

**MCKINNEY CONVENTION & VISITORS BUREAU
GRANT APPLICATION
NARRATIVE – 2019-2020
Odysseus Chamber Orchestra dba McKinney Philharmonic Orchestra**

FUNDING

The amount requesting is \$8,000

Projects: 2020-2021 Concert Season

Event 1: December 13, 2020

\$500 – Facebook Sponsored ad

\$2000 – **NPR/KERA** radio ad

Event 2: March 13, 2020

\$500 - Facebook Sponsored Ads

\$2000- **NPR/KERA** Radio ad

Event 3: April 3, 2021

\$500 - Facebook Sponsored Ads

\$2000 – **NPR/KERA** radio ad

Event 4: May 15, 2021

\$500 Facebook sponsored ad

Will Funding be requested from any other City of McKinney Entities?

Yes. From McKinney Arts Commission - \$15K. Funding will go towards operational costs i.e. musicians pay, facility rentals, music rentals and artistic pay.

McKinney Community Development – 5K. This grant will specifically go towards WRR (Classical concerts) radio ads for December 13, March 13 and April 3 concerts.

BOARD OF DIRECTORS

Cyjthia Carmack – President

Mary Stout - V. President

Jennifer Terrasi – Secretary

Janice Hauge – Treasurer

LEADERSHIP TEAM BY COMMITTEES

Administrative Team

Jason Lim – Artistic Directors

Nicole Paglialonga- Librarian

Executive Committee

Cynthia Carmack
 Mary Stout
 Jason Lim

Youth Orchestra Committee

Janice Hauge
 Jason Lim
 Jennifer Terrassi
 Julie Daniels

Fundraising Committee

All board members

Ads and Marketing Coordinator

Mary Stout

Hospitality Coordinator

Jennifer Terrassi

Volunteer Coordinator

Cynthia Carmack

I. Organization History

The Mission Statement of The Odysseus North Texas Chamber Orchestra

The Odysseus Chamber Orchestra is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.

Our vision is multi-faceted. Although the Odysseus Chamber Orchestra, a paid professional orchestra that produces high quality professional concerts, we place equal importance in our outreach and education programs that we created over the last several years. With the emphasis to youth, we created the summer music Intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, The Mentorship Program, The Side-By-Side Program and The Annual School Concerts Tour.

Our Youth Orchestra provides students, parents and audiences with three concerts a season while our professional orchestra provides audiences with 5 to 6 concerts per season.

The organization is run by Artistic Director and Conductor Jason Lim. He organizes and plans logistics form securing dates, venues and guest artists. The Odysseus concert season comprises of categories; Classical Series, Family Concert Series, Holiday Concert Series and Pops Concert Series. The professional orchestra comprises of a core membership of 20 musicians and a large list of sub musicians of up to 30 musicians.

We are applying for this grant to help boost our marketing efforts and to make aware of music lovers from all over to come visit McKinney.

II. TOURISM – RELATED EVENTS or PROJECTS

This grant application request will go towards promoting and advertising for our 2020-2021 concert season. Dates are listed below:

1. DATES AND TIMELINE:

December 13, 4:30 PM. McKinney Performing Arts Center. (Requesting \$2500)
All Star Christmas Concert – Featuring star artists from DFW including Maylee Thomas. Candace Mahogany Miller and Tatiana Mayfield.

March 13, 8:00 PM. McKinney Performing Arts Center. (Requesting \$2500)
BOSSA NOVA. Music of Antonio Carlos Jobim.

April 3, 8:00 PM. Church St Auditorium. (Requesting \$2500)
TANGO. Music of Astor Piazzolla.

May 15, 8:00 PM. McKinney ISD Auditorium. (Requesting \$500)
Side-by-side with the Greater North Texas Youth Orchestra

2. PROJECT BUDGET BREAKDOWN:

Below is the breakdown of proposed events that we are requesting promotional grants for:

| | December 13 | March 13 | April 3 | May 15 | |
|-----------|----------------|-------------|---------|--------|--------------|
| Orchestra | 4755 | 4916 | 9512 | 13000 | |
| Hall | 750 | 700 | 700 | 1200 | |
| Conductor | 1550 | 1550 | 1550 | 1000 | |
| Programs | | | | | |
| Music | | 500 | | | |
| Soloists | 1650 | 1300 | 600 | 300 | |
| Cartage | | | | 140 | |
| Admin | 450 | 450 | 450 | 450 | |
| Librarian | 200 | 200 | 200 | 200 | |
| | 9355 | 9616 | 13012 | 16290 | 48273 |

3. PROMOTE MCKINNEY INITIATIVE:

The McKinney Arts Commission's Mission

To create a vibrant and viable arts community in which diverse, high-quality arts opportunities are available to McKinney residents and visitors.

The city of McKinney through the Arts Commission has a vision to make McKinney an arts destination. Until recently there has not been a performing arts group that has elevated the caliber of performances in McKinney. Because we are a full professional orchestra, it adds another dimension to what McKinney can offer. We have also planted roots in McKinney and have slowly established ourselves as McKinney's residential professional orchestra. We have brought in accomplished musicians and soloists to the City of McKinney, fostering a love for the city and to engage them in investing towards the community. Our goal is to build our orchestra into an arts gem, with a vision of bringing world class artists and musicians to the city of McKinney. The orchestra has gained reputation as an upcoming young professional ensemble with more accomplished musicians from around the Metroplex have expressed interest in auditioning and joining the group.

The orchestra has grown since its formation in 2012 from an overall budget of \$5000 to nearly \$180,000. We have recently been designated as an organization above 50K to 1 million by the Texas Commission on the Arts which gives us the eligibility to apply for the Arts Scene 1 Operational Grant. This grant will see a pay raise for our musicians and expansion programs for our youth orchestra. Our future goals is also to build a core set of professional musicians that are community oriented, that values our mission and is proud to be a part of our organization and to engage in the civic duties that we value.

III. FINANCIALS

The most important aspect of our organization is to compensate all our artists and musicians; compensate them appropriately and on time. Since the formation, the organization has raised the per service rate for musicians four times. Starting at \$50 per service in 2012, it is now \$71.50 for rank and file members and \$75 for Tier 2 members, \$85 for Tier 1 members and \$90 per service for Principal Members. Financial planning is crucial to the success of the orchestra. Although a manageable loss at the end of the year is not detrimental to the organization, the orchestra has enjoyed a surplus for the last four years. Since the orchestra moved to McKinney in 2014, we have programmed more community oriented and pops concerts and have dedicated to the following:

1. To provide the community with variety of concerts and
2. To maintain financially healthy organization.
3. Building an audience and at the same time try to carry the traditions of high artistic vision.

Our annual promotional budget is usually set at around \$500 - \$1000 each season. Because we allocate most or all of our grant funds to payroll it does not give us much room for advertising. This grant from MCVB will enable us to budget more on Facebook sponsored ads and target areas outside of Teas. This will also allow us to allocate funds towards radio ads for NPR/KERA. They are usually more costly but it definitely targets our demographic. This will enable us to increase the profile of who we are and to help us brand McKinney as an arts destination. Cost for 30 second radio slots are \$80 per slot.

FINANCIAL PLANNING

The considerations we take in our financial planning falls both on long term as well as short term. Here are the factors we take to planning our long term goals:

LONG TERM

1. Increase concert programs
2. Increase pay rate for musicians
3. Increase donors
4. Increase audience members
5. Increase staff to assist in the everyday business and operations of the organization

SHORT TERM

1. Minimize deficit in the beginning of the season
2. Balance the budget at the end of the season

Please see attached.

1. 2019 IRS 990 return
2. 2020-2021 current budget

IV. MARKETING AND OUTREACH

1. As previously stated, we usually budget \$1000 for marketing every season. It is not enough for us to make an impact and to increase awareness about who we are and what we are doing. Each concert cycle, we budget approximately \$100 to \$150 on Facebook ads. Usually this accompanies with printing of Posters and Flyers. Cost for each concert cycle for printing would be around \$200.

We also utilize every free resource on the web as much as we can. A list of web sites are:

- a. Art & Seek
 - b. Bubble Life
 - c. City of McKinney Calendar
 - d. City of McKinney Visitors and Convention Calendar
 - e. Frisco Arts Calendar
 - f. Community Impact
 - g. PSA from Mesquite Radio
2. An important outreach program we do annually is School Concerts. This is partially funded by the Texas Commission on The Arts Education Grant. Around late April or early May each year, our residential string quartet performs at middle and high schools in McKinney. We have done this tour for four years. Each year we expand and increase schools. In 2018 we visited 5 schools in McKinney and performed for all of their orchestra classes (around 6 classes). Our visit will comprise of a performance, a presentation about who we are and a Q&A session. Sometimes there will be a masterclass.

3. This season, with the help of McKinney Convention and Visitor's Bureau Grant we intend to do the following:
 - a. Facebook targeted ads. - \$500 per event.
This is done through targeting and cities all around North Texas is targeted as far as Fort Worth.
 - b. Purchase 30 second radio ads from NPR.
NPR has thousands of listeners every day. We hope to implement this with 30 second ads costs. 30 second ads costs around \$80 per slot.
4. Because we wish to showcase every aspect of McKinney and to show how much the city supports the arts and its arts organizations we have also included MCVB logo in every marketing materials including all of our web sites:

The Greater North Texas Youth Orchestra – www.gnty.org
 McKinney Philharmonic Orchestra – www.mckinneyphilharmonic.org
 Odysseus Chamber Orchestra – www.odysseusorchestra.com
 Summer Music Intensives – www.summermusicintensives.com

V. METRICS TO EVALUATE SUCCESS

Our main success goal is to **balance the budget**. At the beginning of each season, based on how many programs and concerts we wish to stage, we will always start with a deficit. We set conservative goals in our budget and we slowly, as we progress along the season chip away our deficit until it is 0. In the last three season, we have surpassed our projections and have concluded with surpluses. Our ideal scenario is to start each season with a 0 balance. Please see attached our last statement (2018-2019). We began the season (September 2018) with at -\$14548 deficit. We concluded the season with a \$568.94 surplus.

In 2019-2020 we saw a decrease in number due to the Covid 19 pandemic. Our last two concerts has to be cancelled.

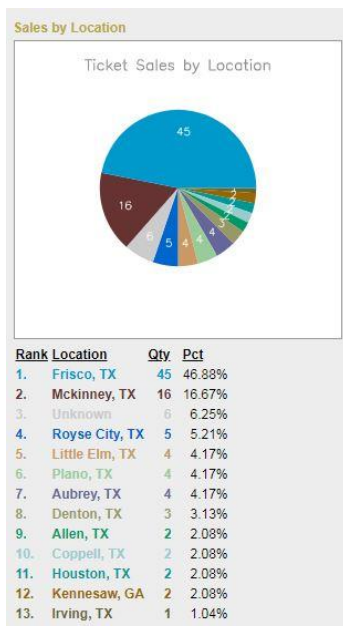
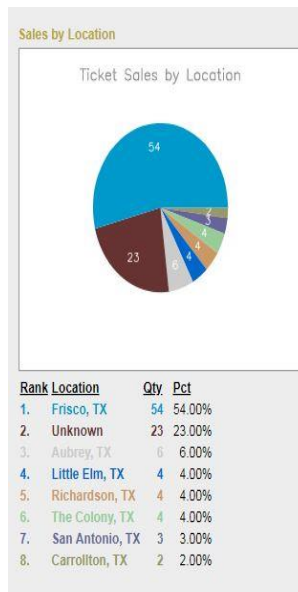
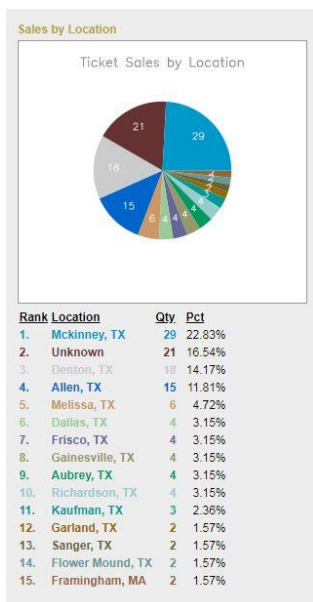
Below is an overall view on how much the organization has grown in the last four years.

| | 2015-2016 | 2016-2017 (Actual) | 2017-2018 (Actual) | 2018-2019 (Actual) | 2019-2020 (Actual) |
|------------|-----------|-----------------------|-----------------------|-----------------------|-----------------------|
| Concerts | 5 | 5 | 7 | 8 | 8 |
| Admissions | 5875.80 | 14261.91 | 16792.72 | 11110.08 | 7468.15 |
| Expenses | 42415.25 | 60265.29 | 93352.97 | 95220.92 | 81446.12 |
| Grants | 22084 | 29930.39 | 39597.29 | 33890.77 | 37665.35 |

TIKETING AND AUDIENCE METRICS

We utilize BrownPaperTickets for our ticketing when we do not use the McKinney Performing Arts Center and we have a view on where our audience comes from. When we have more exciting concerts, we will always have audiences from out of state.

We have provided some chart of our concert audience metrics. Our audience comes from everywhere in the DFW areas.



Thank you for the opportunity to apply for this grant and we look forward to helping make McKinney a HUB for the arts.

2020-2021 Budget (Attachment 1)

EXPENSES**PROJECTIONS**

PAYROLL

| | |
|----------------|-------|
| Orchestra | 36241 |
| Guest Soloists | 5740 |
| Conductor | 8750 |

ADMINISTRATION

| | |
|-----------|------|
| Manager | 2250 |
| Librarian | 1000 |

PROMOTIONS

| | |
|--------------------|------|
| | 8000 |
| Facebook | 0 |
| Posters and Flyers | 0 |
| other | 0 |

PRINTING

| | |
|----------|---|
| | 0 |
| Programs | 0 |
| Tickets | 0 |

FEES

| | |
|--------|-----|
| | 300 |
| PayPal | 0 |

ASCAP

350

INSURANCE

590

RENTALS

0

Music

1000

FACILITIES

3250

CARTAGE

340

TECH

900

MISC

440

69151

INCOME

BALANCE FORWARD

7813.05

GRANTS

0

MAC

20000

MAC - GNTYO

Frisco Arts

3038

TCA

4500

Visit McKinney

0

SPONSORSHIPS

0

| | | |
|-------------|--|----------|
| | TRB | 500 |
| | IBTX | 500 |
| | Luthier | 1000 |
| FOUNDATIONS | | 0 |
| | Love Life | 3000 |
| | Texas Communities (North Texas Giving Day) | 1000 |
| | | 0 |
| ADMISSIONS | | 27125 |
| DONATIONS | | 2000 |
| ADS | | 3000 |
| | | 73476.05 |