



20-0062

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Odysseus Youth Orchestra (PC #20-01) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2020 Spring Concert Series and Production of a Promotional Video.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The Odysseus Chamber Orchestra is requesting \$7,500 for the advertising, marketing and promotion of the Spring Concert Series and the production of a promotional video.
- The Youth Orchestra provides three concerts a season; the professional orchestra provides audiences with five to six concerts per season.
- Dates for the Spring Series are February 23, April 4 and May 2.
- Performances draw attendees from across DFW. Goal is to grow the audience and the number of season concerts.

BACKGROUND INFORMATION:

- Formed in Denton in 2012, the Odysseus Chamber Orchestra moved to McKinney in 2014 and is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.
- The organization produces high quality professional concerts and places importance on outreach and education programs that include summer music intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, The Mentorship Program, The Side-By-Side Program and The Annual Concerts Tour.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants \$75,000.
- Odysseus is a first-time applicant for a Promotional grant from MCDC.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)