2,791 views
- Lifetime of channel – 42,809
- Impressions since Sept. 2020: 36,900

McKinney Dance Band Channel – 3,953 views/24 subscribers

McKinney Flute Choir Channel – 385 views/3 subscribers

### **Concert Video Views**

- **Instrument Petting Zoo** – total of 124 views on the main full video/81 on the individual videos for a total of 205 views on all instrument petting zoo videos.
- **Movies & More Concert** – YouTube: 230; FB: 805; TOTAL: 1,035
- **Dance Band** – Red White & The Blues II – You Tube: 125; FB: 549; TOTAL: 674
- **Christmas Playlist** – 1,364 views

**Twitter: 316 followers**



# Promotion of MCB Fall Concerts

## (Website Results)

**WEBSITE (Oct. 1-Dec. 2020)**

**Total Visitors: 980** (+807% more than previous quarter)

**Total pageviews: 2,183** (+780% more than previous quarter)

### TOP 10 Pages:

#	Pages	Visitors	Pageviews
1	<a href="#">Welcome!</a>	768	1151
2	<a href="#">MCB's (Virtual) Instrument Petting Zoo</a>	57	100
3	<a href="#">Upcoming Concerts</a>	61	77
4	<a href="#">Members Only</a>	30	66
5	<a href="#">Events</a>	42	56
6	<a href="#">Donate</a>	30	49
7	<a href="#">Meet Our Conductors</a>	42	49
8	<a href="#">North Texas Community Bands</a>	34	47
9	<a href="#">Movies &amp; More! Program Notes</a>	32	42
10	<a href="#">We Want to Keep in Touch With You...</a>	28	35

### Sources of Views:

#	Referrers	Visitors	Pageviews
1	<a href="#">google.com</a>	171	223
2	<a href="#">facebook.com</a>	104	129
3	<a href="#">bing.com</a>	11	18
4	<a href="#">communityimpact.com</a>	12	16
5	<a href="#">youtube.com</a>	2	12
6	<a href="#">mckinneyband.com</a>	1	10
7	<a href="#">paypal.com</a>	1	8
8	<a href="#">search.yahoo.com</a>	5	7
9	<a href="#">mailchi.mp</a>	2	5
10	<a href="#">duckduckgo.com</a>	4	4
11	<a href="#">communityimpact.com/dallas-fort-worth/mckinney/housing-real-estate/2020/10/04/3...</a>	4	4

**Community Impact:** 17 to our website – Waiting for impressions numbers from CI.

**Celebration Magazine traffic to website:** No way to track it.

# E-Newsletters

**TONIGHT:  
 MOVIES & MORE!**  
**Free Family Virtual Concert**  
 Join us for a musical treat on HALLOWEEN!

View this email in your  
[browser](#)



**DID SOMEONE SAY 'ENCORE'? We heard you!**

We had a great time sharing our family-friendly evening of popular tunes from the silver screen with you! The McKinney Community Band's virtual Fall concert features new performances by small ensembles as well as popular past performances by the full band. Our ensembles recorded their pieces recently and had such fun performing together again - safely, of course, with masks when not playing and plenty of distance!

You can find details and links for the concert, survey, and prizes from our McKinney business partners on our [website](#). The concert is scheduled to launch at 7 p.m. HALLOWEEN night.

This concert is sponsored in part by grants from the [McKinney Community Development Corporation](#) and the [McKinney Arts Commission](#).

**ACCESS CONCERT**  
 by clicking here

**TAKE SURVEY**  
 by clicking here

Watch the concert to learn how to enter to win one of our prizes from three McKinney businesses. We appreciate their partnership and hope you have the opportunity to visit all of them soon!

- [Arcade 92](#)
- [Rockin' AB](#)
- [The Heard Natural Science Museum & Wildlife Sanctuary](#)



**Virtual Instrument Petting Zoo!**

Ever wondered how individual band instruments work and what they sound like? If so, you won't want to miss our virtual "instrument petting zoo" to see band members talk and play a wide range of instruments. The kid (and adult) friendly "zoo" will be streamed at 5 p.m., prior to the start of the "Movies & More" virtual band concert as well as following the conclusion of the concert around 8 p.m.

(Click the image above to access the zoo!)



**TONIGHT!!!  
 RED, WHITE & BLUES II**  
**Free Virtual Concert**

View this email in your  
[browser](#)

A virtual performance of some swinging and bluesy numbers to salute our Veterans!



**JOIN US AS WE SALUTE OUR VETERANS**

Enjoy a virtual performance of some swinging and bluesy numbers to salute our Veterans. You'll see new performances, favorite recordings from previous concerts (you'll even see some audience participation - dancing!), and military service memories told by a few of our band members. We'd love to have you join us!

Click [HERE](#) to access the concert on YouTube.

This concert is sponsored in part by grants from the [McKinney Community Development Corporation](#) and the [McKinney Arts Commission](#).

**CLICK HERE TO ACCESS CONCERT!**



**WISHING YOU A JOYOUS HOLIDAY SEASON!**

The McKinney Community Band wants to fill your holiday season with joyful noise, so we've created a "gift" of a special playlist for you to "unwrap" while decorating, wrapping gifts, baking festive goodies, or during Christmas morning fun!



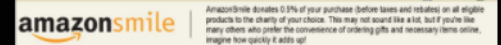
A collection of new recordings and curated classics to bring holiday cheer. Our gift to you.

**Click here to listen!**

Our playlist features favorite recordings from our past concerts as well as a few new recordings by some smaller groups within the band. To "unwrap" your musical gift, just click the image above to start the playlist. ENJOY! We hope to see you in 2021.

**SUPPORT US WHEN YOU SHOP THIS HOLIDAY SEASON!**


Buy your gifts and holiday essentials at [smile.amazon.com](#) and select McKinney Community Band as your charity of choice. You Shop. Amazon Donates.



AmazonSmile donates 0.1% of your purchase (before taxes and rebates) on all eligible products to the charity of your choice. This may not sound like a lot, but if you're like many others who prefer the convenience of ordering gifts and necessary items online, imagine how quickly it adds up!



# Facebook Paid Promotions

Name	Reach	Amount Spent	Cost Per Result
 <b>Completed</b> Event Responses Goal: Increase Awareness	5392	\$99.01 spent \$100.00 total bu...	\$0.90 Cost Per Event R...

### Performance

You've spent **\$99.01** over **3 days**.

Event Responses

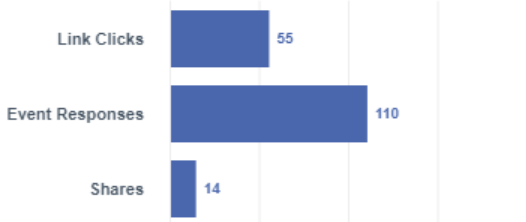
**110**

Reach **5,392**

Cost per Event Response **\$0.90**

### Activity

#### Activity on Facebook



### Preview



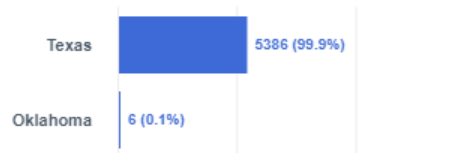
It was such fun, we're doing it again! Enjoy an encore of an entertaining family-friendly evening of popular tunes from the silver screen! The McKinney Community Band's virtual concert features new...

Are you satisfied with this ad?

### Audience

This ad reached **5,392** people in your audience.


People Placements Locations



### Details

...

# Facebook Paid Promotions

Name	Reach	Amount Spent	Cost Per Result
 <b>Completed</b> Event Responses Goal: Increase Awareness	16539	\$300.00 spe... \$300.00 total bu...	\$1.20 Cost Per Event R...

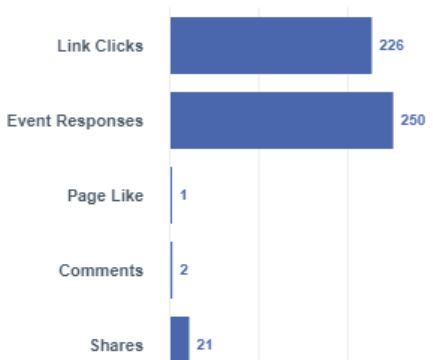
### Performance

You've spent **\$300.00** over **6 days**.

Event Responses	Reach	16,539
<b>250</b>	Cost per Event Response	<b>\$1.20</b>

### Activity

#### Activity on Facebook



### Preview

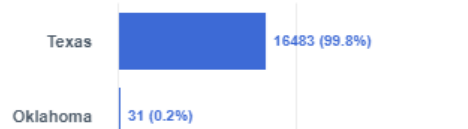


Are you satisfied with this ad?


### Audience

This ad reached **16,539** people in your audience.

People Placements Locations



# Facebook Paid Promotions

Name	Reach	Amount Spent	Cost Per Result
 <b>Completed</b> Event Responses Goal: Increase Awareness	3844	\$46.68 spent \$300.00 total bu...	\$1.04 Cost Per Event R...

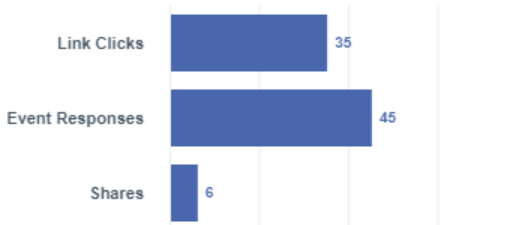
### Performance

You've spent **\$46.68** over **8 days**.


Event Responses	Reach	3,844
<b>45</b>	Cost per Event Response	\$1.04

### Activity

#### Activity on Facebook



### Preview



Enjoy an entertaining family-friendly evening of popular tunes from the silver screen! The McKinney Community Band's virtual concert features new performances by several small ensembles as wel...

### Audience

This ad reached **3,844** people in your audience.



Audience Name: Audience 1


Location - Living In: United States: Allen, ... [See More](#)

Age: 32 - 65+

People Who Match: Interests: Theatre, Arts ... [See More](#)

### Details

# Facebook Paid Promotions

Name	Reach	Amount Spent	Cost Per Result
 <b>Completed</b> Event Responses Goal: Increase Awareness	7562	\$100.00 spe... \$100.00 total bu...	\$0.53 Cost Per Event R...

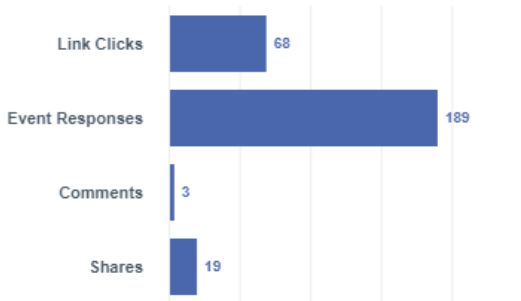
### Performance

You've spent **\$100.00** over **13 days**.

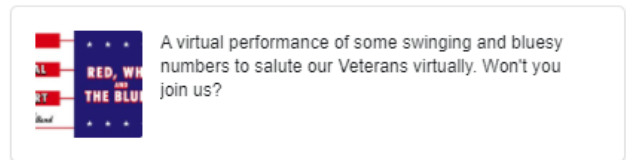
Event Responses	Reach	7,562
<b>189</b>	Cost per Event Response	<b>\$0.53</b>

### Activity

#### Activity on Facebook



### Preview

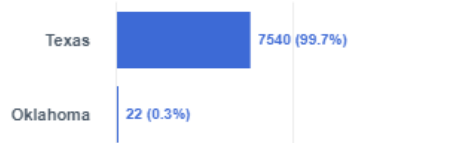


Are you satisfied with this ad?

### Audience

This ad reached **7,562** people in your audience.

People      Placements      Locations



**MCKINNEY BAND INVITES FAMILIES TO VIRTUAL CONCERT FEATURING MOVIE MUSIC**

by Beth Shumate

The McKinney Community Band (MCB) will be celebrating popular tunes from the silver screen in a free virtual concert on Saturday, Oct. 24. The Movies & More concert will delight all ages and will feature new recordings by small ensembles and a few videos from the band's past performances.

The concert will stream on MCB's Facebook page and YouTube channel beginning at 7 p.m. Prior to the concert start time, the band will stream a virtual instrument "petting zoo" designed to help young people (and adults, too) learn more about instruments they may someday want to play.

"We had such a great response to our virtual patriotic concert, we decided to do it again!" said Chris Heider, president of the MCB board.

The all-volunteer McKinney Community Band was formed in 2006. In its 14 years, the group has grown from the original 10 or so musicians to its 50-plus present membership. The band rehearsed weekly and performed a free concert series each year until March when the COVID-19 pandemic shut everything down.

As the band's annual patriotic concert date neared with no ability to rehearsal, the MCB board voted to share music in a virtual format in late June. The band and its artistic director/conductor, Jeremy Kondrat, developed a program of previous band recordings, a few of which were new compilations of previously-taped audio that was synched with 360-degree video recorded from inside the band, enabling the audience to experience the music from a musician's on-stage perspective. The program also included one new arrangement comprised of

recordings of individual members at home that were edited into a single new video. The patriotic concert streamed simultaneously on Facebook and YouTube, garnering more than 1,000 views during the month it was available online.

With the band's fall family concert date quickly approaching and its normal rehearsal space - a local school band room - still not available, the band is developing a new virtual concert. The program will again include some recordings from previous concerts, but the highlight of the event will be new recordings by small ensembles including flutes, saxophones, French horns, trumpets, and more.

Concert viewers will also have a chance to win prizes from three McKinney businesses - Arcade 92, Rockin' AB, and the Heard Natural Science Museum & Wildlife Sanctuary.

The virtual concert is sponsored in part by grants from the McKinney Community Development Corporation and McKinney Arts Commission.




**FREE Virtual Concert with  
 The McKinney Community Band  
 October 24th | 7PM**

Enjoy an entertaining family-friendly evening of popular tunes from the silver screen available on YouTube and Facebook!

Details and links can be found at [www.McKinneyBand.com](http://www.McKinneyBand.com)

This concert is sponsored in part by grants from the McKinney Community Development Corporation and McKinney Arts Commission.






# Celebration Magazine Post about Concert

## (Facebook Post)

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⋮

The McKinney Community Band will be performing a FREE concert this Saturday at 7pm! Go to their website <https://mckinneyband.com/> for details. See you there!

#CelebratingLifeAfter60






**FREE Virtual Concert with  
 The McKinney Community Band**

**October 24th | 7PM**

Enjoy an entertaining family-friendly evening of popular tunes from the silver screen available on YouTube and Facebook!


Details and links can be found at [www.McKinneyBand.com](http://www.McKinneyBand.com)

This concert is sponsored in part by grants from the McKinney Community Development Corporation and McKinney Arts Commission.

👍 1

👍 Like
💬 Comment
➦ Share
👤



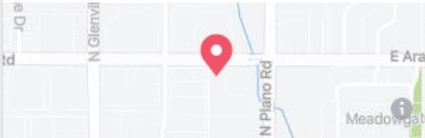
**Celebration Magazine**

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See All

**About** See All



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- 🗺️ [Get Directions](#)
- ☎️ (469) 532-2622
- 💬 Typically replies within a few hours
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- 🕒 Hours 9:00 AM - 2:00 PM
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**Page Transparency** See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

- 📅 Page created - June 8, 2011
- 📍 Page manager locations: United States, Norway

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# Community Impact Screen Shots

Ran throughout October 2020—Movies & More Concert

CI

News from MCKINNEY

It is up to the voters to decide if the city can sell any piece of the land. Should voters choose to authorize the city to pursue selling the land, the city could choose to sell all, some or none of it. Any sale of the land would also have to come back before council for final approval.

Should voters approve the item and the city ends up selling the land, proceeds from the sale must be used exclusively for parkland acquisition or the improvement of the city's parks systems.

At the special election, the following question will be submitted to McKinney voters:

"Shall the City of McKinney, Texas, be authorized to sell certain park property, being 55.234 acres of land located approximately 0.6 miles east of State Highway 5 on Harry McKillop Blvd. and 0.25 miles south on Couch Drive, in the F.T. Duffau Survey, Abstract No. 287, McKinney, Collin County, Texas?"

Voters will be able to respond "yes" or "no" to this question.

CITY OF MCKINNEY MCKINNEY CITY COUNCIL LASHADION SHEMWELL MCKINNEY DOWELL PROPERTY  
GEORGE FULLER COLLIN COUNTY NOV. 3 2020 ELECTION

SHARE TO FACEBOOK

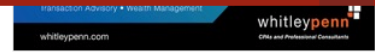
SHARE TO TWITTER

SHARE VIA EMAIL



By Miranda Jaimes

Miranda has been in the North Texas area since she graduated from Oklahoma Christian University in 2014. She reported and did design for a daily newspaper in Grayson County before she transitioned to a managing editor role for three weekly newspapers in Collin County. She joined Community Impact Newspaper in 2017 covering Tarrant County news, and is now



**MOVIES & MORE!**  
**FREE Virtual Concert**  
with The McKinney Community Band

**October 24th | 7PM**  
Plus a pre-concert virtual instrument petting zoo!

[Click for details](#)

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION  
arts  
MCKINNEY COMMUNITY BAND

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[Contact Us Today](#)

**MOVIES & MORE!**  
**FREE Virtual Concert**  
with The McKinney Community Band

**October 24th | 7PM**  
Plus a pre-concert virtual instrument petting zoo!

[Click for details](#)

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION  
arts  
MCKINNEY COMMUNITY BAND



4:38 PM Oct 16, 2020 CDT

## Tracking COVID-19: 138 new cases reported in McKinney this week

City-level reports from Collin County show a decrease in new COVID-19 cases in McKinney this week from the week prior.

**MOVIES & MORE!**  
**FREE Virtual Concert**  
with The McKinney Community Band

**October 24th | 7PM**  
Plus a pre-concert virtual instrument petting zoo!

[Click for details](#)

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION  
arts  
MCKINNEY COMMUNITY BAND



4:18 PM Oct 16, 2020 CDT

## Road closure planned for FM 546 in McKinney this weekend, Oct. 16-18

The overall project will reconstruct FM 546 pavement while adding shoulders and replacing the cross-drainage culvert.

Oct 24

< BACK TO ALL EVENTS

## Movies & More Free Fall Family Virtual Concert



### EVENT DETAILS

Enjoy an entertaining family-friendly evening of popular tunes from the silver screen! The McKinney Community Band's virtual concert features new performances by several small ensembles as well as popular past performances by the full band. This concert is sponsored in part by grants from the McKinney Community Development Corporation and McKinney Arts Commission. Tune in a few minutes before the concert if you've ever wondered how individual band instruments work and what they sound like. During our virtual "instrument petting zoo," band members will talk about and play a wide range of instruments. The kid (and adult) friendly "zoo" will be streamed prior to the start of the "Movies & More" virtual band concert! Viewers will have a chance to win one of three prizes donated by local businesses: Rockin' AB, Arcade 92, and the Heard Natural Science Museum & Wildlife Sanctuary.

### EVENT TYPE CATEGORY

Concerts & Live Music

**TIME** 07:00 PM - 08:00 PM

**PHONE**

**COST** 0

**WEBSITE** [www.mckinneyband.com](http://www.mckinneyband.com)

**SHARE**   

**LOCATION** Online

**ADDRESS** McKinney, TX, USA

**EMAIL** [shumatebeth@hotmail.com](mailto:shumatebeth@hotmail.com)

 **BECOME A CI PATRON**  
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PERRY HOMES | BRITTON HOMES  
*Year End*  
 SAVINGS EVENT



**VIEW OFFERS**

NEWSLETTER



**GET MORE LOCAL NEWS MORE OFTEN**

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 **Community North**  
 Baptist Church

We are a community of believers becoming like Christ to love and serve all people.

## Article entry on McKinney Online (Chamber news website)

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### Virtual Fall Family Concert & Instrument Petting Zoo Set for Oct. 24



Enjoy an entertaining family-friendly evening of popular tunes from the silver screen! The McKinney Community Band's (MCB) virtual concert features new performances by several small ensembles as well as popular past performances by the full band. Find details and the links to online channels where the concert will stream (Facebook and YouTube) at [www.McKinneyBand.com](http://www.McKinneyBand.com).



The band has not been able to rehearse or perform together due to COVID restrictions. Last month, the band followed local, state, and CDC guidelines and restrictions to allow for small ensembles to get together to rehearse and perform new material for this concert. (Masks were worn when not playing and distancing measures were always in practice.) On the program are pieces by various sections of the band including flutes, trumpets, clarinets, French horns, percussion, saxophones, and euphoniums performing music in keeping with the movie music theme. The recordings from previous concerts include music from Pixar films, Pirates of the Caribbean, Star Wars, and the Wizard of Oz.

#### Concert Giveaways

The members of MCB love our community and believe in supporting local businesses. We've partnered with three McKinney businesses/organizations for this concert and are excited to have the opportunity to support them as they've supported us with donations of these prizes:

- Musical Instrument Toys from [Rockin' A B](#), 113 N Kentucky St Suite 102, McKinney, TX 75069
- Family 4-pack for admission to [Arcade92 Retro Arcade, Bar & Kitchen](#), 305 E Virginia St Suite 103, McKinney, TX 75069
- Family 4-pack to the [Heard Natural Science Museum & Wildlife Sanctuary](#)

Watch the concert for details on how to win one of these prizes!

#### Virtual Instrument Petting Zoo!

Ever wonder how individual band instruments work and what they sound like? If so, you won't want to miss our virtual "instrument petting zoo" to see band members talk and play a wide range of instruments. The kid (and adult) friendly "zoo" will be streamed prior to the "Movies & More" virtual band concert, beginning at 5 p.m. If you miss any of it, it will also be aired following the concert.

This concert is sponsored in part by grants from the McKinney Community Development Corporation and McKinney Arts Commission.

# Concert Inclusion in McKinney Chamber E-Newsletter

(Also appeared on homepage)



**STAY CONNECTED WITH THE LATEST NEWS**

**McKinney Back to Business - Resource Page**

- > [2020 State of the City to Feature Community Leaders. Multiple Different Viewing Options](#)
- > [Finch Elementary Wrestling Phenom Has Both Feet on the Ground - and His](#)
- > [McKinney Community Band To Host Online Concert and More](#)
- > [Craig Ranch Fitness Launches Maintain Campaign Fitness Challenge](#)
- > [Trinity Falls Pumpkin Patch Raises Money for CASA](#)
- > [McKinneyOnline.com's 2020 'Best Of' Winners Revealed](#)
- > [Create an Autumn Habitat For Your Birds](#)
- > [COVID-19 Patient Discharges After 103 Days](#)
- > [Thriving Through The Holidays](#)

**WHAT'S ON TAP?**

**UPCOMING EVENTS**

# Community Impact Screen Shots

Ran for two weeks in November in four markets

**CI** News from **MCKINNEY** ☰

Information on local and statewide elections

LOCAL JOURNALISM PATRON **CONTRIBUTE TODAY**



EVENT CALENDAR

4:06 PM CST

## McKinney cancels annual Home for the Holidays event, replaces with four-week celebration

"The biggest difference this year is that we are not concentrating all of the activities into one weekend for a closed street festival," said Amy Rosenthal, McKinney Main Street program director.

Now offering in-person and remote learning!  
[prestonwoodchristian.org](http://prestonwoodchristian.org)

**FREE CONCERT**

THE MCKINNEY DANCE BAND presents  
**RED, WHITE, AND THE BLUES II**

**NOV. 14TH @ 7PM**

McKinney Dance Band  
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

NEWSLETTER

**GET MORE LOCAL NEWS MORE OFTEN**

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CORONAVIRUS

**TODAY'S**  
 CORONAVIRUS  
 UPDATES

6:36 PM CST

## Tracking COVID-19: McKinney cases climb, county hospitalizations surge

The number of cases in McKinney has nearly doubled, increasing from 327 to 570 over a period of 14 days.



ANNIVERSARIES

5:21 PM CST

## Play Street Museum celebrates fifth anniversary in McKinney

The interactive children's museum and indoor play area is designed and scaled for children age 8 and under.

**FREE**

THE MCKINNEY DANCE BAND  
 PRESENTS  
**RED, WHITE, AND THE BLUES II**

**CONCERT!**

**NOV. 14TH @ 7PM**

McKinney Dance Band  
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

We are... **McKinney never stops.**

# Transaction details

September 6, 2020 at 4:42:55 PM PDT | Transaction ID: 26M7166397754771V

Payment sent to Celebration Marketing Grou

Gross amount

Payment Status: Completed

-\$2,500.00 USD

Payment Type: Goods and Services

## Shipping address

McKinney Community Band

2000 Cannes Dr

Plano, TX 75025

United States

Unconfirmed

## Your Payment

Gross Amount -\$2,500.00 USD

PayPal Fee \$0.00 USD

Net Amount -\$2,500.00 USD

## Contact info

Celebration Marketing Grou

The receiver of this payment is **Verified**

<http://www.celebrationmagazine.com>

[debra@celebrationmag.com](mailto:debra@celebrationmag.com)

## Payment Sent to

[debra@celebrationmag.com](mailto:debra@celebrationmag.com)

## Note to Celebration Marketing Grou

McKinney Community Band, contract Oct-Dec.

## Funding details

Funding Type: Bank Account

Funding Source: -\$2,500.00 USD - AMERICAN NATIONAL BANK ending in x-4336

## Need help?

Go to the [Resolution Center](#) for help with this transaction, to settle a dispute or to open a claim.

# JG Media/Community Impact Newspaper

16225 Impact Way  
Pflugerville, TX 78660  
communityimpact.com



## Invoice #145623

Sales representative:  
Miranda Barhydt  
Account Executive II  
mbarhydt@communityimpact.com  
(866) 989-6808>

Bill to:  
McKinney Community Band

2402 Lakeview Circle,  
McKinney, TX 75070

PAID

Date	Invoice #	Customer #	Sales Rep
9/2/2020	145623	43944	Miranda Barhydt

Pub.	Issue	Year	Ad Size	Amount
MCK Website - October 2020	October	2020	Banner	\$250.00
Total Invoiced				\$250.00

### Existing Payments

Order	Payment Type	Payment Date	Amount
29301 MCK Website - October 2020	MASTERCARD	10/3/2020	\$250.00
Total Paid			\$250.00
Total Due			\$0.00

Thank you for your business.  
For billing questions, please contact your sales representative.

### Outstanding Invoices

1-30 days	31-60 days	61-90 days	91-120 days
\$ 0.00	\$0.00	\$ 0.00	\$ 0.00



**JG Media / Community Impact Newspaper**

3600 E. Palm Valley Blvd. Box #3

Round Rock, TX 78665

communityimpact.com



Sales representative:

Miranda Barhydt

Account Executive

mbarhydt@communityimpact.com

(866) 989-6808

**Invoice #147310**

Bill to:

McKinney Community Band

Beth Shumate

2402 Lakeview Circle

McKinney, TX 75070

**PAID**

Please do not remit payment. You have an authorized credit card or bank draft on file.

Payment for this invoice will be run on **10/31/2020**.

Date	Invoice #	Customer #	Sales Rep	
10/7/2020	147310	43944	Miranda Barhydt	
Pub.	Issue	Year	Ad Size	Amount
FRS - Website	Oct	2020	Banner	\$250.00
PLN - Website	Oct	2020	Banner	\$250.00
RIC - Website	Oct	2020	Banner	\$250.00
<b>Total Invoiced</b>				<b>\$750.00</b>

**Thank you for your business.****For billing questions, please contact your sales representative.**

## Outstanding Invoices

1-30 days	31-60 days	61-90 days	91-120 days
\$0.00	\$0.00	\$0.00	\$0.00

# Receipt for Beth West Shumate

Account ID: 30099556



Invoice/Payment Date  
**Oct 30, 2020, 12:59 AM**

Payment Method  
**PayPal Account shumatebeth@hotmail.com**

Transaction ID  
**3448615775251950-6462819**

Product Type  
**Facebook**

Paid

**\$46.68 USD**

Ad spend since Oct 16, 2020.

## Campaigns

### Event: Movies & More Free Family Virtual Fall Concert

From Oct 16, 2020, 12:00 AM to Oct 18, 2020, 11:59 PM

**\$46.68**

Event: Movies & More Free Family Virtual Fall Concert

4,710 Impressions

\$46.68



Facebook, Inc.  
1601 Willow Road  
Menlo Park, CA 94025-1452  
United States

Account: 828704894190547  
Business: McKinney Community Band  
P.O. Box 2801  
McKinney, TX 75070  
United States  
Tax ID Number: 208345950

## Billing Report: 10/01/2020 - 01/05/2021

Facebook Ads Payment  
Payment Method: PayPal

Date	Transaction ID	Amount	Payment Status
11/27/2020	3334328746678566-6505006	\$99.01 USD	Paid
11/02/2020	3238306539614127-6381334	\$100.00 USD	Paid
10/27/2020	3311595092285272-6346317	\$75.00 USD	Paid
10/22/2020	3300760336702081-6326169	\$75.00 USD	Paid
10/21/2020	3275459175898856-6319523	\$75.00 USD	Paid
10/19/2020	3175461949231912-6312254	\$75.00 USD	Paid
<b>Total Amount Billed</b>			\$499.01 USD
<b>Total Funds Added</b>			\$0.00 USD

# Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
**Oct 19, 2020, 5:48 PM**

Payment Method  
**PayPal Account sponsor@mckinneycommunityband.com**

**Paid**

**\$75.00 USD**

Transaction ID  
**3175461949231912-6312254**

You're being billed because you reached your \$75.00 billing threshold.

Product Type  
**Facebook**

## Campaigns

**Event: Movies & More Free Family Virtual Fall Concert**

**\$75.00**

From Oct 18, 2020, 12:00 AM to Oct 19, 2020, 5:48 PM

Event: Movies & More Free Family Virtual Fall Concert

7,914 Impressions

\$75.00

# Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
**Oct 21, 2020, 8:31 AM**

Payment Method  
**PayPal Account sponsor@mckinneycommunityband.com**

**Paid**

**\$75.00 USD**

Transaction ID  
**3275459175898856-6319523**

You're being billed because you reached your \$75.00 billing threshold.

Product Type  
**Facebook**

## Campaigns

**Event: Movies & More Free Family Virtual Fall Concert**

**\$75.00**

From Oct 19, 2020, 12:00 AM to Oct 21, 2020, 8:30 AM

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Event: Movies & More Free Family Virtual Fall Concert	8,359 Impressions	\$75.00
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# Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
**Oct 22, 2020, 5:53 PM**

Payment Method  
**PayPal Account sponsor@mckinneycommunityband.com**

**Paid**

**\$75.00 USD**

Transaction ID  
**3300760336702081-6326169**

You're being billed because you reached your \$75.00 billing threshold.

Product Type  
**Facebook**

## Campaigns

**Event: Movies & More Free Family Virtual Fall Concert**

**\$75.00**

From Oct 20, 2020, 12:00 AM to Oct 22, 2020, 5:53 PM

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Event: Movies & More Free Family Virtual Fall Concert	5,819 Impressions	\$75.00
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# Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
**Oct 27, 2020, 1:49 AM**

Payment Method  
**PayPal Account sponsor@mckinneycommunityband.com**

Transaction ID  
**3311595092285272-6346317**

Product Type  
**Facebook**

**Paid**

**\$75.00 USD**

Ad spend since Oct 22, 2020.

## Campaigns

**Event: Movies & More Free Family Virtual Fall Concert**

**\$75.00**

From Oct 22, 2020, 12:00 AM to Oct 24, 2020, 11:59 PM

Event: Movies & More Free Family Virtual Fall Concert

6,138 Impressions

\$75.00

# Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
**Nov 2, 2020, 11:52 AM**

Payment Method  
**PayPal Account sponsor@mckinneycommunityband.com**

**Paid**

## \$100.00 USD

Transaction ID  
**3238306539614127-6381334**

You're being billed because you reached your \$100.00 billing threshold.

Product Type  
**Facebook**

### Campaigns

<b>Event: Movies &amp; More Free Family Virtual Fall Concert</b>		<b>\$99.01</b>
From Oct 29, 2020, 12:00 AM to Nov 2, 2020, 11:52 AM		
-----		
Event: Movies & More Free Family Virtual Fall Concert	7,901 Impressions	\$99.01
-----		
<b>Event: Red, White &amp; The Blues II</b>		<b>\$0.99</b>
From Oct 29, 2020, 12:00 AM to Nov 2, 2020, 11:52 AM		
-----		
Event: Red, White & The Blues II	114 Impressions	\$0.99
-----		



Receipt for McKinneyCommunityBand

Account ID: 828704894190547



Invoice/Payment Date  
Nov 27, 2020, 12:00 AM

Payment Method  
PayPal Account sponsor@mckinneycommunityband.com

Transaction ID  
3334328746678566-6505006

Product Type  
Facebook

Paid

\$99.01 USD

Ad spend since Nov 2, 2020.

Campaigns

Event: Red, White & The Blues II \$99.01  
From Nov 2, 2020, 12:00 AM to Nov 14, 2020, 11:59 PM

Event: Red, White & The Blues II	13,683 Impressions	\$99.01
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# JG Media/Community Impact Newspaper

3600 E. Palm Valley Blvd. Box #3  
Round Rock, TX 78665  
communityimpact.com



## Invoice #148375

### Sales representative:

Miranda Barhydt  
Account Executive II  
mbarhydt@communityimpact.com  
(866) 989-6808

### Bill to:

McKinney Community Band  
Beth Shumate  
2402 Lakeview Circle,  
McKinney, TX 75070

PAID

Date	Invoice #	Customer #	Sales Rep
11/4/2020	148375	43944	Miranda Barhydt

Pub.	Issue	Year	Ad Size	Amount
MCK Website - November 2020	November	2020	Banner	\$75.00
Total Invoiced				\$75.00

### Existing Payments

Order	Payment Type	Payment Date	Amount
55259 MCK Website - November 2020	Master Card	12/1/2020	\$75.00
Total Paid			\$75.00
Total Due			\$0.00

Thank you for your business.  
For billing questions, please contact your sales representative.

### Outstanding Invoices

1-30 days	31-60 days	61-90 days	91-120 days
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

Date	Email	Question 1: How did you hear about this McKinney Community Band concert?	Question 2: Were you able to locate information and links about our concert easily based on the advertising?	Question 3: Where do you reside?	Question 4: Are you 55 years old or older?	Question 5: Are there children in your household under the age of 18?	Question 6: Have you attended a McKinney Community Band event before this one?	Question 7: Please feel free to share additional comments (optional).	Question 8: Please fill out the line below so we can contact you by email if you are a prize winner.
10/18/2020 5:26	Unknown	Word of mouth	Yes	Plano, Texas	No	No	Yes,		Not Given
10/19/2020 1:42	edandrubschwarz@att.net	The band website and weekly internal emails--- thanks for keeping me wired in---Oh that I could still be making the music with you. Ed Schwarz	Yes	McKinney, Texas	Yes	No	Yes,	Looking forward to this and to every MCB concert! Thanks for the extra effort required to provide your concerts during trying COVID TIMES!	edandrubschwarz@att.net
10/24/2020 23:55	Unknown	Word of mouth	Yes	Houston, TX	Yes	No	Yes,	Always enjoy the band. Enjoyed the virtual instrument petting zoo - it was informative.	
10/24/2020 23:56	Unknown	Email from the band	Yes	Port Washington, Wisconsin	No	Yes	Yes,	So miss this wonderful band and everyone in it!	
10/25/2020 0:17	ny06fl@yahoo.com	Facebook	No	Denton	Yes	Yes	No, this is my first one!		ny06fl@yahoo.com
10/25/2020 1:01	mbo1883@yahoo.com	Email from the band	Yes	McKinney, Texas	No	No	Yes,		mbo1883@yahoo.com
10/25/2020 1:10	cmrightmire@gmail.com	Email from the band	Yes	Plano, Texas	Yes	No	Yes,		
10/26/2020 19:54	therachdach@gmail.com	Email from the band	Yes	McKinney, Texas	No	No	Yes,		
10/27/2020 22:54	iracarol@gmail.com	One of the band members wife told us about the concerts.	Yes	McKinney, Texas	Yes	No	Yes,	We always enjoy this band. The repertoire is wonderful. The conductor is great and the musicians are outstanding.	iracarol@gmail.com
10/31/2020 23:08	b.hughes1978@gmail.com	Word of mouth	Yes	Irving	No	No	No, this is my first one!		b.hughes1978@gmail.com