

McKinney Philharmonic Orchestra
MCDC Grant report
Narrative

2024-2025 Season

This season is the biggest season yet with many milestones reached with 6 subscription concerts, 2 chamber series and 2 free recital series concert, the MPO has made its mark as the arts organization that clearly put McKinney on the map as a true arts destination. There were many positive things in this season: We broke records in our audience attendance for almost every concert and still encounter patrons that reside in McKinney that attended out concert for the first time and were surprised and excited that McKinney has a world class orchestra.

Marketing:

We received \$11,500 from MCDC for promotions this season. One of our board members is a marketing person, and many experiments were made this season. We tried paper publications with Community Impact News and McKinney Courier Gazette. We found that the impact was quite minimal. We used to advertise with WRR but abandoned this because it was way too expensive for the air time and only we could only fit a few words in the ad after inserting the acknowledgement of MCDC as a sponsor. We found that Facebook ads proved to be the most effective. However, we did experiment with creating ads with more visible fonts so people could read what the concert was about which does pose a few challenges in terms of size images and fitting logos in the advertisements.

Challenges:

A consistent performing venue is clearly our biggest challenge. Every season, we can only hope that the dates we request with McKinney ISD, reserved In July for the upcoming season will be available. This season, we had two dates that had to be changed because McKinney ISD informed us that it was not available with only a few months to find an alternative venue. Concert 1 and Concert 6 was effected. We had to find an alternate venue for Concert 1 because there weren't staff that wanted to work on the date we requested and Concert 6, date had to be changed because it wasn't available. Next season, we will perform almost all of our concert at the Trinity Presbyterian Church. The acoustics are incredible and the atmosphere there is pleasing and accessible to our audience.

Summary:

This season is an extremely successful one. With 7 subscription and a number of chamber music concerts, this promises the continued growth and building McKinney as an arts city with an orchestra that the residents can be proud of.

Below are the concert presented in McKinney this season.

Subscription Series Concerts

Concert 1

September 2, 2024
Summer Evening
Trinity Presbyterian Church
Attendance: 300

Concert 2

Mozart Requiem
Boyd High School Auditorium
September 30
Attendance: 624

Concert 3

Halloween Concert
October 28th
Boyd High School Auditorium
Attendance: 423

Concert 4

All Star Christmas Concert
December 2, 2023
Trinity Presbyterian Church
Attendance: 500

Concert 5

Tribute to Ella Fitzgerald
March 2, 2024
Boyd High School Auditorium
Attendance: 450

Concert 6

Music of John Williams
May 5, 2024
Boyd High School Auditorium
Attendance: 975

Concert 7

Side-by-side with Greater North Texas Youth Orchestra
May 25, 2024
McKinney High School Auditorium
750

Chamber Music Concerts

Concert 1
September 24, 2023
Trinity Presbyterian
Attendance: 78

Concert 2
February 3, 2024
Trinity Presbyterian
Attendance: 157

Free Recital Series Concerts

Concert 1
Yulia Petkevich
Trinity Presbyterian Church
November 11, 2023

Concert 2
Emmanuel Kwok at the Cove
May 10 and 11, 2024