

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
 - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
 - Planned activities pre-event and during event;
 - History of past or similar events;
 - Event budget (fundraising goals, projected revenue, funding sources);
 - Ticket price(s). (At least one category of ticket must be \$35 or under.)
 - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
 - Attendance projections (include how your calculations were made);
 - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
 - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
 - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
 - Verification of organization's status (IRS letter of determination, W9);
 - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	McKinney Repertory Theatre
CEO / Executive Director	Davina Gazo Stampfel
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://www.linkedin

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

McKinney Repertory Theatre’s mission is to build community through live theatre by presenting high-quality theatrical productions and complementary programming that educate, entertain, and inspire.

Founded in 2003, MRT was the first theatre company to perform in the McKinney Performing Arts Center (MPAC) following its 2006 renovation and remains a resident company there today.

We are a 98% volunteer organization supported by a part-time executive director and governed by a dedicated board of directors. MRT provides opportunities for all community members—regardless of experience—to participate in theatre as actors, directors, designers, and crew. Each season, we engage more than 150 volunteers and reach over 6,000 audience members.

Our work strengthens community bonds not only through our productions, but also through meaningful collaborations with fellow cultural organizations. Recent partnerships—such as our Fall Edgar Allan Poe Comedic Radio Show with Chestnut Square—allow us to expand artistic offerings and bring new audiences to the Historic Cultural District. Additionally, during the MPAC closure in 2026, we are partnering with Serenity High to develop a theatre program for their students, providing valuable arts education and creative opportunities. Last year’s production of A Christmas Carol drew a record-breaking 2,779 attendees to downtown McKinney, demonstrating the powerful impact the arts have on local tourism, economic activity, and community vitality.

MRT’s impact extends well beyond the stage. Our productions drive traffic to McKinney’s historic downtown restaurants, shops, and hotels, contributing to the local economy while strengthening civic pride and cultural identity.

Select One

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

IRS Determination Letter for 501(c)3

PDF

MRT 501-C3 IRS Document.pdf

Is the representative information same as above?

Yes

Is the contact for communications between MCDL and the organization same as above?

Yes

Total Amount Requested

\$1,030.00

Are matching funds available?

No

Have you received or 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 received a grant from McKinney Arts Commission for season funding for \$20k

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years. July 2022 - 11,677; August 1, 2023 - \$10,500; July 30, 2024 - \$12,500; July 28, 2025 - \$6,790.

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

Date(s) of Event McKinney New Works Festival - February 12, 19, & 26, 2026; Community Concert featuring the cast of Forever Plaid at the Heard Craig - April 26, 2026; Comedic Radio Show with Chestnut Square - July 2026

Location(s) Heard Craig Center for the Arts & Chestnut Square Heritage Village

Ticket Prices
Tickets for the Play Reading Festival will range from \$15 for individual reading tickets to \$30 for a bundle of tickets to attend all three play readings. For the Community Concert, we are hoping to get a sponsor so it will be free of charge for our community to attend. If we do not, we will charge \$5 for children and \$10 for adults. Tickets for the Comedic Radio Show with Chestnut Square will be \$25 for the show only and \$50 for dinner and the show.

Is this the first time for this event? Yes

How does event showcase McKinney for tourism and/or business development?
All three of these events—the McKinney New Works Play Reading Festival, the Community Concert featuring the cast of Forever Plaid, and the Comedic Radio Show with Chestnut Square—highlight McKinney’s thriving arts and cultural scene while drawing visitors to experience our historic downtown and local attractions.

By partnering with cherished community landmarks such as the Heard-Craig Center for the Arts and Chestnut Square Heritage Village, these events showcase McKinney’s charm, hospitality, and historic character. Attendees often dine, shop, and explore the area before or after the performances, directly supporting local restaurants and small businesses.

With the McKinney Performing Arts Center and Roy and Helen Hall Library temporarily closed for renovations, these programs, while smaller than our usual main-stage season, still play a vital role in keeping the cultural heartbeat of downtown active. They help maintain consistent visitor traffic, spotlight McKinney as a vibrant arts destination, and reinforce the downtown area’s identity as an arts and cultural district.

The New Works Festival attracts playwrights and audiences from across North Texas, fostering creative tourism and new artistic connections. Meanwhile, the radio show and concert highlight collaboration between local arts organizations, reinforcing the city’s reputation for high-quality, family-friendly cultural experiences. Collectively, these events strengthen McKinney’s brand as a welcoming, creative community that supports local business and celebrates the arts as a cornerstone of economic and cultural vitality.

Does the event support a non-profit (other than applicant)? Yes

If yes, what organization(s) are supported? The Heard Craig Center for the Arts & Chestnut Square Heritage Village

What percentage of revenue will be donated (indicate gross or net)? Varies - Chestnut Square will split revenue with us once all expenses are covered and the Heard Craig will sell boxed picnics at the Community Concert with proceeds going to them. Both MRT and Heard Craig will split any donations at

the Community Concert.

Expected total attendance and how calculations were made.

265 across all of the events. We estimated using past audience data from our Edgar Allen Poe Radio Show. For the readings, we asked playwrights what their anticipated draw would be and looked at other organizations who have done similar play festivals.

Expected percentage of attendees coming from outside of McKinney.

25% based it off our main-stage productions which have 50% of our audiences coming from outside of McKinney. Since these are smaller and more specific events, we halved it based on talent we are working with and locales we will be geo-targeting with digital ads.

Total attendance from previous event(s) (if applicable)

44 of attendees from McKinney at the previous event.
percentage

56 of attendees from outside of McKinney at the previous event.
percentage

Geographic Reach (estimated travel distance)

32% of our audience comes from a 10 mile radius including: Allen, Plano, Frisco, Anna, Princeton, & Prosper. 17% comes from a 30 mile radius including Dallas, Garland, Carrollton, Richardson, & Denton. However, we have people who have attended our shows from Ft. Worth, Waxahachie, & Louisiana.

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

McKinney New Works Play Reading Festival

Target Audience:

Age: Primarily adults aged 25–65, including theater enthusiasts, playwrights, artists, and creative professionals. As well as college students and young adults interested in theater and the arts. Family members and friends of the winning young playwright from the Young Playwright Competition.

Interests: Passionate about new and experimental theater, supporting local artists, storytelling, and cultural innovation. Interested in creative expression, dramaturgy, and live performance art.

Demographics: Diverse backgrounds including local community members and regional attendees from North Texas, with a mix of professionals, educators, and students. Inclusive of all ethnicities and socioeconomic levels, attracted by opportunities to experience fresh voices in theater.

Community Engagement: Individuals involved in arts education, local arts organizations, and supporters of regional cultural growth.

Community Concert Featuring the Cast of Forever Plaid (Heard-Craig Center for the Arts)

Target Audience:

Age: Broad range, from families and middle-aged adults (35–65+) to seniors who enjoy nostalgic and family-friendly musical entertainment.

Interests: Fans of classic and nostalgic musical theater, live vocal performances, community concerts, and social, family-friendly events. Interest in vintage music, harmony groups, and local cultural events.

Demographics: Local families, retirees, and arts patrons from McKinney and surrounding communities, including adjacent cities in North Texas. Diverse in cultural background but united by a love of live music and community gatherings.

Community Engagement: People who support local arts venues and community cultural programs, often involved in social clubs, church groups, or community centers.

Comedic Radio Show with Chestnut Square

Target Audience:

Age: Adults aged 30–70, including both longtime residents and cultural tourists seeking unique and entertaining live experiences.

Interests: Enthusiasts of comedy, old-time radio, live performance, and historical or vintage entertainment formats. Interested in history, storytelling, community heritage, and interactive theatrical experiences.

Demographics: Mix of local McKinney residents and visitors from nearby towns who enjoy community heritage sites and collaborative arts programming. Inclusive of diverse cultural and socioeconomic groups interested in accessible, family-friendly entertainment.

Community Engagement: Those involved in local history, cultural preservation, and community arts initiatives, including patrons of Chestnut Square and similar heritage organizations.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	5,630
Projected Expenses	5,480
Net Revenue	150

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	5,000 (includes current season and prospective community concert))
Registration Fees	\$200 (membership dues)
Donations	2,000
Other (raffle, auction, etc.)	1,600 (CD interest)
Net Revenue	-\$15,229 for 6 months including all our operating expenses not just event

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

In a year defined by renovations and transition, our central measure of success is staying present, relevant, and visible—ensuring that when MPAC reopens, our audiences remain connected, supportive, and excited to return.

The next 6 months is not about breaking attendance records for us. Instead, success will also be

measured by our ability to:

Maintain strong community awareness by tracking website traffic, 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.

Demonstrate consistent interest in MRT programming through event RSVPs, social media saves/shares, and inquiries about future shows.

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

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

McKinney Repertory Theatre (MRT) is dedicated to building community through live theatre by presenting engaging, high-quality theatrical productions and complementary programming that educate, entertain, and inspire. Our core mission is to build community through live theatre, and these special events provide inclusive participation opportunities and strengthen cultural connections within McKinney and the greater North Texas region.

With the impending closure of our primary performance venue—the McKinney Performing Arts Center (MPAC)—for extensive renovations throughout 2026, MRT aims to maintain our visibility and community engagement through a dynamic slate of special events. These offerings are designed to uphold our mission by supporting emerging talent, celebrating local arts heritage, and collaborating closely with fellow McKinney cultural institutions.

The three (3) special community events (in partnership with other McKinney arts and cultural organizations) are as follows:

McKinney New Works Play Reading Festival & Young Playwright Competition (Feb. 12, 19, & 26) – A showcase of original scripts from local and regional playwrights, performed as staged readings with audience feedback and talkbacks. The first staged reading will be Joan Torres and the rewrite of her play, *Better Half Dead*, followed by Dr. Andrew Harris' *Tar-tuff*, with the final staged reading being the winner of the Young Playwright Competition. This three-evening event supports the development of new talent and fosters creative exchange among North Texas artists.

Community Concert with the Heard-Craig Center for the Arts (Sunday, April 26th at 3 pm) – An outdoor concert event featuring the cast of *Forever Plaid*, celebrating classic harmonies in a Barbershop Quartet style and reflecting McKinney's vibrant history.

Comedic Radio Show Collaboration with Chestnut Square Heritage Village (July 2026) – A vintage-style radio show set in a historic setting, complete with live Foley special effects and radio commercials sung by jingle singers.

Our goals include:

- *Sustaining and expanding audience engagement during MPAC's closure.
- *Supporting new playwrights and fostering creative exchange within the North Texas arts community.
- *Showcasing McKinney's vibrant cultural history through innovative collaborations.
- *Strengthening partnerships with local arts and heritage organizations to broaden community impact.
- *Driving foot traffic and economic activity in McKinney's Historic Cultural District.

History of Past or Similar Events

MRT has a longstanding tradition of producing high-quality, engaging theatrical events that draw audiences from across North Texas. For nearly two decades, our signature holiday production, A Christmas Carol, has grown to record-breaking attendance, with last year’s production welcoming 2,779 patrons. Our collaborations with community organizations, such as the successful Edgar Allan Poe Radio Show with Chestnut Square this past autumn, have demonstrated the strength of partnership-based programming to diversify offerings and attract new audiences.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

With the support of this grant, McKinney Repertory Theatre (MRT) has seen remarkable growth in regional engagement—over 50% 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. 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.

These events serve as vibrant showcases for McKinney’s unique charm and hospitality, attracting both residents and visitors to experience the city’s thriving cultural scene. By drawing attendees from surrounding areas and beyond, the events boost local tourism and stimulate economic development in several key ways:

Shopping and Dining: Visitors attending these events explore McKinney’s charming downtown shops, boutiques, art galleries, and diverse dining options—from casual cafés to fine restaurants. This increased foot traffic supports small business owners and enriches the city’s retail and culinary landscape.

Community Engagement: Attendees often participate in other local activities, such as tours of historic sites, visits to Chestnut Square Heritage Village, and seasonal festivals, promoting longer stays and greater spending throughout the city.

Economic Ripple Effect: By increasing visitation and local spending, these events create a ripple effect benefiting a wide range of McKinney’s economy—from dining and retail to arts organizations and service providers—strengthening community vibrancy and sustainability.

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.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Facebook / Meta	\$300
Geofencing / Groundtruth	\$150
Posters	\$30
Newsletters & Listings	\$200
Community Impact Print	\$550

Event Marketing Plan and Budget Attachment

 Jan - May 2026 Season MCDC Promopdf

 2026 MRT Events Jan-July Marketingpdf

Total Promotional Budget1,230.00

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Yes, our marketing plan includes some strategies to engage and promote our events within the ethnically diverse communities that make McKinney vibrant and unique. Specifically, we incorporate the following approaches: Targeted Digital Advertising: Our Meta advertising campaigns (Facebook and Instagram) utilize demographic and interest-based targeting to reach a broad spectrum of community members, including diverse age groups and cultural backgrounds. Multichannel Communication: Beyond traditional print and digital media, we utilize neighborhood newsletters such as Housewarmers, which reach a variety of families and residents across different cultural and socioeconomic groups. Accessible Event Listings: By submitting event information to free local calendars like Visit McKinney, BubbleLife, and McKinney Today, which are frequented by diverse audiences, we increase the likelihood of reaching community members from all backgrounds.

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

83.7%

Marketing lessons learned from past events (if applicable).

We still have one more production to evaluate before finalizing our full-year learnings, but based on performance from our summer and fall shows, some marketing channels have been more effective than others, and these early learnings are helping shape our strategy for the upcoming 6 months.

We believe that certain outlets, such as Local Profile’s print or digital ads, did not deliver the level of engagement we expected, so we do not plan to reinvest in those platforms over the next six months. We also tested radio advertising for A Christmas Carol to broaden our reach and we are still determining whether radio is an effective medium for us moving forward.

A standout success this year was hosting a TikTok influencer during Barefoot in the Park. Their coverage introduced MRT to new audiences and demonstrated the potential of influencer partnerships for future productions.

Digital channels—especially Meta platforms—remain our most reliable tools for converting awareness into ticket sales, so we plan to continue our investment there. We are still also testing Groundtruth’s platform for geotargeting and believe we are finding success with it.

While our full-year review is still in progress, these early findings are already guiding us toward a more efficient marketing strategy that supports continued audience and community engagement.

If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

I’m happy to attach any examples of past marketing efforts, but can’t seem to attach them here. In the meantime, here is my radio script for A Christmas Carol:

[Sound bed: Lightly eerie Christmas music — faint chains, soft wind, then fading into warm holiday bells]

SCROOGE (gruff but intrigued):
Humbug, you say? That’s what I thought too—until those blasted ghosts showed me the light of Christmas! Now, even I, Ebenezer Scrooge, invite you to see my story come alive at the McKinney Repertory Theatre in historic downtown McKinney!

Each year, more fine folks fill the seats to watch A Christmas Carol—a tradition, I daresay, almost as beloved as Christmas pudding!

So don’t be a miser—get your tickets now! Shows in November and December - Visit McKinneyRep.org or call (214) 544-4630.

(Soft chuckle) You’ll leave with your heart three sizes larger... and that’s no humbug!

[Music swells, bells fade out]

[Tag (speed up)] Thanks to the McKinney Community Development Corporation and McKinney Arts Commission for their promotional grant support.

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

We will be using website traffic, email newsletter growth, and social media reach, impressions, and follower growth.

Please provide:

- Verification of organization’s status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization’s budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)


Budget

 2026 Jan through July Collaborations... .xlsx

Financial Statements

 MCDC Financials 11.26.25.xlsx

IRS Determination Letter (if applicable)

 MRT IRS 501c3 Letter.pdf

W9

 W9 -MRT - Nov2025.pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **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, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- 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.
- Recognition to MCDC:
 - 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.
 - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization 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 and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
 - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to 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.**
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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



Date

Friday, November 28, 2025

Representative Completing Application



Date

Friday, November 28, 2025

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDL 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 2026 Events

New Works Play Reading Festival & Young Playwright Competition, Community Concert featuring the cast of Forever Plaid, and Comedic Radio Show with Chestnut Square

MRT will implement a focused, community-driven marketing strategy to promote these three (3) distinct events throughout 2026.

1. Print & Digital Advertising

Community Impact Newspaper (Print - Community Concert Only):

- Run a strategically timed ad in the McKinney edition leading up to the Community Concert to maintain strong visibility among local households.
- Leverage their wide distribution to reach engaged community members and promote cultural participation.

Housewarmers Newsletters (All):

- Collaborate with this popular monthly newsletter to reach new and existing residents in surrounding communities like Frisco, introducing MRT's special 2026 programming and fostering connections with families and newcomers.

2. Social Media & Online Presence (All)

Meta Advertising (Facebook & Instagram):

- Run targeted paid advertising focused on McKinney and neighboring communities such as Allen, Melissa, Anna, Prosper, and the surrounding areas.
- Boost event posts and create official Facebook Event pages for each program to encourage RSVPs, sharing, and organic community engagement.

GroundTruth Geotargeting:

- Implement geofencing campaigns during peak local activity periods, including festivals and high-traffic weekends around Downtown McKinney and other neighboring community events.

- Capture the attention of residents and tourists already in-market or attending cultural events nearby, encouraging attendance.

MRT Website (All):

- Keep dedicated event pages current with comprehensive details on event schedules, ticketing links, cast and creative team spotlights, and promotional imagery.
- Integrate multimedia content such as teaser videos and artist interviews to build excitement.

Social Media Posts (All):

- Promote events through engaging and consistent content across Facebook and Instagram, including graphics, behind-the-scenes glimpses, artist spotlights, and countdowns.
- Coordinate cross-promotion with Heard-Craig Center for the Arts, Chestnut Square Heritage Village, and other partners to amplify reach.

3. Grassroots & Local Marketing

Posters & Signage (Community Concert Only):

- Distribute posters throughout Downtown McKinney businesses, cafes, boutiques, and community boards.
- Place signage at key cultural venues such as Chestnut Square Heritage Village and Heard-Craig Center to capture audiences attending related events.
- Utilize window clings and banners where permitted to increase street-level awareness.

4. Community & Media Outreach

Free Event Calendars & Local Listings (All):

- Submit event details to free, high-traffic community calendars and local media platforms, including:
 - Visit McKinney

- McKinney Today
- BubbleLife
- KERA
- These listings will provide no-cost exposure to both residents and tourists actively searching for local entertainment options.

Partner Organization Cross-Promotion:

- Collaborate closely with Heard-Craig and Chestnut Square to share promotional materials via their email newsletters, social media channels, and any onsite communications.
- Feature special event announcements and stories in the MRT Newsletter to keep members and supporters engaged and informed.

Goals & Measurement

- **Maintain community engagement and visibility** during the MPAC closure by delivering quality cultural programming in alternative venues.
- **Sustain steady attendance levels** aligned with offsite and one-day-only event formats, targeting near-capacity audiences for each program.
- **Expand regional participation** by attracting attendees from neighboring cities and towns in North Texas.
- **Increase social media reach and engagement** through targeted Meta ad campaigns and consistent content updates, aiming for measurable follower growth.
- **Drive ongoing traffic to MRT's website** for event details, ticket sales, and community information.
- **Reinforce McKinney's reputation as an arts and cultural hub**, even amidst renovation-related challenges.
- **Support local businesses and downtown vitality** by bringing visitors who will also frequent nearby shops, restaurants, and cultural venues.

MRT 2026 Spring Marketing Plan & Budget

Marketing/Advertising Item	Budget
New Works Festival	
Facebook Ads	\$100.00
Housewarmers Newsletter	\$200.00
Total Requested	\$300.00
Formerly Plaid Concert	
Posters	\$30.00
Facebook Event Ad & Post Boost	\$100.00
Geotargeting digital	\$75.00
Community Impact Print	\$550.00
Total Requested	\$755.00
<i>Comedic Radio Show w/ Chestnut Square</i>	
Facebook Ads	\$100.00
Geotargeting digital	\$75.00
Total Requested	\$175.00
Subtotal	\$1,230.00
<i>MRT Budget</i>	\$200
MCDC Request	\$1,030.00

Expenses	
Community Impact	\$1,125.00
District 121 Digital Billboard	\$3,400.00
Facebook targeted ads	\$100.00
Postcard mailers	\$500.00
Printing costs	\$175.00
TOTAL	\$5,300.00

Show Budget January '26 - August '26

Expenses	Feb '26 NON main		Apr '26 NON main		Jul '26 NON main		Total Budget	Total Expenses
	New Works Budget 3 shows	New Works Actuals	FP Concert Budget 1 show	FP Concert Actuals	Comedy Radio Chestnut Budget	Comedy Radio Chestnut Actuals		
Space Rental			800				800	-
Scripts	500		100			-	600	-
Show Programs/Print Material					50		50	-
Poster design			50				50	-
Adult Cast Members	-		400		-		400	-
Director	200				100		300	-
Stage Manager							-	-
Producer							-	-
Set Designer							-	-
Master Carpenter							-	-
Scenic Designer							-	-
Light Designer							-	-
Sound Designer	150		200				350	-
Costume Designer							-	-
Seamstress							-	-
Prop Master							-	-
Light Board Operator							-	-
Sound Board Operator							-	-
Stage Crew (Non-Stipended)							-	-
Construction materials							-	-
Set Dressing							-	-
Lighting materials							-	-
Costumes			600		400		1,000	-
Hair/Makeup Artist							-	-
Hair/Makeup Materials							-	-
Props			50				50	-
Musicians							-	-
Choreographer							-	-
Fight/Intimacy Choreographer							-	-
Music Director			150				150	-
Marketing/Advertising	300		755		175		1,230	-
Miscellaneous	150		150		200		500	-
Total show expenses	1,300	-	3,255	-	925	-	5,480	-
Ticket Sales	600		2,500		1,500		4,600	-
MCDC Grant Request	275		755		-		1,030	
Total show revenue	875	-	3,255	-	1,500	-	5,630	-
Total Show Net Income	(425)	-	-	-	575	-	150	-

2025-2026 Income Categories		2025-2026 season income	Fall 2025	Expense Categories	2025-2026 season expenses	Column 9	Column 10	Column 11	Column 12
Semester Fees		\$7,530.00	\$3,347.00	Sheet Music (and copies) & Listening Tracks	\$4,891.26				
Fundraiser (FanAngel/NTGD)		\$8,000.00	\$3,760.00	Rehearsal Space	\$2,048.00				
Individual Donors		\$2,500.00		Dress Rehearsal Venue	\$600.00				
Ticket Sales		\$3,500.00		Dress Rehearsal Tech	\$400.00				
Business Sponsors		\$3,000.00		Concert Venue	\$1,200.00				
Benevity (Matching Funds)		\$1,400.00		Concert Tech- including projections	\$500.00				
Grant Income		\$15,000.00	\$5,000.00	Concert Livestream/Recording	\$160.00				
Restaurant Night		\$200.00		Marketing/Publicity (recruiting and	\$4,800.00	5300			
		\$41,130.00		Printed Program	\$600.00				
				Guest Instrumentalists-	\$3,000.00				
				Instrument Rental- timpani, chimes	\$0.00				
				Gifts	\$200.00				
				Survey Raffle Prizes	\$200.00				
				Stipends	\$12,490.00				
				Workshop	\$500.00				
				Chamber Membership	\$325.00				
				Insurance	\$1,100.00				
					\$33,014.26				

McKinney Repertory Theatre Financials

for Fiscal Years, September 1 - August 31

	23/24 Season	24/25 Season	25/26 Season		
	FY Actuals	FY Actuals	FY Budget	YTD.Oct Actuals	
INCOME					
Grants	24,602	28,008	28,640	8,385	
Ticket Sales	105,835	103,411	52,890	-	
Member Dues	1,990	1,532	1,647	210	
Donations	13,507	21,482	8,850	5,170	
Sponsorships/Program Ads	9,093	3,675	4,500	1,325	
Concessions	7,120	7,467	2,468	1,388	
Misc	823	159	2,400	14	
Total Income	162,970	165,734	101,395	16,492	
EXPENSES					
Administrative Salaries & Contracts	16,121	28,434	25,948	4,097	
Artistic Salaries & Contracts	17,410	20,005	18,020	8,226	
Facility Costs	16,768	22,360	24,444	4,074	
Marketing & Promotions	9,218	10,665	8,275	1,248	
Program Production Costs	75,024	69,563	33,792	12,811	
Total Expenses	134,541	151,027	110,479	30,456	
NET INCOME	28,429	14,708	(9,084)	(13,964)	

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

3528

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.

**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.

Print or type. See Specific Instructions on page 3.	1 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.)	
	2 Business name/disregarded entity name, if different from above.	
	3a 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. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5 Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
	6 City, state, and ZIP code	
	7 List account number(s) here (optional)	

Part I 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.

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.

Social security number											
				-				-			
or											
Employer identification number											
					-						

Part II Certification

Under penalties of perjury, I certify that:

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 Here	Signature of U.S. person 	Date November 26, 2025
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General Instructions

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