



2022 - 2023 Season

MCDC Grant

MRT was awarded **\$11,677.00** to use towards marketing and promotion of our 22-23 Season.

We ended up using **\$10,700.70** between all five (5) productions (with six to nine performances of each) and our season ticket packages.

IMPACT

We spent an average of \$2,140.24 to market each show and we were able to have a record-breaking year **attracting 5,864 visitors** to our shows and coming to downtown McKinney from all over DFW and even Oklahoma! Many patrons dined, shopped, and stayed in McKinney before and after the show.



Metrics Evaluating Success

2021 - 22 SEASON

(Before MCDC Grant)

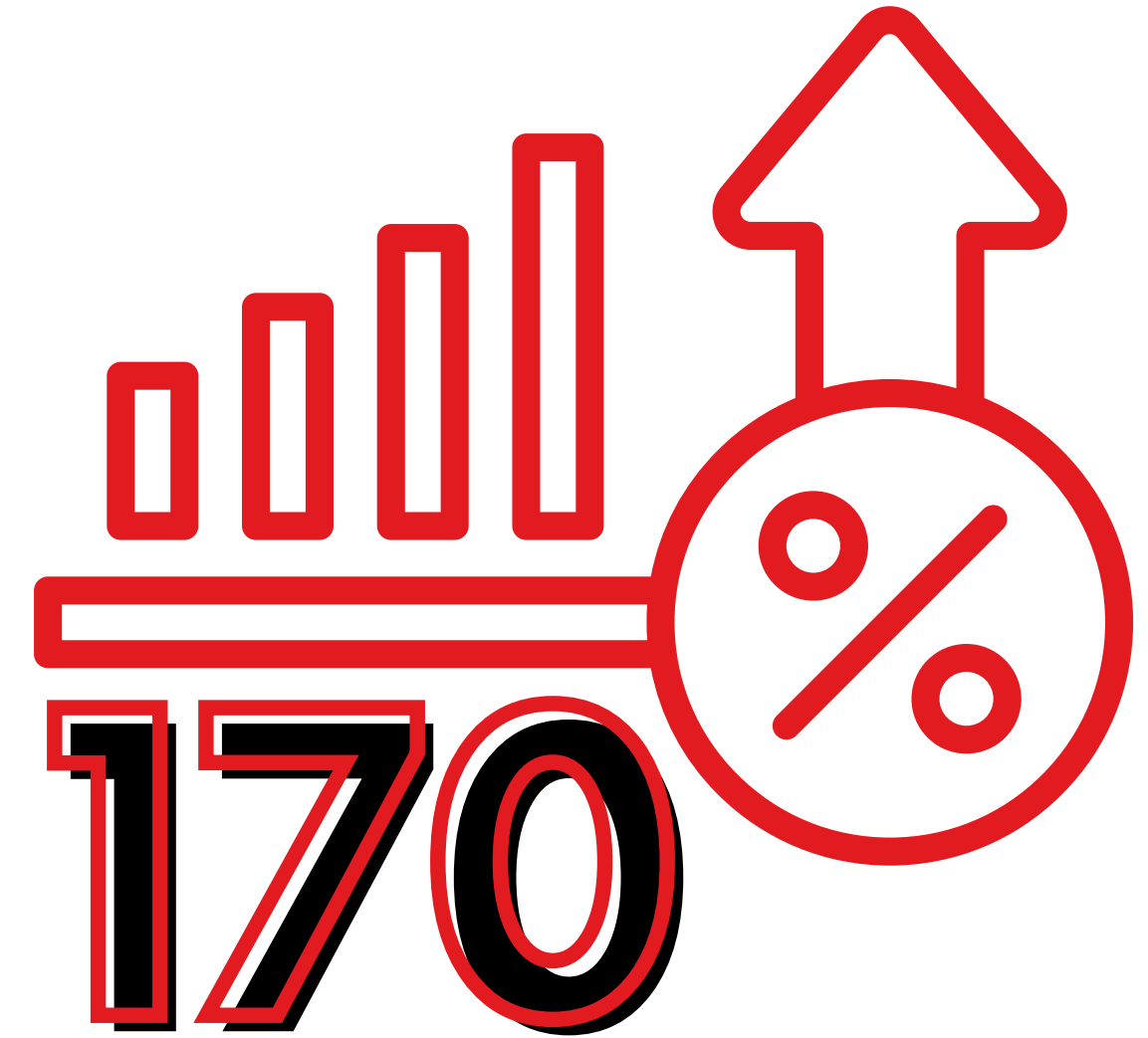
54 attendees/tickets per show

161 attendees/tickets for "A Christmas Carol"

2022 - 23 SEASON

146 attendees/tickets per show

214 attendees/tickets for "A Christmas Carol"



Bram Stoker's

DRACULA

October 7-8 & 14-15, 2022

For “Dracula”, we spent \$281.82 to market six individual performances (\$46.97 per performance).

We **sold 657 tickets** for the six shows.

Ticket sales were a record high for our first show of any season.

22-23 Season Shows



A Christmas Carol



Nov 25-26,
Dec 9-10
2022

22-23 Season Shows

For “A Christmas Carol”, we spent \$1,098.81 to market nine individual performances (\$122.09 per performance).

We **sold 1,930 tickets** for the six shows, which is **the most we have ever sold** in all of the years we have been doing this show. MRT started doing “A Christmas Carol” annually in 2006.



The Farndale Avenue Housing Estate

Townswomen's Guild

Dramatic Society Murder Mystery

Feb 24-25 & Mar. 3-4, 2023



22-23 Season Shows

For “The Farndale Ave. Housing Estate Townswomen’s Guild Dramatic Society Murder Mystery”, we spent \$2,294.41 to market six individual performances (\$382.40 per performance).

We **sold 843 tickets** for the six shows and audiences loved it!

We broke another record for the most tickets sold for a February production.



6

Neil Simon's RUMORS

May 5-6 & 12-13
2023

For “Rumors”, we spent \$2,328.37 to market six individual performances (\$388.06 per performance).

We **sold 634 tickets** for the six shows.

While this show did not bring in record-breaking audiences, we were pleased with the ticket sales.

22-23 Season Shows



7

Agatha Christie's
MURDER
on the
Orient Express

July 28-29, Aug. 4-5 & 11-12
2023

For “Murder on the Orient Express”, we spent \$2,221.79 to market nine individual performances (\$246.86 per performance).

We **sold 1,800 tickets** for the six shows. Every performance was nearly sold out, which we have never done before outside of “A Christmas Carol”. Another record-breaking hit!

22-23 Season Shows



8

Grant Budget

Facebook Ads & Boosts	\$759.88
Online Media & Print	\$8,225.30
Printed Materials (Postcards, Posters, Signs, Etc.)	\$1,505.52
Other (Evtnt Newsletter)	\$180.00
MCC New Resident Bag Inclusion	\$30.00
TOTAL	\$10,700.70



Sample Ads

ANNOUNCING... 2023 SEASON!

Season Tickets & Individual Show Tickets available through McKinney Performing Arts Center (MPAC) 214.544.4630

Senior & Group Discounts

MRT McKinney Repertory Theatre
McKinney's Official Community Theatre
<https://mckinneyrep.org>

Logos: McKinney Performing Arts Center, MCDC McKinney Community Development Corporation, IT'S MY MCKINNEY

<p>Comedy Rated PG</p> <p>The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery</p> <p>by David McGilivray & Walter Zerin, Jr.</p> <p>Directed by Evelyn Davis</p> <p>Feb 24-25 & March 3-4 2023</p>	<p>Comedy Rated PG</p> <p>Neil Simon's RUMORS</p> <p>May 5-6 & May 12-13 2023</p> <p>Directed by Aaron Adair</p> <p>(Show rights pending)</p>	<p><i>Charles Dickens' Classic</i> Adapted by Dr. Andrew Harris</p> <p><i>A Christmas Carol</i></p> <p>Nov 24-25, Dec 8-9 2023</p> <p>Directed by Doug Latham</p>
<p>Agatha Christie's MURDER on the Orient Express</p> <p>July 28-29, Aug 4-5, Aug 11-12 2023</p> <p>Directed by Lindsey Humphries</p> <p>by Ken Ludwig</p>		

McKinney Senior Resources Guide Ad

ANNOUNCING... OUR 2023 SEASON!

Senior & Group Discounts

MRT McKinney Repertory Theatre
McKinney's Official Community Theatre
<https://mckinneyrep.org>

Shows presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com

Tickets available through the McKinney Performing Arts Center 214.544.4630

Logos: McKinney Performing Arts Center, MCDC McKinney Community Development Corporation, IT'S MY MCKINNEY

<p>Comedy Rated PG</p> <p>The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery</p> <p>by David McGilivray & Walter Zerin, Jr.</p> <p>Directed by Evelyn Davis</p> <p>Feb 24-25, March 3-4 2023</p>	<p>Comedy Rated PG</p> <p>Neil Simon's RUMORS</p> <p>May 5-6, May 12-13 2023</p> <p>Directed by Aaron Adair</p>	<p>Agatha Christie's MURDER on the Orient Express</p> <p>July 28-29, Aug 4-5, Aug 11-12 2023</p> <p>Directed by Lindsey Humphries</p> <p>by Ken Ludwig</p>
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McKinney Map Ad

Sample Ads

Looking for a place where your skills, talents & time can make a difference?

You've found it!

Check out all the different areas you can participate in YOUR community theatre:

Interested in trying something new? We'll even train you!

MRT McKinney REPERTORY THEATRE
McKinney's Official Community Theatre
at the McKinney Performing Arts Center

Tickets: 214.544.4630
-OR- mckinneyrep.org

Coming in 2023

Comedy
The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society
Murder Mystery
by David McGillivray & Walter Zerlin, Jr.
Directed by Evelyn Davis
Feb 24-25 & March 3-4 2023

Comedy
Neil Simon's **RUMORS**
Directed by Aaron Adair
May 5-6 & May 12-13 2023

Agatha Christie's **MURDER on the Orient Express**
by Ken Ludwig
Directed by Lindsay Humphries
July 28-29, Aug 4-5, Aug 11-12 2023

CityLifestyle Ad (January)

Mckinney Repertory Theatre
Sponsored

Enjoy a pleasant evening filled with romance, tragedy, murder, and revenge at MRT's production of Agatha Christie's "Murder on the Orient Express" on stage at MPAC from July 28-29, Aug. 4-5, & Aug. 11-12. For showtimes & tickets visit: <https://bit.ly/MRTOrientExpress>
NOTICE: This show is Rated PG-13 for suggested violence and thematic elements. It also contains gunshot sounds, flashing lights, and fog effects.

Agatha Christie's **MURDER on the Orient Express**

McKinney's Official Community Theatre

tickets.mckinneyperforminga...
McKinney Performing Arts Center | Description [Buy tickets](#)

Dale Gutt and 7... 1 comment 17 shares

Sample Meta Ad (July)

All is bright. 🕯️ There is still time to get your tickets to the most beloved story of Christmas past, present, and future. MRT's one-hour production of #AChristmasCarol is currently on stage at Mckinney Performing Arts Center on December 9-10th. Tickets are still available: <https://bit.ly/mrtxmascarol>



TICKETS.MCKINNEYPERFORMINGARTSCENTER.ORG

tickets.mckinneyperformingartscenter.org

Nov 25, 2022 - Dec 10, 2022 · McKinney Performing ...

Get Tickets

Boosted Facebook post

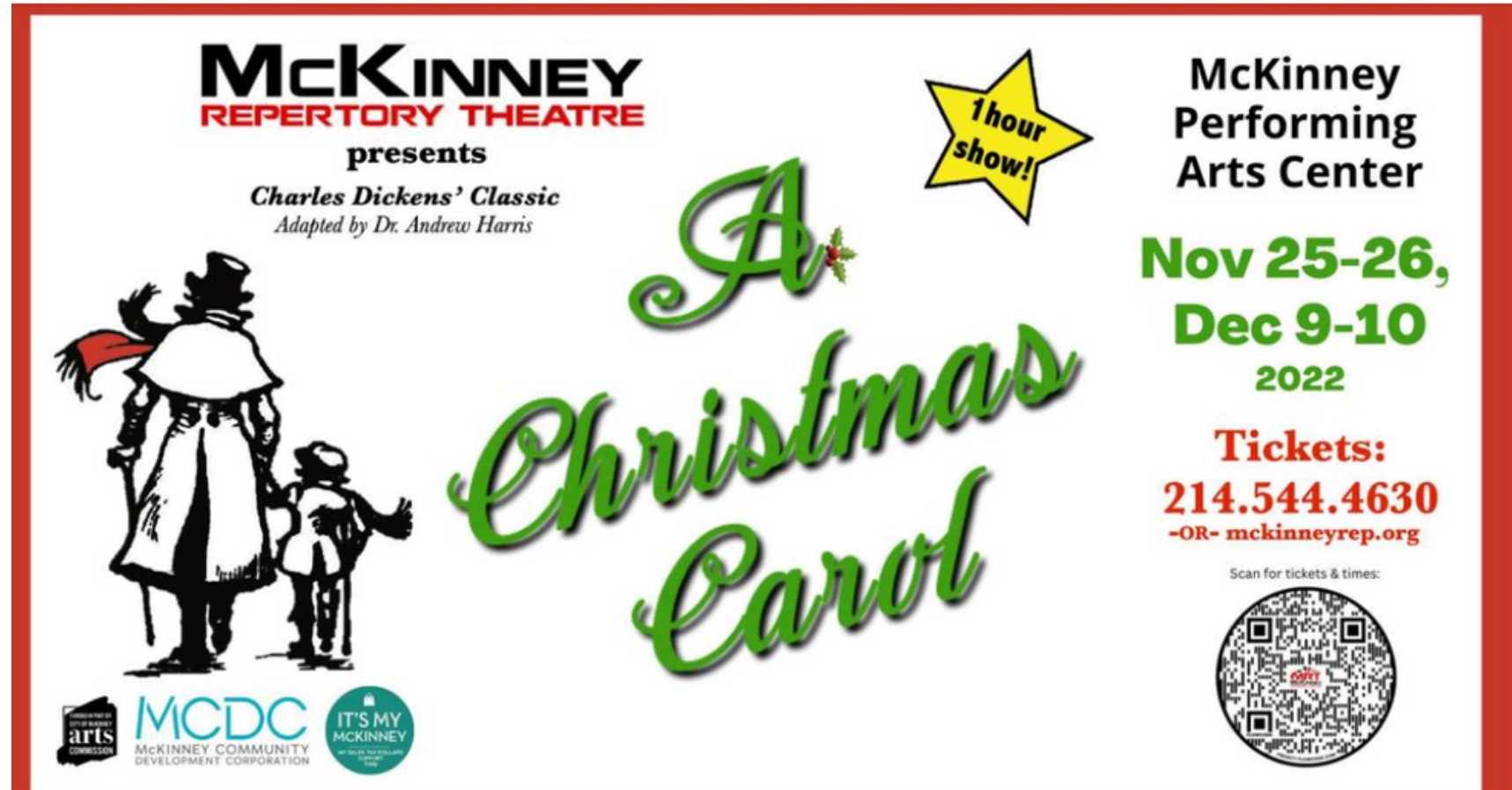


Dec 3, 2022 · Created by ...
Link clicks
All is bright. 🕯️ There is ...

Completed

5,354
Reach

119
Link clicks



SAT, DEC 10, 2022

A Christmas Carol

McKinney

Michele, James and 3 friends were interested

★ Interested ▾

Event promotion



Jan 5 • Created by Davina...
Ticket sales
Laugh away the winter ...

Completed

17,366
Reach

226
Link clicks

Sample Meta Ads (Nov/Dec)

12



Mckinney Repertory Theatre ... X
Sponsored · 🌐

Laugh away the winter blues with McKinney Repertory Theatre's production of "The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery" at McKinney Performing Arts Center in historic downtown McKinney on February 24 - 25th & March 3-4th.

Every drama group has experienced the horrors of what can go wrong on opening night, and the ladies of the F.A.H.E.T.G. Dramatic Society are no different, with the possible exception that almost everything that could happen does! The scenery collapses, cues are missed, lines forgotten, and the sound effects take on a strange note at times, as the ladies present their ambitious evening's entertainment with the cunning whodunit, "Murder at Checkmate Manor."

Tickets are general admission. \$22 for adults, \$19 for seniors 55+ & \$17 for children/students age 4-18.

Tickets are available by calling the Emerson Ticket Office, 214-544-4630 or visiting mckinneyrep.org.

Group discounts are available via the ticket office.

The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery

MURDER @ CHECKMATE MANOR

AN OUTRAGEOUS COMEDY by David McGillivray and Walter Zerlin, Jr.
Directed by Evelyn Davis
Produced by Brad Crabtree

Presented by **MRT MCKINNEY REPERTORY THEATRE**
McKinney's Official Community Theatre

McKinney Performing Arts Center

Feb 24-25 & March 3-4

Tickets: 214.544.4630
-or- mckinneyrep.org

Rated PG

tickets.mckinneyperforminga...
The Farndale Avenue Housing Estate

Get Tickets

Event promotion



Jan 5 • Created by Davina...
Ticket sales
McKinney Repertory Th...

Completed

17,898
Reach

218
Link clicks

Sample Meta Ad (Jan/Feb)

JUN 1, 2023 - JUN 30, 2023 ADVERTISER IMPACT REPORT

MCKINNEY WEBSITE

START DATE: JUN 1 END DATE: JUN 30	SPEND: \$300	IMPRESSIONS: 40,336	VIEWABLE IMPRESSIONS: 15,286
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Report Generated Date: Jun 30, 2023

Clicks: 45

Click-Through Rate: 0.11%

Viewable Click-Through Rate: 0.29%



MAY 1, 2023 - MAY 31, 2023 ADVERTISER IMPACT REPORT

MCKINNEY WEBSITE

START DATE: MAY 1
END DATE: MAY 31

SPEND: \$300

IMPRESSIONS:
31,385

VIEWABLE IMPRESSIONS:
11,902



Report Generated Date: May 31, 2023

Clicks: 21

Click-Through Rate: 0.07%

Viewable Click-Through Rate: 0.18%

A large advertisement for Neil Simon's 'RUMORS' at MCKINNEY REPERTORY THEATRE. The ad features a green background with colorful buildings. Text includes: 'Rated PG', 'Presented by MCKINNEY REPERTORY THEATRE', 'Directed by Aaron Adair', '2 weekends! May 5-6 & May 12-13', 'McKinney Performing Arts Center', 'Tickets: 214.544.4630 -or- mckinneyrep.org', and 'Presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com'. There are also logos for 'IT'S MY MCKINNEY' and 'MCDCC'.

A smaller version of the 'RUMORS' advertisement, including the same text and logos as the larger version.

APR 1, 2023 - APR 30, 2023 ADVERTISER IMPACT REPORT

MCKINNEY WEBSITE

START DATE: APR 1 END DATE: APR 30	SPEND: \$300	IMPRESSIONS: 20,459	VIEWABLE IMPRESSIONS: 7,414
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Report Generated Date: Apr 30, 2023

Clicks: 16

Click-Through Rate: 0.08%

Viewable Click-Through Rate: 0.22%



FEB 1, 2023 - FEB 28, 2023 ADVERTISER IMPACT REPORT

MCKINNEY WEBSITE

START DATE: FEB 1
END DATE: FEB 28

SPEND: \$300

IMPRESSIONS:
24,885

VIEWABLE IMPRESSIONS:
9,019

Report Generated Date: Feb 28, 2023

Clicks: 14

Click-Through Rate: 0.06%

Viewable Click-Through Rate: 0.16%



JAN 1, 2023 - JAN 31, 2023 ADVERTISER IMPACT REPORT

MCKINNEY WEBSITE

START DATE: JAN 1
END DATE: JAN 31

SPEND: \$300

IMPRESSIONS:
35,000

VIEWABLE IMPRESSIONS:
12,563



Report Generated Date: Jan 31, 2023

Clicks: 16

Click-Through Rate: 0.05%

Viewable Click-Through Rate: 0.13%





Moving Forward

ADAPTING OUR SPENDING

In the upcoming season, we are going to be investing in unique QR codes for all of our print ads. We hope to learn which ad spends have the best ROI for us, as not all of the publications have equal reporting. We will be adjusting our spending based on the results we see with the QR codes.

We also hope to do more digital advertising on social and try out some new online publications such as Collin-Denton Spotlighter and Dallas Theatre Journal.



THANK YOU
FOR YOUR SUPPORT

MCDC Final Report for McKinney Repertory Theatre 2022-2023 Season

McKinney Repertory Theatre (MRT) has just completed its 19th season. At the start of the season, coming out of more than two years of Covid-influenced theater, we were hopeful that the year would go well, but really did not know what to expect. As we look back on the 2022/2023 season, we are both happy about the great year we had and excited about the future of MRT, for next year and beyond.

Successful Shows

MRT's first production of the season was *Dracula*, presented on October 7th, 8th, 14th and 15th, 2022. In this show, Lucy Seward, whose father is the doctor in charge of an English sanatorium, has been attacked by some mysterious illness. Dr. Van Helsing, a specialist, believes that the girl is the victim of a vampire, a sort of ghost that goes about at night sucking blood from its victims. The vampire is at last found to be a certain Count Dracula, whose ghost is finally laid to rest in a striking and novel manner. Given the dates of the show, our pick of *Dracula* was intended to mesh with Halloween, even though we had never really done a drama of this nature before. Theatergoers seemed to really enjoy the spooky seasonal offering, and our 19th year was off to a great start. **Ticket sales for the six shows were 657, which was a record high for our first show of any season!**

Our second show was our annual production of *A Christmas Carol*, an adaptation by McKinney resident Dr Andrew Harris, presented on November 25th and 26th, and December 9th and 10th, 2022. This production has always been a favorite of our audiences. With a new Director, and more new actors performing in it than we've had for many years (including a new Scrooge), the production was another record-breaking success for us. **Ticket sales for the nine shows were 1,930, the most we have had for all the years we have been doing the show!** MRT once again donated a performance of "A Christmas Carol" to the McKinney Juvenile Detention Center. The Theatre had been visiting the Detention Center for many years prior to Covid-19, so we were excited to be able to share this classic tale of redemption with them again.

Our third production of the season was *The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery*, a comedic whodunit about the horrors that can go wrong on opening night, including scenery collapses, missed cues, forgotten lines and sound effects that take on a strange note at times. We nervously awaited the opening of this show, as it had been in our planned line-up for the two previous seasons, but was canceled both years due to Covid-19. The production went on without a hitch on February 24th and 25th and March 3rd and 4th, 2023. **The hilarious comedy was a huge hit, with ticket sales for the six shows at 843, and audiences loved it!**

Neil Simon's Rumors was our fourth show of the season, presented on May 5th, 6th, 12th and 13th, 2023. In the show, four New York power couples gather at a large, tastefully-appointed townhouse to celebrate the tenth wedding anniversary of Charlie Brock, the Deputy Mayor of New York, who has just shot himself. Though it's only a flesh wound, Brock's self-inflicted injury sets off a series of events that cause the four couples to experience a severe attack of farce. While the show did not bring in record-breaking audiences, we were pleased with **total sales of 634 tickets for the six shows.**

Our fifth and final production of the season was *Agatha Christie's Murder on the Orient Express*, on July 28th and 29th, and August 4th, 5th, 11th and 12th, 2023. Ken Ludwig's clever adaptation of the Agatha

Christie classic boasted all the glamour, intrigue, and suspense of Dame Agatha's celebrated novel, with a healthy dose of humor to quicken the pace. MRT's production was outstanding, with audience members raving about the show, including the fantastic set and wonderful costumes, and every performance was a near sell-out crowd! We had to open the balcony for seating during many of the shows, which we have never done outside of *A Christmas Carol*. **Total sales for the 9 performances were an amazing 1,800 tickets!**

Season Goals & Objectives Achieved:

We hoped to make progress on several goals during the season:

Increase ticket sales by at least 10%

Overall, MRT has come back strongly after three years of Covid struggles. Our average ticket sales per show this season were 146, excluding *A Christmas Carol*. This is a 170% increase over last year's average ticket sales per show of 54. But, more importantly, it is also a 57% increase over average ticket sales per show of 93 in our 2018/2019 season (our last full season prior to the start of Covid-19). If we include *A Christmas Carol*, our average ticket sales per show this season were 163, 85% higher than last season's average sales per show of 88, and 41% higher than 2018/2019 average sales per show of 116.

Extend our show roster beyond the current 5 main stage shows

We have made some progress in extending our offerings beyond the five main stage shows that comprise our season, especially in coordination with other organizations. We partnered with Chestnut Square to perform two murder mysteries (both sold out), and we expect to continue that partnership annually with future shows in April and October. We are also looking into the performance of a radio show next season (in addition to our main shows).

Collaborate with a local artist on our upcoming 20th Anniversary season poster artwork

We have chosen to partner with Kim Guthrie Art to celebrate our 20th Anniversary season. Ms. Guthrie is creating five (5) works of art that will embody the shows that we are producing for our upcoming season. We hope that this collaboration will help gain local awareness, highlight the wide variety of artists who call McKinney home, and help establish McKinney as a cultural leader in North Texas. We have had several articles about this collaboration in local media such as Star Local News & Visit McKinney, and it will be featured in an upcoming Community Impact story.

Looking Ahead: Future Goals

Strengthening our Community Presence

We are proud of the year of theater we just wrapped up. We are also pleased with our community outreach, helping to make McKinney a better place to live. As we go into our upcoming season, we would like to continue many of the following initiatives that we have started in the past season.

This summer, MRT partnered with the McKinney Public Library on a free presentation for the Library's Wild West Day. It was great fun for kids and actors alike, with a chance to dust off our boots, visit with farm

animals and practice roping skills. MRT is looking forward to another partnership with the Library in December, when we team up for holiday caroling.

As part of MRT’s performances of *Murder on the Orient Express*, we invited the public to participate in a free conversation with McKinney’s Chief of Police. It was a chance for the community to find out how closely the policework shown in TV and theater matches what happens in real life. It was also a chance to see that police officers can be funny and approachable. The conversation was well attended, and those who were present learned several surprises about criminal investigations. We hope to continue to be able to partner with other community leaders to offer conversations and panel discussions that will be both educational, inspirational, and relative to the stories we are presenting on stage.

Also during *Murder on the Orient Express*, MRT was excited to provide an American Sign Language interpreter at one of the performances. We plan to continue offering this service for the hearing impaired during a selected performance of each show next season.

We implemented a “Student Ticket Program” this year, where MRT offered free student tickets to all performances of *Murder on the Orient Express*, a classic mystery, to help get more youth interested in attending live theater. As a show of community support for this program, MRT received more than \$2,000 in donations, and through these donations was able to provide over 110 free student tickets. We hope to continue and expand the student ticket program in the future.

Expanding our Leadership

MRT was able to hire a part-time Executive Director (ED), thanks to the record breaking ticket sales and MAC & MCDC grant funding we received this year. Our new Executive Director is full of innovative marketing and fundraising ideas, and is amazing at networking within the community. Although the ED currently works just a few hours every week, she is a driving force behind our success this year. We are hopeful that with continued success, we can expand the Executive Director’s hours, to better support our programming, educational initiatives, and community outreach.

McKinney Repertory Theatre				
2022-2023 Season				
End of Year Financial Summary				
	Income	Expenses		Net Income/(Loss)
Grant Funds	\$ 29,275			
Ticket Sales	\$ 83,435			
Murder Mystery Proceeds	\$ 2,585			

Donations	\$ 9,885			
Dues	\$ 1,090			
Concession Sales	\$ 6,567			
Program Ads	\$ 7,266			
Amazon Smiles	\$ 129			
Misc	\$ 622			
	\$ 140,854			
MPAC Mthly Office Rent		\$ (3,000)		
MPAC Rental for		\$		
Performances		(22,200)		
Part-time Executive Director		\$ (7,200)		
Advertising		\$ (9,307)		
Royalties		\$ (3,307)		
		\$		
Artist Fees		(10,850)		
Lights and Set		\$ (3,278)		
Costumes		\$ (1,688)		
Props		\$ (811)		
Musicians		\$ (1,320)		
		\$		
Storage Rental		(11,732)		
IT & Equipment		\$ (607)		
Insurance		\$ (488)		
Memberships		\$ (275)		
Concessions Inventory		\$ (2,142)		
Print Materials		\$ (7,666)		
MaRTys		\$ (69)		
Miscellaneous		\$ (5,838)		
		\$		
		(91,778)		
				\$ 49,076

MCDC Promotional & Marketing Budget

Asset	Cost
Dracula	
Posters	\$15.00
Cards	\$60.00
Posters	\$15.00
Yard sign	\$135.98
Facebook Event Post	\$11.29
Facebook Event Post	\$28.71
Facebook Post Boost Ad	\$10.84
New Resident bags stuffing fee	\$5.00
Total Requested for Reimbursement	\$281.82
Season Advertisements	
McKinney Chamber Senior Resource Guide	\$1,200.00
Facebook Season Ad Boost	\$23.71
Facebook Season Ad Boost	\$6.29
Allen City Lifestyle Mag	\$437.50
McKinney Map	\$698.00
Pick 3 Season Tickets Flyer Inserts	\$110.00
Total Requested for Reimbursement	\$2,475.50
A Christmas Carol	
Allen City Lifestyle Mag	\$437.50
Postcards - October	\$30.00
New Resident Bag stuffing Fee	\$5.00
Facebook Event Ad & Post Boost	\$10.27
Facebook Event Ad & Post Boost	\$35.00
Facebook Event Ad & Post Boost	\$35.00
Facebook Event Ad & Post Boost	\$50.00
Facebook Event Ad & Post Boost	\$29.73
Facebook Post Boost	\$35.00
Posters & Business Cards	\$131.31

Community Impact	\$300.00
Total Spent	\$1,098.81
Fardale Ave Housing Estate Murder Mystery	
Allen CityLifestyle Mag	\$437.50
Allen CityLifestyle Mag	\$437.50
Postcards - January	\$66.03
Postcards - Feb	\$197.64
New Resident Bag stuffing Fee - Jan	\$5.00
New Resident Bag stuffing Fee - Feb	\$5.00
Facebook Event Ad & Post	\$24.25
Facebook Event Ad & post	\$50.00
Facebook Event Ad & post	\$50.00
Facebook Event & Post Boost	\$28.98
Facebook Event & Post Boost	\$64.77
Community Impact - Jan	\$300.00
Community Impact - Feb	\$300.00
Vinyl Signage	\$115.05
Posters	\$32.69
Evvnt Newsletter	\$180.00
Current Total Spent	\$2,294.41
Rumors	
Community Impact Advertising - March	\$300.00
Community Impact Advertising - April	\$300.00
Chamber New Resident Bags - March	\$5.00
Postcards & Posters	\$194.36
Facebook Post w/ Animated Graphic	\$5.93
Facebook Post w/ Animated Graphic	\$16.42
Facebook Post w/ Animated Graphic	\$75.00
Facebook Post w/ Animated Graphic	\$28.49
Allen/Fairveiw Lifestyle Magazine - March	\$437.50
Allen/Fairveiw Lifestyle Magazine - April	\$437.50
Allen/Fairview Lifestyle Magazine - May	\$437.50

Square Vinyl Signage	\$90.67
Current Total Spent	\$2,328.37
Murder on Orient Express	
Community Impact Advertising - June	\$300.00
Community Impact Advertising - July	\$300.00
Community Impact Digital Ads - May	\$300.00
Chamber New Resident Bags - June	\$5.00
Postcards	\$99.05
Postcards	\$66.03
Facebook Event Post w/ Graphic	\$47.21
Facebook Event Post w/ Graphic	\$1.73
Facebook Event Post w/ Graphic	\$31.06
Allen/Fairveiw Lifestyle Magazine - June	\$438.00
Allen/Fairveiw Lifestyle Magazine - July	\$437.50
Square Vinyl Yard Signage	\$103.52
Posters	\$32.69
Facebook Post Boost w/ Graphic	\$40.00
Facebook Post Boost w/ Graphic	\$3.94
Facebook Post Boost w/ Graphic	\$14.05
Facebook Post Boost w/ Graphic	\$2.01
Current Total Spent	\$2,221.79
Total Grant Awarded	\$11,677.00
Current Used	\$10,700.70
Money Left	\$976.30

Learning Curves - Promotional & Marketing Budget Variances

- We did not end up using all of the money allocated for “Dracula” due to not being properly prepared for the grant being awarded. It took us more time than anticipated to get contracts in place with Community Impact and CityLifestyle Magazine and create all of the ads to spec. Unfortunately, we could not make the deadlines to be included in the relevant issues for “Dracula”. We were able to remedy that this upcoming season and we were prepared in advance.

- We had originally included program printing costs in the 22-23 budget, but realized that they did not qualify for promotional materials and shifted those dollars to CityLifestyle magazine ad purchases.

Metrics to Evaluate Success

- **Attendance:** We had over 5,864 audience members attend our shows throughout the 22-23 Season who made a positive impact on the businesses of historic downtown McKinney. We are up **170%** in attendance compared to the season before receiving the MDCDC promotional grant. We had attendees from all around our neighboring DFW area as well as from Oklahoma.
- **Audience:** We have gained over 367 facebook followers and have had 340 more people sign up for our e-newsletter since receiving the grant and beginning our advertising campaign.

Moving Forward

In the upcoming season, we are going to be investing in unique QR codes for all of our print ads. We hope to learn which ad spends have the best ROI for us, as not all of the publications have equal reporting to share with us. We will be adjusting our spending based on the results we see with the QR codes.

We also hope to do more digital advertising on social and try out some new online publications such as the Dallas Theatre Journal and Collin-Denton Spotligher.