



# McKinney Community Concert Association, Inc (MCCA)

**2023 Grant Application**

McKinney Community  
Development Corporation

# Organization & Goals

- Established in 1974 as Non-Profit bringing live professional musical performances to McKinney
- Managed by all volunteer Board of Directors
- Financially supported by season ticket holders, business and personal donations & grants

[www.mckinneycommunityconcerts.org](http://www.mckinneycommunityconcerts.org)

# 2023-2024 Concert Season

## Our 49<sup>th</sup>

- **Key of G Live**— *Garth Brooks Tribute*
- **Sounds of Silence**— *Greenwich Village Folk Scene*
- **Steve Lippia**— *Crooner with 16 piece band*
- **The Suits**— *Motown, Doo Wop, Pop and Rock*
- **Bennie & the Jets**— *Elton John Tribute*
- **Folk Legacy Trio**— *Kingston Trio, Peter, Paul & Mary and more*

[www.mckinneycommunityconcerts.org](http://www.mckinneycommunityconcerts.org)





# Summary of Events

- Our 6 concert season runs from Sep to April
- All concerts held at Christ Fellowship
- Early Bird Season tickets \$135 (\$22.50) 79%
- Regular Season tickets \$150 (\$25) 20%
- Single performance ticket (\$50)

# Summary of Events

- Estimate 650 season tickets holders
- Estimate 550-580 attendees each concert
- Begin selling and advertising in Feb for next season
- Our audience comes from McKinney (50%)  
plus 20 surrounding communities

# Marketing Plan

- Season Brochures and posters \$1400
- Print media \$6150
- Digital media (New) \$2450
- Presentations to groups

Kiwanis, Lions Clubs, Newcomers Club,  
Retired Teachers Association, etc



# Q&A

We are eager to answer any questions you might have!

*Thank you*

***McKinney Community Concerts***