

# **KINNEY**

2025 SEASON



## First Show at MPAC





# Mission

# MAIN MISSION Our main mission is to build community through live theatre.

We offer high-quality, accessible performances and foster a creative community where everyone is welcome to volunteer and participate no matter their level of experience. We are proud to serve as a cultural anchor in Historic Downtown and a consistent driver of local tourism and economic activity.



# Transitioning our Season

# **MPAC RENOVATIONS**

Renovations begin January 2026 - Sept/October 2026

• Our 25/26 Season is being shortened to three (3) shows.

Moving from a season with: 5 productions with 2 weekends of performances (33 shows)

To our new season with:

4 productions with 3 weekends of performances (38 shows)



## t/October 2026 to three (3) shows.









Feb 28 - March 1, 7-8, & 14-15, 2025





# **Current Results**

# 2024 - 25 SEASON

Average of 137 tickets per show Average of 252 tickets for "A Christmas Carol" (up 27% from last year / total audience: 2,779)

# 2023-24 SEASON

Average of 142 tickets per show Average of 224 tickets per show for "A Christmas Carol"



## **Current Request**

## **2025 SEASON**





July 25-26, Aug. 1-2 & 8-9,2025

Oct. 3-4, 10-11, 17-18, 2025

Requesting funds for "National Pastime" & "A Christmas Carol" only.





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

# **Overall Budget**

Total Expenses	\$132,548
Estimated Ticket Sales	\$70K
Concessions, Grants, Ads, Etc.	\$52K
Total Gross Revenue	\$122, 137
Total Net Revenue	-\$10,411



# 2025 Season Goals

# **GOALS**:

- Continue to attract theater-goers from surrounding communities. 56% of our audience is from Allen. Sherman. Plano. Frisco. Richardson. Dallas. and more!
- Grow Facebook & Instagram by 15% (beat 24-25 goal to grow by 15%. Increased by 17% and 28% respectively)
- Continue to grow ticket sales. Ticket sales goals are:





## A Christmas Carol

ent	Next Season
<b>2</b> er show)	<b>265</b> (tickets per show)

# Grant Request

TOTAL	\$
Digital Ads: Community Impact & Local Profile	\$2
Geofencing	\$2
EVVNT & Next Door	\$
Print (Posters, Vinyl Signs, Palm Cards, & Cl Print)	\$
Facebook Ads & Boosts	\$







RATED PG-13 DONIINI V DOESENTS angry jurors ADAPTED BY SHERMAN L. SERGEI BASED ON THE EMMY AWARD-WINNING TELEVISION MOVIE BY REGINALD ROSE INDEPENDENT . . . . . FEB. 28-MARCH 1 MARCH 7-8 & 14-15, 2025 For FREE STUDENT TICKETS use code: EDGARAWARD1958 To purchase tickets call 214.544.4630 Free student ticket program sponsored by HEB. Limited quantities available or visit: mckinneyrep.org GALLO MCE Produced by special arrangement with THE DRAMATIC PUBLISHING COMPANY of Woodstock. Illinois

For ACC, our reach was 576,956 with 409K views for digital ads and print had 111 scans. For 12AJ, our impressions were 636K and 2K hovers. For DUFM's print, we hit 76,865 mailboxes and had 19 scans and digital had 306K impressions and 986 hovers.

#### Community Impact Ads





We ran post boosts and event ads for ticket sales for *The Game's Afoot,* which resulted in 408 link clicks, 32,354 views, and 24K reach.

#### Meta Ads

For *A Christmas Carol* we ran event ads on Meta and had 251 link clicks, a reach of 12k, and 23k views and two video ads which resulted in 375 link clicks, 14K reach, and 27k views.



For *12 Angry Jurors*, we ran an event ad for ticket sales which resulted in 342 link clicks, 65k views, and 31K reach, as well as a post boost for free student tickets which resulted in 345 link clicks, 29k views, and 16k reach.

We ran event ads for ticket sales for *Deliver Us From Mama,* which resulted in 364 link clicks, 37K views, and 17.5K reach.

#### Meta Ads





Posters continue to be successful for us. QR Scans: TGA had 124, ACC had 267, 12AJ had 53, and DUFM had 31.



## **COMMUNITY THEATRE FACTS**

Community theatres play an important role in towns & communities in several key ways:

- Provide cultural enrichment, foster community identity & pride
- Drive tourism and economic impact
- Provide educational opportunities

"Nonprofit theatre contributed over \$2.8 Billion to U.S. Economy in 2019 from direct goods/services, but the true impact is far greater... as productions draw crowds to the area, it supports jobs, brings business to local bars, restaurants, hotels, shops, etc."

- SMU DataArts, TCG Theatre Facts Report 2019



# **Upcoming Show**

#### **JULY 25-26** AUGUST 1-2 & 8-9, 2025

**PROUDLY PRESENTS** 

Special thanks to:



"BAREFOOT IN THE PARK" is presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com

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#### DIRECTED BY NATHAN AUTREY PRODUCED BY MARILYN LATHAM



#### A PLAY BY **NEIL SIMON**

PARK To purchase tickets call: 214.544.4630 or visit: mckinneyrep.org

# THANK YOU





