



214-856-4513

Info@OvationAPA.org

www.OvationAPA.org

404 Power House St. McKinney, TX 75071

I. Our Mission

To provide a home for artists to pursue their passions through professional training in performing arts.

Ovation Academy is a unique School of Performing Arts. We provide onsite training in the disciplines of Dance, Acting, Musical Theatre and Theatrical Production & Design as well as the business of being a professional artist and the life-skills needed to succeed in the industry. Our students are trained to be highly technical artists with a sense of community and humility. Philanthropy and Community Outreach are central themes at Ovation Academy. Through the talents our students possess we strive to make a difference in our community by giving back and helping those around us. Ovation Academy encourages constant industry immersion. We provide field-trip opportunities in order for our students to grasp all aspects of the world of performing arts. We bring in industry leaders to assist in the high-level training our students receive, providing different styles and perspectives throughout their education. We encourage students to pursue opportunities to audition and work while continuing their arts education with Ovation Academy. Additionally, we provide networking opportunities with talent scouts, managers, agents and directors as well as elite college recruiters. We equip our students to be good-hearted people as well as hard-working professionals and respectable leaders. Ovation Academy was founded to provide a home for performers to pursue their passion for the Arts through professional style training which provides the technique, life-skills, experiences and connections necessary to succeed in the industry. We focus on each individual student and their unique journey. Ovation Academy strives to produce knowledgeable, respectful, empathetic and impactful artists who will contribute to their communities and to the performing arts industry.

OUR PHILOSOPHY

At Ovation Academy we believe in a "whole-istic" approach to learning. This means that in order to become the best ARTIST a student can be they must also be the best PERSON they can be. We have high expectations for our students in their art and in their personal conduct. Students at Ovation Academy should be passionate, self-motivated, self-disciplined, engaged, humble and supportive at all times. We are not here to babysit students. We are here to guide young artists through their journey into the professional world. The culture at Ovation Academy is vastly different than most traditional schooling experiences. Students are held accountable for their actions and in return are allowed to make choices in regards to their training. We work as a team with the student, parents and staff to ensure a unique and individualized path that is beneficial to the student and their educational and career goals. Ovation Academy of Performing Arts students are NOT entitled to ANYTHING but quality training and opportunities for success. Egos are not welcome here. Good Humans make great artists who make a strong community.

OUR PROGRAMS

Ovation Academy of Performing Arts offers a Conservatory Academy for college and career bound students in grades 6-12, a Homeschool Program for students in grades K-12, Ovation Community Outreach/Ovation Encore programs are designed for anyone in the community ages 3-Adult, Ovation Educational Outreach is for preschool-12 grade students off-site. Ovation Academy has a staff of 12 including 3 Administrators, 2 Academic Instructors and 7 Master Arts Instructors. We also have a very active parent organization with 39 members who are instrumental in volunteering in a multitude of ways.

II. Tourism Related Event

We are requesting funds to help promote our Parents of Performers Convention (POP-Con) that is scheduled for February 28-29. The purpose of this event is to provide information to parents of children who aspire to be working professionals in the performing arts. We have well-known speakers coming to talk about all areas of the performing arts including dance, theater, voice, and professional issues.

This event will be promoted throughout the state as well as Oklahoma, Louisiana and Arkansas. Ovation will saturate social media with promotional ads, create posters and banners to display throughout McKinney and DFW as well as utilize radio and television commercial advertising in the DFW, Texoma, Austin, Houston and San Antonio markets. We will also have multiple billboards for additional promotion. Lastly, we plan to place ads in numerous publications around the North Texas area.

This initiative will promote tourism in the City of McKinney by showcasing the different performing arts venues and opportunities here in the Historic Arts District. Our presenters would be utilizing area hotels while they are here for the weekend as well as any parents who travel for the convention. It is our intention to highlight the opportunities for training and experience here in our Historic Arts District. We will be promoting various resources available for aspiring performing artists that are available in this area and providing opportunities for area businesses to include material to be made available to attendees as well.

The objective of our organization is to provide a home for artists to pursue their passions. This convention will reach out to all parents of aspiring performers to provide resources to help their children pursue their passions. Whereas this convention is to be offered and marketed to parents beyond just those that have students at Ovation Academy of Performing Arts, it is certainly beneficial to the parents within our own organization. In addition this convention will enable important networking between professionals that can assist our students and those in the performing arts community in their pursuits.

Attached you will find the schedule of speakers and events that was originally planned in April before this conference had to be postponed due to COVID-19. The POP-Con is now rescheduled for February 26-27 at Ovation Academy of Performing Arts located at 404 Powerhouse Dr. in McKinney, TX.

It is our intention for this convention to become a bi-annual event. We anticipate 150-200 participants from all over the Tri-State Area. As parents travel to this area for this conference, it is our hope that they will see the unique opportunities available in McKinney for training and inclusion in the performing arts and make plans to visit more often or bring their students for further study!

III. Marketing and Research

Our marketing plan includes a coordinated approach which includes billboards, radio ads, TV ads, flyers, banners, social media blitzes and in-person booths at events related to performing arts. Our marketing will cover areas in Texas, Oklahoma, Arkansas and Louisiana. It is our hope that with this marketing strategy we will reach parents of aspiring performers who would benefit from learning about all of the resources and opportunities that are available here in this area. We have attached the Marketing Budget Plan.

IV. Metrics to Evaluate Success

We will evaluate the success of our conference through the number of attendees and their feedback following the conference. We will hope to see an increase in attendees each year as word spreads about the value of this conference and the information that is shared. As this convention grows we plan to utilize more venues and hotels within our city to accommodate the growing number of attendees.

**Ovation Parent Seminar
Proposed Schedule of Events**

Friday

9:00-10:00am Opening Welcome

10:00-11:30am **Featured Speaker: BJ Cleveland--Casa Manana**

11:30am-2:00 Extended Breakout Sessions

Dance Room	Kathy's Office	Academic Room
The Dance Call: What to know and how to prepare Merrill West	Encouraging Their Talent: How to Guide Our Little Ones Caitlin Suttle	Monologues and where to find them Gail Cronauer
Blackbox Area	Small Classroom A	Small Classroom B
The Acting Call: What to know and how to prepare Kiba Walker	The Performer's Resume Angi Burns	Thrivent Financial Show Me The Money! Financial Planning for the Performer Thrivent Financial

2:00pm-4:00pm **Featured Speaker: Dr. Lesley Childs Otolaryngologist from UTSW**

4:00-6:00pm Dinner and Cabaret Performance ***El Mejor Mexican Kitchen and Cantina (dinner included in cost of seminar. Cash bar)***

6:00-8:00pm Parent Panel: Todd Mark, Debra Midkiff, Ashley Hunt, Jennifer Smith Newton, Julie Kelly, Danielle Nico Also invited: Donna Kobrin, Gennifer Stratton

Saturday

9:00-9:45am Breakout Session Three / 9:45-10:30am Breakout Session Four

Dance Room	Kathy's Office	Academic Room
Dance for the Musical Theater Kid: What the heck is a dance belt? And other mystifying questions. Gypsy Ingram	Training the Young Voice.	The Reel Deal: Putting Together a Demo Reel David Pinkston
Blackbox Area	Small Classroom A	Small Classroom B
Improv: More than just Who's Line Is It Anyway Kiba Walker	Ready or Not: The College Audition Process. Julie Kelly	Thrivent Financial Show Me The Money! Financial Planning for the Performer Thrivent Financial

10:30-12:00am Featured Speaker: Rebecca Lowrey Audition Prep, Creating a Rep book, Working with an Accompanist

12:00-12:30pm Box Lunches--Jason's Deli

12:30-2:00 Featured Speaker: Lauren Lazell, Young Actor's House

2:00-2:45 Breakout Session Five / 2:45-3:30 Breakout Session Six

Dance Room	Kathy's Office	Academic Room
Jump Right In! Work and where to find it. Ania Lyons	Your Online Presence: Actor's Access and more Linda Eicher	So You Got "THAT" Role: Intimacy Coaching Ashley White
Blackbox Area	Small Classroom A	Small Classroom B
Agents, Momagers and More Katy Betner	Preparing Your Voice: Why are warm ups important and how to help protect your child's voice. Christina Dragoo	Protecting The Performer's Body: Dr. Matt Davis

3:30-5:00 Featured Speaker: Margot Manning

5:00-5:15 Chocolate Break

5:15-7:00 Closing Featured Speaker: Debbie Silver

POP CON Marketing Plan

Marketing Budget

Publications	\$3000
Vista Print (Banners)	\$500
Radio	\$2500
Television	\$2500
Facebook/Instagram	\$2000
Office Depot	\$750
Billboards	\$3750
TOTAL	\$15,000

Ovation Academy Board of Directors

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INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 04 2018

OVATION ACADEMY
3100 CROSSRIDGE DRIVE
MCKINNEY, TX 75071-0000

Employer Identification Number:
82-5263677
DLN:
26053538004428
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(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:
April 9, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

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.

Letter 947

OVATION ACADEMY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

2020-21 Budget Breakdown

Staff Pay 2020-21		
	Contract Amt.	Monthly
Christina	17280	1440
Gypsy	17280	1320
Caitlin	10800	900
Linda	6480	540
Kara	7200	600
Kiba	5760	880
Jessica	0	0
Angi	36000	3000
Amy L.	10560	880
Emmalyn	6480	540
Ash	2700	225
Finn	12960	1080
	Annual	Monthly
	133,500.00	11405
Only 1 Academic instructor included		

Campus Expenses	
Rent	95460
Utilities	21,600
Operational Expenses	51600
Total	168660

TOTAL ANNUAL REVENUE	121,565
TOTAL ANNUAL EXPENSES	302160
TOTAL MONTHLY EXPENSES	25,460

Students	Average Tuition	# Needed	Annual Revenue
Conservatory	725	30	261,000
Homeschool	210	20	37800
Elementary	275	15	37125
			335,925

Monthly Revenue			
	prorated 12 months	21750	
	prorated 9 months	4200	
	prorated 9 months	4125	
		30075	
OCO	Average Sales	4000	
# of Shows	Average Tuition	225	20 per show
		225	20 per show
	Revenue/ Tickets	32,000	
	Show Tuition	36,000	
	OCO Budget	40,000	
	Total Profit	28,000	

Grants	Ask	Awarded
Arts Commission	\$20,000	13,653
MCDC	\$15,000	5000
McKinney Strong		1000
Other	\$50,000	
	\$85,000	

Ovation Academy of Performing Arts

BALANCE SHEET

As of July 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Cash	0.00
Checking	5,928.82
gift card 2	0.00
In-Kind Clearing	0.00
Katie Checking Acct	0.00
Roger's Checking Acct	0.00
Total Bank Accounts	\$5,928.82
Accounts Receivable	
Accounts Receivable (A/R)	10,022.49
Total Accounts Receivable	\$10,022.49
Other Current Assets	
Undeposited Funds	-75.00
Total Other Current Assets	\$ -75.00
Total Current Assets	\$15,876.31
Fixed Assets	
Fixtures Furniture and Equipment	2,146.98
Leasehold Improvements	-358.10
Total Fixed Assets	\$1,788.88
TOTAL ASSETS	\$17,665.19
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	100.00
Total Accounts Payable	\$100.00
Other Current Liabilities	
Capital One - Roger Wilcox	0.00
Discover Credit Card	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$100.00
Total Liabilities	\$100.00
Equity	
Retained Earnings	7,456.28
Net Income	10,108.91
Total Equity	\$17,565.19
TOTAL LIABILITIES AND EQUITY	\$17,665.19

Ovation Academy of Performing Arts

PROFIT AND LOSS

August 2018 - July 2019

	TOTAL
Income	
BOD Support	21,806.70
Competitive Acting Troupe	16,755.00
Concessions	1,090.00
Discounts given	-735.00
Donation	11,896.11
Full Immersion Tuition	141,393.68
Homeschool Co-Op	11,415.17
Merchandise Income	985.00
OCO Program Income	6,135.00
Registration & Audition Income	14,775.65
Square Income	52.20
Ticket Sales	11,850.48
Uncategorized Income	899.00
Venue Rental Rates	3,091.32
Total Income	\$241,410.31
GROSS PROFIT	\$241,410.31
Expenses	
Advertising & Marketing	2,302.13
Little Women	786.50
Ovation Intensive Weekend	364.00
Total Advertising & Marketing	3,452.63
Bad Debts	12,813.60
Bank Charges & Fees	218.84
CC Fees	466.76
Total Bank Charges & Fees	685.60
Car & Truck	590.74
Gas	54.40
Total Car & Truck	645.14
Contractors	73,240.73
Contractors - Ovation Intensive	2,801.00
Directors & Show Staff	1,656.42
Total Contractors	77,698.15
Convention Fees	
ITS	14,703.06
Total Convention Fees	14,703.06
Equipment Rentals	638.50
Moving Fees	235.00
Total Equipment Rentals	873.50
Furniture, Office Equipment	200.00

Ovation Academy of Performing Arts

PROFIT AND LOSS

August 2018 - July 2019

	TOTAL
Insurance	2,166.72
Job Supplies	395.48
Arts & Bloom	186.11
Ovation Productions	50.00
Set Build - Little Women	708.90
Set Build - Matilda	373.33
Set Build - Seussical	539.33
Total Job Supplies	2,253.15
Legal & Professional Services	127.40
Tax Filing	60.85
Total Legal & Professional Services	188.25
Meals & Entertainment	73.62
Membership Dues	230.00
McKinney Chamber of Commerce	445.00
Prosper Chamber of Commerce	225.00
Total Membership Dues	900.00
Office Supplies & Software	477.45
Permitting	72.80
Printing and Shipping	208.15
Printing Ovation Intensive Weekend	546.60
Programs - Chicago	208.32
Programs - Matilda	87.96
Programs - Seussical	86.60
Total Printing and Shipping	1,137.63
QuickBooks Payments Fees	2,791.51
Reimbursable Expenses	600.00
Rent for Main Building	9,000.00
Rent for Venues	
Chestnut Square - Bare	2,100.00
Church Street	200.00
Lighthouse	52,500.00
MPAC	690.00
Rent & Lease - PDT	1,550.00
Vintage	4,150.00
Total Rent for Venues	61,190.00
Repairs & Maintenance	558.54
Environmental Services	975.00
Hardware Stores	8,143.97
Total Repairs & Maintenance	9,677.51

Ovation Academy of Performing Arts

PROFIT AND LOSS

August 2018 - July 2019

	TOTAL
Rights and Licenses for Shows	3,259.90
Rights - Chaplin	1,200.00
Rights - Chicago	2,810.00
Rights - Little Women	1,345.00
Rights - Sparrows	244.79
Total Rights and Licenses for Shows	8,859.69
sales tax	720.06
sales tax payable	-720.06
Scholarships given	5,600.00
Shipping	472.50
Square Fees	17.21
Storage	2,354.41
Travel	33.67
Hotel - Ovation Intensive Weekend	336.74
Total Travel	370.41
Utilities	
Electric	5,859.09
Gas	85.00
Internet	4,390.59
Trash Removal	950.00
Water	662.43
Total Utilities	11,947.11
Total Expenses	\$231,221.65
NET OPERATING INCOME	\$10,188.66
Other Expenses	
Other Miscellaneous Expense	49.50
Parking and Tolls	30.25
Total Other Expenses	\$79.75
NET OTHER INCOME	\$ -79.75
NET INCOME	\$10,108.91