



20-0528

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts (PC #20-17) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of Nine (9) Performances for the 2020-2021 Season.

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: June 25, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Ovation Performance Academy is requesting \$15,000 for the advertising, marketing and promotion of nine performances in the 2020-2021 season.
- The shows will include Yellow Boat (10/2-4); Carrie (1/28-30-21); 13 (4/30-5/2/20); Frozen Jr. (12/4-6/2020); Descendants Jr. (5/21-23/21); Toxic Avenger (10/23-25/20, 10/30-11/1/20); American Idiot (3/19-21, 3/26-28/21); Be More Chill (4/23-25/20, 4/30-5/2/20); Deferred Action/White Noise (TBD)
- Ticket prices are \$10-20 depending upon venue.

BACKGROUND INFORMATION:

- Ovation Academy is a unique School of Performing arts with onsite training in the disciplines of Dance, Acting, Musical Theatre and Theatrical Production & Design as well as the business of being a professional artist and the life-skills needed to succeed in the industry.
- Ovation believes in a “whole-istic” approach to learning and guiding young artists through their journey into the professional world. - training students to be highly technical artists with a sense of community.
- Ovation Academy offers a Conservatory Academy for students grades 6-12, a Homeschool Programs for students in grades K-1 and After-Hours Community Outreach programs for ages 3 to adult.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle II Promotional and Community Event grants \$75,000.
- Ovation Academy was awarded a Promotional and Community Event Grant in the amount of \$4,000 in FY 20 Cycle I

SUPPORTING MATERIALS:

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