



JAN - JULY 2026

MRT'S MISSION



MAIN MISSION

Our main mission is to build community through live theatre.

We are McKinney's non profit community theatre offering high-quality, accessible performances and fostering a creative community where everyone is welcome to volunteer and participate no matter their level of experience.



Deliver Us From Mama

May 2-3 & 9-10, 2025

Community Impact Newspaper Ads

- 76,865 Mailboxes

Community Impact Web Ads:

- 306,203 Impressions
- 986 Hovers

Facebook Ads:

- 55,232 Views
- 560 Link Clicks

Show Attendance:
739
New Record for May



Barefoot in the Park

July 25-26 & August 1-2 & 8-9, 2025

TikTok Influencer: Chapters of Alyssa

6,365 Followers

Post on 7/30/25:

- 6,155 Views
- 603 Likes
- 62 Saves
- 45 Shares

Facebook Ads:

- 55,232 Views
- 560 Link Clicks

Show Attendance:

1,114

2nd largest summer audience



Mckinney Repertory Theatre ... X
Sponsored ·

SHOW SNEAK PEEK: Say hello to Paul & Corie Bratter — newlyweds navigating love, laughs, and one very tiny NYC ...See more



tickets.mckinneyperformingart...
Get Tickets Now

Book now



603



17



62



45



chaptersofalyssa
alyssa · 7-30

Follow

National Pastime

October 3-4, 10-11, & 17-18, 2025

Community Impact Newspaper Ads

- 77,941 Mailboxes

Community Impact Newsletter Banner:

October 6-10, 2025

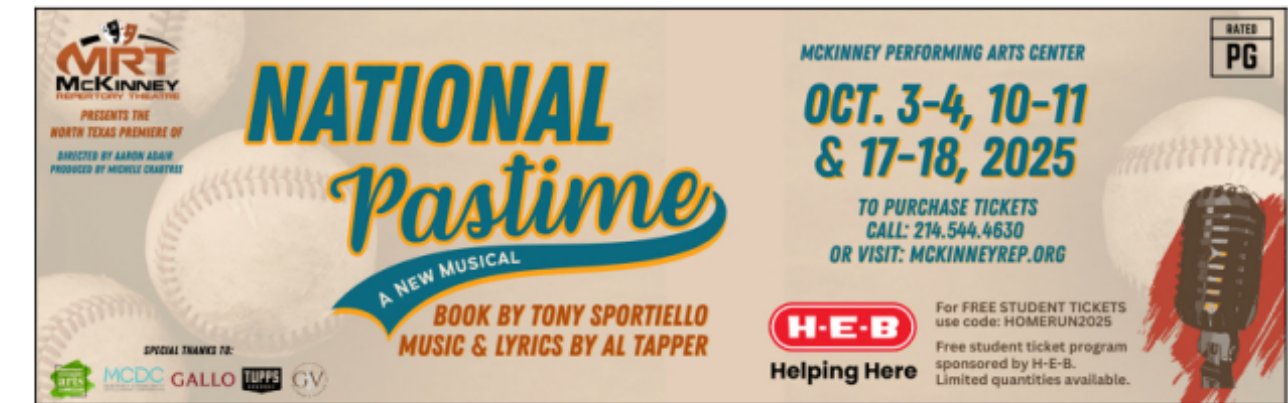
- 10,835 Subscribers
- 38,155 Impressions

Community Impact Web Ads:

- 313,6733 Impressions
- 797 Hovers



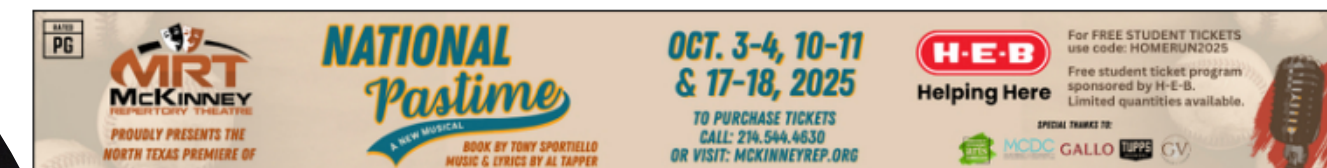
NEWSLETTER BANNER ADS



NEWSPAPER ADS



CI WEB ADS



NTX Premiere of New Musical & First time to be reviewed by On Stage NTX!
Audience: 730

Plans for Next Year



MPAC RENOVATIONS

Renovations begin mid-January 2026 - October 2026

- Limited ability to stage full productions

REQUEST: \$1,030

GOAL: Keep our audiences engaged, support downtown activity, serve our community, and ensure performing arts remain visible in McKinney

2026 Special Events

McKinney New Works Play Reading Festival & Young Playwright's Competition

- February 12, 19, & 26, 2026
- Tickets: \$15 each / \$30 all
- Estimated attendance: 20 per date
- 30% outside McKinney

Community Concert feat. cast of Forever Plaid w/ Heard Craig Center for the Arts

- April 26, 2026
- Tickets: Free (Sponsor)
- Estimated attendance: 80
- 30% outside McKinney

Comedic Radio Show Collaboration w/ Chestnut Square

- July 25, 2026
- Tickets: \$25 Show / \$50 Dinner & Show
- Estimated attendance: 125
- 30% outside McKinney



Promo Budget

Social Media Advertising	\$300
Groundtruth (Geofencing)	\$150
Posters	\$30
Newsletters / Listings	\$200
Community Impact Print Ads	\$550
MRT Contribution	-\$200
TOTAL GRANT REQUEST	\$1,030



2026 Event Goals



- Keep our audience engaged through steady attendance, even with reduced capacity and alternative venues.
- Maintain strong community awareness by tracking email newsletter engagement, and social media reach, impressions, and follower growth.
- Sustain downtown activity by continuing to draw residents and visitors to McKinney's Historic Cultural District despite major facilities being temporarily closed.
- Support local talent and foster creative exchange within our arts community.
- Continue foot traffic and economic activity in McKinney's Historic Cultural District during renovations.



THANK YOU

