

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Promotional and Community Event Grant Application**  
Fiscal Year 2023

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
7300 SH 121, SB, Suite 200  
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

***Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.***

**Promotional and Community Event Grant Calendar:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2022	December 15, 2022	January 26, 2023
Cycle II: May 31, 2023	June 22, 2023	July 27, 2023

**APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: McKinney Philharmonic Orchestra

Federal Tax I.D.: 454399538

Incorporation Date: 8/10/2012

Mailing Address: 1011 Thomas St, Denton TX 76201

City: Denton

ST: TX

Zip: 76201

Phone: 940-5948790

Fax:

Email: [odysseuschamberorchestra@gmail.com](mailto:odysseuschamberorchestra@gmail.com)

Website: [www.mckinneyphilharmonic.org](http://www.mckinneyphilharmonic.org)

**Check One:**

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter  
☐ Governmental entity  
☐ For profit corporation  
☐ Other

Professional affiliations and organizations to which your organization belongs:

Odysseus Chamber Orchestra

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Jason Lim

Title: Artistic Director

Mailing Address: 1011 Thomas St

City: Denton

ST: TX

Zip: 76201

Phone: 940 5978790

Fax:

Email: odysseuschamberorchestra@gmail.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

## FUNDING

Total amount requested: 15,000

Matching Funds Available (Y/N and amount): Yes

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

☒ Yes

☐ No

Please provide details and funding requested: We receive the Arts Commission Grant every year. This grant goes to the operational expenses such as musicians pay, facility rentals, rental and purchase of music printing of programs and other performance related expense.

## PROMOTIONAL/COMMUNITY EVENT

Start Date: 9/1/2023

Completion Date: 6/30/2024

## BOARD OF DIRECTORS *(may be included as an attachment)*

Elizabeth Strand Crimini

Jennifer Parker

Julie Daniels

Mark Read

## LEADERSHIP STAFF *(may be included as an attachment)*

Jason Lim – Artistic Director

William Pratt – GNTYO Wind and Brass Director

Nicole Paglialonga – Personnel Manager

Kevin Garza - GNTYO Symphony Director

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

**II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

**Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?**

☐ Yes

☒ No

**Date(s):**

## Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

### Overview of Promotional/Community Event financial goal?

Gross Revenue	\$
Projected Expenses	\$
Net Revenue	\$

**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	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

## V. 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.

## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- 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 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.
- 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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

### Chief Executive Officer

\_\_\_\_\_  
Signature

Jason Lim  
Printed Name

5/30/2023  
Date

### Representative Completing Application

\_\_\_\_\_  
Signature

Jason Lim  
Printed Name

5/30/2023  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## CHECKLIST:

### Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate how this event will showcase the City of McKinney for business development/tourism
- ☒ Promotional/Community Event timeline and venue included
- ☒ Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- ☒ Evaluation metrics are outlined
- ☒ List of board of directors and staff
- ☒ Financials: organization's budget and P&L statement for current and previous fiscal year;  
Promotional/Community Event budget; audited financial statements are provided
- ☒ IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDL WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.***





## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
7300 SH 21, SB, Suite 200  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

# 2023-2024 MCDC GRANT APPLICATION NARRATIVE

## 1: Applying Organization

### **Odysseus Chamber Orchestra DBA The McKinney Philharmonic Orchestra.**

Tax ID: 45-4399538

Date Incorporated: January 2012

Mailing Address: 1011 Thomas St, Denton, TX 76201

The Mission Statement of The Odysseus North Texas Chamber Orchestra dba McKinney Philharmonic 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.

The orchestra was formed in 2012 in Denton and in 2014 moved to McKinney because the organization did not foresee potential growth in the city of Denton. Since 2014 the orchestra has built a reputation as an emerging new and exciting young professional orchestra. The artistic quality is on par or even surpassed with several established orchestras in the region and more accomplished musicians audition yearly to be selected into the orchestra. Our concert series grew from two concerts per season to six per season. In 2019, the orchestra made a name change from Odysseus Chamber Orchestra to McKinney Philharmonic Orchestra. This move is to showcase the city as an emerging arts destination for audiences and musicians and to help compliment the new designation of *Cultural District of McKinney*. Every year, we increase the Pay rate for our musicians incrementally with this year's rate at are: \$86:00 - \$119.00 per service. Artistic and Conductor: \$25,000 annual stipend.

## **2: Promotion / Community Event**

### *Requesting \$15,000*

This season the MPO will be heading towards our next steps. In 2022-2023 season, we performed 6 full symphony concerts, 1 chamber music concert and several recital concerts. In 2023-2024 we are expanding with the MCDC grant application request going towards promoting and advertising for our entire 2022-2023 concert season of 10 concerts: 8 full symphony subscription concerts, 2 chamber music series concerts, additionally up to 5 recital series concerts). Dates are listed below.

Events: Dates and Times and Promotional items and events. In the past we have used our promotional grant with specific amount toward certain platforms. The main platforms we have identified are:

### **Digital Ads**

1. Community Impact newspaper; both print and digital.
2. Kera/KXT radio ads
3. Facebook targeted ads and
4. Google ads

### **Printed Material**

1. Season Brochure

### **CONCERT 1**

September 2, 2023, 7:00 PM

Classical Concert Series

Summer Evening

McKinney Boyd High School Auditorium

Admission: \$20/\$25

## CONCERT 2

September 30, 2023, 7:00 PM

Classical Concert Series

Mozart Requiem.

Collaboration with Dallas Philharmonic Choir.

McKinney Boyd High School Auditorium

Admission: \$20/\$15

## CONCERT 3

October 28, 2023, 7:00 PM

Community/ Family Concert Series

Halloween Concert.

Music from Disney and Video Games.

McKinney Boyd High School Auditorium

Admission: \$20/\$15

## CONCERT 4

December 2, 2023, 7:00 PM

Holiday POPS Concert.

ALL STAR CHRISTMAS CONCERT

McKinney Performing Arts Center

Admission: \$25/\$20

## CONCERT 5

March 4, 2022, 7:00 PM

POPS Concert Series

*Tribute to Ella Fitzgerald*

McKinney Boyd High School.

Admission: \$25/ \$20

## CONCERT 6

April 6, 2023, 7:00 PM

Cultural/Classical Concert Series

*Music from India. Fusion of South and North traditional classical music with the Modern Western Symphony Orchestra.*

McKinney Boyd High School Auditorium,

Admission: \$20/ \$15

## CONCERT 7

May 4, 2023, 7:00 pm

POPS Concert Series

Music of John Williams

McKinney ISD Auditorium

Admission \$25/\$20

## CONCERT 8

May 26, 2023. 7:00 PM

Side by side Concert Series with GNTYO

McKinney High School Auditorium

Holst: The Planets

Admission: \$\$20/\$15

## CHAMBER MUSIC SERIES CONCERTS

### CONCERT 1

Sept 24, 2023

Trinity Presbyterian Church

Admission: \$10

### CONCERT 2

February 17, 2024

Trinity Presbyterian Church

## VISION, EXPANSION AND GROWTH

The McKinney Philharmonic Orchestra has quickly gained a reputation as one of the leading orchestras outside Dallas and Fort Worth in the last few years. With the help of the promotional grant from MCDC, our audience has grown significantly leading up to this season with an expansion in concert programming. We have secured 7 full symphony concerts and are raising funds for an eighth concert. We have expanded our chamber music concert series and a number of our members are participating in our free recital series concerts.

### 3: Financial

The most important aspect of our organization is to compensate all our artists and musicians; compensate them a competitive and fair wage and on time. Since the formation, the organization has raised the per service rate for musicians every single year. Starting at \$50 per service in 2012, it now ranges from \$86 - \$119 per service. Financial and programming planning is crucial to the success of the orchestra. The orchestra has enjoyed a surplus for the last five years which has given the leadership team to plan further into the future and plan further growth and expansion. 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.
2. To maintain financially healthy organization.
3. Building an audience and at the same time try to carry the traditions of high artistic vision.
4. Find meaningful ways to connect to our community.
5. Fulfill the Mission of the orchestra.

This grant from McKinney Community Development Corporation will enable us to bring more awareness of how string the arts is in McKinney. We will utilize Facebook sponsored ads and target areas around McKinney. This will also allow us to allocate funds towards radio ads with NPR/KXT as well as Community Impact print and digital ads. We will also explore Google ads.

### 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. 2023-2024 season is an expansion season with more than 12 concerts.
2. Increase pay rate for musicians. Increase this season is Average of \$8.33.
3. Increase donor and sponsorship participation.
4. Increase audience members. (This season we saw an increase doubling all projections and expectations)
5. Increase staff to assist in the everyday business and operations of the organization

#### SHORT TERM

1. Maximize surplus to plan for future growth.
2. Balance the budget at the end of the season

## Overview of Promotional/Community Event financial goal?

The figures below reflects the overall numbers of the McKinney Philharmonic Orchestra which also includes other miscellaneous categories. The table above reflects projections and only cover the events.

### Figures below are projections:

Gross Revenue: \$ 130650.00

Total Grants (Includes local, state, and federal): \$40,440.

Projected Expenses: \$121181.00

What dollar amount and percentage of Promotional/Community Event funding will be: \$15,000

Sponsorship Revenue \$2,000

Donations \$2,500 - \$4500

Admissions: \$32,000. This is a baseline number. This season we are aiming to reach \$62,000

Projected Net revenue: Approximately \$10K

Below is the expenses for the 2023-2024 events.

2023-2024 8 Subscription Concerts										
	Mozart	Halloween	XMAS	Chamber Music	Chamber Music	John Williams	Classical	POPS/Ella	Indian Concert	
<b>Orchestra Payroll</b>	8668	9801	4500	1500	1500	15000	18152	8200	15000	<b>82321</b>
Conductor	3000	3000	3000			3000	3000	3000	3000	21000
Programs	300	450	450		200	600	300	450	450	3200
Music		500				500	600	500	1500	3600
Cartage			200							200
Hall	1600	1600	1600	120	120	1600	1600	1600	1600	11440
Soloist	1400		1050				750	750		3950
Librarian / Manager	500	500	500			500	500	500	500	3500
	15168	15401	10850	1620	1620	20600	24602	14550	21600	126011

## **4: Marketing and Outreach**

We are requesting \$15,000 for period September 2023 to August 2024. Which is the entire concert season for 2023-2024.

With the grant we will utilize the following. We do take advantage of specials and deals to maximize the impact.

1. Community Impact newspaper; both print and digital.
2. KERA / KXT radio ads.
3. Facebook targeted ads.
4. Google ads.
5. Printed season brochure.



## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- 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 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.
- 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 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.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

**Chief Executive Officer**

  
Signature

Jason Lim  
Printed Name

5/30/2023  
Date

**Representative Completing Application**

  
Signature

Jason Lim  
Printed Name

5/30/2023  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

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

DEPARTMENT OF THE TREASURY

Date: **AUG 10 2012**

ODYSSEUS CHAMBER ORCHESTRA  
C/O JASON LIM  
1011 THOMAS ST  
DENTON, TX 76201

Employer Identification Number:  
45-4399538  
DLN:  
17053187340012  
Contact Person:  
NANCY L HEAGNEY ID# 31306  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
January 13, 2012  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

ODYESSEUS CHAMBER ORCHESTRA

Sincerely,

A handwritten signature in dark ink, appearing to read "Holly O. Paz". The signature is written in a cursive, somewhat stylized font.

Holly O. Paz  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Publication 4221-PC