

**Print**

**Final Grant Report - Submission #115368**

**Date Submitted: 6/19/2019**

**City of McKinney Arts Commission**

When your Arts-Commission-funded project is complete, please submit this form and the following two items within thirty days after the event or season, depending on the type of event. These items must be submitted electronically.

- 1) A detailed Final Project Report covering all receipts and expenditures for the funded project.
- 2) A narrative report of the project.

Please review carefully before submitting. Final Grant Reports may only be submitted once.

<b>Grantee Name*</b>	<b>Grant Amount*</b>
Plano Symphony Orchestra	6,835

**Email \***  
 info@planosymphony.org

**Event(s)**

<b>Name of Event*</b>	<b>Date &amp; Time of Event*</b>	<b>Location of Event *</b>	<b>More Events?</b>
McKinney Family Symphony Sunday Concert "Movie Royalty"	May 19, 2019 at 3:00 pm	McKinney Performing Arts Center	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Name of Event</b>	<b>Date &amp; Time of Event</b>	<b>Location of Event</b>	<b>More Events?</b>
			<input type="radio"/> Yes <input type="radio"/> No

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			<input type="radio"/> Yes <input type="radio"/> No

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			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event	More Events?
			<input type="radio"/> Yes <input type="radio"/> No

Name of Event	Date & Time of Event	Location of Event

**Total Revenue**

Include grant award funds.

Budget*	Actual*
14,065	13,066

**Total Expenses**

Budget*	Actual*
15,900	13,659

**Total Number in Attendance\***

298

**Number of Performances\***

1

**Total Number of Tickets Sold\***

286

**Number of Tickets Comped\***

12

**Promotion**

Did you include in all promotion, publicity and advertising the following line: "This project is funded in part by the City of McKinney through the City of McKinney Arts Commission."

**Choose One\***

Yes

No

If no, why not?

**Logo**

Did you use the City of McKinney logo on printed material?

**Choose One\***

Yes

No

If no, why not?

**Goals**

How successful was your event in accomplishing the Arts Commission goal, "To create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to McKinney residents and visitors?"

**Choose One\***

Very Successful

Somewhat Successful

Not Successful

**Comments**

After the concert a friend of one of the musicians brought her two kids on stage, ages four and seven. She said that this was their third year in a row coming to the family series. She loved that even her younger child could be entertained for so long and that they could learn about orchestral instruments. She said each year gets better!

**Attach Financial Report\***

2018-2019 Final Project Report.xlsx

**Attach Narrative Summary\***

McKinney 2019 Family Series Report Narrative.docx

**Receipts**

No file chosen

**Additional Attachments**

lobby activities 1.jpg

**Additional Attachments**

Concert 2.jpg

## McKinney Family Series Report Narrative

### The Concert

PSO's popular McKinney Family Symphony Sunday Concert "Movie Royalty" provided families the opportunity to learn about the instruments of an orchestra and experience an interactive, musical performance. This concert was a fun-filled afternoon of family entertainment as well as an exciting educational experience. The featured concert at the McKinney Performing Arts Center (MPAC) showcased the four instrument families – woodwinds, brass, strings, and percussion. Pre-concert activities began at 2:15 pm, followed by a 45-minute concert at 3:00 pm. The date of the concert was May 19, 2019.

"Movie Royalty" featured ensembles that showcased popular songs from such movies as "Beauty and the Beast," "Sleeping Beauty," "Moana," "Star Wars," "The Lion King," and "Aladdin." The PSO partnered with North Texas Performing Arts, who provided actors as our master of ceremonies, and Ballet Ensemble of Texas, who provided dancers to help illustrate the movement in "Sleeping Beauty," among other songs.

Prior to each concert, children were encouraged to experience the Instrument Petting Zoo – a collection of real instruments that children pick up and play. The "Zoo" is a collection of orchestral instruments with cases that have been painted to look like different animals. In addition, children participated in the Craft Station, Be a Conductor Station, and Storyboard and iPod Station, which focused on musical instruments.

A music STEAM patch was also available before the concert. Scouts learned about the physics of sound through science experiments based on musical instruments.

### Ticket Sales

Ticket sales for the McKinney Family Concert were very robust. Historically, ticket sales for Family Series shows are slow a few weeks out from the event, but pick up the week prior to the performance with the bulk of sales occurring as walk-up sales. The ticket sales for the City of McKinney concert followed this trend:

Paid Attendance: 286

Comps: 12

Total Attendance: 298

### Marketing

Marketing for the McKinney Family series was multi-faceted. Highlights of our marketing strategy are as follows:

E-Marketing Campaign impressions – 44,000

Digital Media Campaign Impressions – 41,466

Media Display Ads *The Dallas Morning News* and Star Local Media impressions – 260,000

Magazine Display Ad impressions – 43,000

Total Impressions: 388,466

Additional marketing:

Girl and Boy Scout Patch Program; KERA Art and Seek for Children; School PTAs, Online Calendars, Student Flyers.

The City of McKinney was credited on all promotional materials along with the City of McKinney Arts Commission.

### **Improvements for Next Year**

Next year, the Plano Symphony Orchestra is once again looking at new programming for the McKinney Family Series Concert. The program will once again bring together all four instrument families in one exciting concert. The large ensemble will give small children the feeling of a full orchestral experience.

Additionally, further marketing partnerships and promotions will be pursued in order to grow the reach both in and around the City of McKinney to help support its objectives of bringing people into the City. We will continue to maintain our very high artistic standards and always explore new ways in which to make the concert fun and interactive for children and their families.

**Plano Symphony Orchestra  
2018-2019 Final Project Report**

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	<b>Budget</b>	<b>Actual</b>
<b>Earned Income</b>		
Ticket Sales	2,500	3,138
Total Earned Income	<u>2,500</u>	<u>3,138</u>
<b>Contributed Income</b>		
MAC Grant	6,835	6,835
Other	2,500	1,800
Total Contributed Income	<u>9,335</u>	<u>8,635</u>
<b>Inkind</b>		
Goods and Services	2,000	990
Volunteer Time (on tax return)	230	303
Total Inkind	<u>2,230</u>	<u>1,293</u>
<b>Total All Income</b>	<b>14,065</b>	<b>13,066</b>
<b>Expenses</b>		
Personnel	6,540	6,540
Contracted Services	4,230	2,756
Travel	0	0
Rental	500	477
Advertising & Promotion	2,000	1,813
Other	400	780
<b>Subtotal</b>	<u>13,670</u>	<u>12,367</u>
<b>Inkind</b>		
Volunteer Time	230	303
Donated Goods/Services	2,000	990
<b>Total All Expenses</b>	<b>15,900</b>	<b>13,659</b>
<b>Net Income</b>	<b>(1,835)</b>	<b>(594)</b>