

### Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

#### **Important Information**

- Please read the McKinney Community Development Corporation <u>Grant Guidelines</u> before completing this application.
- The Grant Guidelines are available at <u>McKinneyCDC.org</u> or by emailing <u>Info@McKinneyCDC.org</u>.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the <u>Grants page</u> of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please <u>complete and</u> <u>submit the online Letter of Inquiry</u>.

Company Name	McKinney Repertory Theatre
Federal Tax I.D.	33-1042926
Incorporation Date	Tuesday, January 21, 2003
Mailing Address	111 N. Tennessee St. McKinney, Texas, 75069
Phone Number	(469) 389-1369
Email	executivedirector@mckinneyrep.org
Website	https://mckinneyrep.org/
Social Media	https://www.facebook.com/mckinneyrepertorytheatre/, https://www.instagram.com/mckinneyrepertorytheatre/# https://x.com/mckinneyrep, https://www.linkedin

# Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

McKinney Repertory Theatre's main mission is to build community through live theatre. We do this by presenting live theater productions and complimentary programming for the cultural education, entertainment, and inspiration of our community. MRT is open to everyone in the community (no matter the level of experience) to volunteer and participate in our theatrical productions.

MRT was formed in 2003 and was the first to perform in the McKinney Performing Arts Center when it was renovated in 2006, performing "To Kill A Mockingbird" in conjunction with Read Across McKinney. MRT is now one of the resident arts groups at the McKinney Performing Arts Center. Starting with the 22-23 Season (which is the first year we received the promotional grant from MCDC), we have had record-breaking audiences attending our shows. This past season's production of "A Christmas Carol" had 2,779 people attend and broke our record for most-attended show ever two years in a row.

In the past, we have produced a five (5) show season with two (2) weekends of performances (32 show times) on the main stage of McKinney Performing Arts Center (MPAC). However, with the upcoming renovations to our beloved MPAC, we are taking this opportunity to adjust our season. Once the renovations are complete, we will be moving to a four (4) show season with three (3) weekends of performances which will be a total of 36 shows. We will be dropping the May show as this is the lowest

attended show of our entire season in order to better optimize word of mouth and allow for more opportunities to be reviewed by theater reviewers. Renovations are slated to begin in mid-January 2026 which will impact our season this year. Because of this, it was decided to move "Barefoot in the Park" to our 2025 Season so that we could have a total of three (3) shows in our 2025 Season at the MPAC. Therefore, our 2025 Season will include:

"Barefoot in the Park" by Neil Simon

"National Pastime" by Tony Sportiello & Al Tapper. "National Pastime" is a new musical that we are partnering with Off-Broadway theater, AMT to produce the North Texas premiere. Our annual production of "A Christmas Carol"

Please note that we are not seeking additional funds for Barefoot in the Park, as it is already part of our 2024–2025 season and has been covered by a grant we previously received.

We plan to remain active during the renovation, but will be partnering with other venues to produce smaller show collaborations. We are looking at partnering with another venue to do a "Plaid Sequel" production with the popular "Plaids" returning from "Forever Plaid". We also plan to collaborate with Chestnut Square on two productions during that time and are also hoping to do a play reading or other collaboration with another community organization as well.

When MPAC re-opens (projected to be end of September/October 2026), we are planning a grand slam of a season including:

"A Christmas Carol" - Nov/December 2026

"To Kill A Mockingbird" in March 2027 - we are bringing back the first show that was ever produced in MPAC as part of the grand re-opening celebrations.

2027 - 2028 Season "Arsenic & Old Lace" - July/August 2027 "Steel Magnolias" - October 2027 "A Christmas Carol" - Nov/December 2027 TBD Student Ticket Show - March 2027

When selecting our seasons, all of the shows are read, researched, and presented to the board of directors by our play selection committee. The board approves three shows to be included in our upcoming season and two show options for the final show that our Members and Season Ticket holders will be able to vote on.

In addition to our special programs, we collaborate with other community organizations such as Chestnut Square Heritage Village, the McKinney Public Library, and the Dallas Flashers. MRT also donates season tickets to other non-profit organizations for the populations they serve or for raffles and silent auction fundraisers.

We are a 98% volunteer community theatre with a part-time executive director (Davina Gazo Stampfel) who works 10 hours a week on marketing, grants, outreach, and organizational needs. MRT is overseen by the board of directors, taking into consideration the needs and preferences of the theatre's membership and the needs of our community.

We have between 350 – 400 volunteers who volunteer their time in a variety of capacities including directing, acting, stage management and technical crew, props, costuming, lighting and sound design, marketing/advertising, ushering, and running concessions. We pay very small stipends (\$100 - \$450) to our Producers, Directors, Actors, and Set Designers to help with some of the costs they incur when volunteering for us in these demanding roles.

#### Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)



#### Noteworthy recognitions or awards in the last two years.

MRT received Platinum recognition in the CommunityVotes Awards 2024 in the categories of Theater, Performing Arts, & Live Entertainment.

City Council also issued a proclamation recognizing the McKinney Repertory Theatre and our production of "A Christmas Carol" at the February 4th, 2024, City Council Meeting.

Representative Completing Application	Davina Gazo Stampfel
Mailing Address	109 S College St McKinney, Texas, 75069
Phone Number	(646) 236-4496
Email	executivedirector@mckinneyrep.org
Contact for Communications Between MCDC and Organization	Davina Gazo Stampfel
Address	111 N. Tennessee St. McKinney, Texas, 75069
Phone Number	(646) 236-4496
Email	executivedirector@mckinneyrep.org
Funding - Total Amount Requested	6,790.00
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	Yes
Provide name of City of McKinney entity funding source and amount.	We will be requesting \$20,000 from the McKinney Arts Commission, the maximum amount of funding based on our annual budget for next season of \$100k+
Have you received or will funding be requested from other organizations / foundations?	Yes
Provide name of organization / foundation funding source and amount.	We will be requesting a free student ticket program grant from H-E-B. We also have two sponsors for the 2025 season who have already committed and will be seeking renewal from two more.

#### Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

#### Please list.

MRT requested promotional grant funding for advertising our season three times in the past. We were granted funds for the 2022-2023 Season, 2023-24 Season, and 2024-25 Season.

#### **Board of Directors**

Dale G. Gutt	President
Kent Phillips	Vice President
Michele Crabtree	Treasurer
Brad Crabtree	Secretary
Christie Connell	Marketing Director
Paul Miles	Member at Large
Teresa Miller	Member at Large



#### Leadership Staff

Davina Gazo Stampfel - Executive Director (part-time role)

#### Leadership Staff Attachment

Board of Directors Attachment

\_24-25 MRT Exec Director.pdf

Information provided for promotional / community event for which you are seeking funding.

Yes

Date(s) of EventNational Pastime (musical): Oct 3-4, 10-11 & 17-18, 2025 A<br/>Christmas Carol: Nov 21-22, 28-29 and Dec 12-13, 2025Location(s)McKinney Performing Arts Center, Courtroom Theater

Event(s) open to the public?

Yes

#### **Ticket Prices**

"National Pastime"(musical): \$29.50 for adults, \$26.50 for seniors, free for children/students (Pending grant from HEB. If grant is not awarded, student tickets will be \$24.50) "A Christmas Carol": \$14.50 for adults, \$11.50 for seniors, \$9.50 for children/students

#### Describe the target audience for the event(s).

Our target audience is adults and families who enjoy the arts and live entertainment.

Is this the first for this event?

No

#### If not, what is the history for the event (annual / biannual since what year)?

We produce a new season every year and have been producing our annual holiday show, "A Christmas Carol" for 19 years. Each season we produce different shows aside from our annual holiday production. This past year, our production of "A Christmas Carol" had 2,779 people attend - our most ever and a 27% increase over the previous year's performances.

#### How does event showcase McKinney for tourism and/or business development?

With the support of this grant, McKinney Repertory Theatre (MRT) has seen remarkable growth in regional engagement—over 56% of our audience this past season came from outside the city of McKinney. This statistic underscores how impactful this grant has been in helping us attract visitors who, in turn, spend money and contribute directly to the local economy. To date, more than 5,500 patrons have attended MRT performances this season, making us a cultural magnet in historic downtown McKinney. Our productions not only bring audiences to the theater but also drive foot traffic to nearby shops, restaurants, and wine bars, as many guests arrive early to shop, dine, and enjoy the charm of our historic district before curtain time.

Community theater like MRT is a powerful engine for economic development, civic pride, and social connection. According to the U.S. Bureau of Economic Analysis, arts and culture contribute 3.2% of the U.S. GDP—approximately \$504 billion—which surpasses the contribution of the entire travel and tourism industry. Additionally, a National Endowment for the Arts study conducted by the University of Texas at Arlington found a strong correlation between thriving arts communities and rising local wages, increased median incomes, and boosts in property values and employment.

Supporting community theaters has a ripple effect: creativity flourishes, academic outcomes improve, tourism increases, and local economies thrive. MRT is not just creating art; we are building community, stimulating downtown revitalization, and helping shape McKinney into a vibrant destination where people want to live, visit, and invest.

Expected attendance.	4,250 in attendance is anticipated for "National Pastime" & "A Christmas Carol"
Expected number or percentage of attendees coming from outside of McKinney.	56%
Does the event support a non-profit (other than applicant)?	No
What percentage of revenue will be donated (indicate gross or net)?	0
Financial Goals of Promotional / Commur	nity Event
Gross Revenue	122,137
Projected Expenses	(132,466)
Net Revenue	(10,376)

#### Other Funding Sources

We are applying for a MAC grant in June 2025 and expect to hear back on it by the end of August. We are also applying for a grant from H-E-B and expect to hear back on it by July 2025.

## Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

McKinney Repertory Theatre (MRT) builds community through live theatre by producing high-quality theatrical performances and complementary programming that educate, entertain, and inspire. Now entering our 22nd season, MRT is requesting marketing and promotional funds for two (2) productions in 2025:

"National Pastime" (musical): Oct 3-4, 10-11 & 17-18, 2025 "A Christmas Carol": Nov 21-22, 28-29 and Dec 12-13, 2025 Both productions will run for three weekends. "A Christmas Carol" features specially timed one-hour performances during McKinney's "Home for the Holidays" festival, aligning with downtown events such as the tree lighting.

Each production follows a standard timeline: auditions are held eight weeks before opening, followed by rehearsals three to four times weekly at the McKinney Performing Arts Center (MPAC), which will be under renovation starting in January 2025.

Since receiving MCDC funding in 2022, MRT has seen ticket sales increase by 84% across most shows, with A Christmas Carol seeing a 92% increase in attendance since 2021. In the 2024–2025 season, MRT is averaging 137 tickets per show, up from 125 in 2022–2023, and A Christmas Carol is averaging over 250 attendees per performance. Our marketing efforts—made possible by the MCDC grant—have significantly expanded our reach, drawing audience members from Allen, Fairview, Frisco, Plano, Prosper, Dallas, and beyond.

In 2025, our goal is to surpass an average of 146 tickets per performance for National Pastime, reaching a total audience of approximately 1,314, and to achieve an average of 265 attendees per performance for A Christmas Carol, with a total audience of around 2,915.

While MPAC is under renovation, MRT plans to maintain community visibility by partnering with Chestnut Square for a production and collaborating with local organizations for staged readings and special events. We are also exploring a summer 2026 musical at an alternative venue to continue fulfilling our mission during this transitional period.

#### Provide a detailed marketing plan and budget for the event(s).

For the 2025 season, McKinney Repertory Theatre plans to invest a total of \$6,825 in marketing—\$3,305 for "National Pastime" and \$3,520 for "A Christmas Carol". Our goal is to maintain and expand our reach to both longtime patrons and new residents in the rapidly growing McKinney area and surrounding communities.

Our marketing strategy includes a mix of print, digital, and grassroots efforts:

Print & Digital Advertising:

We will advertise both productions in Community Impact (print and digital), Local Profile, and through EVVNT event distribution.

We also plan to continue using targeted digital platforms, including social media channels (Facebook, Instagram, and Nextdoor), and we also hope to try geofencing campaigns to capture interest in McKinney and in nearby cities like Allen, Frisco, and Plano.

Promotional Materials:

Posters, vinyl signs outside MPAC, and palm cards will be designed and printed for distribution by cast members, especially during community events like the McKinney "Home for the Holidays" festival.

Community Engagement & Direct Outreach:

We will utilize community calendars such as Visit McKinney and McKinney Chamber of Commerce's calendar as well as other free local calendars and online platforms to drive additional visibility.

Prior to receiving MCDC grant support, MRT operated with a limited marketing budget of just \$60 per production. This restricted our ability to reach broader audiences and capitalize on McKinney's rapid population growth.

Thanks to MCDC funding in previous years, we have expanded significantly.

This expanded marketing reach has directly contributed to the significant growth in ticket sales and attendance across our season. We plan to continue to build on this momentum in 2025 by continuing to strategically invest in platforms and promotions that drive awareness, engagement, and attendance from across the region.

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
MPAC Yard Signs	280
Posters	170
Facebook Event Boosts	400
Facebook Ads	200
Geofencing	200
Community Impact Digital	625.00
Community Impact Print	1,250.00
Community Impact Newsletter	1,100
EVVNT	900
Local Profile Digital	900
Next Door Ads	640
Palm Cards for Festival	150.00

#### Event Marketing Plan and Budget Attachment

MRT\_2025\_Marketing\_Schedule MCDC.xlsx



MCDC Marketing Plan for 2025 Produ... .pdf

Total Promotional Budget6,790

What percentage of the total marketing budget does the grant represent?

applicable

Attendance from previous event(s), if Currently, our 24-25 Season has over 5k people in attendance.

#### Marketing lessons learned from past (what worked and what did not).

At the end of last season, we reviewed our marketing efforts' performance and gained valuable insights into what strategies yield the best return on investment (ROI).

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We found that certain print channels, such as Star Local's McKinney Courier-Gazette, did not generate the engagement we had hoped for. For example, our A Christmas Carol ad in the Courier-Gazette received only one QR code scan, while our print ad in Community Impact generated 111 scans—clearly demonstrating a stronger ROI. As a result, we are choosing not to invest in underperforming outlets. This current season

we have been testing out new platforms such as EVVNT, Local Profile digital, and Nextdoor to further expand our reach.

Digital platforms, particularly Meta (Facebook/Instagram), have proven much more effective in reaching and converting potential audience members. For our upcoming season, we are increasing our investment in Meta ads and continuing to invest in testing new platforms.

We've also learned to be more strategic with printed materials. While posters remain highly effective in driving local awareness, we have reduced the number of postcards we print and discontinued participation in the Chamber of Commerce's new resident welcome bags, as these have not yielded strong results. We have been continuing to print postcards for events such as Arts in Bloom, SERV McKinney, speaking engagements, and other booth opportunities.

These insights are allowing us to streamline our marketing approach, focusing resources on the channels that directly support ticket sales and audience growth.

#### How will you measure success of your event and marketing campaign? (attendance, website hits. social media indicators. etc.)

We will measure the success of our 2025 season and marketing campaign through a combination of attendance metrics, geographic reach, and digital engagement. Our primary goals include:

Ticket Sales: Achieve an average of at least 146 tickets per performance for National Pastime (totaling approximately 1,314 attendees) and an average of 265 attendees per performance (5% increase) for A Christmas Carol (totaling approximately 2,918 attendees).

Domestic Tourism: Continue to attract theater-goers to McKinney from communities such as Allen, Anna, Melissa, Princeton, Frisco, Sherman, and Plano. Currently, 56% of our audience is coming from areas outside of McKinney/Fairview.

Digital Engagement: Grow our social media presence by 15% during the 2024–2025 season. Our current Facebook following stands at 2,290 (up from 1,958 the previous year - 16.95% increase), and Instagram at 551 (up from 430 - 28% increase). Continued growth on these platforms will be an indicator of increased community awareness and engagement.

We will track these metrics using box office data, ZIP code analysis of ticket buyers, and social media analytics. These data points provide clear, measurable indicators of the effectiveness of our marketing campaign and its impact on overall attendance and regional visibility.

#### Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Will email these to Linda as I don't see a way to attach them.

#### Budget



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	5,000
Registration Fees	2,000
Donations	8,000
Other (raffle, auction, etc.)	9,000
Net Revenue	70,000

#### 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.

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- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

#### Budget

applicable)

**Financial Statements** 



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Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

#### Please be prepared to provide the information outlined below in your presentation:

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- 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's 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.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- 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 the 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**.

Applicant Electronic Signature

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

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer** 

Tuesday, May 27, 2025

Date

Representative Completing Application

Tuesday, May 27, 2025

Date

#### Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

#### MRT Marketing Plan for 2025 Productions: National Pastime & A Christmas Carol

McKinney Repertory Theatre will implement a multi-channel marketing strategy to promote *National Pastime* (October 3–18, 2025) and *A Christmas Carol* (November 21–December 13, 2025). Our plan aims to increase ticket sales, drive regional tourism, and strengthen community engagement.

#### 1. Print & Digital Advertising

- Community Impact Newspaper (Print & Digital):
  - Run ads in the McKinney edition leading up to each production to reach local households.
  - Feature in the Community Impact **e-newsletter** and on their website for broader digital reach.

#### • Local Profile (Digital):

• Purchase targeted digital ad placements to reach active North Texas arts and entertainment consumers.

#### • EVVNT:

• Post event listings across multiple community calendars, regional event sites, and online entertainment guides.

#### • Nextdoor Ads:

• Run geo-targeted ads in McKinney and surrounding cities (Allen, Melissa, Anna, Prosper, etc.) to reach engaged local residents.

#### 2. Social Media & Online Presence

#### • Facebook Event Posts:

• Create official event pages for each show to engage audiences and provide key information (dates, times, ticket links).

#### • Facebook Ads & Post Boosts:

• Allocate \$50 per production to run targeted ads and boosted posts promoting ticket sales and event details.

#### • Geofencing Ads:

• Implement location-based mobile advertising to reach users near McKinney Performing Arts Center and surrounding retail and dining establishments during high activity times.

#### • MRT Website (mckinneyrep.org):

• Maintain updated show pages with details on performance dates, ticketing, cast info, and trailers or promotional graphics.

#### • Social Media Posts:

 Promote each production on Facebook, Instagram, LinkedIn, and Nextdoor through engaging graphics, cast spotlights, behind-the-scenes content, and ticket reminders.

#### • Monthly MRT Insider Newsletter:

• Feature show promotions, exclusive previews, and ticket links for subscribers and members.

#### 3. Grassroots & Local Marketing

- Yard Signs:
  - Place branded signs in front of MPAC and in approved, high-visibility areas throughout McKinney on performance weekends.
- Posters:
  - Distribute printed posters to MRT's advertising partners and display them in businesses around Downtown McKinney and other key locations.
- **Palm Cards** (for *A Christmas Carol*):
  - Provide cast members with palm cards to distribute during the McKinney "Home for the Holidays" festival to promote special one-hour performances.

#### 4. Community & Media Outreach

- Local Media Listings:
  - $\circ$   $\;$  Submit events and press releases to local event calendars, newspapers, and online publications.

- MPAC Promotions:
  - Leverage MRT's partnership with the McKinney Performing Arts Center to include our shows in their newsletters, website listings, and onsite signage.
- Reviews:
  - Request articles or reviews from Dallas Theater Journal, Onstage NTX, Dallas Voice, and other publications.

#### **Goals & Measurement**

- Increase average attendance to 146+ per performance for *National Pastime* (goal: 1,314 total attendees).
- Reach 265 attendees per performance for *A Christmas Carol* (goal: 2,918 total attendees).
- Boost regional visibility and draw more theatergoers from neighboring cities like Allen, Frisco, and Plano. Continue drawing over 50% of our audience from areas outside of McKinney.
- Grow MRT's Facebook and Instagram followings by 15% over the season.

This comprehensive plan allows McKinney Repertory Theatre to continue building awareness, engaging the community, and drawing new audiences to Downtown McKinney while maximizing the return on advertising investments.

#### MRT 2025 Season Marketing Plan & Budget

Marketing/Advertising Item	Budget
National Pastime - A New Musical	
Vinyl Signage (MPAC Yard Signs)	\$140.00
Posters	\$70.00
Facebook Event Posts	\$200.00
Facebook Ads	\$100.00
GeoFencing	\$100.00
Community Impact Digital	\$300.00
Community Impact Print	\$625.00
Community Impact Newsletter	\$550.00
EVVNT	\$450.00
Local Profile Digital	\$450.00
NextDoor Ads	\$320.00
Total Requested	\$3,305.00
A Christmas Carol	
Vinyl Signage (MPAC Yard Signs)	\$140.00
Facebook Event Ad & Post Boost	\$300.00
Posters	\$100.00
Community Impact Newsletter	\$550.00
Community Impact Digital	\$300.00
Community Impact Print	\$625.00
Geofencing	\$100.00
Local Profile Digital	\$450.00
Next Door	\$320.00
Palm Cards	\$150.00
EVVNT	\$450.00
Total Spent	\$3,485.00
Total Request	\$6,790.00

Show	Marketing Activity	Start Date	Running Until					
National Pastime	Community Impact Print	2025-08-01	2025-10-18					
National Pastime	MRT Website Updates	/IRT Website Updates 2025-08-01						
National Pastime	Community Impact Digital	2025-08-22	2025-10-18					
National Pastime	Community Impact Newsletter	2025-08-22	2025-10-18					
National Pastime	Local Profile Digital	2025-08-22	2025-10-18					
National Pastime	EVVNT	2025-08-22	2025-10-18					
National Pastime	Facebook Event Posts	2025-08-22	2025-10-18					
National Pastime	Social Media Posts	2025-08-22	2025-10-18					
National Pastime	Monthly MRT Newsletter	2025-09-01	2025-10-05					
National Pastime	Submit to Local Event Listings	2025-08-22	2025-10-18					
National Pastime	Press Release to Local Media	2025-08-22	2025-10-18					
National Pastime	MPAC Kiosk & Newsletter	2025-08-22	2025-10-18					
National Pastime	Nextdoor Ads	2025-09-05	2025-10-18					
National Pastime	Facebook Ads	2025-09-05	2025-10-18					
National Pastime	Posters Distribution	2025-09-01	2025-10-18					
National Pastime	GeoFencing Ads	2025-09-19	2025-10-18					
National Pastime	Yard Signs at MPAC	2025-10-03	2025-10-18					
A Christmas Carol	Community Impact Print	2025-09-26	2025-12-13					
A Christmas Carol	MRT Website Updates	2025-09-26	2025-12-13					
A Christmas Carol	Community Impact Digital	2025-11-01	2025-12-13					
A Christmas Carol	Community Impact Newsletter	2025-11-10	2025-12-13					
A Christmas Carol	Local Profile Digital	2025-11-01	2025-12-13					
A Christmas Carol	EVVNT	2025-10-20	2025-12-13					
A Christmas Carol	Facebook Event Posts	2025-11-01	2025-12-13					
A Christmas Carol	Social Media Posts	2025-11-01	2025-12-13					
A Christmas Carol	Monthly MRT Newsletter	2025-11-01	2025-12-13					
A Christmas Carol	Submit to Local Event Listings	2025-10-30	2025-12-13					
A Christmas Carol	Press Release to Local Media	2025-10-30	2025-12-13					
A Christmas Carol	MPAC Newsletter & Kiosk Submission	2025-10-20	2025-12-13					
A Christmas Carol	Nextdoor Ads	2025-10-31	2025-12-13					
A Christmas Carol	Facebook Ads	2025-11-01	2025-12-13					
A Christmas Carol	Posters Distribution	2025-10-24	2025-12-13					

A Christmas Carol	GeoFencing Ads	2025-11-07	2025-12-13
A Christmas Carol	Palm Cards (A Christmas Carol only)	2025-11-07	2025-12-13
A Christmas Carol	Yard Signs at MPAC	2025-11-21	2025-12-13

					Show Budget 2025-2026									-
		IAIN stage				5 MAIN Stage	Mar '26 N			ION main	Jul '26 MAIN stage			
Pas Bu 9 s	Natl Pastime Budget 9 shows	Natl Pastime Actuals	Radio Show Chestnut Budget 2 shows	Radio Show Chestnut Actuals	ACC Budget 11 shows	ACC Actuals	TBD Show Budget 3 shows	TBD Show Actuals	TBD- Chestnut Budget 2 shows	TBD- Chestnut Actuals	Plaid Tidings Budget 9 shows	Plaid Tidings Actuals	2024-25 Budget	2024-25 Expenses
MPAC/Other rental	5,837				5,229		1,000				10,868		22,934	
Royalties	765				-		-				3,690		4,455	
Scripts	300				100		100				1,303		1,803	
Show Programs/Print Material	1,300				2,100						1,300		4,700	
Show Signs	210				390						170		770	
Adult Cast Members	1,000		-		1,500		-		-		400		2,900	
Director	400		100		400		100		100		400		1,500	
Director Gas Stipend	50				50						50		150	
Stage Manager	200				200						200		600	
Producer	150				150						150		450	
Set Designer	300				200						300		800	
Master Carpenter	700				350						500		1,550	
Scenic Designer	150				150						150		450	
Light Designer	300				300						300		900	
Sound Designer	200				200						200		600	
Costume Designer	100				200						100		400	
Seamstress	100				100						100		300	
Prop Master	100				100						100		300	
Light Board Operator	180				220						180		580	
Sound Board Operator	180				220						180		580	
Stage Crew (Non-Stipended)	360				1,320						360		2,040	
Projector Operator	-				220						180		400	
Videographer	50		50		50		50		50		50		300	
ASL Interpretation	160				160						160		480	
Show Security (Secured Dallas)	1,418		-		1,138		-		-		-		2,556	
Construction materials	1,500				500						1,000		3,000	
Set Dressing	250				100						500		850	
Lighting materials	50				50						50		150	
Costumes	750		400		650		350		200		900		3,250	
Hair/Makeup Artist					440								440	
Hair/Makeup Materials	75				75								150	
Props	200				200						200		600	
Musicians	3,000				1,800						3,000		7,800	
Choreographer	150				50						150		350	
Fight/Intimacy Choreographer	100				50								150	
Music Director	150				-						150		300	
Special Effects	-		-		300						-		300	
Paid Movers (Load In/Out)	200				200						200			
Rental Vehicle (Load In/Out)	150				150						150			
Cast/Crew Appreciation	350				500						300		1,150	
Miscellaneous	200		200		200		200		200		200		1,100	
Total show expenses	21,635	-	750	-	20,312	-	1,800	-	550	-	28,191	-	72,187	-
Ticket Sales	21,650		1,500		24,840		1,500		1,000		21,650		72,140	-
Total show revenue	21,650	-	1,500	-	24,840	-	1,500	-	1,000	-	21,650	-	72,140	-

Total Show Net Income	15	-	750	-	4,528	-	(300)	-	450	-	(6,541)	-	(48)	-

New for 25/26

New for 25/26 PT-for Ed Sullivan show projection

Changed to UNARMED guard, at MPAC shows ONLY

Proposed amounts per T. Miller

Proposed amounts per T. Miller Proposed amounts per T. Miller

Added back in for 25/26 Added back in for 25/26 I



### 2024 - 2025 MRT BOARD OF DIRECTORS



#### President - Dale G. Gutt

Dale began with MRT in 2013 and has been a member of the MRT board for 10 years and is currently serving as president. Dale has played numerous roles in MRT show through the years, including roles as Hercule Poirot in *Murder on the Orient Express* and Ebenezer Scrooge in *A Christmas Carol*. In addition, he has also held many offstage positions including producer, director, stage manager, fight choreographer and set designer. Outside of the theatre, Dale's occupation is a Principal Software Architect. He holds 3 U.S. software patents and was an adjunct professor at Southern Methodist University, teaching graduate/doctoral courses in the School of Engineering and Applied Science. Dale is also a licensed shakuhachi (Japanese bamboo flute) master, having performed both locally and abroad in England and Japan.



#### Vice President - Kent Phillips

Kent started working with MRT three years ago when he moved to the area from Seattle. He had recently retired from Actors Equity, SAG/AFTRA and SDC Directors Guild and wanted to spend this chapter in life supporting community theater, acting in small roles and having fun! Kent was a TV and Radio host for 35 years winning an Emmy for his work. He has acted or directed over 100 shows for multiple theater companies, in movies and TV shows like *Knot's Landing*. Kent has served on multiple theater and community non-profit boards and served as Managing Director of several theater companies. Upon arriving to Texas, he reached out to McKinney Rep to see if they needed any volunteer assistance or were open to retired union actors playing small roles in shows...no more playing leads. (Small roles mean all the fun without all the work!) Within weeks, he was on the play reading committee and cast in the show *Rumors*. Soon after, he was on the MRT Board, directing and playing the Judge in a Fall Murder Mystery. (That was fast!) This past year he directed Catch Me If You Can, is serving as Vice President of the MRT Board, head of the play reading committee, plus works on grant development. (Whew!) When not acting or directing, Kent runs a media research firm and enjoys time with his wife Kelley, children Megan and Spencer and new grandsons Hank and Casper. McKinney Rep is a growing & thriving community theatre that is truly open to newcomers- whether it is experienced vets of the stage or first time actors and volunteers- all are welcome in the MRT family.



#### Secretary - Brad Crabtree

Brad is proud to be serving MRT as Secretary for this growing organization. Brad has worked behind the scenes at MRT for a number of years in various capacities, primarily as House Manager and Script Committee member. As a McKinney resident for the last 26 years, Brad has enjoyed participating in and watching MRT and the McKinney arts grow. He would like to thank the MRT board, members, casts and crews for this superlative experience and is excited to see MRT firing on all cylinders and bringing great live theater to McKinney in 2024.

## **2024 - 2025 MRT BOARD OF DIRECTORS**



#### Treasurer - Michele Crabtree

Michele came to MRT five years ago, when she and her husband were looking for a way to get involved in the McKinney community. She has been the Treasurer on the MRT Board of Directors for almost four years, and has been on the script selection committee for the past three years. You've likely also visited this "Concession Queen" when buying your favorite beverage or snack during a show. As a McKinney resident for the last 26 years, she has enjoyed watching the McKinney arts community and MRT grow! When she is not volunteering her time with MRT, you can find Michele working in community gardens as a Master Gardener, her own garden, her craft room, or her kitchen.



#### Marketing Director - Christie Connell

After moving to Texas over a decade ago, Christie found a new home for her photography studio in Downtown McKinney and a deep connection to the local community. She quickly became an advertiser for the theater and proudly sponsored the theater's 2023-24 season and headshot photography. She was honored to join the board of directors in 2024 and has been a small part of the inner working of the theater. As a wife, mother and business owner, Christie is a dedicated community member. She believes in the power of the arts to bring people together and is committed to ensuring that MRT continues to thrive for years to come.



#### Member at Large - Paul Miles

Paul recently joined the MRT board this year and is an ardent volunteer and actor. He's been in several recent MRT productions, including *A Christmas Carol, Catch Me If You Can, The Diary of Anne Frank,* and *Hang By The Neck Until Dead*. Paul is the founder and owner of Food Walks of Texas which showcases McKinney's culinary scene and fascinating history. He is also an experienced Sales & Account Executive and served on the McKinney Chamber of Commerce LINKS Advisory Committee.



#### Member at Large - Teresa Miller

Teresa began costuming for MRT in 2016 and has since served on the board in various capacities. In addition to sitting on numerous committees, Teresa chairs the MaRTy Awards & Gala Committee, serves as the Resident Costumer and assists with the daily logistics of the theatre. Her costuming, scenic designs and props work have garnered her numerous recognitions but her real reward comes from the creative process of bringing stories and characters to life...especially with her MRT theatre family! She also enjoys helping others learn skills and get involved in various aspects of theatre so, if that's something you're interested in, MRT is the perfect place for you! Outside the theatre, Teresa has been a Registered Nurse for 35+yrs and is founder of Life Clarity Dynamics where she provides life coaching for young adults. She also enjoys serving on mission trips around the world and will be leading a trip to Rio in the Spring!



### **MEET MRT'S EXECUTIVE DIRECTOR**



#### Davina Gazo Stampfel

Davina has been a resident of McKinney, Texas since 2019. Upon arrival in Texas, she immediately looked to get involved in the local arts scene and found MRT. She began her journey with MRT as an actor in their annual production of "A Christmas Carol" and began volunteering as part of the Marketing committee. In 2022, the MRT board officially brought her on as the Executive Director. Her efforts have helped increase MRT's visibility, facilitate community participation, and create local partnerships.

When not involved in the theatre, Davina spends time with her husband and four-year-old son. She is also honored to be a recent graduate of the Leadership McKinney class of 2025, on the Board of Directors of Chestnut Square Heritage Village, the organizer for McKinney Creative Community (a local arts networking group for all creative souls), and a member of the McKinney Historic Neighborhood Association, McKinney Kiwanis Club, and Power In Numbers.

Previous to Davina's work at MRT, her career spanned over 17 years creating content marketing campaigns for Bank of America, Island Def Jam Records, Music Audience Exchange, and Magnet Media. She has been honored to work with some of the best-known brands and artists in the world including Bank of America, J. P. Morgan Chase, Google, Comcast, The United Nations, Microsoft, Kraft, Proctor & Gamble, Rihanna, Kanye West, Mariah Carey, Justin Bieber, Bon Jovi, Neon Trees, The Airborne Toxic Event, Ne-Yo, The Killers, Ludacris, Eli Young Band, Jon Batiste and Aaron Watson.

	FY 23/24 Actuals	YTD.Apr 24/25	FY 25/26 Budget
INCOME			
Grants	24,602	24,664	26,825
Ticket Sales	105,835	49,594	72,140
Member Dues	1,990	1,432	1,647
Donations	13,507	9,293	8,000
Sponsorships/Program Ads	9,093	9,468	7,000
Concessions	7,120	3,976	4,125
Misc	823	127	2,400
Total Income	162,970	98,554	122,137
EXPENSES			
Administrative Salaries & Contracts	16,121	19,317	27,933
Artistic Salaries & Contracts	17,410	11,605	24,320
Facility Costs	16,768	13,623	23,628
Marketing & Promotions	9,218	7,195	6,825
Program Production Costs	75,024	42,186	49,842
Total Expenses	134,541	93,926	132,548
NET INCOME	28,429	4,628	(10,411)

P.O. Box 2508 Cincinnati OH 45201

In reply refer to: 0248219434 Feb. 29, 2012 LTR 4168C E0 33-1042926 000000 00 00022831 BODC: TE

MCKINNEY REPERTORY THEATRE % JAKE CORRELL 111 N TENNESSE ST STE 305 MCKINNEY TX 75069-4319

2528

Employer Identification Number: 33-1042926 Person to Contact: Ms. Benson Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 17, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Form W-9
Form
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

# **Request for Taxpayer Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see Purpose of Form, below.

Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

Partnership

Trust/estate

McKinney Repertory Theatre

Business name/disregarded entity name, if different from above.

က page S

**3**a

Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor

S corporation C corporation

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

rint or type. Instructions	<ul> <li>LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)</li> <li>Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the box for the tax classification of its owner.</li> <li>Other (see instructions) Nonprofit corporation exempt under IRS code Section 501</li> </ul>	appropriate Exemption from Foreign Account Tax Compliance Act (FATCA) reporting
Δ U	<ul> <li>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax class and you are providing this form to a partnership, trust, or estate in which you have an ownership interes this box if you have any foreign partners, owners, or beneficiaries. See instructions</li> <li>5 Address (number, street, and apt. or suite no.). See instructions.</li> </ul>	t, check (Applies to accounts maintained
S	111 N. Tennessee Street	
	6 City, state, and ZIP code	
	McKinney, TX 75069	
	7 List account number(s) here (optional)	
Par	Taxpayer Identification Number (TIN)	

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.

# Social security number

**Employer identification number** 



Note: If the account is in more than one name, see the instructions for line 1. See also What Name and Number To Give the Requester for guidelines on whose number to enter.

# Part Certification

Under penalties of perjury, I certify that:

|4| 2 J U

or

2

0

- 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- 2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- 3. I am a U.S. citizen or other U.S. person (defined below); and
- 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign

Signature of

June 6, 2024 Date

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments**. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

# What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

# **Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Cat. No. 10231X