

# Promotional and Community Event Grant Application

## Step 1

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### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**
- **If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online [Letter of Inquiry](#).**

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### Organization Information

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Name McKinney Repertory Theatre

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Federal Tax ID Number 33-1042926

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Incorporation Date 1/21/2003

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Mailing Address 111 N. Tennessee St.

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City McKinney

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State TX

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Zip Code 75069

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Phone Number 4693891369

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Email Address [executivedirector@mckinneyrep.org](mailto:executivedirector@mckinneyrep.org)

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Website [mckinneyrep.org](http://mckinneyrep.org)

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Facebook <https://www.facebook.com/mckinneyrepertorytheatre/>

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Instagram <https://www.instagram.com/mckinneyrepertorytheatre/?hl=en>

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Twitter <https://twitter.com/mckinneyrep>

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LinkedIn <https://www.linkedin.com/company/mckinney-repertory-theatre/>

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Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

McKinney Repertory Theatre's main mission is to build community through live theatre. We do this by presenting live theater productions and complimentary programming for the cultural education, entertainment, and inspiration of our community. MRT is open to everyone in the community (no matter the level of experience) to volunteer and participate in our theatrical productions.

MRT was formed in 2003 and was the first to perform in the McKinney Performing Arts Center when it was renovated in 2006, performing "To Kill A Mockingbird" in conjunction with Read Across McKinney. Since then, MRT has become the official community theatre of McKinney and is a resident arts group at the McKinney Performing Arts Center. Starting with the 22-23 Season, we have had record-breaking audiences attending our shows and the 23-24 Season is continuing to break records with each show. This past season's production of "A Christmas Carol" had 2,023 people attend and broke our record for most-attended show ever.

We produce a five (5) show season on the main stage of McKinney Performing Arts Center each year. The shows are read, researched, and presented to the board of directors by our play selection committee. This year, the board approved three shows to be included in our upcoming season and the final two shows (options were vetted by the play selection committee and Board) were voted on by our members. Our 24-25 season will include "The Game's Afoot: A Sherlock Holmes Mystery" by Ken Ludwig, our annual production of "A Christmas Carol" adapted by Dr. Andrew Harris, "12 Angry Jurors" adapted by Sherman L. Sergel, based on the tv movie by Reginald Rose, "Deliver Us From Mama" by Jones, Hope, & Wooten, and Neil Simon's "Barefoot in the Park".

MRT will also partner with Chestnut Square Heritage Village on a Murder Mystery dinner theatre fundraiser in the fall of 2024. We have partnered with Chestnut Square on successful Murder Mystery dinner theater collaborations since April 2022.

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This past season, MRT was able to offer a free student ticket program for our literary classic theatrical production, "The Diary of Anne Frank", which was sponsored by H.E.B. We hope to be able to do that again this upcoming season with "12 Angry Jurors". We also produced complimentary programming for "The Diary of Anne Frank" that included a conversation with Vince Pankoke - the FBI Agent who recently had a book written about his cold case investigation into who possibly betrayed the Franks. This captivating program was co-hosted by Chestnut Square Heritage Village. We also hosted a free post-show conversation featuring "The Diary of Anne Frank's" director, Nathan Autrey, and Rabbi Michael Kushnick of Congregation Anshai-Torah on the realities of the Holocaust and how art can build empathy and help us have difficult conversations. We also partnered with a patron to offer a free tickets for teachers program for our spring show, "Catch Me If You Can", as our thank you to our local teachers for their hard work this past year. We have also created special educational programs for other shows such as "Murder on the Orient Express", where we hosted a panel discussion with McKinney's Chief of Police, Joe Ellenburg, and McKinney Public Librarian, Alayna Herod, discussing Poirot's detective methods and what is accurate to real police detective work in real life and the importance of reading murder mysteries.

In addition to our special programs, we volunteer to help other community organizations, a selection of which are: McKinney Public Library's programs such as Wild West Day, I Spy Scavenger hunt benefitting Meals on Wheels of Collin County, and donating performances of "A Christmas Carol" to the Collin County Juvenile Detention Center.

We are a 98% volunteer community theatre with a part-time executive director (Davina Gazo Stampfel) who works 6-8 hours a week on marketing, grants, outreach, and organizational needs. MRT is overseen by the board of directors taking into consideration the needs and preferences of the theatre's membership and the needs of our community. Our board of directors includes:

Dale G. Gutt President  
Kent Phillips Vice President  
Michele Crabtree Treasurer

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Brad Crabtree Secretary  
Christie Connell Marketing Director  
Teri Williams Member at Large  
Kelly Baxter Member at Large  
Teresa Miller Member at Large

We have between 350 – 400 volunteers who volunteer their time in a variety of capacities including directing, acting, stage management and technical crew, props, costuming, lighting and sound design, marketing/advertising, ushering, and running concessions. We pay very small stipends (\$100 - \$450) to our Producers, Directors, and Set Designers to help with some of the costs they incur when volunteering for us in these demanding roles.

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Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
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IRS Determination Letter	<a href="#">MRT 501-3c IRS Document.pdf</a>
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Noteworthy recognitions or awards in the last two years.	We are McKinney's Official Community Theatre, a Chamber of Commerce member, member of Main Street McKinney, and the resident theatre company at McKinney Performing Arts Center. We are also the winner of the 2022 Best of McKinney Award in the category of Theater. We are also rated "Best in Class" by City Lifestyle magazine for the past two years.
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### **Representative & Contact Information**

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Representative Completing Application:

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Name	Davina Anne Gazo Stampfel
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Title	Executive Director
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Mailing Address	111 N. Tennessee St.
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City	McKinney
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State	Texas
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Zip Code	75069
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Phone Number	4693891369
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Email Address	<a href="mailto:executivedirector@mckinneyrep.org">executivedirector@mckinneyrep.org</a>
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Contact for Communications Between MCDC and Organization:

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Name	Davina Anne Gazo Stampfel
Title	Executive Director
Mailing Address	111 N. Tennessee St.
City	McKinney
State	Texas
Zip Code	75069
Phone Number	646-236-4496
Email Address	<a href="mailto:executivedirector@mckinneyrep.org">executivedirector@mckinneyrep.org</a>

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**Project Information**

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Funding - Total Amount Requested	14,265.00
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	Yes
Provide name of City of McKinney entity funding source and amount.	McKinney Arts Council - We will be requesting \$20,000 from the McKinney Arts Commission, the maximum amount of funding based on our annual budget for next season of \$100k+
Have you received or will funding be requested from other organizations / foundations for this event(s)?	Yes

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Provide name of organization / foundation funding source and amount. We will be requesting \$20,000 from the McKinney Arts Commission, the maximum amount of funding based on our annual budget for next season of \$100k+

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Has a request for funding for this Promotional / Community Event been submitted to MCDL in the past five years? Yes

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Please list. Requested promotional funding for 22-23 Season & 23-24 Season

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Board of Directors Dale G. Gutt President  
Kent Phillips Vice President  
Michele Crabtree Treasurer  
Brad Crabtree Secretary  
Christie Connell Marketing Director  
Teri Williams Member at Large  
Kelly Baxter Member at Large  
Teresa Miller Member at Large

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Leadership Staff Davina Gazo Stampfel - Executive Director

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Board of Directors Attachment *Field not completed.*

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Leadership Staff Attachment *Field not completed.*

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### **Promotional / Community Event Information**

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Information provided for promotional / community event for which you are seeking funding.

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Date(s) of Event McKinney Repertory Theatre (MRT) is requesting marketing and promotional funds for the five (5) shows in our 2024 - 2025 season (our 21st season). The 2024-2025 season will be the following shows: The Game's Afoot: A Sherlock Holmes Mystery - October 4-5 & 11-12, 2024 Charles Dickens' A Christmas Carol - November 29-30 & December 13-14, 2024 12 Angry Jurors - February 28-March 1 & March 7-8, 2025 Deliver us from Mama - May 2-3 & 9-10, 2025 Barefoot in the Park - August 1-2, 8-9, & 15-16, 2025

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Ticket Prices	The cost of general tickets for all of our shows (except for A Christmas Carol) are \$24.50 for adults, \$21 for seniors age 55+ and \$19 for children/students (age 4-18). Tickets for A Christmas Carol are \$14.50 for adults with discounted tickets available for seniors and children.
Describe the target attendee for the event(s)?	Our target audience is adults and families who enjoy the arts and live entertainment. Our main audience for our season is adults 30-70 who are affluent and have money to spend on entertainment. With the help of the grant, over 56% of our audience this past season has been from areas outside of McKinney proving that this grant does help us bring in visitors from other areas who are spending money and contributing to our economy. We even had 16 people from out of state (coming from OK, CA, LA, IL, AZ, MO, KY, TN, VA, NJ, & MD) come to see "A Christmas Carol" while visiting family during the holidays. We have four (4) audience members who consistently drive to come to see shows from Oklahoma and spend the weekend in McKinney.
Is this the first time for this event?	No
If not, what is the history for the event (beginning in what year and how often is event held)?	We produce five (5) shows a year and have done so since 2007. Every year we produce different shows except for our annual production of " A Christmas Carol" which we have done since 2006.
How will the event showcase McKinney for tourism and / or business development?	Our shows attract attendees to historic downtown McKinney and bring business to its shops and restaurants as many theatergoers come to the historic downtown early to shop, enjoy a glass of wine, and have dinner before the show. Community theater is a proven catalyst for economic development, community engagement, and social enrichment. The US Bureau of Economic Analysis showed that 3.2 percent of US GDP (around \$504 billion USD) is attributable to arts and culture (compared with the entire travel and tourism industry which accounts for 2.8 percent of GDP). According to an NEA study done by the University of Texas at Arlington, there is a strong association between communities with strong artistic and performing arts presences and rising local wages, median incomes, and a positive effect on property values, employment, and income. In short, when community theatres like MRT are supported, creativity flourishes, academics

improve, tourism flourishes, the local economy is boosted and new residents are attracted.

MRT shows bring theatre-goers to historic downtown from the surrounding areas with tickets being purchased from Allen, Fairview, Prosper, Anna, Melissa, Frisco, Plano, & Dallas. This past season over 56% of our audience has been from surrounding areas and have heard about our shows through ads that we have been able to place due to receiving the grant. Many of our audience members go to dinner or lunch, before or after our shows and return to downtown McKinney to take advantage of the special offers from our advertisers in our season show programs. Many of our advertisers (such as Mitzi's Sonoma, Mary's Mountain Cookies, & Cocktail Creamery) have told us that they see the coupons from our program ads more than any other medium that they advertise in.

Expected attendance	Our goal is to have 175 attendees per show time with an average of 1,050 per show run. We anticipate to have 2,100 people in attendance for "A Christmas Carol" this year.
Expected number or percentage of attendees coming from outside McKinney	56%
Location(s) of event(s)	McKinney Performing Arts Center
Does the event support a non-profit (other than applicant)?	No
What percentage of revenue will be donated(indicate net or gross)?	None. We are a nonprofit organization.
Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>McKinney Repertory Theatre (MRT) is requesting marketing and promotional funds for the five (5) shows in our 2024 - 2025 season (our 21st season). The 2024-2025 season will be the following shows:</p> <p>The Game's Afoot: A Sherlock Holmes Mystery - October 4-5</p>



&11-12, 2024

Charles Dickens' A Christmas Carol - November 29-30 &  
December 13-14, 2024

12 Angry Jurors - February 28-March 1 & March 7-8, 2025

Deliver us from Mama - May 2-3 & 9-10, 2025

Barefoot in the Park - August 1-2, 8-9, & 15-16, 2025

All our shows will run for two consecutive weekends except "A Christmas Carol" and "Barefoot in the Park". Our annual production of "A Christmas Carol" runs the same weekend as the McKinney Home for the Holidays festival on the weekend following Thanksgiving and are special one-hour performances designed to fit before the tree lighting and other popular holiday events. It will also have performances held on December 13-14th. Our final show of the season will run for three (3) weekends through the last weekend of July and first two weekends of August 2025.

All our shows are presented on the main stage of the McKinney Performing Arts Center and are open to the public to purchase tickets. The cost of general tickets for all of our shows (except for A Christmas Carol) are \$24.50 for adults, \$21 for seniors age 55+ and \$19 for children/students (age 4-18). Tickets for A Christmas Carol are \$14.50 for adults with discounted tickets available for seniors and children.

For each show, we hold auditions 8 weeks before the show opens and hold rehearsals 3-4 times a week in the McKinney Performing Arts Center.

Since receiving the initial grant for our 22-23 Season, our average ticket sales per show have increased by 222% (not including A Christmas Carol which has increased 39% since 2021-22) over the past two years. For our 23-24 Season, we are currently averaging 174 tickets per show up from 125 tickets per show in 22-23. For A Christmas Carol, our best-attended show every year, we averaged 224 tickets per show this year versus 214 in 22-23. For reference, our season before receiving the grant (2021-2022), we averaged 54 ticket sales/attendees per show (not including "A Christmas Carol" which had an average of 161 tickets/attendees per show). Because of the MCDC grant allowing us to advertise our 23-24 Season, we have increased our per-show ticket sales by 28% from last season (and A Christmas Carol by 4.5%) in our 23-24

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Season. It has allowed us to bring in more theatre-goers from the surrounding areas with tickets being purchased from Allen, Fairview, Prosper, Frisco, Plano, & Dallas.

With the MCDC funds that we were awarded last year, we were able to continue our previous advertising and continue to expand our advertising presence by advertising in Community Impact (print and digital), Allen/Fairview City Lifestyle magazine & McKinney/Prosper City Lifestyle magazine, expand our social media advertising, test out advertising in Star Local Media print and digital, Collin Denton Spotligher digital, and Texas Jewish Post print.

For our 2024-25 Season, we aim to continue growing our audience by 20% and attract more theatergoers from Richardson, Sherman, Princeton, Greenville, Prosper, and Dallas to come to McKinney for a night out.

We are also continuing to focus on growing our name recognition with current and new McKinney residents who may not know that we exist (especially outside of the historic district) and are continuing to target communities such as Fairview, Sherman, Anna, Melissa, Frisco, Plano, and Allen to visit McKinney to see theatrical entertainment.

With our continued success, we hope to look for a better space to build sets, do fittings, and store our costumes, props, and set pieces in. Currently, we are working out of a non-airconditioned storage space that does not have bathrooms or running water. It is our goal for the 24-25 Season to find a better space that we can customize to make it easier for our volunteers to work in and still be convenient to MPAC. If our success continues, we are also hoping to be able to bring on another part time role that will help us with technical production at MPAC and can train/help our volunteers with set designs, set building, lighting, and sound. All of these additions, will add to the production value of our shows and improve the experience for our volunteers and audience members.

We also hope to add a partnership with another community organization next year and produce a fundraising event that will mutually benefit both parties.

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## **Specific Marketing Plans and Budget**

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Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).

For our season and each show, we plan on doing a marketing mix of some print and digital that we have seen success with last season, as well as test out new digital mediums. First of all, we will be promoting all of our shows and season on our MRT website, newsletter, and social channels (facebook, instagram, twitter, next door). Our newsletter goes to 580 inboxes and has a 65% read ratio. The McKinney Performing Arts Center will also include us on their website, newsletter, and social channels.

We will be using the grant to print posters that will go up in area businesses in downtown and other parts of McKinney and create vinyl yard signs to put up in front of MPAC. These have been successful in the past with scans of the QR codes. We will also be utilizing Community Impact print and digital as these have been successful last year also. We will be continuing to do Collin Denton Spotlighter digital banner ads and ads on Facebook/Instagram along with post boosts as these are very successful for us. We will be trying out Community Impact Newsletter banners and digital advertising with EVVNT & Next Door for all shows also.

For select shows like "A Christmas Carol" & "Deliver Us From Mama" we will be trying out Local Profile digital. For our season ticket advertisements, we will utilize all of the marketing avenues mentioned above (aside from Local Profile) and also create a season brochure, postcards for events like SERVE & LINKS, and a season ticket flyer to put in "The Games Afoot" show program (this has garnered us a boost of extra season tickets in the past ranging from 5 to 13 extra season tickets sold). We would also like to test out a direct mailing of a select number of neighborhoods that have a higher average income. Many other theaters have reported success with this and we would love to see if we are also successful utilizing this advertising method.

In addition to these, we will also be sending out press releases to local media for our season and shows, posting them on local calendars such as Visit McKinney, McKinney Chamber, Spectrum Local Calendar, Bubblelife, Star Local, and others. We also partner with Young Actors Guild, Rover Dramawerks (Plano), Sherman Community Players, Allen Contemporary

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Theatre, and Comedy Arena for ad exchanges in each other's show programs or displays.

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Attach marketing plan	<a href="#">MRT 24-25 Season MCDC Marketing Plan+Budget.pdf</a>
Total Promotional Budget	\$14,265.00
What percentage of the total marketing budget does the grant represent?	100%
Marketing lessons learned from past (what worked and what did not).	<p>This year, we will be moving funds to outlets that have proved to work and not be moving forward with methods that did not see great success. We will not be creating postcards for the McKinney Chamber New Resident bags this year as the QR scans for those did not see much success with scans of the QR codes ranging from 4 to 12. We also will not be continuing print ads with Star Local, Fairview/Allen City Lifestyle, or McKinney Prosper City Lifestyle as we did not see the scans we had anticipated from those advertisements. The most scans we saw for any ad in City Lifestyle was 26 scans compared with Community Impact's 61 scans. We only saw one (1) scan from Star Local for "A Christmas Carol" and zero scans for "Clue" which was very disappointing. We will not continue our ad in the McKinney Historic Calendar as that did not result in QR scans either. This year, we also tested advertising in the Texas Jewish Post for our production of "The Diary of Anne Frank" with the special post-show talkback and did not see favorable results with it either and will not continue with them.</p> <p>Facebook/Instagram social, Community Impact print and digital, posters, the digital kiosks in downtown and digital with Collin-Denton Spotlighter all did well for us this past season and we are excited to test out the other digital avenues to see how they do.</p>
How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	<p>We will measure success by ticket sales, QR code scans, increase in Facebook and Instagram followers, and by reach and link clicks on social ads. This year, we will also add website hits as an indicator.</p> <p>We were very successful again this year, beating our ticket sales last season by 28%. This year's production of "A</p>

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Christmas Carol" was the best attended ever, beating our 2008 record with 2,023 people purchasing tickets. We have not received data for our May show yet and we are about to hold auditions for our summer show.

We would also like to grow our Instagram and Facebook following at an average of 10% for our 2024-2025 Season. We currently have 1,958 followers up from 1,478 Facebook followers last year. We also have 430 followers on Instagram up from 378 from this time last year. In addition, we would like to continue to grow our MRT membership and season ticket holders by 10% next year.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Please see the emailed pdf document including these.

Additional details related to marketing efforts.

*Field not completed.*

Budget

[MRT Prelim Season Budget 2024-2025 05.23.24.xlsx.xlsx](#)

What percentage of Project / Promotional / Community Event funding will be provided by the applicant?

80%

Are matching funds available?

No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue

2500

Registration Fees

87185

Donations

8000

Other (raffle, auction, etc.)

2500

Net Revenue

140,935

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Ticket sales will be the main metric to evaluate success.

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#### Financial Goals of Promotional / Community Event

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Gross Revenue	140,935
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Projected Expenses	135,971
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Net Revenue	3,975
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Other Funding Sources

We are soliciting sponsors such as Independent Financial for a \$5k season sponsorship on May 29th and HEB in August for a \$5k free student ticket sponsorship. We will also be requesting \$20k from the McKinney Arts Commission this July. We have secured lower-level sponsorships from The Body Shop of \$1k and Susan Beers Realty Group of \$1,500. We will also be hosting a fundraising gala on 9/10/2024.

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#### Financial Status of Applying Organization

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- Provide an overview of the organization's financial status including the projected impact of the event(s) on the organization's mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why and attach a copy of the 990 filed with the IRS.

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Budget

[MRT Prelim Season Budget 2024-2025 05.23.24.xlsx\\_1.xlsx](#)

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Financial Statements

[MCDC Financials.xlsx](#)

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W9

[MRT W-9 Form.pdf](#)

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IRS Determination Letter (if applicable) [MRT 501-3c IRS Document\\_2.pdf](#)

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990 Filed with IRS (if applicable) [MRT 2022 File990N.pdf](#)

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## **Presentation to MCDC Board of Directors**

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Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the [Grants page](#) of this website. Presentations will be limited to five (5) minutes followed by time for Board questions. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

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## **Acknowledgements**

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If funding is approved by the MCDC board of directors, applicant will assure:

- An application is considered complete when it is submitted on time and when it contains all information in this application.
  - The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
  - All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
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- The organization’s officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Dale G Gutt
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Date	5/27/2024
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Representative Completing Application	Davina Gazo Stampfel
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Date	5/27/2024
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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
  - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
  - *Final payment of funding awarded will be made upon receipt of final report.*
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- Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.
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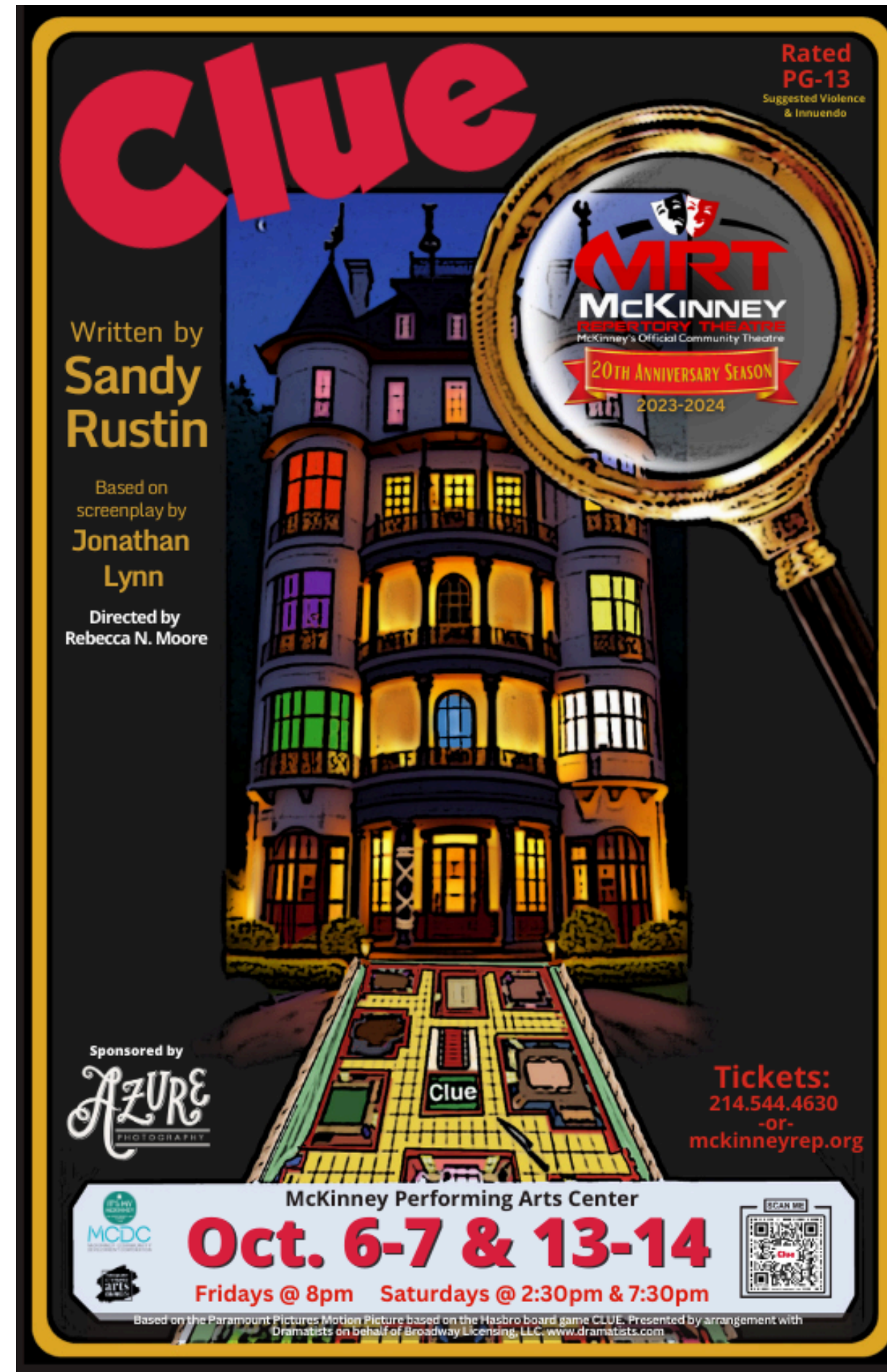


2023-2024 Season

A Selection of  
Sample Ads

# Clue

October 6-7 & 13-14, 2023



## Poster & Vinyl Signage

As part of our 20th Anniversary celebration, we partnered with Kim Guthrie to design all our posters for this hallmark season. This was her first poster for our first show of the season.

The poster and yard signs received 108 scans.

# Clue

October 6-7 & 13-14, 2023



*Announcing...*

**McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre

**20TH ANNIVERSARY SEASON**  
2023-2024

Season sponsored by  
**AZURE PHOTOGRAPHY**

**A Christmas Carol**  
Nov 24-25, Dec 8-9  
2023

**Clue ON STAGE**  
Oct 6-7, 13-14  
2023

**The Diary of Anne Frank**  
March 1-2, 8-9  
2024

**Steel Magnolias**  
May 3-4, 10-11  
2024

**Forever PLAIN**  
A Heavenly Musical Hit  
July 26-27, Aug 2-3, 9-10  
2024

**\*ALL SHOW RIGHTS PENDING**

**SEASON TICKETS ON SALE NOW!**

- Call 214.544.4630
- [www.mckinneyrep.org](http://www.mckinneyrep.org)
- Scan code for show days & times



**Clue**

Written by  
**Sandy Rustin**

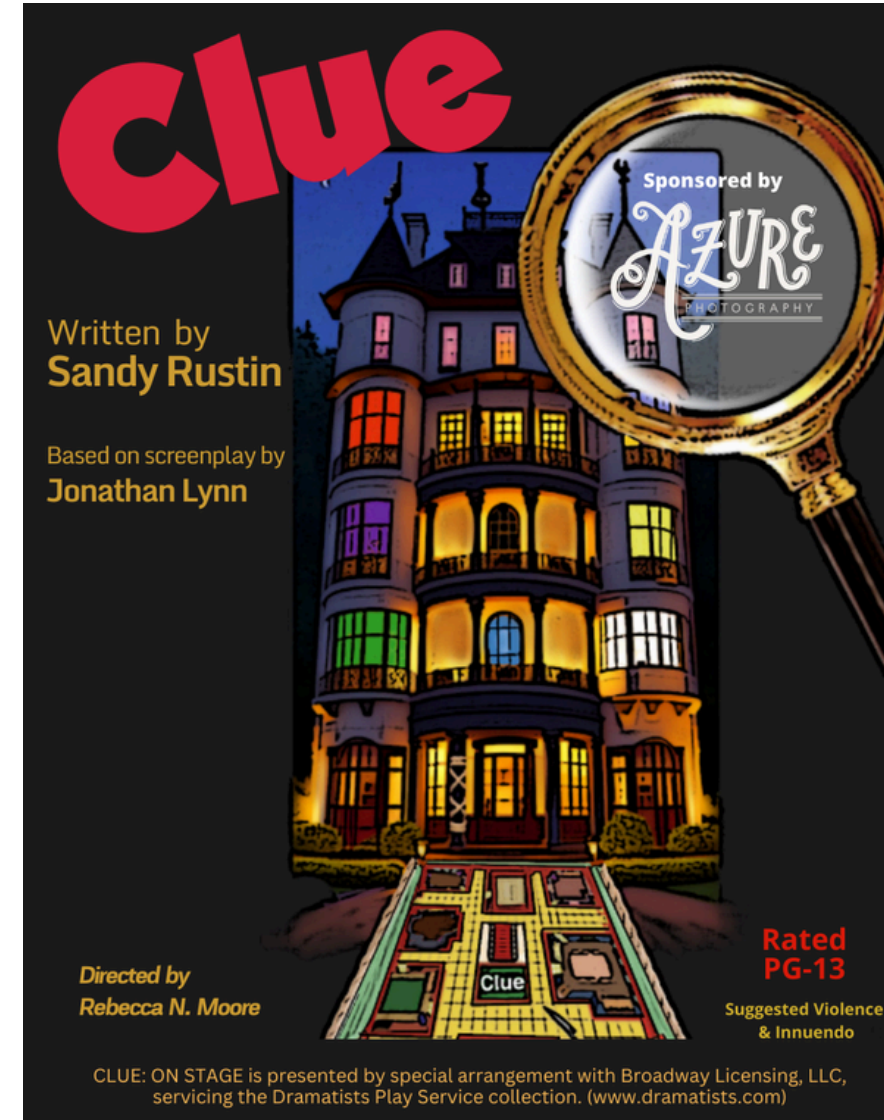
Based on screenplay by  
**Jonathan Lynn**

Sponsored by  
**AZURE PHOTOGRAPHY**

Directed by  
**Rebecca N. Moore**

Rated  
**PG-13**  
Suggested Violence & Innuendo

CLUE: ON STAGE is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. ([www.dramatists.com](http://www.dramatists.com))



Presented by  
**MRT McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre

McKinney Performing Arts Center

**October 6-7 & 13-14**  
2023

Fridays - 8pm  
Saturdays - 2:30 & 7:30pm

Tickets: 214.544.4630  
-or- [mckinneyrep.org](http://mckinneyrep.org)

Scan for show times & tickets



**MCDC** McKINNEY COMMUNITY DEVELOPMENT CORPORATION  
**IT'S MY MCKINNEY**  
**arts COMMISSION**

We created postcards that featured "Clue" on one side and our full season on the other to include in the McKinney Chamber of Commerce New Resident bags.

# Clue

City Lifestyle Ads

October 7-8 & 14-15, 2022



**Clue**

Written by  
**Sandy Rustin**

Based on screenplay by  
**Jonathan Lynn**

Directed by  
**Rebecca N. Moore**

Sponsored by  
**AZURE**  
PHOTOGRAPHY

**Rated PG-13**  
Suggested  
Violence  
& Innuendo

CLUE: ON STAGE is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

Presented by  
**MRT**  
**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

McKinney Performing Arts Center

**October**  
**6-7 & 13-14**  
2023

Fridays - 8pm  
Saturdays - 2:30pm & 7:30pm

Tickets: 214.544.4630  
-or- mckinneyrep.org

MCDC  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

IT'S MY  
McKINNEY

FINDED IN PART BY  
CITY OF McKINNEY  
arts  
COMMISSION

McKinney Repertory Theatre Presents  
**MURDER**  
**MYSTERY**  
A CHESTNUT SQUARE STORY  
A Legends of McKinney Exclusive Event  
Friday, October 27th 6 PM Dinner, 7:30 PM Show & Sunday,  
October 29th 2PM Matinee  
www.chestnutsquare.org/ghost-walk/

McKINNEY  
REPERTORY THEATRE  
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

Scan for info!

Season tickets now available  
for our 20th Anniversary Season.

We ran ads in Sept. & Oct. City Lifestyle Allen/Fairview & McKinney/Prosper issues.

# Clue

October 7-8 & 14-15, 2022



**SERVICE**  
500 W. University Dr, Suite 102, McKinney  
**972.542.5586 • TempsOfMcKinney.com**

mark your calendars, folks, because on Sunday, September 24th, we'll be shouting it from the rooftops. The official win-

can catch the starlocalment of celebration lights up our But hold cause the e stop there. have the po ference in th Readers' Ch and Best of l Voting is in as easy as a home page com. Your support yo

**Clue**  
Rated PG-13  
Suggested Violence & Innuendo

Sponsored by  
**AZURE**  
PHOTOGRAPHY

Written by **Sandy Rustin**  
Based on screenplay by **Jonathan Lynn**  
Directed by **Rebecca N. Moore**

CLUE: ON STAGE is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

Presented by  
**MRT**  
**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

McKinney Performing Arts Center

**October 6-7 & 13-14**  
2023  
Fridays - 8pm  
Saturdays - 2:30 & 7:30pm

Tickets: 214.544.4630  
-or- [mckinneyrep.org](http://mckinneyrep.org)

Scan for show times & tickets

**MCDC** McKINNEY COMMUNITY DEVELOPMENT CORPORATION  
**IT'S MY MCKINNEY**  
**arts**

**REZO**  
From PAGE 1/ tals for a mu opment had l residential t forward with forming statu Roeder sp

**OFFI**  
From PAGE 1/ fewer, the zon low for that | Donosky said willing to red

We ran an ad in Star Local's McKinney Courier Gazette on 9/17/2023 and was featured on page 4A.

# Clue

## Meta Ads

October 7-8 & 14-15, 2022

The image shows two screenshots of social media ads. The left screenshot is a Facebook ad for McKinney Repertory Theatre (MRT) featuring a photo of the stage production of "Clue". The ad text includes: "Have you heard the news? MRT's production of 'Clue' is a hilarious, laugh-a-minute love letter to fans of the game (and film) and ...See more". Below the photo, it says "Oct. 6-7th & 13-14th" and "Tickets: 214.544.4630 -or mckinneyrep.org". The right screenshot is an Instagram post from the same account, featuring the same photo and text, with a "Book now" button and engagement icons.

This is a Facebook ad for McKinney Repertory Theatre (MRT) for the production of "Clue". The ad text reads: "McKinney Repertory Theatre (MRT) will be presenting Clue at McKinney Performing Arts Center on October 6-7 & 13-14, 2023. Was it Mrs. Peacock in the kitchen with the candlestick? Perhaps it was Mr. Green in the billiard room with the wrench? Watch all of your favorite Clue characters come to life on stage in this hilarious farce-meets-murder mystery. Based on the popular board game and adapted from the 1985 Paramount cult classic film, Clue will keep audiences guessing to the very end. Tickets are \$24.50 for adults, \$21 for Seniors 55+, and \$19 for students ages 13+ Rated PG-13 for suggested violence and innuendo. NOTICE: This show contains gunshot sounds and flashing lights."

This is a promotional graphic for the "Clue" 20th Anniversary Season. It features the title "Clue" in large red letters, a magnifying glass over a "Clue" board game box, and the McKinney Repertory Theatre logo. The text includes: "Presented by MCKINNEY REPERTORY THEATRE McKinney's Official Community Theatre", "20TH ANNIVERSARY SEASON", "October 6-7 & 13-14", "Fridays - 8pm", "Saturdays - 2:30pm & 7:30pm", "McKinney Performing Arts Center", and "Tickets: 214.544.4630 -or- mckinneyrep.org".

This is a Facebook ad for McKinney Repertory Theatre (MRT) for the production of "Clue". The ad text reads: "Was it Mrs. Peacock in the kitchen with the candlestick? Perhaps it was Mr. Green in the billiard room with the wrench? Watch all of your favorite 'Clue' characters come to life on stage in this hilarious farce-meets-murder mystery. Based on the popular board game and adapted from the 1985 Paramount cult classic film, 'Clue' will keep audiences guessing to the very end. Join MRT as we present 'Clue' at McKinney Performing Arts Center on October 6-7 & 13-14, 2023. Tickets are \$24.50 for adults, \$21 for Seniors 55+, and \$19 for students ages 13+ Rated PG-13 for suggested violence and innuendo. NOTICE: This show contains gunshot sounds and flashing lights."

This is a promotional graphic for the "Clue" 20th Anniversary Season, identical to the one in the previous block. It features the title "Clue" in large red letters, a magnifying glass over a "Clue" board game box, and the McKinney Repertory Theatre logo. The text includes: "Presented by MCKINNEY REPERTORY THEATRE McKinney's Official Community Theatre", "20TH ANNIVERSARY SEASON", "October 6-7 & 13-14", "Fridays - 8pm", "Saturdays - 2:30pm & 7:30pm", "McKinney Performing Arts Center", and "Tickets: 214.544.4630 -or- mckinneyrep.org".

We ran event ads on Meta and had 423 link clicks, a reach of 22.8k, and 45.4k impressions. And post boots which garnered 73 link clicks, a reach of 3,377, and 4,653 impressions.

# A Christmas Carol



Nov 24-56,  
Dec 8-9  
2023



## Poster & Vinyl Signage

Our 2nd poster designed by Kim Guthrie.

Unfortunately, we could not get a QR code on our poster, but we could add it to the yard signs of which we got 19 scans.



# A Christmas Carol



Nov 24-56,  
Dec 8-9  
2023

arts  
commission

Rated  
PG

**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

CHARLES DICKENS' CLASSIC  
Adapted by Dr. Andrew Harris

IT'S MY  
McKINNEY  
MCDCC  
McKINNEY COMMUNITY  
DEVELOPMENT CENTER

*A Christmas Carol*

McKinney Performing Arts Center

Nov. 24-25,  
Dec. 8-9

With special thanks to

Little Guys Movers

SCAN ME

Tickets: 214.544.4630  
-or- mckinneyrep.org

Sponsored by  
**AZURE**  
PHOTOGRAPHY

Star Local Digital & Print Ad

Rated  
PG

Charles Dickens' Classic  
Adapted by Dr. Andrew Harris

*A Christmas Carol*

Presented by  
**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

One-hour Show!

McKinney Performing  
Arts Center

**Nov. 24 - 25th  
& Dec. 8 - 9th**

Tickets: 214.544.4630  
-or- mckinneyrep.org

McKinney Performing Arts Center

Nov. 24-25,  
Dec. 8-9

With special thanks to

Little Guys Movers

SCAN ME

Tickets: 214.544.4630  
-or- mckinneyrep.org

Sponsored by  
**AZURE**  
PHOTOGRAPHY

We did both print (left) and digital (top) ads with Star Local Media for "A Christmas Carol".

# A Christmas Carol



Nov 24-26,  
Dec 8-9  
2023

## Meta Ads

We ran event ads on Meta and had 182 link clicks, a reach of 7.8k, and 14.39k impressions.  
And video post boots which garnered 232 link clicks, a reach of 3.8k and 7.79k impressions.

Mckinney Repertory Theatre Sponsored

Mckinney Repertory Theatre (MRT) is proud to present our annual one-hour performance of "A Christmas Carol" (story by Charles ...See more

Presented by  
**McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre  
**20TH ANNIVERSARY SEASON**  
One-hour Show!  
McKinney Performing Arts Center  
**Dec. 8th - 7:30pm**  
**Dec. 9th - 11am, 1:30pm & 4:30pm**  
Tickets: 214.544.4630 -or- mckinneyrep.org

tickets.mckinneyperforminga...  
**MRT's "A Christmas Carol"** [Get Tickets](#)

Theresa Strange Johnston ... 8 shares

Like Comment Share

Instagram

mckinneyrepertorytheatre Sponsored

Presented by  
**McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre  
**20TH ANNIVERSARY SEASON**  
One-hour Show!  
McKinney Performing Arts Center  
**Dec. 8th - 7:30pm**  
**Dec. 9th - 11am, 1:30pm & 4:30pm**  
Tickets: 214.544.4630 -or- mckinneyrep.org

Buy tickets

mckinneyrepertorytheatre McKinney Repertory Theatre (MRT) is proud to present our annual one-hour ... more

Instagram Stories

mckinneyrepertorytheatre Sponsored

Presented by  
**McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre  
**20TH ANNIVERSARY SEASON**  
One-hour Show!  
McKinney Performing Arts Center  
**Dec. 8th - 7:30pm**  
**Dec. 9th - 11am, 1:30pm & 4:30pm**  
Tickets: 214.544.4630 -or- mckinneyrep.org

Buy tickets

Mckinney Repertory Theatre Sponsored

Presented by  
**McKINNEY REPERTORY THEATRE**  
McKinney's Official Community Theatre  
**20TH ANNIVERSARY SEASON**  
One-hour Show!  
McKinney Performing Arts Center  
**Dec. 8th - 7:30pm**  
**Dec. 9th - 11am, 1:30pm & 4:30pm**  
Tickets: 214.544.4630 -or- mckinneyrep.org

Buy tickets

# A Christmas Carol



Nov 24-56,  
Dec 8-9  
2023

Community Impact Ads

A horizontal banner ad for 'A Christmas Carol'. On the left, it features logos for MCDC and McKinney Repertory Theatre, along with a '20th Anniversary Season' ribbon. The text reads 'McKinney Repertory Theatre presents CHARLES DICKENS' CLASSIC Adapted by Dr. Andrew Harris'. The title 'A Christmas Carol' is written in a green cursive font, with 'Rated PG' below it. On the right, there is an illustration of a man in a top hat and a child sitting by a window at night. Further right, the text says 'McKinney Performing Arts Center One-hour Show! Nov. 24-25 & Dec. 8-9 Tickets: 214.544.4630 -or- mckinneyrep.org'. Logos for Azure Theatre and Little Guys Movers are in the bottom right corner.

A vertical ad for 'A Christmas Carol'. The top left corner has 'Rated PG' and 'CHARLES DICKENS' CLASSIC Adapted by Dr. Andrew Harris'. The title 'A Christmas Carol' is in a large green cursive font. Below the title is an illustration of a man in a top hat and a child sitting by a window at night. The text in the center reads 'Presented by McKinney REPERTORY THEATRE McKinney's Official Community Theatre 20TH ANNIVERSARY SEASON One-hour Show! McKinney Performing Arts Center Nov. 24 - 25th & Dec. 8 - 9th Tickets: 214.544.4630 -or- mckinneyrep.org'. Logos for Azure Theatre, Little Guys Movers, MCDC, and McKinney Repertory Theatre are at the bottom.

Another vertical ad for 'A Christmas Carol'. The top left corner has 'Rated PG' and 'CHARLES DICKENS' CLASSIC Adapted by Dr. Andrew Harris'. The title 'A Christmas Carol' is in a large green cursive font. Below the title is an illustration of a man in a top hat and a child sitting by a window at night. The text in the center reads 'Presented by McKinney REPERTORY THEATRE McKinney's Official Community Theatre 20TH ANNIVERSARY SEASON One-hour Show! McKinney Performing Arts Center Nov. 24 - 25 & Dec. 8 - 9 Tickets: 214.544.4630 -or- mckinneyrep.org'. Logos for Azure Theatre, Little Guys Movers, MCDC, and McKinney Repertory Theatre are at the bottom.

We placed digital ads with Community Impact for the month of November. We had 23,138 impressions with the ads.

# A Christmas Carol



Nov 24-56,  
Dec 8-9  
2023

Rated PG

CHARLES DICKENS' CLASSIC  
Adapted by Dr. Andrew Harris

## A Christmas Carol

Sponsored by  
**AZURE**  
PHOTOGRAPHY

With special thanks to  
**Little Guys MOVERS**

Presented by  
**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

**20TH ANNIVERSARY SEASON**

**One-hour Show!**

McKinney Performing  
Arts Center

**Nov. 24-25  
& Dec. 8-9  
2023**

Tickets:  
214.544.4630 -or-  
mckinneyrep.org

IT'S MY  
McKINNEY  
COMMUNITY  
MCDC  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

McKINNEY  
CITY OF McKINNEY  
arts  
COMMISSION

Collin Denton Spotlighter Digital Ad

We began to test digital ads with Collin Denton Spotlighter digital.

# The Diary of Anne Frank

Mar. 1-2 & 3-4, 2024

**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

RATED  
PG-13  
CONTENT

20TH ANNIVERSARY SEASON

presents

# The Diary of Anne Frank

A Play by  
**FRANCES GOODRICH & ALBERT HACKETT**  
Based upon "Anne Frank: The Diary of a Young Girl"  
Newly Adapted by  
**WENDY KESSELMAN**  
Directed by Nathan Autrey Produced by Kelly Baxter

Sponsored by

**AZURE**  
PHOTOGRAPHY

**H-E-B**  
Helping Here

Special thanks to

**Little Guys**  
MOVERS

**MCDC**  
McKinney Community Development Center

**arts**

**McKinney Performing Arts Center**  
**March 1-2 and 8-9, 2024**

**FOR TICKETS**  
SCAN QR CODE OR CALL 214.544.4630  
For FREE STUDENT TICKETS use code: **761DAYS**  
Free student ticket program is sponsored by H-E-B.

THE DIARY OF ANNE FRANK (KESSELMAN) is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

Poster, Yard Sign & Kiosk

Our 3rd poster designed by Kim Guthrie which had 83 scans.

# The Diary of Anne Frank

Mar. 1-2 & 3-4, 2024



## The Diary of Anne Frank

A Play by  
**FRANCES GOODRICH & ALBERT HACKETT**

Based upon "Anne Frank: The Diary of a Young Girl"  
Newly Adapted by  
**WENDY KESSELMAN**

Directed by Nathan Autrey Produced by Kelly Baxter



Sponsored by  Special thanks to 

Presented by



McKinney's Official Community Theatre

### McKinney Performing Arts Center March 1-2 and 8-9, 2024

**TICKETS:**  
Scan QR, call 214.544.4630  
or visit: [mckinneyrep.org](http://mckinneyrep.org)



## McKINNEY REPERTORY THEATRE

McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON

### For FREE STUDENT TICKETS

use code:  
**761DAYS**

Free student ticket program is sponsored by HEB.



HelpingHere.

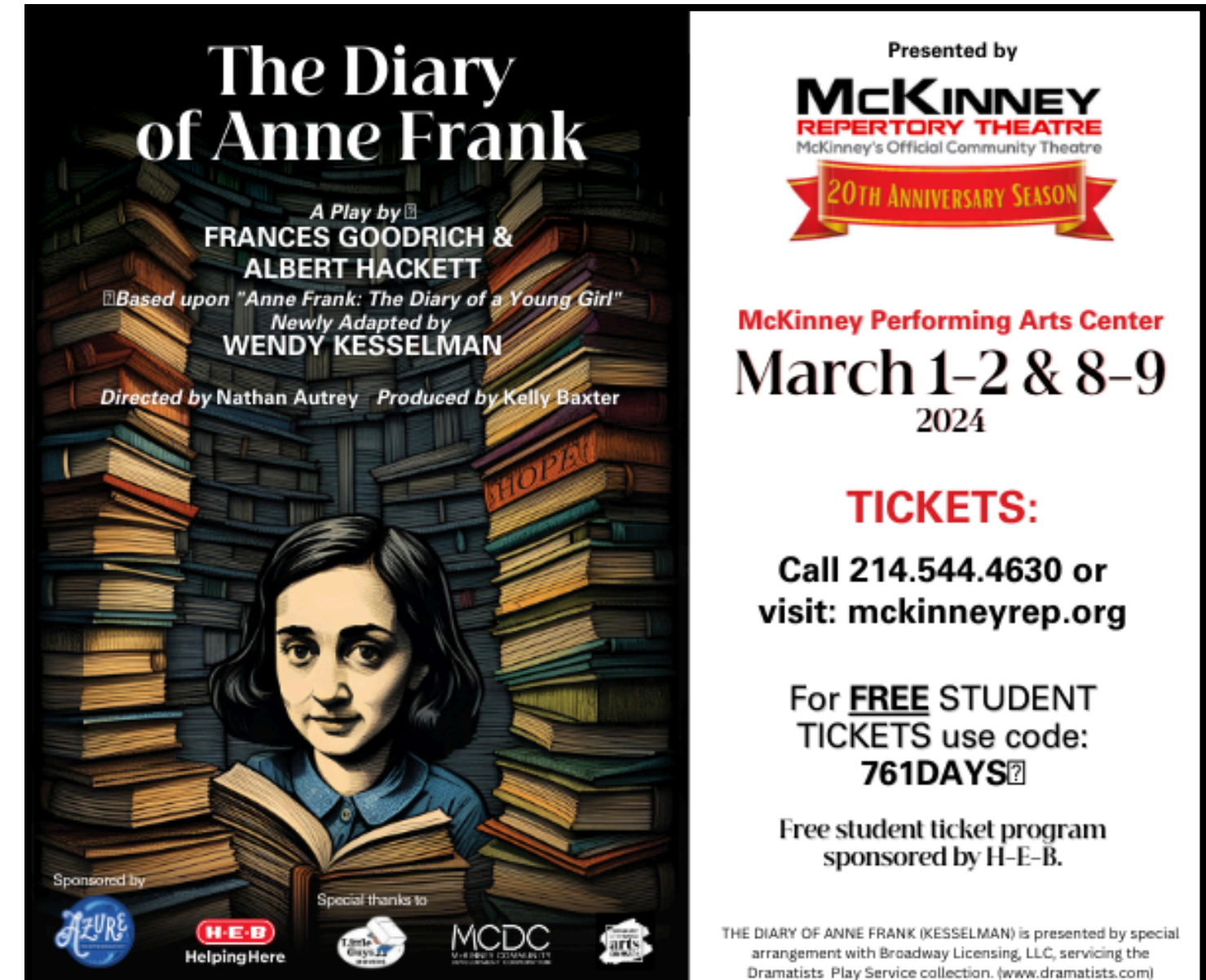
# The Diary of Anne Frank

Mar. 1-2 & 3-4, 2024

Community Impact Print & Digital



We placed print and digital ads with Community Impact for the month of February. We had 61 scans of the print ad and 20,852 impressions with the digital ads.



# The Diary of Anne Frank

Mar. 1-2 & 3-4, 2024

**McKINNEY**  
REPERTORY THEATRE  
McKinney's Official Community Theatre

20TH ANNIVERSARY SEASON  
presents

# The Diary of Anne Frank

A Play by  
**FRANCES GOODRICH & ALBERT HACKETT**  
Based upon "Anne Frank: The Diary of a Young Girl"  
Newly Adapted by  
**WENDY KESSELMAN**  
Directed by Nathan Autrey Produced by Kelly Baxter

RATED  
PG-13  
CONTENT

Sponsored by  
**Azure**  
**H-E-B**  
Helping Here  
Special thanks to  
**Little Guys II**  
**MCDC**  
McKinney Community Development Center  
**Arts**

McKinney Performing Arts Center  
March 1-2 and 8-9, 2024

Sunday Matinee with Post-Show Talkback  
March 3, 2024 at 4:30 pm

FOR TICKETS - SCAN QR CODE OR CALL 214.544.4630  
For FREE STUDENT TICKETS use code: **761DAYS**  
Free student ticket program is sponsored by H-E-B.

THE DIARY OF ANNE FRANK (KESSELMAN) is presented by special arrangement with Broadway Licensing, LLC, servicing the Dramatists Play Service collection. (www.dramatists.com)

Texas Jewish Post Ad

We tested putting an ad in the Texas Jewish Post for two weeks.



# The Diary of Anne Frank

## Meta Ads

Mar. 1-2 & 3-4, 2024

Mckinney Repertory Theatre Sponsored

**BIG NEWS: We are adding a Sunday at 4:30pm matinee performance of "The Diary of Anne Frank" to opening weekend! This ...See more**

**The Diary of Anne Frank**  
New Showtime Added:  
Sunday Matinee with Post-Show Talkback  
March 3, 2024 at 4:30 pm

**TICKETS:**  
Call 214.544.4630 or visit: [mckinneyrep.org](http://mckinneyrep.org)

For **FREE STUDENT TICKETS** use code: 761DAYS

Free student ticket program sponsored by H.E.B.

Book now

McKinney Performing Arts Center | Upcoming Events

Daniel Stampf... 9 comments 18 shares

Like Comment Share

Instagram

mckinneyrepertorytheatre Sponsored

**The Diary of Anne Frank**  
New Showtime Added:  
Sunday Matinee with Post-Show Talkback  
March 3, 2024 at 4:30 pm

**TICKETS:**  
Call 214.544.4630 or visit: [mckinneyrep.org](http://mckinneyrep.org)

For **FREE STUDENT TICKETS** use code: 761DAYS

Free student ticket program sponsored by H.E.B.

Book now

mckinneyrepertorytheatre BIG NEWS: We are adding a Sunday at 4:30pm matinee performance of "Th... more

mckinneyrepertorytheatre Sponsored

**The Diary of Anne Frank**  
New Showtime Added:  
Sunday Matinee with Post-Show Talkback  
March 3, 2024 at 4:30 pm

**TICKETS:**  
Call 214.544.4630 or visit: [mckinneyrep.org](http://mckinneyrep.org)

For **FREE STUDENT TICKETS** use code: 761DAYS

Free student ticket program sponsored by H.E.B.

**BIG NEWS: We are adding a Sunday at 4:30pm matinee performan... more**

**BOOK NOW**

Mckinney Repertory Theatre Sponsored

**The Diary of Anne Frank**  
New Showtime Added:  
Sunday Matinee with Post-Show Talkback  
March 3, 2024 at 4:30 pm

**TICKETS:**  
Call 214.544.4630 or visit: [mckinneyrep.org](http://mckinneyrep.org)

For **FREE STUDENT TICKETS** use code: 761DAYS

Free student ticket program sponsored by H.E.B.

**BIG NEWS: We are adding a Sunday at 4:30pm matinee performance of "The Diary of Anne Frank" to opening weekend! This special matinee will include an... More**

**Book now**

We ran post boosts featuring the actress playing Anne and they resulted in 71 link clicks, 3K reach, and 4,500 impressions.

# The Diary of Anne Frank

Mar. 1-2 & 3-4, 2024

## Meta Ads

The image displays four screenshots of social media content related to the McKinney Repertory Theatre's production of 'The Diary of Anne Frank'. The top-left screenshot shows a sponsored Facebook post from McKinney Repertory Theatre with a 'Get Tickets' button. The top-right screenshot shows an Instagram post from mckinneyrepertorytheatre with a 'Book now' button. The bottom-left screenshot is a Facebook ad for 'FREE STUDENT TICKETS' with a 'Book now' button. The bottom-right screenshot is an Instagram ad for 'FREE STUDENT TICKETS' with a 'Book now' button. All posts include promotional text about the production dates (March 1-2 and 8-9, 2024) and ticket information (call 214.544.4630 or visit mckinneyrep.org).

We ran event ads on Meta and had 386 link clicks, a reach of 15k, and 42k impressions and a free student ticket post boots which resulted in 257 link clicks, 9.5K reach, and 15k impressions.

Show Budget 2024-2025

Expenses	Oct 2024		Oct 2024		Nov/Dec 2024		Mar 2025		Apr 2025		May 2025		Jul/Aug 2025		2024-25 Budget	2024-25 Expenses
	Games Afoot		Murd Myst Budget	Murd Myst Expenses	ACC Budget	ACC Expenses	12 Angry Budget		Murd Myst Budget	Murd Myst Expenses	Deliver Us Budget		Barefoot Budget	FP Expenses		
MPAC rental	4,545				4,773		4,545				4,545		6,375		24,782	-
Royalties	780				-		1,200				840		1,170		3,990	-
Scripts	207				-		347				248		184		986	-
Show Programs/Print Material	1,500				2,250		1,625				1,540		2,140		9,055	-
Show Signs	120				115		120				115		120		590	-
Director	400		100		400		400		100		400		400		2,200	-
Director Gas Stipend	50				50		50				50		50		250	-
Stage Manager	200				200		200				200		200		1,000	-
Producer	150				150		150				150		150		750	-
Set Designer	300				200		200				300		300		1,300	-
Master Carpenter	700				350		350				700		700		2,800	-
Scenic Designer	150				150		150				150		150		750	-
Light Designer	300				300		300				300		300		1,500	-
Sound Designer	200				200		200				200		200		1,000	-
Costume Designer	100				200		100				100		100		600	-
Seamstress	100				100		100				100		100		500	-
Prop Master	100				100		100				100		100		500	-
Light Board Operator	120				180		120				120		180		720	-
Sound Board Operator	120				180		120				120		180		720	-
Projector Operator	-				180		-				120		-		300	-
Videographer	50				50		50				50		50		250	-
ASL Interpretation	160				160		160				160		160		800	-
Show Security (Secured Dallas)	945				665		945				945		1,418		4,918	-
Construction materials	2,000				500		650				1,500		1,500		6,150	-
Lighting materials	50				50		50				50		50		250	-
Costumes	350		100		550		350		100		350		350		2,150	-
Hair/Makeup Artist	100				100		100				100		100		500	-
Hair/Makeup Materials	75				75		75				75		75		375	-
Props	200				200		200				200		200		1,000	-
Musicians	-				1,500		-				-		-		1,500	-
Choreographer	-				-		-				-		-		-	-
Fight Choreographer	-				-		-				-		-		-	-
Music Director	-				-		-				-		-		-	-
Special Effects	-		-		300		-				-		-		300	-
Cast/Crew Appreciation	350				500		350				350		350		1,900	-
Load-out (movers)																
Miscellaneous	200				200		200				200		200		1,000	-
<b>Total show expenses</b>	<b>14,622</b>	<b>-</b>	<b>200</b>	<b>-</b>	<b>14,928</b>	<b>-</b>	<b>13,507</b>	<b>-</b>	<b>200</b>	<b>-</b>	<b>14,378</b>	<b>-</b>	<b>17,551</b>	<b>-</b>	<b>75,386</b>	<b>-</b>
Ticket Sales	14,227		1,250		20,163		14,227		1,750		14,227		21,341		87,185	-
Concessions	1,500				-		1,500				1,500		2,250		6,750	-
<b>Total show revenue</b>	<b>15,727</b>	<b>-</b>	<b>1,250</b>	<b>-</b>	<b>20,163</b>	<b>-</b>	<b>15,727</b>	<b>-</b>	<b>1,750</b>	<b>-</b>	<b>15,727</b>	<b>-</b>	<b>23,591</b>	<b>-</b>	<b>93,935</b>	<b>-</b>
<b>Total Show Net Income</b>	<b>1,105</b>	<b>-</b>	<b>1,050</b>	<b>-</b>	<b>5,235</b>	<b>-</b>	<b>2,220</b>	<b>-</b>	<b>1,550</b>	<b>-</b>	<b>1,349</b>	<b>-</b>	<b>6,040</b>	<b>-</b>	<b>18,550</b>	<b>-</b>

Includes \$355 for posters/postcards

	<b>FY 22/23 Actuals</b>	<b>YTD.Apr 23/24</b>	<b>FY 24/25 Budget</b>
<b>INCOME</b>			
<b>Grants</b>	28,976	23,119	34,500
<b>Ticket Sales</b>	86,020	61,830	87,185
<b>Member Dues</b>	1,090	1,893	2,000
<b>Donations</b>	9,885	8,956	8,000
<b>Sponsorships/Program Ads</b>	7,266	810	2,500
<b>Concessions</b>	6,567	4,900	6,750
<b>Misc</b>	751	200	-
<b>Total Income</b>	<b>140,555</b>	<b>101,708</b>	<b>140,935</b>
<b>EXPENSES</b>			
<b>Administrative Salaries &amp; Contracts</b>	10,082	10,740	24,507
<b>Artistic Salaries &amp; Contracts</b>	12,170	9,685	17,940
<b>Facility Costs</b>	14,732	11,162	17,568
<b>Marketing &amp; Promotions</b>	10,035	6,638	14,700
<b>Program Production Costs</b>	44,671	40,446	61,501
<b>Total Expenses</b>	<b>91,690</b>	<b>78,671</b>	<b>136,216</b>
<b>NET INCOME</b>	<b>48,865</b>	<b>23,037</b>	<b>4,719</b>

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248219434  
Feb. 29, 2012 LTR 4168C E0  
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BODC: TE

MCKINNEY REPERTORY THEATRE  
% JAKE CORRELL  
111 N TENNESSE ST STE 305  
MCKINNEY TX 75069-4319

Employer Identification Number: 33-1042926  
Person to Contact: Ms. Benson  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 17, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.