

**..Title**

Consider/Discuss Promotional and Community Event Grant Application Submitted by Young Actors Guild of McKinney (PC 24-24) in the Amount of \$3,000.00 for the Advertising, Marketing and Promotion of 2024-2025 Season Performances.

**..Summary**

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 27, 2024

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Young Actors Guild of McKinney is requesting \$3,000 for the promotion of their 2024-2025 season performances including Trap (October), Pride & Prejudice (February), Romeo and Juliet (April), and Charlotte's Web (July 2024).
- Prices per show are \$15 for general admission and \$12 for youth and seniors over 65.
- Total expected attendance for all shows is 1,500 with about 10% coming from outside McKinney.

**BACKGROUND INFORMATION:**

- The Young Actors Guild of McKinney was established in 2009 as part of McKinney Repertory Theatre to empower children and teens by involving them in all aspects of theatre production.
- Youth gain experience in onstage performances and behind-the-scenes roles including set design, stage direction, and technical operations.

**FINANCIAL SUMMARY:**

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- This is the first time Young Actors Guild of McKinney has applied for a grant from MCDC.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation