



2024 - 2025 Season

# MCDC Grant

MRT was awarded **\$12,500.00** to use towards marketing and promotion of our 24-25 Season.

We ended up using **\$12,344.37** between all five (5) productions (41 performances) and our season ticket packages.

## ***IMPACT***

We spent an average of \$2,468.52 to market each show and we were able to **attract 6,689 visitors (+695/+11.6%)** to our shows and coming to downtown McKinney from all over DFW and even out of state! **Over 56%** are coming from surrounding areas (Allen, Fairview, Anna, Melissa, Frisco, & Plano). Many patrons dined, shopped, and stayed in McKinney before and after the show.



# Main Metric Evaluating Success

## ***TICKET SALES***

- 21–22 Season (pre-grant): 2,476 total tickets sold. Per show avg. 54 / 161 *A Christmas Carol* (total of 36 performances)
- 22–23 Season: 5,883 total tickets sold. Per show avg. 146 / 214 *A Christmas Carol* (total 36 performances)
- 23–24 Season: 5,994 total tickets sold. Per show avg. 142 / 224 *A Christmas Carol* (total 39 performances)
- **24–25 Season: 6,689 total tickets sold. Per show avg. 130 / 252 *A Christmas Carol* (total 41 performances)**



For *The Game's Afoot*, we spent \$1,087.04 to market six individual performances.



**We sold 987 tickets** to six individual performances. **Averaging 164.5 tickets per show.**

While short of *Clue*'s performance last season, it performed much better than any other previous show in this time slot confirming audience enthusiasm for seasonal mysteries.

## 24-25 Season Shows





# *A Christmas Carol*



Nov 22-23, 29-30,  
& Dec 13-14, 2024

For *A Christmas Carol*, we spent \$3,009.67 to market eleven individual performances.

We **sold 2,779 tickets (averaging 252.6 per show)** for the eleven shows, which is a **new record for us**. Last year, we sold 2,023 tickets. MRT has been doing *A Christmas Carol* annually since 2006 and we were awarded a proclamation by the City of McKinney in honor of this record-breaking achievement.

## 24-25 Season Shows





For *12 Angry Jurors*, we spent \$2,527.64 to market nine individual performances.



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

## 24-25 Season Shows

We **sold 1,070 tickets**, averaging **118 tickets per show**. While slightly lower than last year's *The Diary of Anne Frank*, this is the 2<sup>nd</sup> best performing show in this time slot.

This production was part of our free student ticket program sponsored by H-E-B, underscoring the show's value and our commitment to fostering the next generation of theatre-goers.







May 2-3 &  
9-10, 2025

For *Deliver Us From Mama*, we spent **\$2,555.29** to market six individual performances.

We **sold 739 tickets (averaging 123 per show)** for the six shows, narrowly surpassing and beating last year's record-holder by one ticket.

## 24-25 Season Shows







August 1-2, 8-9,  
15-16, 2025

For *Barefoot in the Park*, we spent \$2,384.80 to market nine individual performances.

We **sold 1,114 tickets** (averaging 124 per show), which surpassed last year's summer production, *Forever Plaid* (968 tickets) by **146 tickets, a 15.1% increase.**

## 24-25 Season Shows





# Our Main 24-25 Goal

## ***INCREASE TICKET SALES***

Our goal was to increase ticket sales by 20%, while we fell short of our goal, we did see strong growth:

- 6,689 total tickets sold (up 695 / +11.6% YOY)
- *A Christmas Carol* set all-time record (+37.4% YOY)
- Other 4 shows: 3,910 tickets across 30 shows (avg. 130 per show, vs. 142 last year)
- Strong, consistent audience engagement maintained



## Other 24-25 Goals

**GOAL: Increase Newsletter Subscribers by 30%.**

**We beat this goal!**

- Newsletter subscribers: from **620 to 928 active subscribers (+49.7%)**

**GOAL: Increase our Facebook and Instagram followers by 10%.**

**We beat these goals!**

- **Facebook:** from 2,066 to **2,361 followers (+14%)**
- **Instagram:** from 445 to **622 followers (+39%)**
- We have over 295 new Facebook followers and 177 new Instagram followers!



# Grant Budget

Social Media	\$1,613.51
Print & Digital Media Buys	\$8,083.41
Printed Materials (Postcards, Posters, Signs, Bookmarks)	\$1,438.03
Digital Other (Evvnt & GroundTruth)	\$1,209.42
TOTAL	\$12,344.37



# 24-25 Successful Ads

## Community Impact Ads



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.



# 24-25 Successful Ads

## Community Impact Ads



For DUFM's print, we hit 76,865 mailboxes and had 19 scans and digital had 306K impressions and 986 hovers.  
For *Barefoot in the Park*, we hit 76,942 mailboxes and had 26 scans.



# 24-25 Season Successful Ads

## Meta 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.

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.



# 24-25 Season Successful Ads

## Meta Ads

**Mckinney Repertory Theatre**  
Sponsored · 🌐

🎭 FREE Student Tickets—Don't Miss Out! 🎭

ICYMI, thanks to the generosity of H-E-B, you can see "12 Angry Jurors" FOR FREE at the McKinney Performing Arts Center historic courtroom theater this weekend. Watch this gripping drama unfold in an actual... [See more](#)

**FREE STUDENT TICKETS**

Thanks to a generous gift from H-E-B, students can see 12 Angry Jurors for free, gaining insights into critical thinking, the judicial system, and timeless themes of justice, morality and ethics.

To take advantage of the FREE student tickets program, visit: [mckinneyrep.org](https://mckinneyrep.org) and use online checkout code: **EDGARAWARD1958**

**H-E-B**  
Helping Here

**12 angry jurors**  
ADAPTED BY SHERMAN L. SERIEL  
BASED ON THE EMMY AWARD-WINNING TELEVISION MOVIE BY REGINALD ROSE

Show Sponsored by: **INDEPENDENT FINANCIAL**

**FEB. 28-MARCH 1**  
**MARCH 7-8 & 14-15, 2025**

tickets.mckinneyperformingartsce...  
**McKinney Performing Arts Center | Description - 12 Ang...**

[Book now](#)

👍❤️ Sharon Duffy Thomas + 43

**Mckinney Repertory Theatre**  
Sponsored

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[Book now](#)

**Mckinney Repertory Theatre**  
Sponsored · 🌐

Get ready for a rip-roaring, laugh-out-loud adventure as MRT presents "Deliver Us From Mama" by Jones, Hope & Wooten!

The story kicks off when Walker Sprunt's wife, Hayley, goes into labor with their first child. The problem? She's in Alabama,... [See more](#)

**DELIVER US FROM MAMA!**  
a jones hope wooten comedy

**MAY 2-3 & 9-10, 2025**  
MCKINNEY PERFORMING ARTS CENTER

TO PURCHASE TICKETS CALL: 214.544.4630  
OR VISIT: [MCKINNEYREP.ORG](https://mckinneyrep.org)

**Get Tickets**

[Share](#)

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.



# 24-25 Season Successful Ads

## Meta Ads



**McKinney Repertory Theatre** ...

Sponsored ·



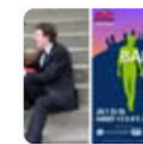
SHOW SNEAK PEEK: Say hello to Paul & Corie Bratter — newlyweds navigating love, laughs, and one very tiny NYC ...[See more](#)



tickets.mckinneyperformingart...  
**Get Tickets Now**

**Book now**

Ad



Jul 23 • Created b...  
**Website visitors**  
SHOW SNEAK PEEK:  
Say hello to Paul &...

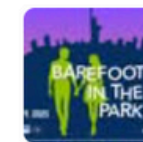
Completed

**4,648**  
Views

**2,971**  
Reach

**122**  
Link clicks

Boosted Facebook event



Jun 4 • Created b...  
**Ticket sales**  
MRT presents  
Barefoot in the Par...

Completed

**50,584**  
Views

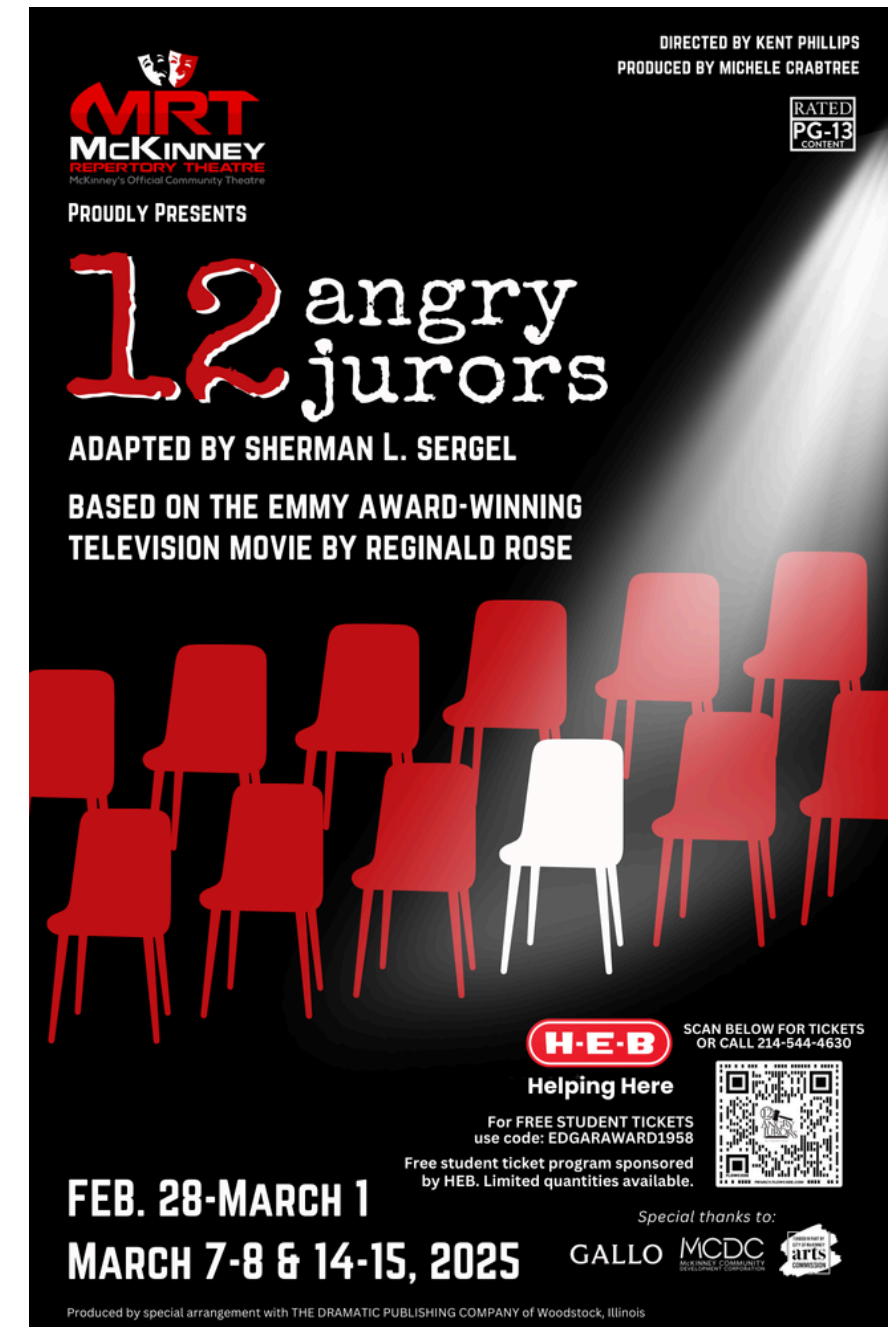
**26,115**  
Reach

**438**  
Link clicks

For *Barefoot in the Park*, we ran an image ad which resulted in 4.6K views, 2.9K reach, and 122 link clicks, and an event boost which resulted in 438 link clicks, 50K views, and 26K reach.

## 24-25 Season Successful Ads

## Posters

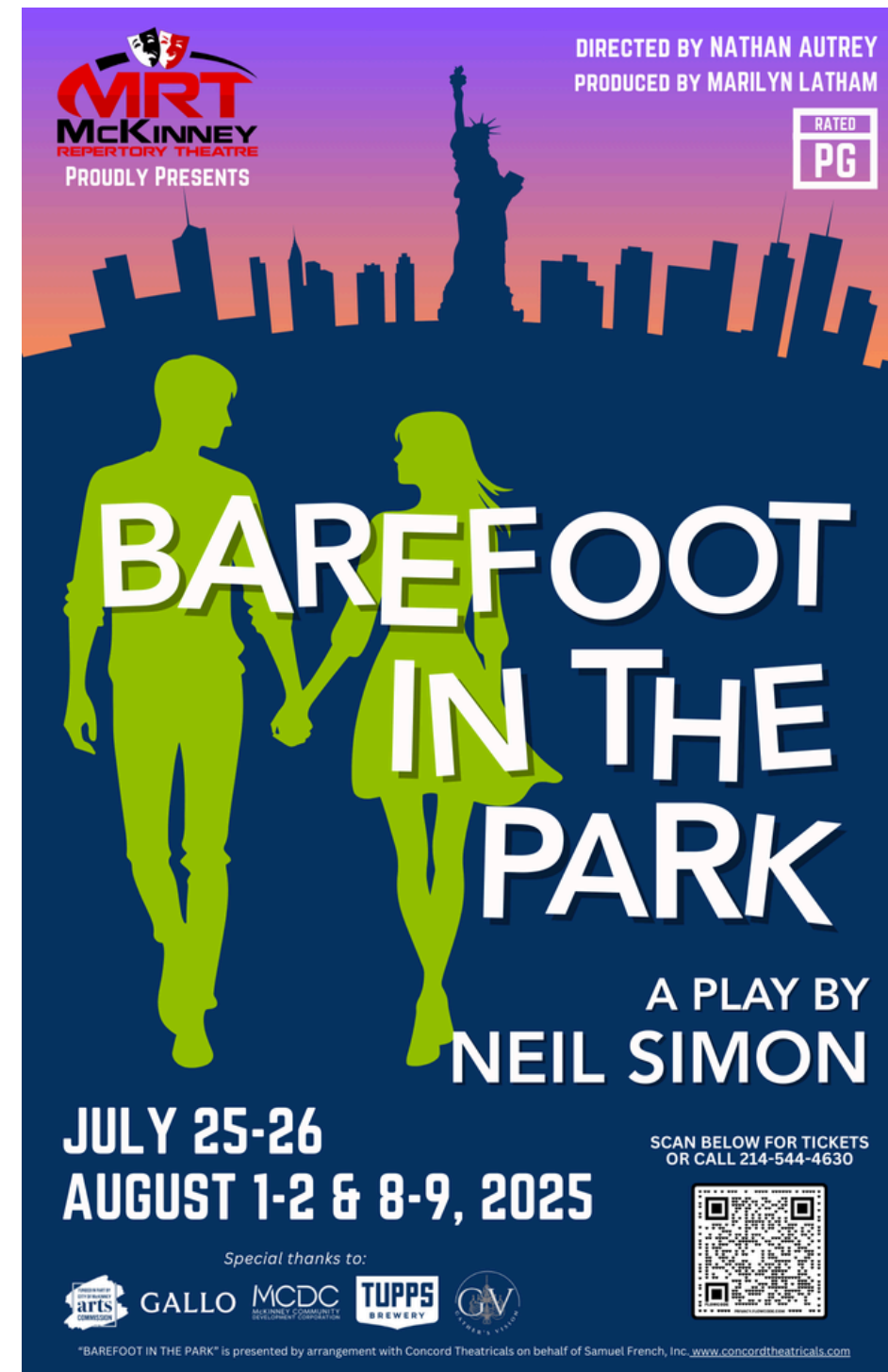


Posters continue to be successful for us. QR Scans: TGA had 124, ACC had 267, and 12AJ had 53.



## 24-25 Season Successful Ads

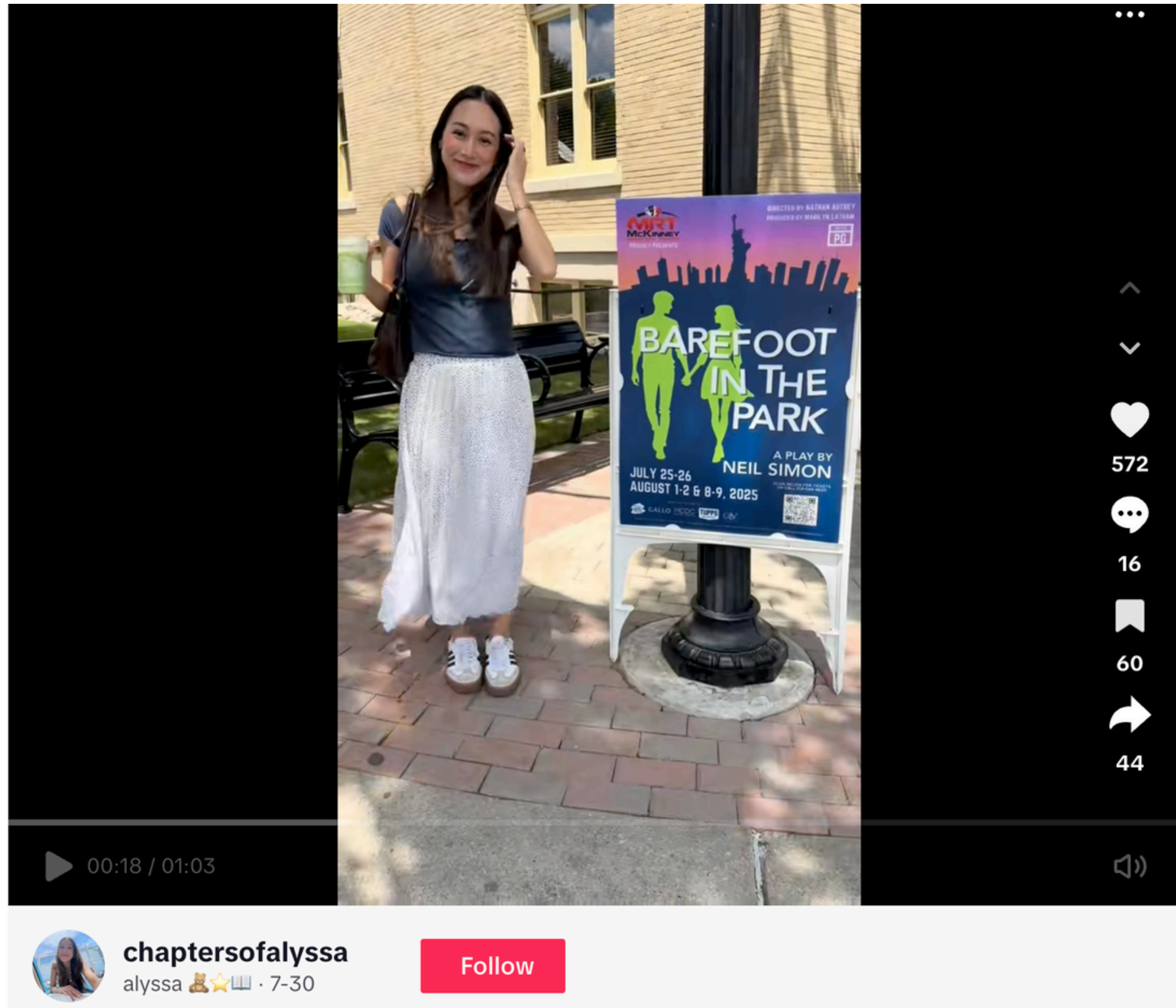
## Posters



Posters continue to be successful for us. QR Scans: DUFM had 31 & Barefoot in the Park had 65

## 24-25 Season Successful Ads

## Tik Tok Influencer



Our first partnership with a TikTok Influencer!  
Worked with @ChaptersofAlyssa, who has 5,000 followers to promote *Barefoot in the Park* and downtown McKinney.

The TikTok video post got 572 likes, 16 comments, 60 saves, and 44 shares.

To watch the TikTok video, [click here.](#)





## Learnings & Moving Forward

### ***ADAPTING OUR MARKETING***

We are refining our marketing strategy to focus on tactics with proven results while testing new approaches.

We will test a community newsletter partnership, and continue testing GroundTruth geo-fencing and influencer collaborations (after success with *Barefoot in the Park*).

We'll also maintain strong channels like Community Impact, Local Profile, social media and traditional printed posters to optimize our budget and expand audience reach.



**THANK YOU  
FOR YOUR SUPPORT**



## MCDC Final Report for McKinney Repertory Theatre 2024-25 Season

McKinney Repertory Theatre (MRT) has just completed its 21st season (24–25 Season). Building on the momentum of our record-breaking 20th anniversary year, we entered this season with high expectations and continued commitment to offering high-quality community theatre. We are pleased to report strong attendance, two new records, and continued growth in our community presence and audience reach.

### Our Shows

1. *The Game's Afoot* (Fall 2024)

Our season opened with Ken Ludwig's comedic mystery *The Game's Afoot*. Ticket sales reached **987**, a strong start that engaged both long-time patrons and first-time attendees. While just shy of last year's *Clue*, which set a record with **1,079 tickets sold** for our fall opener, *The Game's Afoot* maintained robust attendance and confirmed continued audience enthusiasm for seasonal mysteries.

2. *A Christmas Carol* (Winter 2024)

Our annual tradition of *A Christmas Carol*, adapted by Dr. Andrew Harris, reached new heights this season. With **2,779 tickets sold**, the production set a new all-time attendance record, surpassing last year's 2,023 by **756 tickets—a 37.4% increase**. This beloved production continues to be MRT's most popular offering, drawing audiences from across the region. MRT was honored with a proclamation this past January in honor of *A Christmas Carol*'s achievement.

3. *12 Angry Jurors* (Spring 2025, Student Ticket Program)

Thanks to sponsorship support, MRT presented *12 Angry Jurors* with a free student ticket program, welcoming younger audiences and homeschool groups. Attendance totaled **1,070 tickets sold**, comparable to last year's *The Diary of Anne Frank*, which had **1,186 tickets sold**. While slightly lower, the student-focused initiative successfully underscored the program's value in fostering the next generation of theatre-goers.

4. *Deliver Us From Mama* (Spring 2025)

This Southern comedy drew **739 tickets sold**, narrowly surpassing last year's comparable spring production, *Catch Me If You Can*, which sold **738 tickets**.

5. *Barefoot in the Park* (Summer 2025)

Closing out the season, Neil Simon's *Barefoot in the Park* was a standout success with **1,114 tickets sold**, surpassing last year's summer production *Forever Plaid* (968 tickets) by **146 tickets, a 15.1% increase**. The show's popularity reaffirmed the appeal of timeless classics and provided a strong finale to the season. For the first time, we

collaborated with a TikTok influencer, which generated 565 likes, 16 comments, 60 saves, and 44 shares, helping us reach a broader, engaged audience and providing valuable insights for future digital campaigns.

## 24-25 Goals & Achievements

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

This season MRT sold a total of **6,689 tickets**, an increase of **695** over last year's 5,994. This represents **11.6% growth year-over-year**. While we set an ambitious goal of growing our audience by 20%, we are pleased to report that we exceeded last year's total and achieved strong, steady growth—even if we fell short of our stretch goal.

Notably, *A Christmas Carol* far exceeded expectations with a **37.4% increase in ticket sales** over last year, setting a new all-time attendance record.

Excluding *A Christmas Carol*, our remaining four productions accounted for **3,910 tickets sold across 30 performances**, averaging **130 tickets per show**. This is slightly below last year's average of 142 (excluding *A Christmas Carol*), but overall attendance remained strong and steady across the season, showing consistent audience engagement even as we continue to build toward our long-term growth goals.

### Goal 2: Grow newsletter subscribers by 30%

Our original goal was to increase newsletter subscribers by 30% and social media followers by 10%. We not only met these benchmarks but surpassed them—particularly with our newsletter list, which grew by nearly **50%**, marking one of our biggest wins of the season.

- **Newsletter subscribers:** from 620 to **928 active subscribers (+49.7%)**

### Goal 3: Grow social media reach by 10%

We significantly expanded our social reach this season and beat our goal of an increase of 10%:

- **Facebook:** from 2,066 to **2,361 followers (+14%)**
- **Instagram:** from 445 to **622 followers (+39%)**
- We have over 295 new Facebook followers and 177 new Instagram followers!

### Metrics to Evaluate Success:

- Attendance: **6,689 total tickets sold** this season, the highest in MRT's history.
- Audience Reach: Over 295 new Facebook followers, 177 new Instagram followers, and 308 new newsletter subscribers added this year.
- Engagement: Increased social shares, community presence, and new and repeat attendance confirm MRT's role as McKinney's resident community theatre.

## Looking Ahead: Future Goals

As we move into our shortened 2025–2026 season, MRT will focus on several key goals:



1. **Expanded Performance Schedule**

Transition from a five-show season with two-weekend runs (approximately 33 performances) to a four-show season with three-weekend runs with nine performances per show, resulting in 38 performances.

2. **Broaden Audience Reach**

Continue attracting theatergoers from surrounding communities. With **56% of our current audience residing outside McKinney**, this remains a significant opportunity for growth with a new audience.

3. **Grow Communications Channels**

Increase newsletter subscribers by **20%** and expand Facebook and Instagram followings by **15%** each.

4. **Ticket Sales Goals**

- *National Pastime*: achieve an average of **146 tickets per performance**
- *A Christmas Carol*: achieve an average of **265 tickets per performance**

5. **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 and March 2026, an outdoor concert and picnic 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 **murder mystery radio show collaboration** with Chestnut Square Heritage Village in October 2026.

## **Learnings and Adjustments for our Marketing Strategy**

For our next two shows, we are shifting our marketing strategy to focus on approaches that have shown strong results and testing some new partnerships. We will be trying a community newsletter partnership, continuing to test GroundTruth’s geo-fencing platform, and continuing our work with influencers—after a [successful collaboration for \*Barefoot in the Park\*](#), we hope to work with this influencer again for *A Christmas Carol* and invite another one to *National Pastime*. We also tested geofencing for *Barefoot in the Park*, which yielded promising results, and we plan to continue experimenting with this tactic this season.

Additionally, we will continue to utilize Community Impact, Local Profile, and social media, all of which have performed well for us in the past. These efforts, combined with strategic digital marketing, will help us optimize our marketing dollars and reach a broader audience.

## MRT End of Year Financial Statement Summary

McKinney Repertory Theatre				
2024-2025 Season				
End of Year Financial Summary				
	Income	Expenses		Net Income/(Loss)
Grant Funds	\$ 28,008			
Main Stage Ticket Sales	\$ 101,396			
Chestnut Square Events	\$ 2,015			
Donations	\$ 8,790			
Member Dues	\$ 1,532			
Concession Sales	\$ 7,467			
Program Ads/Sponsorships	\$ 3,675			
Student Ticket Program Donations	\$ 5,000			
Gala/MaRTy Events	\$ 7,692			
Interest Income	\$ 159			
	\$ 165,734			
MPAC Mthly Office Rent		\$ (3,250)		
MPAC Rental for Performances		\$ (27,251)		
Part-time Executive Director		\$ (20,480)		
Marketing		\$ (10,874)		
Royalties		\$ (4,590)		
Show Security		\$ (8,018)		
Artist Fees		\$ (18,000)		
Lights and Set		\$ (5,244)		
Costumes		\$ (3,231)		
Props		\$ (824)		
Musicians		\$ (1,755)		
Storage Rental		\$ (18,171)		
Accounting		\$ (2,569)		
Insurance		\$ (1,662)		
Memberships		\$ (545)		
Concessions Inventory		\$ (1,635)		



Print Materials			\$ (9,543)	
Gala/MaRTy Events			\$ (7,066)	
Equipment			\$ (939)	
Miscellaneous			\$ (5,381)	
			\$ (151,028)	
				<b>\$ 14,707</b>

### MRT MCDC Promotional Budget Actuals

Marketing/Advertising Item	Actuals
<i>The Games Afoot: A Sherlock Holmes Mystery</i>	
Yard signs	\$119.62
Posters	\$49.04
Facebook Event Post	\$66.18
Facebook Event Post	\$5.77
Facebook Post Boost	\$3.05
Collin Denton Spotlighter Digital	\$20.00
Community Impact Digital	\$218.38
Community Impact Print	\$0.00
Community Impact Newsletter	\$0.00
EVVNT	\$0.00
Local Profile Digital	\$450.00
NextDoor	\$155.00
<b>Total Requested</b>	<b>\$1,087.04</b>
<b>Season Advertisements</b>	
Community Impact Print & Digital	\$779.93
<b>Total Requested</b>	<b>\$779.93</b>
<b>A Christmas Carol</b>	

Facebook Event Ad & Post Boost	\$35.15
Facebook Event Ad & Post Boost	\$75.00
Facebook Event Ad	\$2.62
Facebook Post Boost	\$2.20
Posters	\$65.38
Vinyl Signage	\$103.53
Community Impact Newsletter	\$400.00
Community Impact Digital	\$300.00
Community Impact Print	\$443.89
Community Impact Newsletter 12/9 - 12/13	\$415.96
Local Profile Digital	\$450.00
Next Door	\$155.00
Next Door	\$155.00
Millet XL	\$405.94
<b>Total Spent</b>	<b>\$3,009.67</b>
<b>12 Angry Jurors</b>	
Facebook Event Ad	\$49.37
Facebook Event Ad	\$3.25
Facebook Event Ad	\$62.35
Facebook Post Boosts	\$24.38
Facebook Post Boosts	\$45.52
Vinyl Signage	\$104.30
Posters	\$73.56
Postcards	\$66.03
Community Impact Newsletter	\$561.55
Community Impact Digital	\$686.33
Community Impact Print	\$0.00
EVVNT	\$129.00
EVVNT	\$129.00
NextDoor	\$93.00
Star Local	\$500.00
<b>Current Total Spent</b>	<b>\$2,527.64</b>



<b><i>Deliver Us From Mama</i></b>	
Facebook Event Ad	\$46.34
Facebook Event Ad	\$51.51
Facebook Event Ad	\$2.15
Community Impact Print, Newsletter & Digital	\$1,039.90
Local Profile Digital	\$450.00
Posters	\$65.38
Square Vinyl Signage	\$106.07
EVVNT	\$378.00
NextDoor	\$155.00
NextDoor	\$155.00
Postcards	\$105.94
<b>Current Total Spent</b>	<b>\$2,555.29</b>
<b>Barefoot in the Park</b>	
Community Impact Print	\$805.92
Community Impact Newsletter	\$561.55
Community Impact Digital	\$0.00
Facebook Ad w/ Image	\$34.59
Facebook Event Post w/ Graphic	\$16.01
Facebook Event Post w/ Graphic	\$60.90
Facebook Event Post w/ Graphic	\$2.15
Facebook Event Post w/ Graphic	\$2.02
Posters	\$65.38
Square Vinyl Signage	\$107.86
EVVNT	\$498.00
NextDoor	\$155.00
GeoTargeting - GroundTruth	\$75.42
<b>Current Total Spent</b>	<b>\$2,3834.80</b>
<b>Total Requested/Used:</b>	<b>\$12,344.37</b>
<b>Awarded</b>	<b>\$12,500.00</b>

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- **Newsletter subscribers:** from 620 to **928 active subscribers (+49.7%)**

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- *A Christmas Carol*: achieve an average of **265 tickets per performance**

5. **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 and March 2026, an outdoor concert and picnic 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 **murder mystery radio show collaboration** with Chestnut Square Heritage Village in October 2026.

## **Learnings and Adjustments for our Marketing Strategy**

For our next two shows, we are shifting our marketing strategy to focus on approaches that have shown strong results and testing some new partnerships. We will be trying a community newsletter partnership, continuing to test GroundTruth’s geo-fencing platform, and continuing our work with influencers—after a [successful collaboration for \*Barefoot in the Park\*](#), we hope to work with this influencer again for *A Christmas Carol* and invite another one to *National Pastime*. We also tested geofencing for *Barefoot in the Park*, which yielded promising results, and we plan to continue experimenting with this tactic this season.

Additionally, we will continue to utilize Community Impact, Local Profile, and social media, all of which have performed well for us in the past. These efforts, combined with strategic digital marketing, will help us optimize our marketing dollars and reach a broader audience.



## MRT End of Year Financial Statement Summary

McKinney Repertory Theatre				
2024-2025 Season				
End of Year Financial Summary				
	Income	Expenses		Net Income/(Loss)
Grant Funds	\$ 28,008			
Main Stage Ticket Sales	\$ 101,396			
Chestnut Square Events	\$ 2,015			
Donations	\$ 8,790			
Member Dues	\$ 1,532			
Concession Sales	\$ 7,467			
Program Ads/Sponsorships	\$ 3,675			
Student Ticket Program Donations	\$ 5,000			
Gala/MaRTy Events	\$ 7,692			
Interest Income	\$ 159			
	\$ 165,734			
MPAC Mthly Office Rent		\$ (3,250)		
MPAC Rental for Performances		\$ (27,251)		
Part-time Executive Director		\$ (20,480)		
Marketing		\$ (10,874)		
Royalties		\$ (4,590)		
Show Security		\$ (8,018)		
Artist Fees		\$ (18,000)		
Lights and Set		\$ (5,244)		
Costumes		\$ (3,231)		
Props		\$ (824)		
Musicians		\$ (1,755)		
Storage Rental		\$ (18,171)		
Accounting		\$ (2,569)		
Insurance		\$ (1,662)		
Memberships		\$ (545)		
Concessions Inventory		\$ (1,635)		

Print Materials			\$ (9,543)	
Gala/MaRTy Events			\$ (7,066)	
Equipment			\$ (939)	
Miscellaneous			\$ (5,381)	
			\$ (151,028)	
				<b>\$ 14,707</b>

### MRT MCDC Promotional Budget Actuals

Marketing/Advertising Item	Actuals
<i>The Games Afoot: A Sherlock Holmes Mystery</i>	
Yard signs	\$119.62
Posters	\$49.04
Facebook Event Post	\$66.18
Facebook Event Post	\$5.77
Facebook Post Boost	\$3.05
Collin Denton Spotlights Digital	\$20.00
Community Impact Digital	\$218.38
Local Profile Digital	\$450.00
NextDoor	\$155.00
<b>Total Spent</b>	<b>\$1,087.04</b>
<b>Season Advertisements</b>	
Community Impact Print & Digital	\$779.93
<b>Total Spent</b>	<b>\$779.93</b>
<b>A Christmas Carol</b>	
Facebook Event Ad & Post Boost	\$35.15
Facebook Event Ad & Post Boost	\$75.00
Facebook Event Ad	\$2.62



Facebook Post Boost	\$2.20
Posters	\$65.38
Vinyl Signage	\$103.53
Community Impact Newsletter	\$400.00
Community Impact Digital	\$300.00
Community Impact Print	\$443.89
Community Impact Newsletter 12/9 - 12/13	\$415.96
Local Profile Digital	\$450.00
Next Door	\$155.00
Millet XL	\$405.94
<b>Total Spent</b>	<b>\$2,854.67</b>
<b>12 Angry Jurors</b>	
Facebook Event Ad	\$49.37
Facebook Event Ad	\$3.25
Facebook Event Ad	\$62.35
Facebook Post Boosts	\$24.38
Facebook Post Boosts	\$45.52
Vinyl Signage	\$104.30
Posters	\$73.56
Postcards	\$66.03
Community Impact Newsletter	\$561.55
Community Impact Digital	\$686.33
Community Impact Print	\$0.00
EVVNT	\$129.00
EVVNT	\$129.00
NextDoor	\$93.00
NextDoor	\$155.00
Star Local	\$500.00
<b>Total Spent</b>	<b>\$2,682.64</b>
<b><i>Deliver Us From Mama</i></b>	
Facebook Event Ad	\$46.34
Facebook Event Ad	\$51.51

Facebook Event Ad	\$2.15
Community Impact Print, Newsletter & Digital	\$1,039.90
Local Profile Digital	\$450.00
Posters	\$65.38
Square Vinyl Signage	\$106.07
EVVNT	\$378.00
NextDoor	\$310.00
Postcards	\$105.94
<b>Total Spent</b>	<b>\$2,555.29</b>
<b>Barefoot in the Park</b>	
Community Impact Print	\$805.92
Community Impact Newsletter	\$561.55
Community Impact Digital	\$0.00
Facebook Ad w/ Image	\$34.59
Facebook Event Post w/ Graphic	\$16.01
Facebook Event Post w/ Graphic	\$60.90
Facebook Event Post w/ Graphic	\$2.15
Facebook Event Post w/ Graphic	\$2.02
Posters	\$65.38
Square Vinyl Signage	\$106.07
EVVNT	\$498.00
NextDoor	\$155.00
GeoTargeting - GroundTruth	\$75.42
<b>Total Spent</b>	<b>\$2,383.01</b>
<b>Total Spent</b>	<b>\$12,342.58</b>
<b>AWARDED</b>	<b>\$12,500.00</b>