



Choral Community of North Texas

Promotional Grant
Presentation for



Sostenuto Artistic Staff

Over sixty years of combined experience as music educators, performers, and leaders in McKinney



***Choral Community
of North Texas***

**150 songs
including 7
major works**

**More than 5000
volunteer hours each season**

100+ singers

**Members financially
support over 20% of
operating budget**



SOSTENUTO

**15+ guest
musicians**

**5 Seasons
of Music**

**Nearly 1/3 of our singers
are area educators**

**Over 1000 minutes of
performance time and more than
400 hours of rehearsals**

Growth Trends

Season	Audience from two concerts
2021-2022	350-400
2022-2023	400-450
2023-2024	450-500
2024-2025	400-500*
2025-2026	600-700

Audience estimates over the past five seasons

- Spring 2025 Concert faced several disruptions to attendance: an inaccurate advertisement was printed; the venue parking lot was under construction; and the weather during that event included severe warnings



Sostenuto

Fall 2026

Home for Christmas



songs composed by DFW area composers

Monday, December 14th 7pm

First McKinney

Advertising

KLAK 97.5

Community Impact

Alpha Graphics

Facebook

District 121

Event Survey

Each concert, a QR code is created and printed in the program for audience members to provide feedback and be entered in a raffle for local products and gift cards

- City of residence
- First -time attendees
- Tourist feedback
- Marketing information



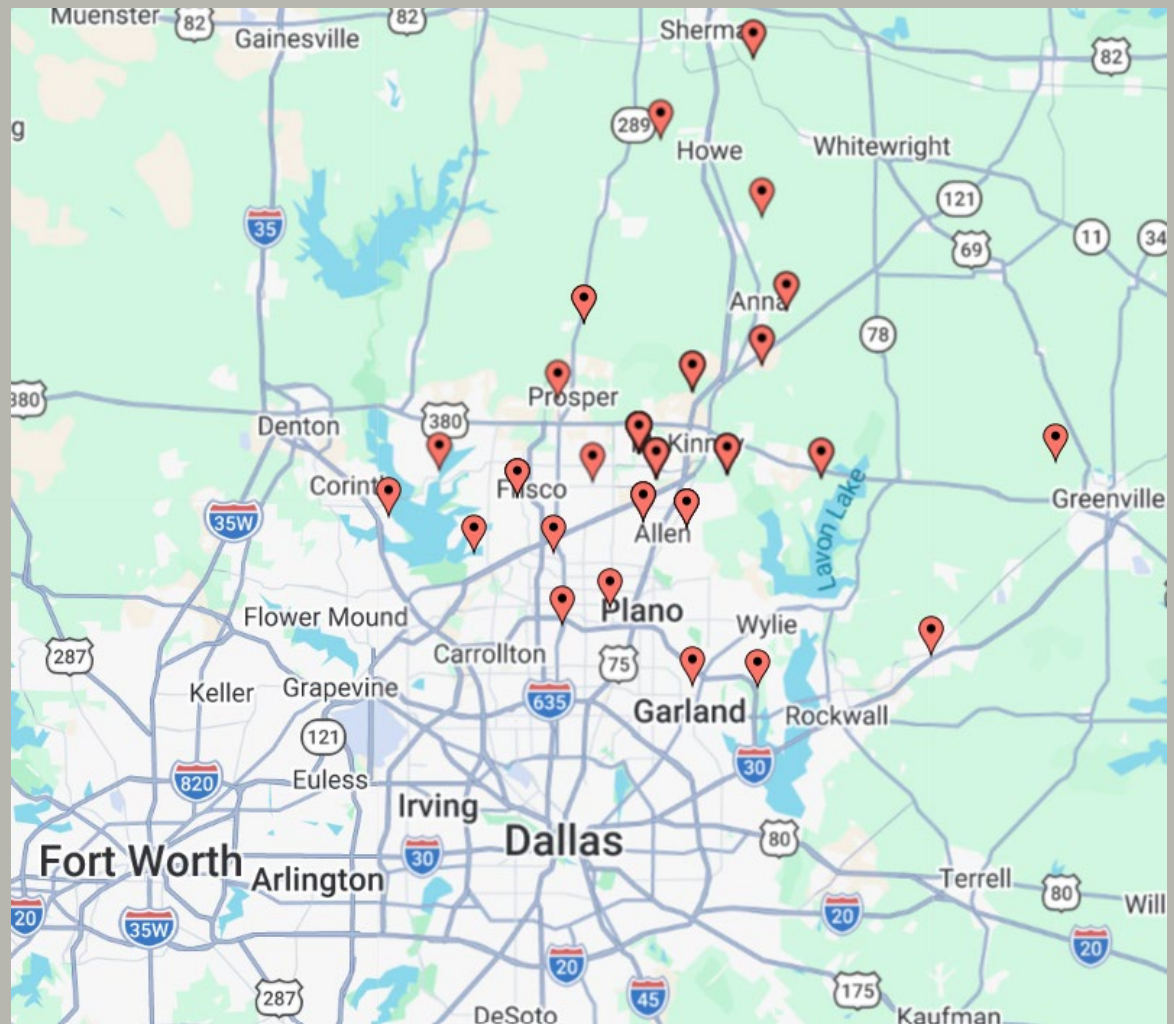
*Downtown
McKinney*

Audience Members

...travel up to 75 miles
in the DFW area to
attend our Christmas
and Spring Concert

Livestream

...allows viewers from
far away to
attend virtually





COMMUNITIES FOUNDATION *of* TEXAS

NORTH TEXAS

GIVING DAY





*Thank you for
your time and
consideration!*