



McKINNEY
REPERTORY THEATRE
McKinney's Official Community Theatre



20TH ANNIVERSARY SEASON

2023 - 2024 Season



Mission & Impact

MAIN MISSION

Present live theatre productions for the McKinney community. We **produce five (5) mainstage shows** season per season.

IMPACT

"Nonprofit theatre contributed **over \$2.8 Billion to U.S. Economy in 2019** from direct goods/services, but the true impact is far greater... as productions draw crowds to the area, it supports jobs, brings business to local bars, restaurants, hotels, shops, etc."

- SMU DataArts, TCG Theatre Facts Report 2019



Bram Stoker's

DRACULA

October 7-8 & 14-15, 2022

22-23 Season Shows



3

A Christmas Carol



Nov 25-26,
Dec 9-10
2022

22-23 Season Shows



4

22-23 Season Shows





May 5-6 & 12-13
2023

22-23 Season Shows



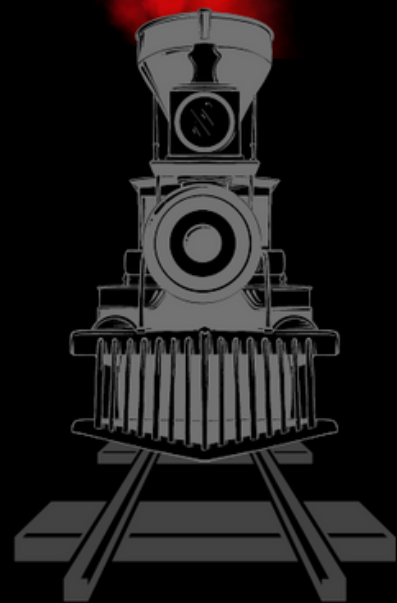
6

Upcoming Show

Agatha Christie's
MURDER
on the
Orient Express

adapted by
Ken Ludwig

Directed by
Lindsey Humphries



Rated
PG-13

Presented by



McKinney Performing
Arts Center

3 weekends!

**July 28-29,
Aug 5-6 & 11-12**

Tickets: 214.544.4630
-or- mckinneyrep.org




Presented by arrangement with Concord Theatricals
on behalf of Samuel French, Inc. www.concordtheatricals.com

7

A MYSTERIOUS
MURDER HAS TAKEN
PLACE...

SOLD OUT!



HERITAGE VILLAGE AT
CHESTNUT
SQUARE
PRESERVATION • EDUCATION • CELEBRATION

APRIL 8, 2023
6-9 PM
DINNER AND MYSTERY (BYOB)

HERITAGE VILLAGE AT
CHESTNUT
SQUARE
PRESERVATION • EDUCATION • CELEBRATION


Ghost WALK

Friday Oct. 28

Murder Mystery Dinner
6:00-6:30 BYOB Cocktails,
6:30 Dinner, 7:30 Show

Sunday Oct. 30

*Murder Mystery
Matinee*
2:00 p.m.



Current Results

2021 - 22 SEASON

54 attendees/tickets per show

161 attendees/tickets for "A Christmas Carol"

2022 - 23 SEASON

125 attendees/tickets per show

214 attendees/tickets for "A Christmas Carol"



20TH ANNIVERSARY SEASON

2023 - 2024 Season



The Diary of
Anne Frank

A graphic consisting of a horizontal line with a yellow Star of David in the center, flanked by segments of black barbed wire.

 Steel 
Magnolias

*A Christmas
Carol* 

Forever
PIAD
A Heavenly Musical Hit

Overall Event Budget

Total Show Expenses (5 Shows)	\$65,201
Estimated Ticket Sales	\$59,497
Concessions Sales	\$3,328
Total Show Revenue	\$62,824
Total Show Net Revenue	\$(2,377)



Current Goal

Current	Next Season
125 (tickets per show)	148 (tickets per show)

2023 - 24 SEASON GOAL

Continue to build on our momentum and grow our audience for our five (5) mainstage shows by at least 10% and attract theatergoers from Allen, Frisco, Sherman, Princeton, Farmersville and Plano.



Grant Request

Facebook Ads & Boosts	\$450.00
Online Media & Print	\$12,405.00
Printed Materials (Postcards, Posters, Signs, Etc.)	\$1,635.98
Every Door Direct Mailing	\$500.00
TOTAL	\$14,990.98



ANNOUNCING... 2023 SEASON!

Season Tickets & Individual Show Tickets available through McKinney Performing Arts Center (MPAC) 214.544.4630

Senior & Group Discounts

MRT McKinney REPERTORY THEATRE
McKinney's Official Community Theatre
<https://mckinneyrep.org>

Comedy **Rated PG**
The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery
by David McGillivray & Walter Zerin, Jr.
Directed by Evelyn Davis
Feb 24-25 & March 3-4 2023

Comedy **Rated PG**
Neil Simon's RUMORS
May 5-6 & May 12-13 2023
Directed by Aaron Adair
(Show rights pending)

Charles Dickens' Classic Adapted by Dr. Andrew Harris
A Christmas Carol
Nov 24-25, Dec 8-9 2023
Directed by Doug Latham

Agatha Christie's **MURDER on the Orient Express**
by Ken Ludwig
Directed by Lindsey Humphries
July 28-29, Aug 4-5, Aug 11-12 2023
Rated PG

Logos: McKinney Performing Arts Center, MCDC McKinney Community Development Corporation, IT'S MY MCKINNEY

McKinney Senior Resources Guide Ad

ANNOUNCING... OUR 2023 SEASON!

Senior & Group Discounts

Shows presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com

MRT McKinney REPERTORY THEATRE
McKinney's Official Community Theatre
<https://mckinneyrep.org>

Tickets available through the McKinney Performing Arts Center 214.544.4630

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Logos: McKinney Performing Arts Center, MCDC McKinney Community Development Corporation, IT'S MY MCKINNEY

McKinney Map Ad

Past Advertising

Looking for a place where your skills, talents & time can make a difference?

You've found it!

Check out all the different areas you can participate in YOUR community theatre:

Interested in trying something new? We'll even train you!

MRT McKinney
REPERTORY THEATRE
McKinney's Official Community Theatre
at the McKinney Performing Arts Center

Tickets:
214.544.4630
-OR- mckinneyrep.org

Coming in 2023

Comedy
The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society
Murder Mystery
by David McGillivray & Walter Zerin, Jr.
Directed by Evelyn Davis
Feb 24-25 & March 3-4 2023

Comedy
Neil Simon's **RUMORS**
Directed by Aaron Adair
May 5-6 & May 12-13 2023

Agatha Christie's MURDER on the Orient Express
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Arts Commission, MCDC McKinney Community Development Corporation, IT'S MY MCKINNEY

CityLifestyle Ad (January)

9:13

COMMUNITY IMPACT

NEWS EVERYONE GETS Select your community >

Agatha Christie's **MURDER on the Orient Express**
by Ken Ludwig
Directed by Lindsay Humphries
Presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. www.concordtheatricals.com

Presented by **MRT McKinney**
REPERTORY THEATRE
McKinney's Official Community Theatre
McKinney Performing Arts Center
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More stories from Dallas - Fort Worth Metro



BUSINESS
Grapevine developer
NewcrestImage
partners with Courtyard
Hospitality

communityimpact.com

Community Impact Ad (June)



Mckinney Repertory Theatre

Sponsored · 🌐

...

All is bright. 🕯️ There is still time to get your tickets to the most beloved story of Christmas past, present, and future. MRT's one-hour production of #AChristmasCarol is currently on stage at Mckinney Performing Arts Center on December 9-10th. Tickets are still available:

<https://bit.ly/mrtxmascarol>



TICKETS.MCKINNEYPERFORMINGARTSCENTER.ORG

tickets.mckinneyperformingartscenter.org

Nov 25, 2022 - Dec 10, 2022 · Mckinney Performing ...

Get Tickets

Boosted Facebook post



Dec 3, 2022 · Created by ...

Link clicks

All is bright. 🕯️ There is ...

Completed

5,354
Reach

119
Link clicks



Mckinney Repertory Theatre created an event.

Sponsored · 🌐

...



SAT, DEC 10, 2022

A Christmas Carol

McKinney

Michele, James and 3 friends were interested

★ Interested ▾

Event promotion



Jan 5 • Created by Davina...

Ticket sales

Laugh away the winter ...

Completed

17,366
Reach

226
Link clicks

Sample Meta Ads (Nov/Dec)

16



McKinney Repertory Theatre ... X

Sponsored ·

Laugh away the winter blues with McKinney Repertory Theatre's production of "The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery" at McKinney Performing Arts Center in historic downtown McKinney on February 24 - 25th & March 3-4th.

Every drama group has experienced the horrors of what can go wrong on opening night, and the ladies of the F.A.H.E.T.G. Dramatic Society are no different, with the possible exception that almost everything that could happen does! The scenery collapses, cues are missed, lines forgotten, and the sound effects take on a strange note at times, as the ladies present their ambitious evening's entertainment with the cunning whodunit, "Murder at Checkmate Manor."

Tickets are general admission. \$22 for adults, \$19 for seniors 55+ & \$17 for children/students age 4-18.

Tickets are available by calling the Emerson Ticket Office, 214-544-4630 or visiting mckinneyrep.org.

Group discounts are available via the ticket office.



The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery

MURDER @ CHECKMATE MANOR

AN OUTRAGEOUS COMEDY by David McGillivray and Walter Zerlin, Jr.

Directed by Evelyn Davis
Produced by Brad Crabtree

Presented by **MRT McKinney Repertory Theatre**
McKinney's Official Community Theatre

McKinney Performing Arts Center

Feb 24-25 & March 3-4

Tickets: 214.544.4630
-or- mckinneyrep.org

tickets.mckinneyperforminga...
The Farndale Avenue Housing Estate

Get Tickets

Event promotion



Jan 5 • Created by Davina...
Ticket sales
McKinney Repertory Th...

Completed

17,898
Reach

218
Link clicks

Sample Meta Ad (Jan/Feb)

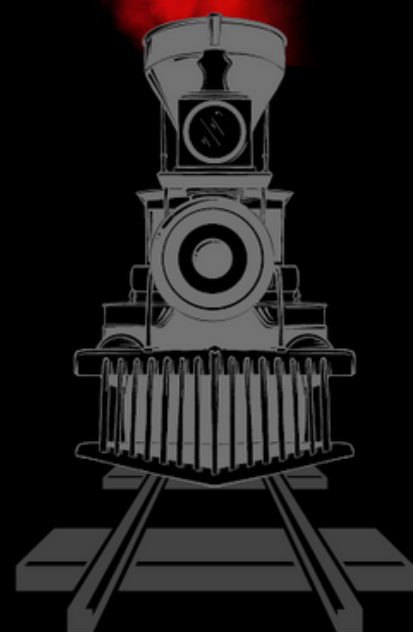
17

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MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

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on behalf of Samuel French, Inc. www.concordtheatricals.com

THANK YOU

