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.

info@planosymphony.org

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

Grantee Name*	Grant Amount*
Plano Symphony Orchestra	6,835
Email *	

Event(s)

Name of Event* McKinney Family Symphony Sunday Concert "Movie Royalty"	Date & Time of Event* May 19, 2019 at 3:00 pm	Location of Event * McKinney Performing Arts Center	More Events?
Name of Event	Date & Time of Event	Location of Event	More Events? ⊘ Yes ⊘ No
Name of Event	Date & Time of Event	Location of Event	More Events? Yes No
Name of Event	Date & Time of Event	Location of Event	More Events? Yes No

010	(Intpos/Williams) toxia	5.0.g	
Name of Event	Date & Time of Event	Location of Event	More Events?
			© Yes
			No No No
Name of Event	Date & Time of Event	Location of Event	More Events?
			No
Name of Event	Date & Time of Event	Location of Event	More Events?
			No No
Name of Event	Date & Time of Event	Location of Event	More Events?
			No
Name of Event	Date & Time of Event	Location of Event	More Events?
			⊚ 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* Number of Performances*

298

1

Total Number of Tickets

Number of Tickets Comped*

Sold* 286

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."



If no, why not?

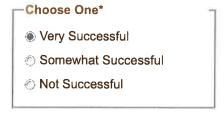
Logo

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



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?



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

Choose File No file chosen

Additional Attachments
Concert 2.jpg

Additional Attachments

lobby activities 1.jpg

4/4

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

	Budget	Actual
Earned Income	Duuget	Actual
Ticket Sales	2,500	3,138
Total Earned Income	2,500	3,138
	,	.,
Contributed Income		
MAC Grant	6,835	6,835
Other	2,500	1,800
Total Contributed Income	9,335	8,635
Inkind		
Goods and Services	2,000	990
Volunteer Time (on tax return)	230	303
Total Inkind	2,230	1,293
Total All Income	14,065	13,066
Expenses		
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
Subtotal	13,670	12,367
Inkind		
Volunteer Time	230	303
Donated Goods/Services	2,000	990
Total All Expenses	15,900	13,659
Net Income	(1,835)	(594)