

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name Sostentuo Choral Community of North Texas

Federal Tax I.D. 32085744913

Incorporation Date Thursday, August 4, 2022

Mailing Address 2721 Bordeaux Drive
McKinney, Texas, 75070

Phone Number (214) 695-1508

Email choralcommunityntx@gmail.com

Website <https://sostenutontx.org>

Social Media <https://www.facebook.com/SostenutoCCNT>

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

Sostenuto is located in McKinney, Texas, and desires to join local singers together in a supportive vocal family, combining individual talents to collectively bring memorable moments of high quality to the community through the medium of choral music. We welcome adults of all ages seeking others with a shared love of singing. Our members are from all walks of life and join together weekly to rehearse repertoire from a variety of musical genres. Musical and artistic growth, excellence in performance, and providing a loving, supportive environment are major components of our organization.

Sostenuto performs two independent concerts annually, Christmas and Spring, and is honored to serve the community at the annual Veterans Day Ceremony at the McKinney Veterans Memorial Park.

Artistic Director and Founder Cindy Johnston brings three decades of choral experience to Sostenuto. Her humorous style coupled with high musical standards sets a rehearsal atmosphere of fun filled success.

Rehearsals and concerts are exquisitely enhanced by the vast talents of our accompanist, Debra Morton.

What's in a name? Sostenuto is an Italian word that translates to sustained. As a musical term, the practical definition is to prolong - sustain - a passage of music. It is an adjective form of the verb *sostenere* which has support as a synonym. Sustained and supported - very fitting descriptors for music and a community of singers.

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3



Representative Completing Application Eileen Halbrooks Board of Directors, Vice President

Mailing Address 2504 Cayenne Drive
McKinney, Texas, 75070

Phone Number (214) 578-2035

Email ccntboard22@gmail.com

Contact for Communications Between MCDC and Organization Eileen Halbrooks Board of Directors, Vice President

Address 2504 Cayenne Drive
McKinney, Texas, 75070

Phone Number (214) 578-2035

Email ccntboard22@gmail.com

Funding - Total Amount Requested 1325

Are matching funds available?

Matching Funds Available N/A

Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

Provide name of City of McKinney entity funding source and amount. McKinney Arts Commission

Have you received or will funding be requested from other organizations / foundations?

Provide name of organization / foundation funding source and amount. N/A

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

Please list. N/A

Board of Directors Attachment



Board Member Contact Info.xlsx

Leadership Staff Attachment



Leadership Staff.pdf

Information provided for promotional / community event for which you are seeking funding.

Date(s) of Event

05/19/2025

Location(s)

First McKinney, 1615 W. Louisiana St, McKinney TX 75069

Event(s) open to the public?

Yes

Ticket Prices

Concert Admission is a suggested donation of \$10 per person, but is not required to attend. The livestream option is a suggested donation of \$15 per household.

Describe the target audience for the event(s).

Sostenuto presents 90-minute concerts with choral works by traditional and contemporary composers. Most songs are sung in English, but a variety have been presented in languages including Latin, French, and various others. Concerts are presented in a formal performance setting, and can best be enjoyed by audience members age 10 and up. The venue is accessible for those with mobility aids.

Is this the first for this event?

No

If not, what is the history for the event (annual / biannual since what year)?

Sostenuto has presented a Spring Concert in McKinney for 3 years, so this will be the 4th concert of its kind.

How does event showcase McKinney for tourism and/or business development?

Our title sponsorship is an opportunity for a local business to be advertised in our concert promotional material, including flyers and our website. Printed program sponsors are able to advertise in the concert program and are acknowledged in the pre-concert slideshow. Area businesses have supported the concert in the past and have donated to the concert survey raffle. The venue is ideally located just minutes from downtown McKinney, creating an opportunity for audience members to visit and dine as patrons of Main Street McKinney businesses.

Expected attendance.

180

Expected number or percentage of attendees coming from outside of McKinney.

52

Does the event support a non-profit (other than applicant)?

No

If yes, what organization(s) are supported?

N/A

What percentage of revenue will be donated (indicate gross or net)?

02300

Financial Goals of Promotional / Community Event

Gross Revenue	2300
Projected Expenses	1340
Net Revenue	960

Other Funding Sources

Spring Concert funding is supported by internal fundraising, averaging donations at a level of \$100 per singer (member), and raising up to 20% of our total event expenditures. Title Sponsors and business ads provide close to \$2500 in funds. Ticket sales usually equal around \$2000, semester fees average \$55 per member, and grant funding makes up the difference.

- Fees
- Fan Angel Fundraiser
- Business Sponsors
- Individual Donors
- Grants
- Concert Admission
- Restuarant Night

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

The goal of our Spring Concert is to enhance audience experience with a variety of light-hearted choral music as part of our organization mission to inspire, educate, and support a community of individual singers into one united voice, providing high quality choral programs to North Texas. The intent is to increase the audience attendance and to attract first-time McKinney residents and those from other cities. Each year, Sostenuuto has been able to introduce audiences to favorite songs and some newly created works.

Spring Concert rehearsals begin in January, and the chorus practices during the semester weekly on Monday evenings. Sheet music will be purchased the previous December (2024). Advertising for the Spring Concert will be placed starting in March 2025, no later than 3/24/25.

Goals for concert growth include collaboration with other McKinney performing groups and filling the venue which limit is 1500.

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Facebook Targeted Ads	500
Community Impact Printed Advertising	775
Posters/Flyers	100
McKinney chamber	250

Event Marketing Plan and Budget Attachment



Total Promotional Budget 1625

What percentage of the total marketing budget does the grant represent? 86

Attendance from previous event(s), if applicable 180 52%

Marketing lessons learned from past (what worked and what did not).

We found that the greatest percentage of audience members attended because a friend or family member was performing the concert. Successful marketing took place via social media (Facebook), visits to the organization website, the advertisement in Community Impact, and the Visit McKinney website. Many audience members mentioned seeing the poster/flyer for our concert. Feedback from the KLAK radio commercial indicated that no one listed having heard the radio announcement as a reason for attending the concert. The radio spot is not a marketing or publicity project we plan to revisit soon.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

Our concert feedback survey for the past two concerts have given us an opportunity to measure the concert success based on primary city of residence, new and returning audience members, indication of how successful marketing plans played out, and whether an audience member has any previous association with a member of our group. We discovered that near 40% of audience members participate in the survey and may represent the head-of-household for those in attendance. Website feedback and Facebook metrics will provide indicators of marketing success.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Examples would not attach here, but can be sent separately as graphics files. Each semester, our graphic artist works with our artistic director to create a concert theme and corresponding marketing material for the concerts.

Previous themes have included:

And so We Sing

Celestial Air

Rooted In America

And this year, the chorus will present music of our country and neighborhood which evokes the unity of all of us, especially the town where we live.

Budget



What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 15

Are matching funds available? No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue 2500

Registration Fees 2400

Donations 1500

Net Revenue 1833.62

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Metrics to evaluate success will include the total number of audience members, the percentage both in and outside of the city of McKinney, their respective ages, income and other demographics to determine the equality and inclusiveness of our event. Survey will also include likelihood to attend another organization event and if participants patronized a local business and/or restaurant.

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

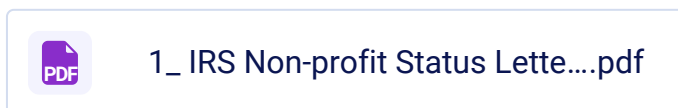
Budget



Financial Statements



IRS Determination Letter (if applicable)



W9



Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

Please be prepared to provide the information outlined below in your presentation:

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.

MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.

- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

Applicant Electronic Signature

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer



Date

Tuesday, November 26, 2024

Representative Completing Application



Date

Tuesday, November 26, 2024

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

Fall 2025 Income	Budget	Fall 2025 Expenses	Budget
Semester Fees	\$2,400.00	Sheet Music (and copies) & Listeni	\$2,254.38
Fundraiser (FanAngel)	\$3,000.00	Rehearsal Space	\$1,024.00
Individual Donors	\$1,500.00	Dress Rehearsal Venue	\$300.00
Ticket Sales	\$2,000.00	Dress Rehearsal Tech	\$160.00
Business Sponsors	\$2,500.00	Concert Venue	\$600.00
Grant Income	\$3,000.00	Concert Tech	\$160.00
Restaurant Night	\$100.00	Concert Livestream/Recording	\$120.00
Total	\$14,500.00	Marketing/Publicity	\$1,325.00
		Printed Program	\$300.00
		Guest Instrumentalists	\$750.00
		Gifts	\$50.00
		Survey Raffle Prizes	\$100.00
		Stipends	\$5,023.00
		Workshop	\$250.00
		Chamber Membership	\$250.00
			\$12,666.38

Cindy Johnston

2721 Bordeaux Drive

McKinney, TX 75070

(214) 695-1508

cjohnstonmisd@gmail.com

EXPERIENCE

Sostenuto, a Choral Community of North Texas — *Artistic Director and Founder*

January, 2020- PRESENT

Serve as principal conductor of rehearsals and performances of Sostenuto. Plan and execute all aspects of concert season including programming, repertoire selection, rehearsals, scheduling, recruiting and retention of membership. Provide exceptional musical leadership for the chorus by incorporating appropriate vocal pedagogy.

Outcry Theatre — *Music Director*

March, 2020 - Present

Assist with casting. Teach and rehearsal all musical numbers incorporating appropriate vocal pedagogy. Assist in tech rehearsals with microphone assignments and use during musical numbers.

McKinney ISD — *Director of Choirs*

McKinney High School June, 2010 - May, 2019

Evans Middle School June 2004 - May, 2010

Provide vocal, music literacy and theory instruction, preparing students for exemplary levels of performance as a member of small and large ensembles as well as individually. Prepare students for vigorous All-State Audition Process. Develop choral program in all aspects including year long concert planning, auditioning and placement, budgeting, recruitment and retention.

McKinney ISD — *Elementary Music Teacher*

Valley Creek Elementary December 1997 - May, 2004

General Music Education and program planning.

EDUCATION

West Texas A&M University, Canyon, TX — *Bachelor of Music Education, Concentration in Voice*

August, 1977 - December, 1980

Summa Cum Laude graduate; president of Mu Phi Epsilon, music service organization.

SKILLS

Choral Conducting

Vocal Pedagogy

Keyboard skills

Recruiting and Retention.

Building of the organization from the ground up.

Budget planning

Communication

AWARDS

Mark of Excellence National Choral Winner, 2019

Texas Music Educators Association Invited Choir, Evans MS Varsity Treble, 2009

Excellence in Teaching Award Winner, McKinney ISD, 1999

Debra Morton

EDUCATION

Baylor University, Waco, Texas- *Bachelor of Music in Piano Performance*

June, 1972-December, 1975

Cum Laude graduate

Past work experience includes: Keyboards (Walt Disney World, Orlando, Florida) Music Director and Composer (Maximilian Productions, New York City) Vocal Coach and Arranger (New York City) Organ-Choirmaster (Clinton, Connecticut and Boston, Massachusetts)

Pianist

3413 June Dr
McKinney, Texas
956-451-3850
Debletreble@hotmail.com

SKILLS

Accompanist, Director, Vocal Coach, Arranger

**First Frisco Global
Methodist Church,
Frisco, Texas-**Traditional
Music Director

August, 2019-present

- Chancel Choir Director
- Children's Choir Director

McAllen ISD, McAllen, Texa -Staff
Accompanist

1990-2017

- Accompanied various middle school and high school choirs
- Arranged and composed choral music

Trinity Baptist Church, McAllen, Texas- *Music Director*

1990 - 2012

- Music Director for choirs
- Worship leader

Full Name	Position	Email Address	Street Address
Mark Eugene Read	President	mread6153@hotmail.com	2821 Abbey Road
James Lee Shelby	Secretary -Parliamentary	jamesshelby@tx.rr.com	3708 Alex Ct
Eileen Nunley Halbrooks	Vice President	ehalbrooks@tx.rr.com	2504 Cayenne Drive
Marcella Rose Best (Marcy)	Treasurer	marcybest@gmail.com	4643 Margo Ct
Grover C Brillhart	At Large (Fundraising)	grover.brillhart@gmail.com	603 Fallen Branch Dr
Kayla Kreger	At Large (Publicity)	kaykregee@gmail.com	513 E Heron St

City	Zip	Cell Phone	Place of Work/Name of School	City of Occupation
McKinney	75072	214-562-6985	Technical Sales / Accenture	WFH -McKinney
McKinney	75070	214-250-8648	LaBarre Oksnee Insurance	WFH- McKinney
McKinney	75070	214-578-2035		
Plano	75024	214-732-0478	Ensono	WFH - Plano (Chicago)
McKinney	75072	214-889-9600	Financial Advisor	WFH- McKinney (Addison)
Denison	75021	214-538-3541	Elementary Music Teacher	Denison ISD



JPMorgan Chase Bank, N.A.
P O Box 182051
Columbus, OH 43218 - 2051

October 01, 2024 through October 31, 2024

Account Number: **000000588967783**

CUSTOMER SERVICE INFORMATION

Web site: **Chase.com**
Service Center: **1-800-242-7338**
Para Espanol: **1-888-622-4273**
International Calls: **1-713-262-1679**
We accept operator relay calls

00190034 DRE 201 219 30624 NNNNNNNNNN 1 000000000 64 0000

CHORAL COMMUNITY OF NORTH TEXAS INC.
2721 BORDEAUX DR
MCKINNEY TX 75070-4707



01900340201000000022

CHECKING SUMMARY

Chase Business Complete Checking

	INSTANCES	AMOUNT
Beginning Balance		\$10,319.77
Deposits and Additions	3	1,115.00
ATM & Debit Card Withdrawals	3	-146.80
Ending Balance	6	\$11,287.97

Congratulations, we waived the \$15 Monthly Service Fee for this statement period, based on your qualifying activity.

How to Avoid the Monthly Service Fee (MSF)

If you meet any of the following qualifying activities for this Chase Business Complete CheckingSM account in a statement period, we will waive the \$15 MSF.

Here's the business activity we used to determine if you qualified for the MSF waiver:

- \$2,000 Minimum Daily Ending Balance: Your lowest daily ending balance was \$10,245.49.
- \$2,000 Chase Payment SolutionsSM Activity: \$0.00 was deposited into this account.
- \$2,000 Chase Ink[®] Business Card Activity: \$0.00 was your total Ink activity.

You can also avoid the MSF if you:

- Maintain a linked Chase Private Client CheckingSM account OR
- Meet Chase Military Banking requirements

For complete details on all requirements to avoid the MSF, please review the Additional Banking Services and Fees for Business Accounts at chase.com/business/disclosures or visit a Chase branch.

DEPOSITS AND ADDITIONS

DATE	DESCRIPTION	AMOUNT
10/01	Zelle Payment From Courtney Flynn 2ly0lqbhl3K	\$70.00
10/17	Online Transfer From Chk ...3618 Transaction#: 22413585128	45.00
10/23	Zelle Payment From Grover Brillhart 2H80lqxb2Zqf	1,000.00
Total Deposits and Additions		\$1,115.00



October 01, 2024 through October 31, 2024

Account Number: **00000588967783**

ATM & DEBIT CARD WITHDRAWALS

DATE	DESCRIPTION	AMOUNT
10/10	Card Purchase 10/08 Alliance Member Servic 831-4590980 CA Card 6883	\$139.28
10/16	Card Purchase 10/15 J.W. Pepper 800-345-6296 PA Card 5000	5.00
10/29	Card Purchase 10/28 Office Depot #590 Mckinney TX Card 2189	2.52
Total ATM & Debit Card Withdrawals		\$146.80

ATM & DEBIT CARD SUMMARY

Eileen Nunley Halbrooks Card 2189		
	Total ATM Withdrawals & Debits	\$0.00
	Total Card Purchases	\$2.52
	Total Card Deposits & Credits	\$0.00
Cindy Elizabeth Johnston Card 5000		
	Total ATM Withdrawals & Debits	\$0.00
	Total Card Purchases	\$5.00
	Total Card Deposits & Credits	\$0.00
Marcella Rose Best Card 6883		
	Total ATM Withdrawals & Debits	\$0.00
	Total Card Purchases	\$139.28
	Total Card Deposits & Credits	\$0.00
ATM & Debit Card Totals		
	Total ATM Withdrawals & Debits	\$0.00
	Total Card Purchases	\$146.80
	Total Card Deposits & Credits	\$0.00

DAILY ENDING BALANCE

DATE	AMOUNT
10/01	\$10,389.77
10/10	10,250.49
10/16	10,245.49
10/17	10,290.49
10/23	11,290.49
10/29	11,287.97



October 01, 2024 through October 31, 2024

Account Number: **00000588967783**

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR ELECTRONIC FUNDS TRANSFERS:

Call us at 1-866-564-2262 or write us at the address on the front of this statement immediately if you think your statement or receipt is incorrect or if you need more information about a transfer listed on the statement or receipt.

For personal accounts only: We must hear from you no later than 60 days after we sent you the FIRST statement on which the problem or error appeared. Be prepared to give us the following information:

- Your name and account number;
- A description of the error or the transaction you are unsure about, and why you think it is an error or want more information; and
- The amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days (or 20 business days for new accounts) to do this, we will credit your account for the amount you think is in error so that you will have use of the money during the time it takes us to complete our investigation.

For business accounts, see your deposit account agreement or other applicable agreements that govern your account for details.

IN CASE OF ERRORS OR QUESTIONS ABOUT NON-ELECTRONIC FUNDS TRANSFERS: Contact us immediately if your statement is incorrect or if you need more information about any non-electronic funds transfers on this statement. For more details, see your deposit account agreement or other applicable agreements that govern your account.

JPMorgan Chase Bank, N.A. Member FDIC





October 01, 2024 through October 31, 2024
Account Number: **000000588967783**

This Page Intentionally Left Blank



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

CHORAL COMMUNITY OF NORTH TEXAS INC
C/O CINDY JOHNSTON
2721 BORDEAUX DRIVE
MCKINNEY, TX 75070

Date:
08/26/2022
Employer ID number:
88-3752520
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
July 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
August 08, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053634007612

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

