

CITY OF MCKINNEY, TEXAS



Legislation Details (With Text)

File #: 20-0073 **Name:** 20-12 Ovation Academy
Type: Agenda Item **Status:** Approved
In control: McKinney Community Development Corporation
On agenda: 1/23/2020 **Final action:** 1/23/2020
Title: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts (PC #20-12) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of Five Shows in Spring 2020.
Indexes:
Attachments: 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
1/23/2020	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts (PC #20-12) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of Five Shows in Spring 2020.

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:

- Ovation Performance Academy is requesting \$7,500 for the advertising, marketing and promotion of five shows in Spring 2020.
- The shows will include A Midsummer Night's Dream in Mitchell Park (5/15-17); Into the Woods the Musical at Church Street Auditorium (4/3-5), The Crucible at MPAC, Annie at Ovation Academy (2/28-3/1) and A Chorus line at Church Street Auditorium (6/18-20).
- Ticket prices are \$12-\$20. A Midsummer Night's Dream will be free.

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 I Promotional and Community Event grants \$75,000.
- Ovation Academy is a first-time applicant for a Promotional grant from MCDC.