

CITY OF McKINNEY, TEXAS

Legislation Text

File #: 20-0524, **Version:** 1

Consider/Discuss Promotional and Community Event Grant Application Submitted by Odysseus Chamber Orchestra (PC #20-13) in the Amount of \$12,000 for the Advertising, Marketing and Promotion of the 2020-2021 Concert Series to Include Five (5) Performances.

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:

- The Odysseus Chamber Orchestra is requesting \$12,000 for the advertising, marketing and promotion of the 2020-2021 Concert Series to include a minimum of five performances.
- Dates for the Series are September 5, 2020; October 25, 2020; December 4, 2020; February 6, 2021 and March 13, 2021.
- 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 II Promotional and Community Event grants \$75,000.
- MCDC awarded a Promotional and Community Event grant to Odysseus totaling \$4,000 in FY 20 Cycle I.