



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***



**SOSTENUTO**

**15+ guest  
musicians**

**5 Seasons  
of Music**

**150 songs  
including 7  
major works**

**More than 5000  
volunteer hours each season**

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

**100+ singers**

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

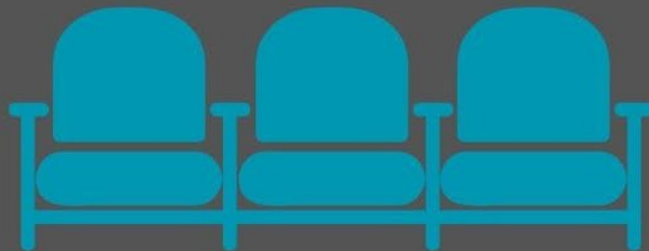
**Over 1000 minutes of  
performance time and more than  
400 hours of rehearsals**

## Growth Trends

Season	Audience <small>from two concerts</small>
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 14<sup>th</sup> 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

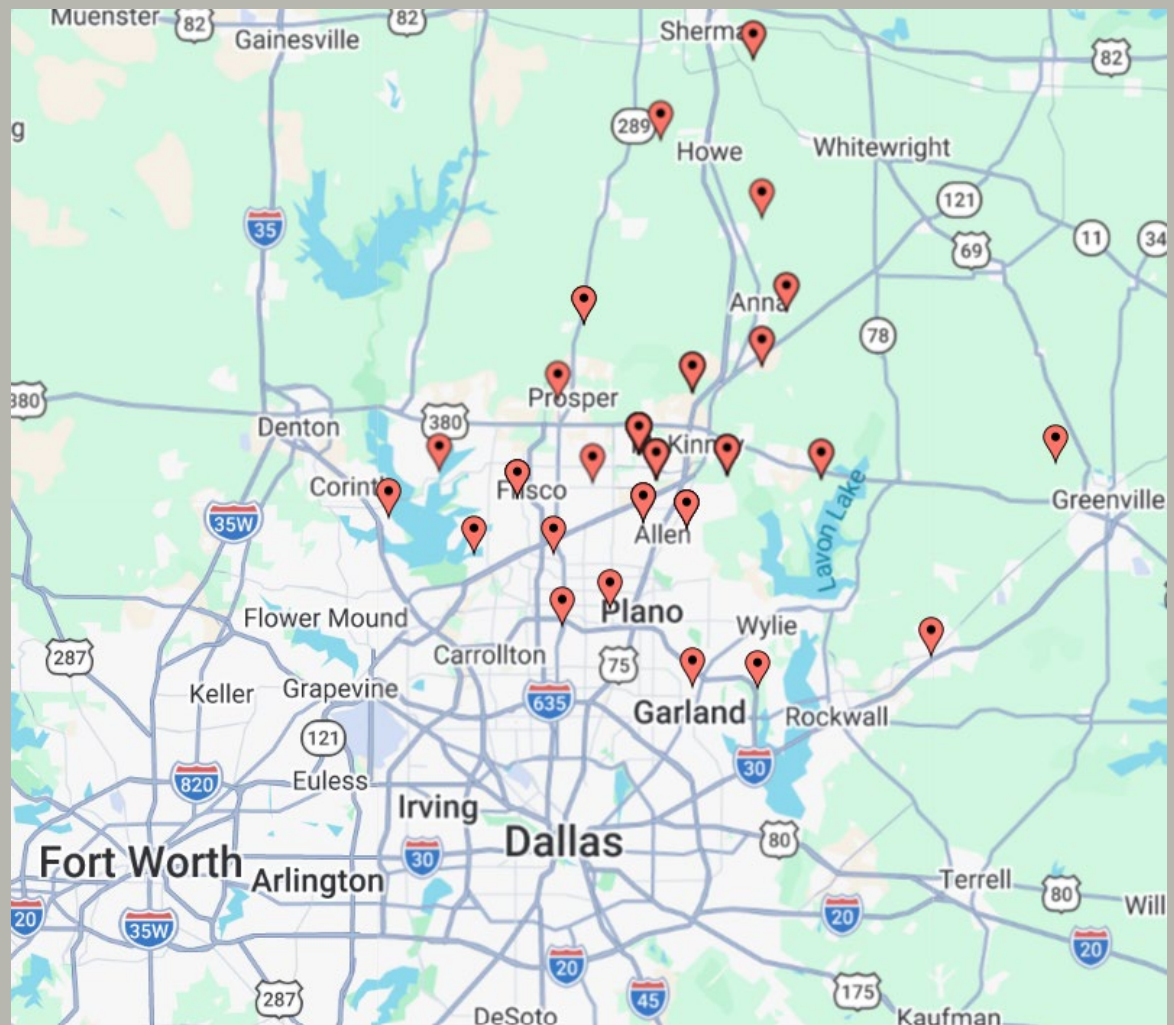


## Audience Members

...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**



**MCKINNEY**  
CHAMBER  
OF COMMERCE



*Thank you for  
your time and  
consideration!*