

**MCKINNEY CONVENTION & VISITORS BUREAU
GRANT APPLICATION
NARRATIVE – 2019-2020
Odysseus Chamber Orchestra dba McKinney Philharmonic Orchestra**

FUNDING

The amount requesting is \$1700

Projects:

Event 1: October 5 Concert – Requesting \$300

\$300 - for Facebook Sponsored Ads

Event 2: December 5 Concert – Requesting \$650

\$500 - Facebook Sponsored Ads

\$150 - WhoFish.org email blast and feature.

Event 3: February 23 Concert – Requesting \$550

\$400 - Facebook Sponsored Ads

\$150 - WhoFish.org email blast

Season Brochures – Requesting \$200

Will Funding be requested from any other City of McKinney Entities?

Yes. From McKinney Arts Commission.

BOARD OF DIRECTORS

Cyjthia Carmack – President

Mary Stout - V. President

Jennifer Terrasi – Secretary

Janice Hauge – Treasurer

LEADERSHIP TEAM BY COMMITTEES

Executive Committee

Cynthia Carmack

Mary Stout

Jason Lim

Youth Orchestra Committee

Janice Hauge

Jason Lim

Jennifer Terrasi

Julie Daniels

Fundraising Committee

All board members

Ads and Marketing Coordinator

Mary Stout

Hospitality Coordinator

Jennifer Terrassi

Volunteer Coordinator

Cynthia Carmack

I. Organization History

The Mission Statement of The Odysseus North Texas Chamber Orchestra

The Odysseus Chamber Orchestra is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.

Our vision is multi-faceted. Although the Odysseus Chamber Orchestra, a paid professional orchestra that produces high quality professional concerts, we place equal importance in our outreach and education programs that we created over the last several years. With the emphasis to youth, we created the summer music Intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, The Mentorship Program, The Side-By-Side Program and The Annual School Concerts Tour.

Our Youth Orchestra provides students, parents and audiences with three concerts a season while our professional orchestra provides audiences with 5 to 6 concerts per season.

The organization is run by Artistic Director and Conductor Jason Lim. He organizes and plans logistics from securing dates, venues and guest artists. The Odysseus concert season comprises of categories; Classical Series, Family Concert Series, Holiday Concert Series and Pops Concert Series. The professional orchestra comprises of a core membership of 20 musicians and a large list of sub musicians of up to 30 musicians.

We are applying for this grant to help boost our marketing efforts and to make aware of music lovers from all over to come visit McKinney.

II. TOURISM – RELATED EVENTS or PROJECTS

This grant application request will go towards promoting and advertising for our first three concert events for the 2019-2020 concert season. Dates are listed below:

- 1.** October 5, 8:00 PM. Symphonic Tapestry. Church St Auditorium.

A classical concert featuring traditional as well as contemporary compositions.

2. December 6 2019. All Start Xmas concert, 8:00 PM. McKinney Performing Arts Center.

A star studded concert that will feature Maylee Thomas and the Maylee Thomas band together with DFW's top talent in Jazz, Celtic, Folk, Rock and Folk. This will be the 2nd annual concert after a highly successful concert in 2018-2019.

3. February 23 2020, 4:30 PM. Family Concert Series – The Happy Prince and Carnival of the Animals. Church St Auditorium.

A concert for the family, Based on a book by Oscar Wilde the orchestra will perform a contemporary piece written by living composer, Jan Bach. Bach's The Happy Prince is an adaptation of the book with orchestra and narrator. The orchestra will also perform the children's popular Carnival of the Animals by Camille Saint Saens.

Admission for all of these concerts are \$20 for adults and \$15 for senior and students.

Below is the breakdown of proposed events that we are requesting promotional grants for:

	<i>Oct</i>	<i>Dec</i>	<i>Feb</i>	
Orchestra	11700	3225	7767	
Hall	500	1200	500	
Programs	185	462.5	280	
	150	375	225	
Promotions	100	100	100	
Conductor	2000	2000	2000	
Soloist	700	2450	500	
Music	0	0	430	
Cartage	200	200	250	
Rehearsal Space	150	0	75	
	15685	10012.5	12127	37824.5

The McKinney Arts Commission's Mission

To create a vibrant and viable arts community in which diverse, high-quality arts opportunities are available to McKinney residents and visitors.

The city of McKinney through the Arts Commission has a vision to make McKinney an arts destination. Until recently there has not been a performing arts group that has elevated the caliber of performances in McKinney. Because we are a full professional orchestra, it adds another dimension to what McKinney can offer. We have also planted roots in McKinney and have slowly established ourselves as McKinney's residential professional orchestra. We have brought in accomplished musicians and soloists to the City of McKinney, fostering a love for the city and to engage them in investing towards the community. Our goal is to build our orchestra into an arts gem, with a vision of bringing world class artists and musicians to the city of McKinney. The orchestra has gained reputation as an upcoming young professional ensemble with more accomplished musicians from around the Metroplex have expressed interest in auditioning and joining the group.

The orchestra has grown since its formation in 2012 from an overall budget of \$5000 to nearly \$180,000. We have recently been designated as an organization above 50K to 1 million by the Texas Commission on the Arts which gives us the eligibility to apply for the Arts Scene 1 Operational Grant. This grant will see a pay raise for our musicians and expansion programs for our youth orchestra. Our future goals is also to build a core set of professional musicians that are community oriented, that values our mission and is proud to be a part of our organization and to engage in the civic duties that we value.

III. FINANCIALS

The most important aspect of our organization is to compensate all our artists and musicians; compensate them appropriately and on time. Since the formation, the organization has raised the per service rate for musicians four times. Starting at \$50 per service in 2012, it is now \$71.50 for rank and file members and \$75 for Tier 2 members, \$85 for Tier 1 members and \$90 per service for Principal Members. Financial planning is crucial to the success of the orchestra. Although a manageable loss at the end of the year is not detrimental to the organization, the orchestra has enjoyed a surplus for the last four years. Since the orchestra moved to McKinney in 2014, we have programmed more community oriented and pops concerts and have dedicated to the following:

1. To provide the community with variety of concerts and
2. To maintain financially healthy organization.
3. Building an audience and at the same time try to carry the traditions of high artistic vision.

Our annual promotional budget is usually set at around \$500 - \$1000 each season. Because we allocate most or all of our grant funds to payroll it does not give us much room for advertising. This grant from MCVB will enable us to budget more on Facebook sponsored ads and target areas outside of Teas. This will also allow us to allocate funds towards radio ads such as WRR and NPR. They are usually more costly but it definitely targets our demographic. This will enable us to increase the profile of who we are and to help us brand McKinney as an arts destination.

FINANCIAL PLANNING

The considerations we take in our financial planning falls both on long term as well as short term. Here are the factors we take to planning our long term goals:

LONG TERM

1. Increase concert programs
2. Increase pay rate for musicians
3. Increase donors
4. Increase audience members
5. Increase staff to assist in the everyday business and operations of the organization

SHORT TERM

1. Minimize deficit in the beginning of the season
2. Balance the budget at the end of the season

Please see attached.

1. 2018 IRS 990 return
2. 2017 IRS 990 return
3. 2019-2020 current budget/ statement

4. Youth Orchestra Budget

IV. MARKETING AND OUTREACH

1. As previously stated, we usually budget \$1000 for marketing every season. It is not enough for us to make an impact and to increase awareness about who we are and what we are doing. Each concert cycle, we budget approximately \$100 to \$150 on Facebook ads. Usually this accompanies with printing of Posters and Flyers. Cost for each concert cycle for printing would be around \$200.

We also utilize every free resource on the web as much as we can. A list of web sites are:

- a. Art & Seek
- b. Bubble Life
- c. City of McKinney Calendar
- d. City of McKinney Visitors and Convention Calendar
- e. Frisco Arts Calendar
- f. Community Impact
- g. PSA from Mesquite Radio

2. An important outreach program we do annually is School Concerts. This is partially funded by the Texas Commission on The Arts Education Grant. Around late April or early May each year, our residential string quartet performs at middle and high schools in McKinney. We have done this tour for four years. Each year we expand and increase schools. In 2018 we visited 5 schools in McKinney and performed for all of their orchestra classes (around 6 classes). Our visit will comprise of a performance, a presentation about who we are and a Q&A session. Sometimes there will be a masterclass.

3. This season, with the help of McKinney Convention and Visitor's Bureau Grant we intend to do the following:
 - a. Increase our Facebook sponsored ads significantly. We are only able to allocate up to \$200 per event. This grant will help us increase it to up to \$500.
 - b. We intend to print a large amount of season brochures with the Visit McKinney Logo. Up to 2000 copies.
 - c. Utilize paid advertising on Whofish.org email blasts.
 - d. Utilize some radio advertising from WRR and NPR.

4. Because we wish to showcase every aspect of McKinney and to show how much the city supports the arts and its arts organizations we have also included MCVB logo in every marketing materials including all of our web sites:

The Greater North Texas Youth Orchestra – www.gnty.org

McKinney Philharmonic Orchestra – www.mckinneyphilharmonic.org

Odysseus Chamber Orchestra – www.odysseusorchestra.com

Summer Music Intensives – www.summermusicintensives.com

V. METRICS TO EVALUATE SUCCESS

Our main success goal is to **balance the budget**. At the beginning of each season, based on how many programs and concerts we wish to stage, we will always start with a deficit. We set conservative goals in our budget and we slowly, as we progress along the season chip away our deficit until it is 0. In the last three seasons, we have surpassed our projections and have concluded with surpluses. Our ideal scenario is to start each season with a 0 balance. Please see attached our last statement (2018-2019). We began the season (September 2018) with at -\$14548 deficit. We concluded the season with a \$568.94 surplus

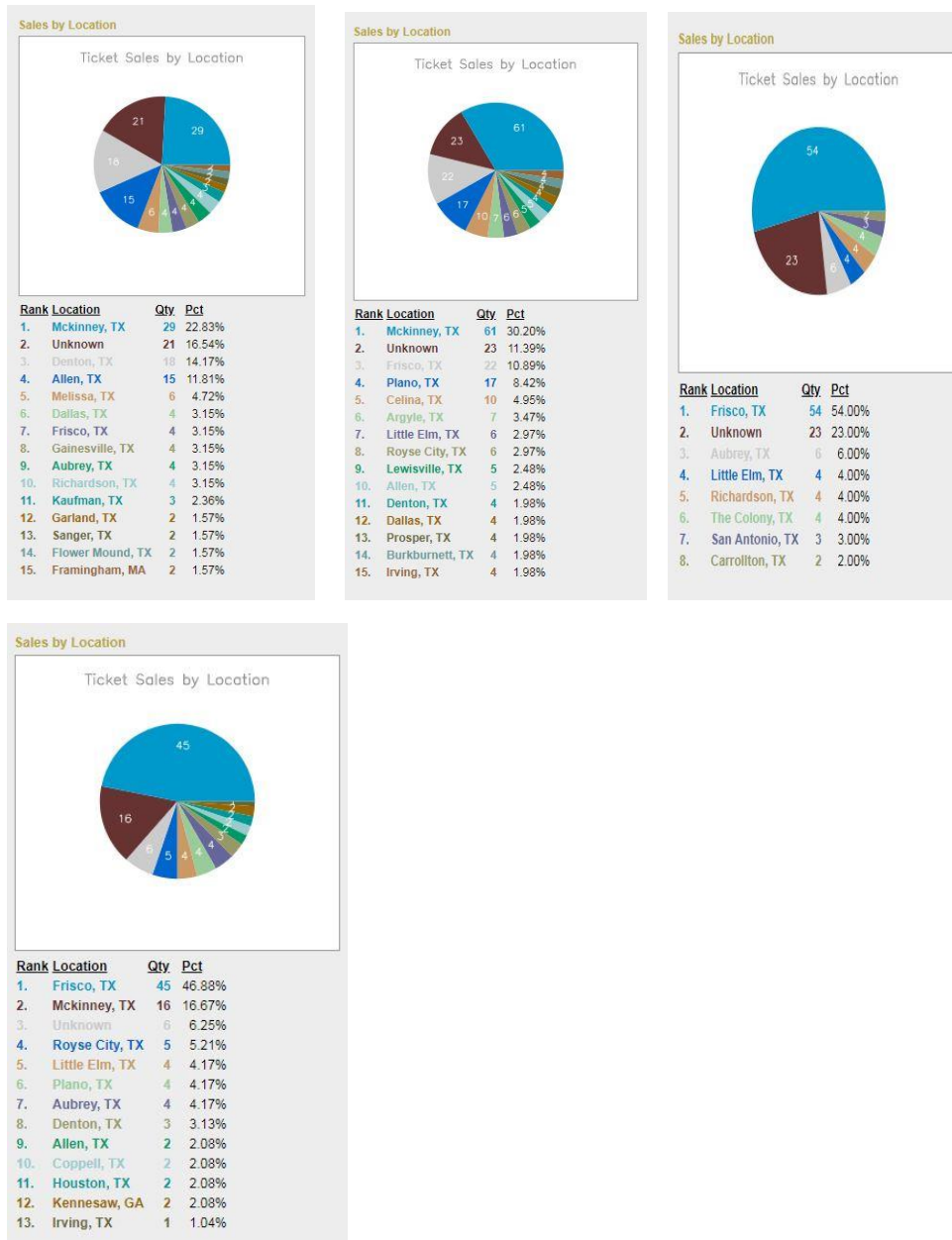
Below is an overall view on how much the organization has grown in the last four years.

	2015-2016	2016-2017 (Actual)	2017-2018 (Actual)	2018-2019 (Actual)
Concerts	5	5	7	8
Admissions	5875.80	14261.91	16792.72	11110.08
Expenses	42415.25	60265.29	93352.97	95220.92
Grants	22084	29930.39	39597.29	33890.77

TIKETING AND AUDIENCE METRICS

We utilize BrownPaperTickets for our ticketing when we do not use the McKinney Performing Arts Center and we have a view on where our audience comes from. When we have more exciting concerts, we will always have audiences from out of state.

We have provided some chart of our concert audience metrics. Our audience comes from everywhere in the DFW areas.



Thank you for the opportunity to apply for this grant and we look forward to helping make McKinney a HUB for the arts.