



McKinney Philharmonic Orchestra
2024–2025 Grant Report
Submitted to the McKinney Community Development Corporation

The 2024–2025 season marks the McKinney Philharmonic Orchestra’s (MPO) 11th year of service to the City of McKinney. This season, we completed a full slate of 7 subscription concerts, 2 chamber music performances, and 2 free recital concerts. Additionally, our annual educational tour reached 13 schools across the DFW region, including several McKinney ISD campuses.

The artistic quality of the MPO continues to rise, with many praising the orchestra’s best performances to date. Due to ongoing challenges securing consistent access to the McKinney ISD auditorium—including scheduling conflicts and late notifications about venue availability—we transitioned most of our concerts to Trinity Presbyterian Church on Virginia Parkway. This venue has proven to be an excellent alternative. Its acoustics have been praised by both patrons and musicians, parking is convenient, and numerous dining options are available within a two-mile radius.

Attendance and ticket revenue presented mixed results this season. While we achieved record-breaking attendance last year, this season saw a modest decline. Although concert attendance remained respectable, not every event met our budget projections. This shortfall can be attributed to optimistic estimates based on previous years’ upward trends. Despite this, we remain on track to end the season with a financial surplus, thanks to a sound fiscal strategy and a diversified income portfolio.

Notable Data and Observations

- **Season ticket sales** increased from 647 in 2023–2024 to 787 this season.
- **Individual concert attendance** saw a slight decline. 4893 in 2023-2024 to 4321 in 2024-2025.
- **Chamber music concerts** with \$10 admission performed well and exceeded budget expectations.
- **Free recital concerts**, while achieving respectable attendance, drew smaller audiences than the ticketed chamber performances.



Assessment

Our core audience base has grown in dedication and engagement. However, we have not seen a proportional increase in new individual concertgoers. We suspect that unfamiliar programming may have played a role. For instance, while we believed the Texas Western Swing concert would appeal broadly to Texas residents, attendance fell short of expectations.

Smaller ensemble recitals—featuring no more than two performers—also drew limited attendance, even when offered free of charge.

Conclusion

We've found that:

- Smaller-scale works and ensembles typically attract smaller audiences.
- Free admission does not necessarily equate to higher turnout when programming features less familiar formats.

Solutions and Future Plans

To address these challenges, next season's programming will feature more familiar and accessible works for general audiences. We also plan to introduce Pops concerts, including movie music and popular hits from the 1970s and 1980s, to broaden our appeal and encourage greater attendance.



2024–2025 Concerts Held in McKinney

Concert 1 – McKinney Boyd High School

October 5, 2024

POPS Concert Series I: *Western Swing with the Dave Alexander Band*

Admission: Adult \$25 / Senior & Student \$20

Concert 2 – Trinity Presbyterian Church

November 9, 2024

Classical Series I

Overture

Strauss: Horn Concerto

Brahms: Symphony No. 2

Admission: Adult \$20 / Senior & Student \$15

Concert 3 – Trinity Presbyterian Church

December 7, 2024

All-Star Christmas

Admission: Adult \$25 / Senior & Student \$20

Concert 4 – Trinity Presbyterian Church

March 1, 2025

Charlie Parker with Strings

Admission: Adult \$25 / Senior & Student \$20

Concert 5 – Trinity Presbyterian Church

April 5, 2025

Schubert: *Mass in G*

Mendelssohn: *Double Concerto for Piano and Violin*

With the Dallas Philharmonic Choir

Admission: Adult \$20 / Senior & Student \$15



Concert 6 – Trinity Presbyterian Church

May 3, 2025

Classical Series III – “*Birds*”

Chamber Orchestra (35 players)

Respighi: *The Birds*

Sibelius: *The Swan of Tuonela*

Ravel: *Mother Goose Suite – Prelude & Dance*

Haydn: Symphony No. 83 (*La Poule*)

Admission: Adult \$20 / Senior & Student \$15

Concert 7 – McKinney High School Auditorium

May 25, 2025 (*Upcoming*)

Side-by-side concert with the Greater North Texas Youth Orchestra

Strauss: *Death and Transfiguration*

Admission: Adult \$20 / Senior & Student \$15

(Note: Expenses for this concert are incurred by the Greater North Texas Youth Orchestra and will be included in their final report.)

Additional Concerts

Chamber Music Series (\$10 Admission, held at Trinity Presbyterian Church):

- November 23: MPO Woodwind Quintet
- February 8: MPO String Quartet

Free Recital Series (Free Admission):

- October 26: Yulia Petkevich & Daria Kiseleva Recital
- April 25: Austin Crumrine & Kristy Yang Recital



BILLBOARD IMAGES



**McKINNEY
PHILHARMONIC
ORCHESTRA**
Jason Lim, Artistic Director & Conductor

SOCIAL MEDIA AD IMAGES



ALEXANDER

Dave

McKinney Philharmonic
McKinney, Texas
October 5, 2024

Tickets: www.mckinneyphilharmonic.org

New CD Now Available on iTunes



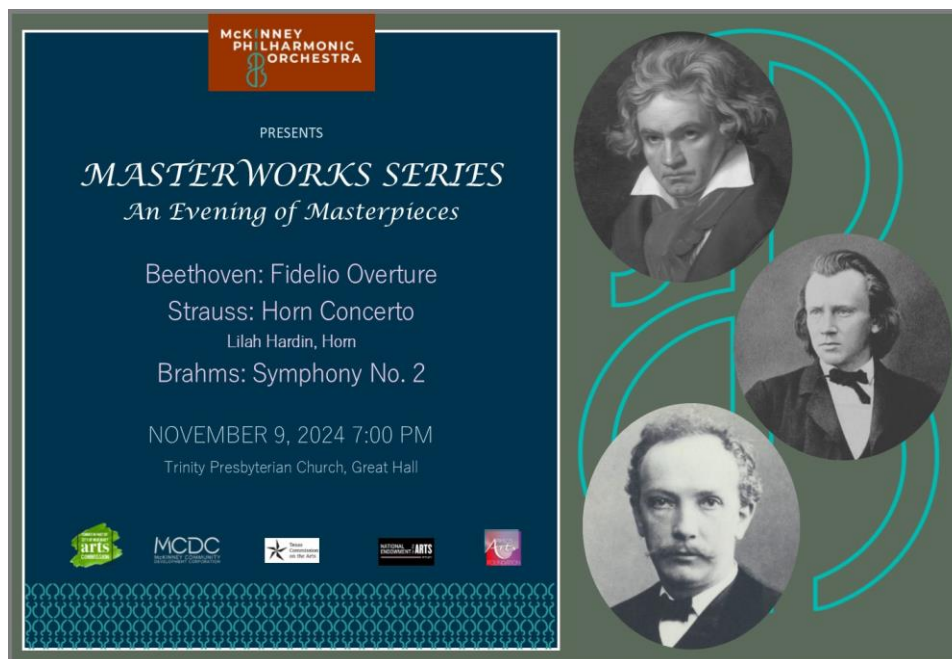
MCDC
McKinney Community Development Corporation

H-E-B
Helping Here

**CITY OF MCKINNEY
ARTS
COMMISSION**

**Texas
Commission
on the Arts**
Supporting the Creative Spirit

Dave Alexander
*From The Saddle To
Symphony Hall*
Symphonic Western Swing




**MCKINNEY
PHILHARMONIC
ORCHESTRA**

PRESENTS

MASTERWORKS SERIES
An Evening of Masterpieces

Beethoven: Fidelio Overture
Strauss: Horn Concerto
Lilah Hardin, Horn
Brahms: Symphony No. 2

NOVEMBER 9, 2024 7:00 PM
Trinity Presbyterian Church, Great Hall



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Supporting the Creative Spirit

ARTS

MCKINNEY PHILHARMONIC ORCHESTRA

Jason Lim, Artistic Director & Conductor



The poster for the 7th All Star Christmas Concert features a green background with a gold border. On the right side, there are four black and white photographs of the performers: a woman singing into a microphone, a man sitting, a woman with long hair, and a man playing a trumpet. The text is centered on the left side.

**MCKINNEY
PHILHARMONIC
ORCHESTRA**

PRESENTS

7th All Star Christmas Concert

Join us for a McKinney Christmas tradition with
Tatiana Ladymay Mayfield, Maylee Thomas,
Trenton Hull and Rob Parton.

Trinity Presbyterian Church

DECEMBER 7, 2024 7:00 PM

H-E-B Helping Here **arts** **Arts** **McK** **MCDC** McKinney Community Development Corporation



The poster for the Tribute to Charlie Parker concert features a background image of a man playing a saxophone. The text is centered in a white box with a blue border. The logos at the bottom are arranged in a row.

**MCKINNEY
PHILHARMONIC
ORCHESTRA**

PRESENTS

Tribute to Charlie Parker "Charlie Parker and Strings"

Featuring
Ben Bohorquez
and the Ben Bohorquez Quartet

MARCH 1, 2025
7:00 PM
Trinity Presbyterian Church, McKinney

arts **MCDC** McKinney Community Development Corporation **Texas** Commission on the Arts **NATIONAL** ENDOWMENT **ARTS** **Arts**

McKINNEY PHILHARMONIC ORCHESTRA

Jason Lim, Artistic Director & Conductor



McKINNEY
PHILHARMONIC
ORCHESTRA

PRESENTS

MASTERWORKS SERIES

Featuring

Dallas Philharmonic Choir
Yulia Petkevich and Daria Kiseleva
Eliza Escalante, Francisco Bedoy and Tres Hunter

Schubert: Mass in G Major
Mendelssohn: Double Concerto for Piano and Violin

APRIL 5, 2025 7:00 PM
Trinity Presbyterian Church, McKinney

Logos at the bottom: Arts Commission, MCDC McKinney Community Development Corporation, Texas Commission on the Arts, National Endowment for the Arts, and a logo for a local arts organization.



McKINNEY
PHILHARMONIC
ORCHESTRA

PRESENTS

ECHOES of AVIARY

Ravel: Mother Goose Suite
Respighi: The Birds
Sibelius: Swan of Tuonela
Kristin Perry, English Horn
Haydn: Symphony No. 83 "La Poule"

MAY 3, 2025 7:00 PM
Trinity Presbyterian Church, McKinney

Logos at the bottom: Arts Commission, MCDC McKinney Community Development Corporation, Texas Commission on the Arts, National Endowment for the Arts, and a logo for a local arts organization.

MCKINNEY PHILHARMONIC ORCHESTRA

Jason Lim, Artistic Director & Conductor



MCKINNEY
PHILHARMONIC
ORCHESTRA

Echoes of Aviary

May 3, 2025
7:00 PM
Trinity Presbyterian Church, McKinney

Ravel: Mother Goose Suite
Respighi: The Birds
Sibelius: Swan of Tuonela
Haydn: Symphony No. 83 "La Poulx"

For tickets:
www.mckinneyphilharmonic.org







Kristin Perry, English Horn







MCKINNEY
PHILHARMONIC
ORCHESTRA



Echoes of Aviary

Images by A Audish, KD Hafley, D LaGrave,
A Royer, M Whitten, R Wrenwood

May 3, 2025. Trinity Presbyterian Church, McKinney .
7:00 PM.
For tickets:
www.mckinneyphilharmonic.org



MCKINNEY PHILHARMONIC ORCHESTRA

Jason Lim, Artistic Director & Conductor



MCKINNEY
PHILHARMONIC
ORCHESTRA

PRESENTS

TRANSFIGURATION

SIDE-BY-SIDE WITH
THE GREATER NORTH TEXAS YOUTH ORCHESTRA

Strauss: Death and Transfiguration
Wagner: Prelude to Lohengrin

MAY 25, 2025 6:00 PM

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MCKINNEY COUNTY DISTRICT CLERK

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MCKINNEY
PHILHARMONIC
ORCHESTRA

PRESENTS

CHAMBER MUSIC SERIES CONCERTS

With the
Odysseus Chamber Players
of the McKinney Philharmonic Orchestra

FEBRUARY 8, 2025. 6:30 PM

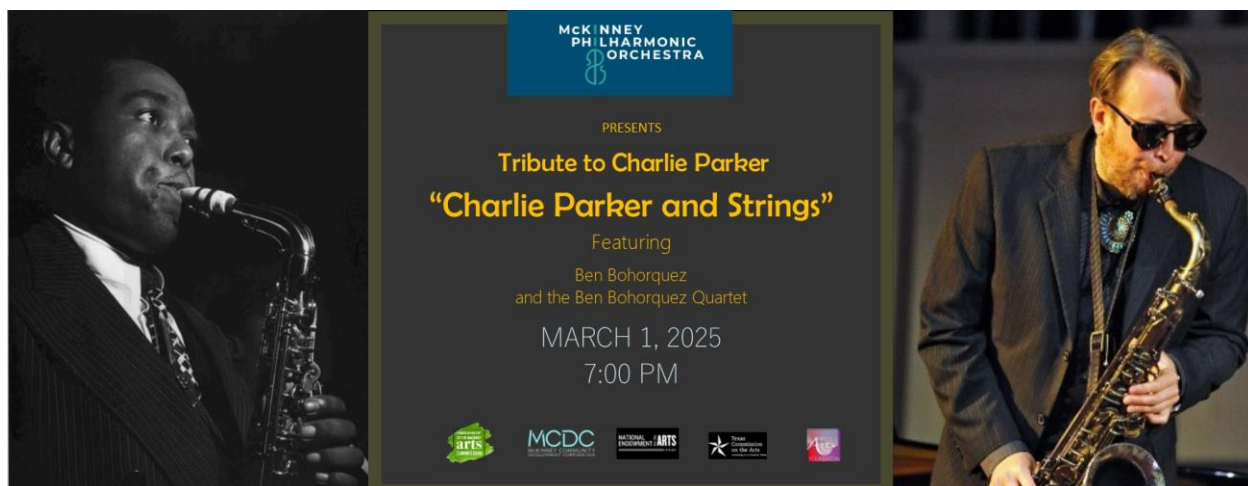
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MCKINNEY
PHILHARMONIC
ORCHESTRA

PRESENTS

Tribute to Charlie Parker "Charlie Parker and Strings"

Featuring
Ben Bohorquez
and the Ben Bohorquez Quartet

MARCH 1, 2025
7:00 PM

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