



2025 Season Final Report

# MCDC Grant

MRT was awarded **\$6,790.00** to use towards marketing and promotion of our two (2) 2025 Season shows.

We ended up using **\$6,756.73** between both productions (20 performances) and our season ticket packages.

## ***IMPACT***

We invested \$3,473.85 to market *National Pastime* and \$3,282.88 to market *A Christmas Carol* resulting in **3,831 attendees (+1.73%)** to our fall and holiday shows as well as coming to downtown McKinney from all over DFW! An average of **57.5%** are coming from surrounding areas (Allen, Fairview, Anna, Melissa, Frisco, Plano, Dallas & even further!). Many patrons dined and shopped in McKinney before or after the show.





# National Pastime

October 3-4, 10-11, & 17-18, 2025

*National Pastime* represented a significant artistic milestone for MRT as the North Texas premiere of a new Broadway-style musical. While attendance did not meet the projected ticket sales goal, the production received MRT's first review from On Stage NTX, expanding the theatre's regional visibility and reputation.

**Ticket sales coming from outside McKinney: 57.5%**

*NTX Premiere  
of New Musical & First  
time to be reviewed  
by On Stage NTX!  
Audience: 730*





# A Christmas Carol

Nov. 21-22, 28-29 & Dec. 12-13, 2025

*A Christmas Carol* achieved record-breaking attendance, surpassing the previous year's total of 2,779 patrons and exceeding the projected goal of 2,915 tickets sold. The production continues to serve as MRT's most impactful event for both audience engagement and downtown economic activity.

**Ticket sales coming from outside McKinney: 61.5%**

*Show Attendance:*  
**3,101**  
*A New Record!*





# Our Main 2025 Goal

## ***INCREASE TICKET SALES***

Our goal was to increase ticket sales on both shows, while we fell short of our goal for *National Pastime*, we did see growth:

- 3,831 total tickets sold for both the Fall & Winter shows **(+1.73% YOY)**
- *A Christmas Carol* set all-time record **(+11.6% YOY)**
- **Exceeded goal for *A Christmas Carol* by 6.3%**





## Other 2025 Goals

**GOAL: Increase Newsletter Subscribers by 20%.**

**We exceeded this goal!**

- Went from 790 subscribers in June 2025 to 1,021 subscribers on January 2, 2026—a 29.2% increase

**GOAL: Increase our Facebook and Instagram followers by 15%.**

- Facebook: from 2,309 (June 2025) to 2,480 (Dec. 2025) followers **(+7.4%)**
- Instagram: from 567 (June 2025) to 678 (Dec. 2025) followers **(+19.6%)**
- We have **over 282 new followers!**



# Grant Budget

Social Media	\$442.70
Print & Digital Media Buys, Newsletters	\$5,063.35
Printed Materials (Postcards, Posters, Signs)	\$580.71
Digital Other (GroundTruth)	\$244.97
Radio	\$445.00
TOTAL	\$6,756.73

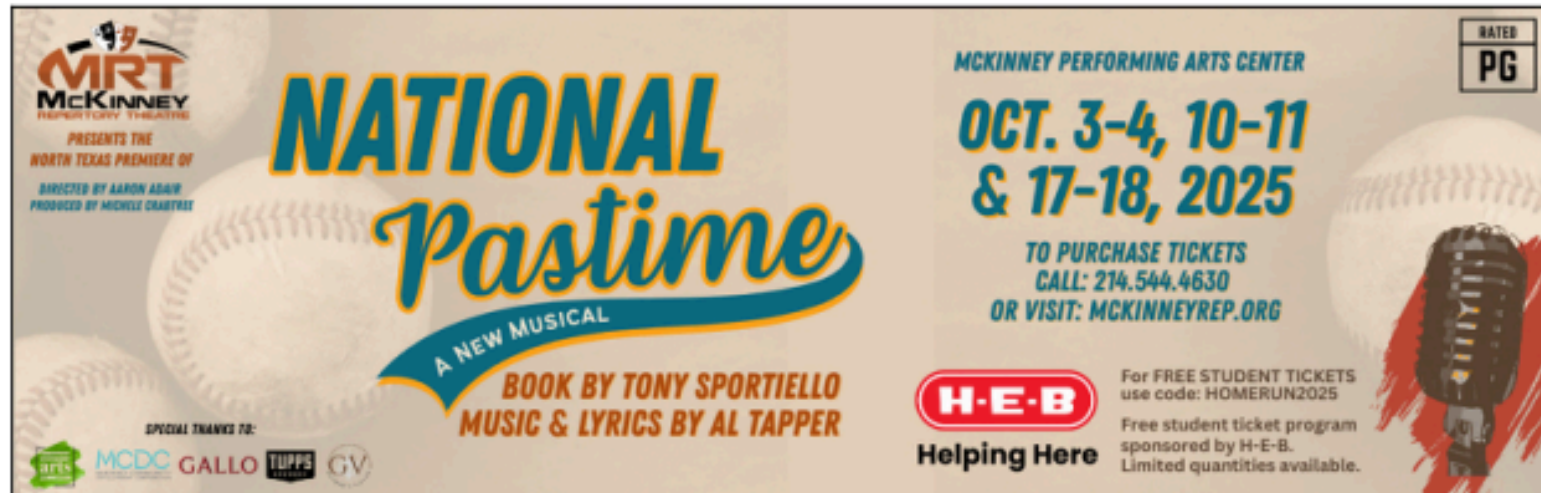




# 2025 Successful Ads

## Community Impact Ads

### NEWSLETTER BANNER ADS



### Community Impact Newspaper Ads

- 77,941 Mailboxes

### Community Impact Newsletter Banner: October 6-10, 2025

- 10,835 Subscribers
- 38,155 Impressions

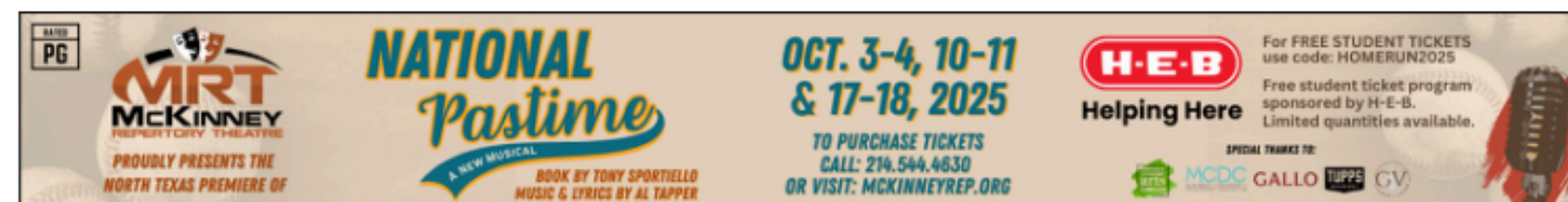
### Community Impact Web Ads:

- 313,6733 Impressions
- 797 Hovers

### NEWSPAPER ADS



### CI WEB ADS





# 2025 Successful Ads

## Community Impact Ads

### NEWSLETTER BANNER ADS



### Community Impact Newspaper Ads

- 78,841 Mailboxes

### Community Impact Newsletter Banner: Nov. 17 - 21, 2025

- 11,271 Subscribers
- 39,880 Impressions

### Community Impact Web Ads:

- 162,124 Impressions
- 453 Hovers

### NEWSPAPER ADS




### CI WEB ADS






# 24-25 Season Successful Ads


## Meta Ads



Mckinney Repertory Theatre  
Sponsored




presents  
Charles Dickens' Classic  
Adapted by Dr. Andrew Harris



Directed by  
Jennifer Lee

Produced by  
Dale G. Gutt



RATED  
PG  
CONTENT  
Ghosts &  
Thematic  
Elements





A  
CHRISTMAS  
CAROL

Nov. 21-22, 28-29  
& Dec. 12-13, 2025

McKinney Performing  
Arts Center

TO PURCHASE TICKETS  
CALL: 214.544.4630  
OR VISIT: MCKINNEYREP.ORG

SPECIAL THANKS TO:



MRT presents A Christmas Carol

Experience the magic of A Christmas Carol — a beloved McKinney holiday tradition for 19...

Buy tickets

Viewers ⓘ  
31.5K

Post engagements ⓘ  
964

Link clicks  
742

Post reactions  
123

Post shares  
64

Post saves  
30

Post comments  
5

### Clicks


Link clicks ⓘ  
742

CTR (link click-through rate) ⓘ  
1.40%




# 2025 Season Successful Ads

## Meta Ads



Mckinney Repertory Theatre  
Sponsored




PRESENTS

**NATIONAL  
Pastime**

A NEW MUSICAL

DIRECTED BY AARON ADAIR  
PRODUCED BY MICHELE CRABTREE

TO PURCHASE TICKETS  
CALL: 214.544.4630  
OR VISIT: MCKINNEYREP.ORG



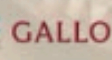




Helping Here


For FREE STUDENT TICKETS  
use code: HOMERUN2025

Free student ticket program  
sponsored by H-E-B.  
Limited quantities available.

SPECIAL THANKS TO:



RATED  
PG



**MRT presents "National Pastime"**

MRT is partnering with AMT to present the North Texas premiere of "National Pastime", a...

Buy tickets

Viewers ⓘ  
16.5K

Post engagements ⓘ  
359

Link clicks  
292

Post reactions  
43

Post shares  
19

Post saves  
4

Post comments  
1

### Clicks

Link clicks ⓘ  
292

CTR (link click-through rate) ⓘ  
1.06%



# 2025 Season Successful Ads

## Meta Ads



The ad is a vertical rectangle with a white background. On the left, there is a poster for 'A Christmas Carol' by McKinney Repertory Theatre. The poster includes the title in large, stylized red letters, a black and white illustration of Scrooge and Tiny Tim walking in the snow, and the dates 'Nov. 21-22, 28-29 & Dec. 12-13, 2025'. Below the poster, there is a red-bordered arched frame containing a black and white photograph of an actor with a long white beard, wearing a dark suit and glasses, sitting at a desk and writing in a book. To the right of the poster, there is a large, light blue, rounded rectangular area containing text about the video ad. At the bottom of the ad, there is a light blue bar with a URL, the organization's name, a description, and a 'Buy tickets' button.

**McKINNEY**  
REPERTORY THEATRE  
presents  
Charles Dickens' Classic  
Adapted by Dr. Andrew Harris

**A CHRISTMAS CAROL**

Nov. 21-22, 28-29  
& Dec. 12-13, 2025

To purchase tickets call:  
214.544.4630 or visit: [mckinneyrep.org](http://mckinneyrep.org)

Special thanks to  
arts MCDC GALLO TUPPS

TICKETS.MCKINNEYPERFORMINGARTSCENTER.ORG

McKinney Performing Arts Center |  
Description - Charles Dickens' A Christmas...

Buy tickets

For *A Christmas Carol*, we ran this [video ad](#) featuring Scrooge which resulted in 19,657 views, 485 link clicks, and 12,269 viewers, and a post boost on an image post of Scrooge and the Ghost of Christmas Past which resulted in 7,727 views and 159 ticket page views.



# 2025 Season Successful Ads

## Geofencing



For *National Pastime*, we geofenced the Oktoberfest Weekend via Grountruth within a 10 mile radius of the Performing Arts Center, which resulted in 18,359 Impressions and 142 Clicks. For *A Christmas Carol*, we geofenced Beneath the Wreath in Plano (11/6-11/9) and the Wine Walk in downtown McKinney (11/7-11/9) leading up to the holidays. These resulted in:

- Beneath the Wreath campaign: 11,472 impressions; 179 clicks; 1.56% CTR
- Wine Walk Weekend: 8,867 impressions; 77 clicks; 0.87% CTR



## Learnings & Adjustments

- Attendance goals will be right-sized for new and experimental works, recognizing success through artistic growth, audience development, and regional exposure—not ticket sales alone.
- Meta ads delivered the strongest ROI for ticket sales and engagement.
- Geofencing community events works to boost awareness and is a good addition to our campaigns.
- Posters remain effective for well-known shows like *A Christmas Carol*.
- Print and radio support awareness since it is harder to track to direct ticket conversion.
- Community newsletters showed high open rates and strong community trust.

**Moving Forward:** MRT will prioritize digital advertising, use geofencing strategically, maintain posters as a grassroots tool, and continue leveraging print and newsletters to maximize reach, tourism impact, and responsible use of funds.





**THANK YOU  
FOR YOUR SUPPORT**

# MCDC Final Report for McKinney Repertory Theatre 2025 Season

## Executive Summary

During the 2025 season, McKinney Repertory Theatre (MRT) continued to advance its mission of building community through live theatre while achieving notable artistic and attendance milestones. Despite facing broader economic challenges and evolving audience behaviors, MRT delivered one of its strongest holiday seasons on record and expanded its regional visibility through new artistic achievements.

MRT's production of *A Christmas Carol* set a new attendance record with 3,101 patrons—an increase over the previous year's record of 2,779 attendees—exceeding projected goals and reinforcing the production's role as a major cultural and economic driver for Downtown McKinney with over 60% of the audience coming from outside of McKinney. Meanwhile, *National Pastime* marked MRT's first collaboration with AMT (A NYC non-profit theater that creates and produces new works) and our first North Texas premiere of a Broadway-style musical which earned the organization its first-ever review from On Stage NTX, significantly elevating MRT's profile within the regional arts community. Please note: We have also done two world premieres of straight plays (non-musicals) that went on to be published in our over twenty-year history.

Marketing and promotional efforts resulted in meaningful digital growth, including a 29.2% increase in newsletter subscribers and strong gains across social media platforms. These results demonstrate MRT's ability to leverage targeted marketing investments to maintain engagement, attract regional audiences, and support local economic activity.



## Season Overview & Attendance:

McKinney Repertory Theatre (MRT) has just completed its 22nd season (2025 Season). We are pleased to report a new attendance record and continued growth in our community presence and audience reach.

## Our Shows

### 1. *National Pastime* (Fall 2025)

Total Attendance: 730

Ticket sales coming from outside McKinney: 57.5%

*National Pastime* represented a significant artistic milestone for MRT as the North Texas premiere of a new Broadway-style musical. While attendance did not meet the projected ticket sales goal, the production received MRT's first review from *On Stage NTX*, expanding the theatre's regional visibility and reputation.

### 2. *A Christmas Carol* (Winter 2025)

Total Attendance: 3,101

Ticket sales coming from outside McKinney: 61.5%

*A Christmas Carol* achieved record-breaking attendance, surpassing the previous year's total of 2,779 patrons and exceeding the projected goal of 2,915 tickets sold. The production continues to serve as MRT's most impactful event for both audience engagement and downtown economic activity.

## 2025 Goals & Achievements

### Goal 1: Increase ticket sales/audience size

This season demonstrated both the challenges and opportunities of balancing artistic growth with audience development. *National Pastime* welcomed a total of 730 attendees, falling short of the projected goal of 1,314 tickets, or an average of 146 per performance. While attendance did not meet expectations, the production marked a significant milestone for MRT as the North Texas premiere of a new Broadway-style musical, formed a new relationship with AMT (an off-Broadway NYC theatre creating new works), and earned the theatre its first-ever review from *On Stage NTX*. This regional recognition expanded MRT's visibility and credibility beyond McKinney, representing long-term value that extends beyond immediate ticket sales.

In contrast, *A Christmas Carol* delivered exceptional results, drawing a record-breaking 3,101 attendees—surpassing both last year's total of 2,779 and the projected goal of 2,915 tickets sold. The continued growth of our signature production underscores its importance as MRT's strongest audience driver and a major contributor to downtown economic activity. Together, these outcomes reflect a season of artistic advancement and sustained community engagement, even as attendance growth varied across programming types.

Regional attendance remained a major strength for MRT this season. For *National Pastime*, 57.5% of ticket buyers came from outside McKinney, and for *A Christmas Carol*, 61.5% of attendees traveled from neighboring communities across North Texas. These figures demonstrate MRT's continued ability to attract regional audiences and position downtown McKinney as a cultural destination. Fun Fact: People from 12 different states attended *A Christmas Carol*. The farthest hailing from 1,290 miles away.

### **Goal 2: Grow newsletter subscribers by 20%**

MRT exceeded its goal of a 20% increase in newsletter subscribers, growing from 790 subscribers in June 2025 to 1,021 subscribers by January 2, 2026—a 29.2% increase.

### **Goal 3: Grow social media reach by 15%**

MRT set a goal to increase Facebook and Instagram followings by 15%. Facebook experienced a 7.4% increase, while Instagram exceeded expectations with an 19.6% increase.

- **Facebook:** from 2,309 (June 2025) to **2,480 (December 2025) followers (+7.4%)**
- **Instagram:** from 567 (June 2025) to **678 (December 2025) followers (+19.6%)**
- We have over **282 new followers!**

### **Metrics to Evaluate Success:**

- Attendance: **3,831 total tickets sold** across both our Fall and Winter shows, the highest ticket sales total for our Fall and Winter shows in MRT's history.
- Audience Reach: Over 282 new social media followers and 231 new newsletter subscribers added since June this year.
- Engagement: Increased social shares, community presence, and new and repeat attendance confirm MRT's role as McKinney's resident community theatre.
- **57.5% of our audience for *National Pastime* and 61.5% of our audience for *A Christmas Carol* came from outside of McKinney**, demonstrating MRT's ability to attract regional visitors and support downtown tourism and economic activity.

### **Looking Ahead: Future Goals**

With upcoming renovations at the McKinney Performing Arts Center, our next year is less about breaking attendance records and more about staying visible, engaged, and connected while MPAC is closed. We want to:

1. **Navigating MPAC Renovations** - Sustain programming during McKinney Performing Arts Center renovations through smaller collaborations with community partners. Planned initiatives include a **new works play reading festival** at the Heard-Craig Center for the Arts in February 2026, an **outdoor concert** featuring the gentlemen who brought the "Plaids" to life in *Forever Plaid* in April 2026 at the Heard-Craig Center for the Arts, and a **comedic radio show collaboration** with Chestnut Square Heritage Village in July 2026.



2. **Maintain Audience Engagement** - MRT will prioritize audience retention over record-breaking growth during construction-related disruptions. Our focus will remain on staying present, connected, and relevant so **that when MPAC reopens, our audiences are not only ready to return—but eager to do so.** We would also like to continue to draw foot traffic to our Historic Cultural District despite major facilities being temporarily closed.
3. **Maintain Social & Newsletter Presence** - Maintain strong community awareness by tracking email newsletter engagement, and social media reach, impressions, and follower growth.
4. **Continue Providing Opportunities to Artists** - Support local talent and foster creative exchange within our arts community.

## 2025 Lessons Learned

The 2025 season provided valuable insights into how MRT audiences engage with both traditional productions and new or nontraditional programming, particularly during a year of transition and change.

First, well-established, legacy titles continue to be our strongest attendance drivers. *A Christmas Carol* exceeded attendance goals and set a new record, reinforcing the importance of tradition, familiarity, and seasonal programming in attracting both local audiences and visitors from outside McKinney.

Second, new works and premieres generate strong visibility and credibility, even when attendance is more modest. *National Pastime* did not meet overall ticket sales goals, but being the NTX premiere and MRT's first production reviewed by *OnStage NTX* significantly elevated our regional profile and long-term brand awareness. This type of exposure has lasting value beyond immediate ticket revenue.

Third, digital growth takes consistent, sustained investment. While Facebook growth fell short of our 15% goal, Instagram growth exceeded expectations, demonstrating that different platforms respond differently to content and paid promotion. This highlighted the need for platform-specific strategies rather than a one-size-fits-all approach.

Finally, email remains one of MRT's most effective engagement tools. Surpassing our newsletter growth goal by nearly 30% confirmed that audiences want direct, reliable communication from MRT and are more likely to engage when content is timely, relevant, and mission-driven.

## Adjustments Moving Forward

Based on these learnings, MRT will make several strategic adjustments as we move into a renovation year and beyond.

We will right-size attendance goals for new works and experimental programming, recognizing that success for these events is measured not only in ticket sales but also in artistic development, audience cultivation, and regional exposure.

Marketing efforts will become more segmented and intentional, with increased emphasis on Facebook/Instagram and email marketing, while continuing to add in geotargeting during popular community events and print/radio for general awareness.

During the MPAC closure, we will lean further into partnerships and alternative venues to maintain visibility, share audiences, and continue driving foot traffic into McKinney's Historic Cultural District. Collaborations with organizations like Chestnut Square and the Heard-Craig Center for the Arts allow MRT to remain active, accessible, and mission-aligned during this period.

## **Marketing Results**

### **National Pastime:**

- Posters - 26 scans
- Facebook Event Ad - 292 link clicks, 27,660 views, 16,470 viewers
- Facebook Post Ad - 116 engagements; 942 views, 581 viewers
- Geofencing - Oktoberfest Weekend: 18,359 impressions; 142 clicks; 0.77% CTR
- Community Impact Print - 8 QR Scans; 77,941 mailboxes; 122,367 readers
- Community Impact Digital - 313,673 impressions; 797 hovers
- Community Impact Newsletter - 10,835 subscribers; 38,155 impressions; 70% open rate
- Housewarmers Newsletter - Sept. Issue 5,973 subscribers; 3,904 opens; 67% open rate
- Local Profile Digital - 107,702 impressions; 313 clicks
- Local Profile Print - Sept/October 2025 Issue: 50,000 mailboxes, 120,000 readers (this ad featured both *National Pastime* & *A Christmas Carol*)

### **A Christmas Carol:**

- Posters & Postcards - 304 Unique Scans
- Digital Kiosk - 38 Unique QR Scans
- Facebook Event Ad - 742 link clicks; 53,239 Views; 31,530 viewers
- Facebook Post "Bah Humbug Ad: 485 link clicks; 19,657 views; 12,269 viewers
- Facebook Post "Present" Ad: 159 ticket page views; 7,727 views, 5,260 viewers
- Geofencing - Beneath the Wreath: 11,472 impressions; 179 clicks; 1.56% CTR
- Geofencing - Wine Walk Weekend (11/7-11/9): 8,867 impressions; 77 clicks; 0.87% CTR
- Community Impact Print - 44 Unique Scans; 78,841 mailboxes; 123,780 readers
- Community Impact Digital - 162,124 impressions; 453 hovers
- Community Impact Newsletter - 11,271 subscribers; 39,880 impressions; 71% open rate
- Local Profile Digital - 151,178 impressions; 516 clicks



- Radio Ads - estimated 80,000 listeners per week
- Housewarmers Newsletter - Oct. Issue 6,046 subscribers; 3,612 opens; 61% open rate
- Housewarmers Newsletter - Nov. Issue 6,065 subscribers; 3,560 opens; 60% open rate

## Marketing Learnings and Adjustments

The 2025 marketing campaign provided MRT with some clear insight into which promotional strategies most effectively drive attendance, awareness, and community engagement. Meta advertising (Facebook and Instagram) consistently delivered the strongest return on investment, producing the highest ticket page clicks, impressions, and audience reach. Geofencing also performed best when timed with major community events and seasonal programming, confirming the importance of strategic placement.

Printed posters and postcards were most effective for well-known productions such as *A Christmas Carol*, while print and radio advertising primarily supported regional awareness and tourism branding rather than direct ticket conversion. Community Impact and Housewarmers newsletters achieved exceptionally high open rates, reinforcing their value as trusted community communication channels that strengthen McKinney's arts identity.

Moving forward, MRT will prioritize digital advertising for ticket sales, use geofencing strategically during high-traffic tourism periods, maintain posters as a cost-effective grassroots tool, and continue leveraging community newsletters for visibility and tourism positioning. These refinements ensure responsible use of public funds while maximizing audience reach, downtown visitation, and cultural impact.

## MRT Year-to-Date Financial Statement Summary

(Our yearly budget runs from September through August)

McKinney Repertory Theatre				
YTD Financial Summary				
September 01, 2025 - December 31, 2025				

	Income		Expenses		Net Income/(Loss)
Grant Funds	\$ 16,417				
Main Stage Ticket Sales	\$ 46,653				
Chestnut Square Events	\$ -				
Donations	\$ 2,055				

Member Dues	\$ 810			
Concession Sales	\$ 3,361			
Program Ads/Sponsorships	\$ 2,368			
Student Ticket Program Donations	\$ 5,000			
Gala/MaRTy Events	\$ -			
Interest Income	\$ 27			
	\$ 76,691			
MPAC Mthly Office Rent		\$ (1,000)		
MPAC Rental for Performances		\$ (11,635)		
Part-time Executive Director		\$ (6,667)		
Marketing		\$ (5,227)		
Royalties		\$ (776)		
Show Security		\$ (2,083)		
Artist Fees		\$ (11,151)		
Lights and Set		\$ (619)		
Costumes		\$ (2,882)		
Props		\$ (208)		
Musicians		\$ (4,755)		
Storage Rental		\$ (7,148)		
Accounting		\$ (1,173)		
Insurance		\$ -		
Memberships		\$ (235)		
Concessions Inventory		\$ (908)		
Print Materials		\$ (4,103)		
Gala/MaRTy Events		\$ -		
Equipment				
Miscellaneous		\$ (1,157)		
		\$ (61,727)		
				\$ 14,964



## MRT MCDC Promotional Budget Actuals for 2025 Season

Marketing/Advertising Item	Actuals
<b><i>National Pastime - A New Musical</i></b>	
Vinyl Signage (MPAC Yard Signs)	\$98.89
Posters	\$65.38
Facebook Ads/Posts	\$13.84
Facebook Ads/Posts	\$75.00
Facebook Ads/Posts	\$3.45
Facebook Event Posts	\$22.60
GeoFencing Digital Ads	\$64.23
GeoFencing Digital Ads	\$89.58
Community Impact Print & Digital	\$686.33
Community Impact Newsletter	\$561.55
Local Profile Digital	\$600.00
NextDoor Ads	\$93.00
Local Profile Print (both NP & ACC)	\$1,000.00
Housewarmers Newsletter	\$100.00
<b>Total Requested</b>	<b>\$3,473.85</b>
<b>A Christmas Carol</b>	
Vinyl Signage (MPAC Yard Signs)	\$103.53
Posters	\$44.76
Posters	\$37.27
Facebook Event Ad	\$42.35
Facebook Event Ad & Post Boost	\$82.00
Facebook Event Ad & Post Boost	\$89.00
Facebook Ad	\$21.46
Community Impact Newsletter, Print & Digital Banners	\$1,315.47
Geofencing	\$71.16
Local Profile Digital	\$600.00
Postcards	\$230.88
EVVNT	\$0.00

Housewarmers Newsletter	\$100.00
Housewarmers Newsletter	\$100.00
Radio Ad	\$445.00
<b>Total Spent</b>	<b>\$3,282.88</b>
<b>Total Used/Requested</b>	<b>\$6,756.73</b>
<b>Total Awarded</b>	<b>\$6,790.00</b>