

Sostenuto Choral Community of North Texas
McKinney Community Development Corporation
Promotional/Community Event Grant
Spring Concert 2025
HeartLand - Songs of Life

Sostenuto exists to inspire, educate, and support a community of individual singers into one united voice, providing high quality choral programs to North Texas.

On Monday, May 19th Sostenuto Choral Community of North Texas presented their 2025 Spring Concert HeartLand. The concert took place at First McKinney Ministry Center at 1615 W. Louisiana Street in McKinney at 7:30pm.

The chorus was made up of fifty-eight McKinney area volunteer singers. The program lasted approximately ninety minutes and included a variety of genres from folk tunes to jazz to Broadway. Eighteen songs were presented from bluegrass, gospel, spirituals, soul, and jazz. Along with choral presentations, one soloist and five instrumentalists were featured as well including violin, harp and percussion. The concert narrator was Grover Brillhart. The narration included historical information about the songs, interesting trivia and lighthearted banter from the emcee.

Heartland was attended by approximately 170 audience members. Admission to the concert was a suggested \$10 per person donation with a total intake of \$1520. A livestream option was provided via Ludus ticketing on our organization website: sostenutontx.org. Thirty livestream tickets were sold as well.

Attendance was lower than expected due to inclement weather threat. On Sunday, May 18, 2025 the North Texas area experienced local storms including tornadoes. The concert venue was in the area which received the weather alert and singers sheltered in place during the recommended period advised by the National Weather Service. The Concert took place as scheduled on Monday, May 19th, but a tornado watch was in place prior to and partially during the concert run time. In addition to weather issues, the venue parking lot was partially blocked off due to construction taking place on the property. For the safety of all in attendance, our organization arranged through First McKinney to contract a traffic officer. This provided safe crossing of Louisiana Street and the cost was approved by our board of directors.

The concert was funded in part by corporate sponsor 1847 Financial, advisor Grover C. Brillhart who is an at-large member of our board of directors. Business sponsors funded the printed program costs and they included Aunt Mae's Home Care, PM Roofing and

Repair, and Creative Room Arrangements. Pro-bono support was provided by The Frisco Rough Riders and Mitzi's Sonoma.

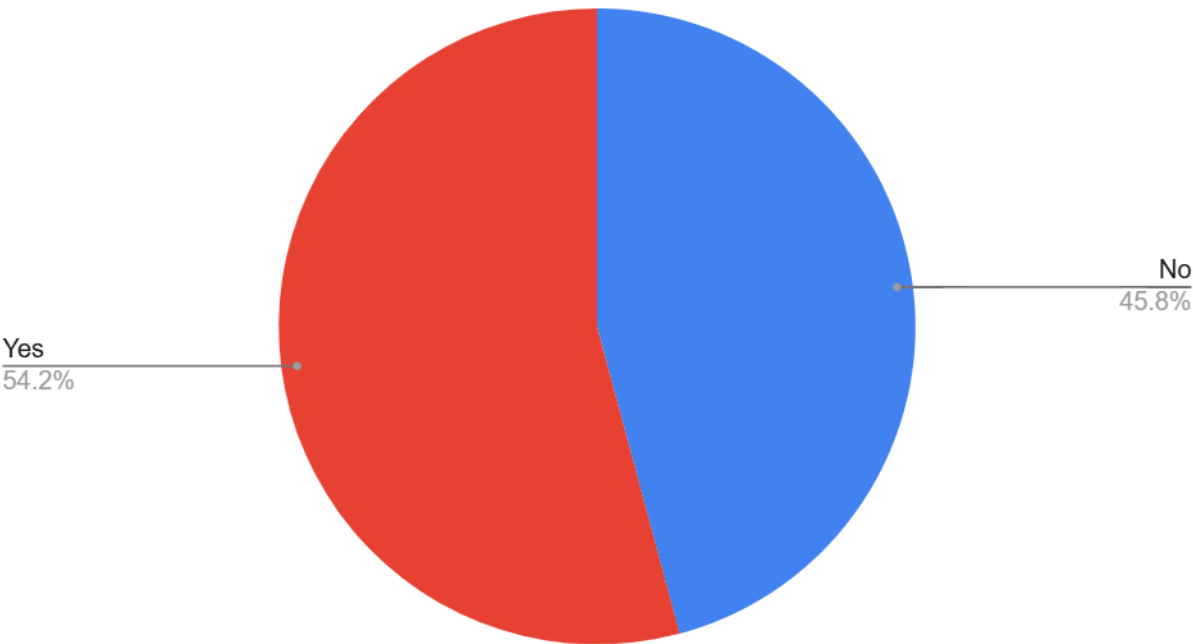
Promotional advertising for the concert was completed one month prior through two paid advertisements and a free event posting on the Visit McKinney website. A one-quarter page advertisement was purchased in Community Impact Newspaper for the McKinney area and the issue was distributed on April 27, 2025. Due to a communication error, Community Impact printed the graphic for last year's event instead of the one for this year. Although a refund was arranged on May 1st, our organization has not yet received any funds. After verifying approval from MCDC that the funds awarded by the Promotional/Community Event Grants could be reallocated, we purchased EDDM, a postcard mailing to McKinney area residents.

The concert satisfaction survey was conducted via QR code to a Google form and received 24 responses. The data that was collected included name, email, city of residence, first-time attendees, how the audience member knew about the concert, and who they knew in the chorus. Other information was what was best and least enjoyed about their experience. Over half the respondents were attending a Sostenuto concert for the first time, and several North Texas were represented in the survey responses with over half being from McKinney. The concert survey raffle awarded two door prizes to survey participants chosen at random, and prizes were distributed via USPS.

Survey responses overwhelmingly indicated that the variety of music was enjoyed, that the songs were fun, and that the audience enjoyed the blend of voices and the quality of the music. Areas where improvement was desired included the length of the concert (both longer and shorter were indicated- and wanting an intermission), more voices, and the fact that singer attire was casual. There were also some sound balance issues that could be resolved by holding a tech rehearsal or another way to confirm settings for soloists and instrumentalists with the chorus.

In conclusion, project goals were met by the HeartLand concert. Artistically, the program received respectable concert attendance, including a high percentage of first-time attendees. Each season, our organization faces challenges to publicize our concerts, and the Spring Concert is not as highly attended as the Fall Concert (Christmas program). Audience members expressed high satisfaction with the concert, making it a success. Our budget for the Spring Project was met due to the generosity of area businesses, sponsors, individual donors, and the McKinney Arts Commission Project Grant and the McKinney Community Development Corporation Grant.

First-Time Attendees at the Spring Concert - May 19, 2025



Sostenuto Project Grant Budget 2025

Spring 2025 Income	Budget	Updated		Spring 2025 Expenses	Budget	Updated		
Semester Fees	\$2,400.00	\$3,765.00		Sheet Music (and copies) & Listening Tracks	\$2,254.38	\$2,445.63		
Fundraiser (FanAngel)	\$3,000.00	\$6,108.14		Rehearsal Space	\$1,024.00	\$1,024.00		
Individual Donors	\$1,500.00	\$1,000.00		Dress Rehearsal Venue	\$300.00	\$300.00		
Ticket Sales	\$2,000.00	\$1,565.50		Dress Rehearsal Tech	\$160.00	\$200.00		
Business Sponsors	\$2,500.00	\$1,350.00		Concert Venue	\$600.00	\$600.00	Unplanned cost	parking lot poli
Grant Income	\$3,000.00	\$7,625.00		Concert Tech	\$160.00	\$250.00	\$240.00	
Restaurant Night	\$100.00	\$0.00		Concert Livestream/Recording	\$120.00	\$80.00		when Commur
TOTAL	\$14,500.00	\$21,413.64		Marketing/Publicity	\$1,325.00	MCDC	\$2,081.65	\$1,481.65
				Printed Program	\$300.00	\$350.00	\$10.57	-cost of correct
				Guest Instrumentalists	\$750.00	\$1,575.00		
				Instrument Rental	\$0.00	\$350.00		
				Gifts	\$50.00	\$102.84		
				Survey Raffle Prizes	\$100.00	\$0.00	both prizes were donated	
				Stipends	\$5,023.00	\$5,070.00		
				Workshop	\$250.00	\$108.22		
				Chamber Membership	\$250.00	\$325.00		
				TOTAL	\$12,666.38	\$13,020.69		
					half =	\$6,510.35		

ce officer for safety of crossing Louisina St. (\$60/hr x 4hrs)			
Community Impact refunds the \$600			
Facebook	\$137.40		
Alphagraphics	\$1,168.75		
Office Depot	\$175.50		
Community Impa	\$600.00		
	\$2,081.65		
	\$10.57		