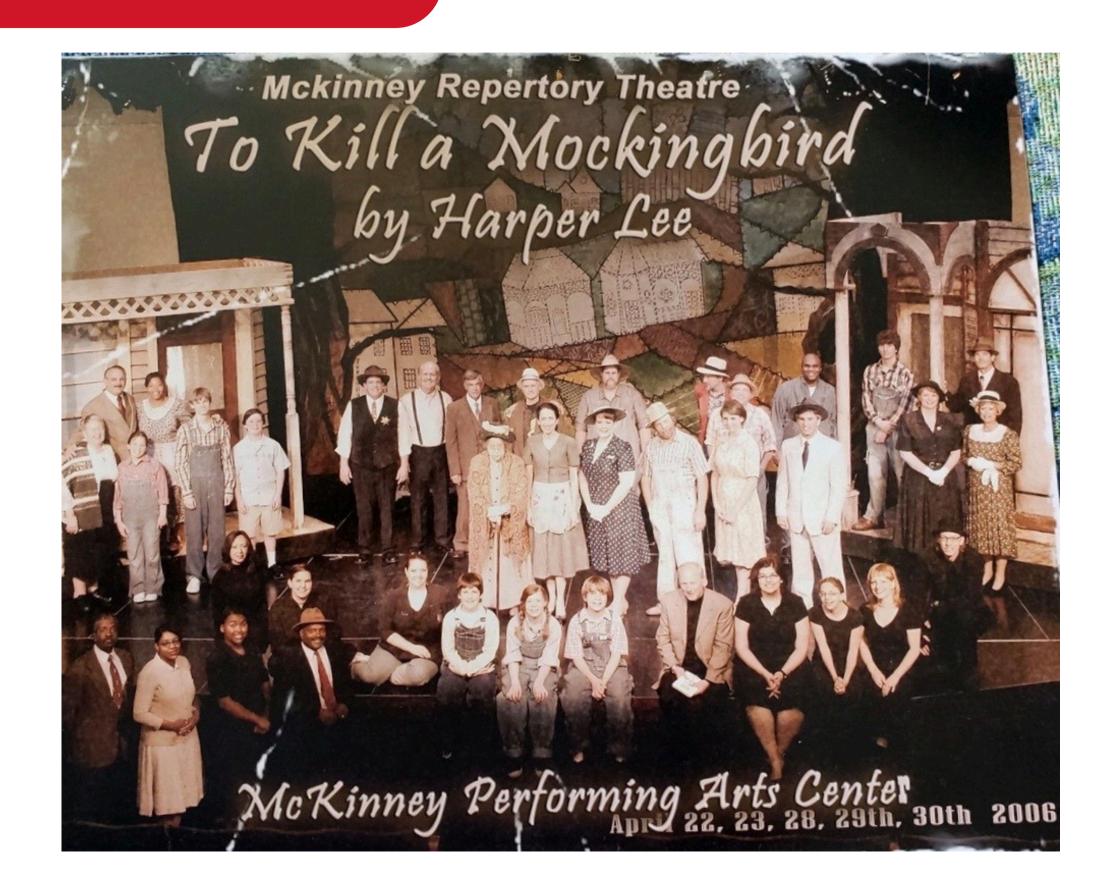




2025 SEASON

First Show at MPAC





Mission



MAIN MISSION

Our main mission is to build community through live theatre.

We offer high-quality, accessible performances and foster a creative community where everyone is welcome to volunteer and participate no matter their level of experience. We are proud to serve as a cultural anchor in Historic Downtown and a consistent driver of local tourism and economic activity.

Transitioning our Season



MPAC RENOVATIONS

Renovations begin January 2026 - Sept/October 2026

• Our 25/26 Season is being shortened to three (3) shows.

Moving from a season with:

5 productions with 2 weekends of performances (32 shows)

To our new season with:

4 productions with 3 weekends of performances (38 shows)











& 14-15, 2025









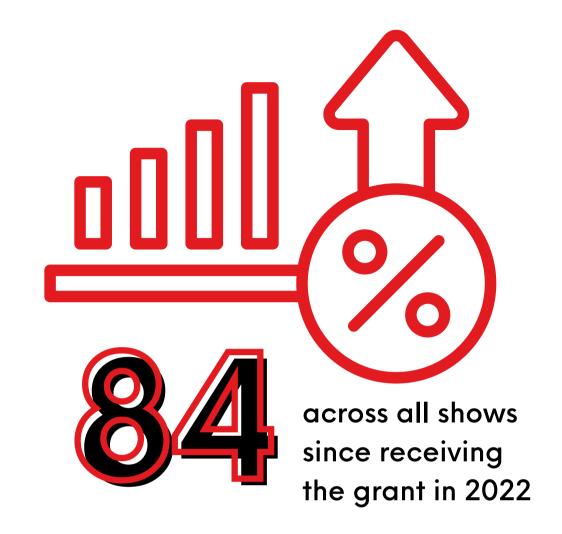


Current Results

2024 - 25 SEASON

Average of 135 tickets per show

Average of 252 tickets for "A Christmas Carol"



2022-23 SEASON

Average of 142 tickets per show

Average of **224 tickets** per show for "A Christmas Carol"

(up 27% from last year / total audience: 2,779)





2025 SEASON



July 25-26, Aug. 1-2 & 8-9, 2025



Oct. 3-4, 10-11, 17-18, 2025



Nov. 21-22, 28-29 & Dec. 12-13, 2025

Requesting funds for "National Pastime" & "A Christmas Carol" only.

Overall Budget

Total Expenses	\$132,548
Estimated Ticket Sales	\$70K
Concessions, Grants, Ads, Etc.	\$52K
Total Gross Revenue	\$122, 137
Total Net Revenue	-\$10,411



2025 Season Goals



2024 - 25 SEASON GOALS

- Continue to attract theater-goers from surrounding communities. 56% of our audience is from Allen, Sherman, Plano, Frisco, Richardson, Dallas, and more!
- Grow Facebook & Instagram by 15% (beat 24-25 goal to grow by 15%. Increased by 17% and 28% respectively)
- Continue to grow ticket sales. Ticket sales goals are:

National Pastime

Current	Next Season
135	146
(tickets per show)	(tickets per show)

A Christmas Carol

Current	Next Season
252	265
(tickets per show)	(tickets per show)

Grant Request

Facebook Ads & Boosts	\$600
Print (Posters, Vinyl Signs, Palm Cards, & CI Print)	\$1,850
EVVNT & Next Door	\$1,540
Geofencing	\$200
Digital Ads: Community Impact & Local Profile	\$2,600
TOTAL	\$6,790





Community Impact Ads





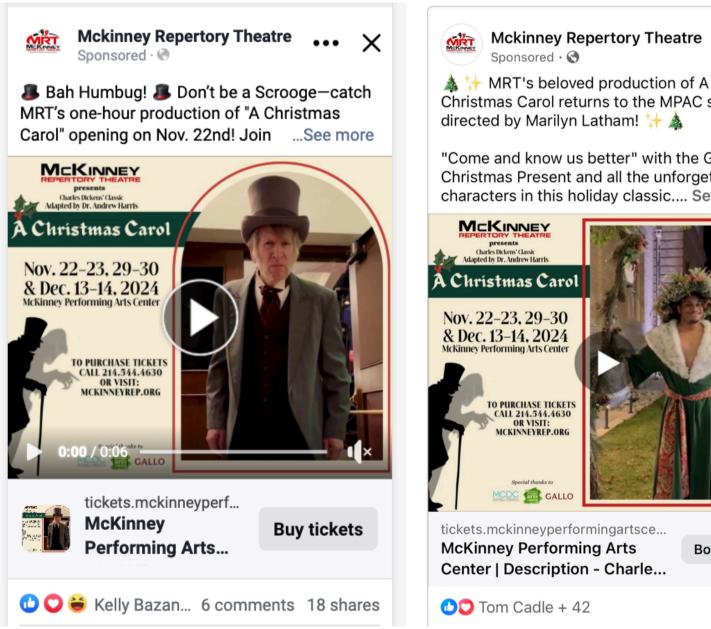


For ACC, our reach was 576,956 with 409K views for digital ads and print had 111 scans. For 12AJ, our impressions were 636K and 2K hovers. For DUFM's print, we hit 76,865 mailboxes and had 19 scans and digital had 306K impressions and 986 hovers.





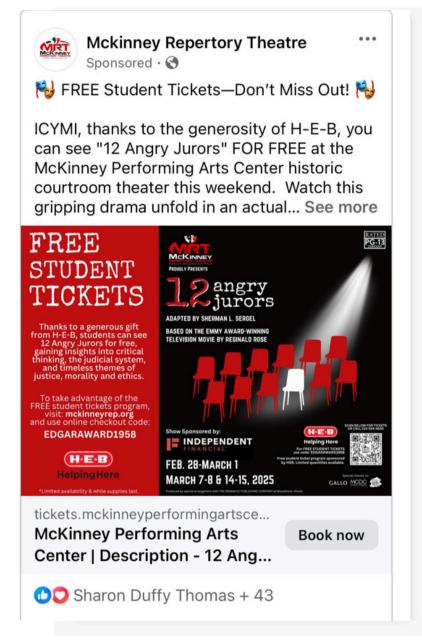
We ran post boosts and event ads for ticket sales for The Game's Afoot, which resulted in 408 link clicks, 32,354 views, and 24K reach.





For A Christmas Carol we ran event ads on Meta and had 251 link clicks, a reach of 12k, and 23k views and two video ads which resulted in 375 link clicks, 14K reach, and 27k views.

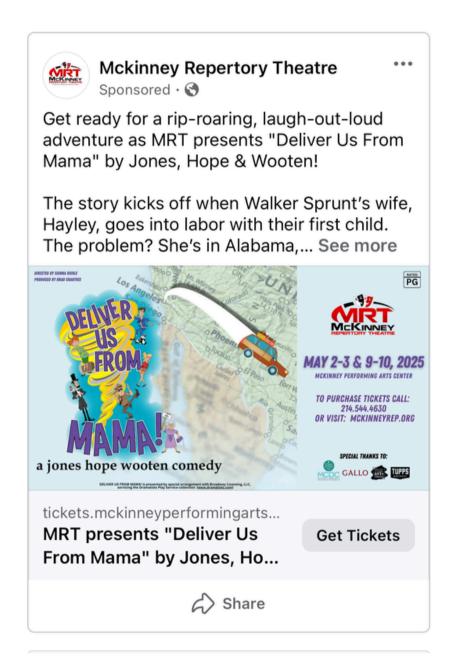




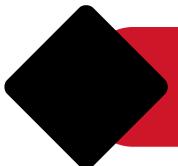


For 12 Angry Jurors, we ran an event ad for ticket sales which resulted in 342 link clicks, 65k views, and 31K reach, as well as a post boost for free student tickets which resulted in 345 link clicks, 29k views, and 16k reach.

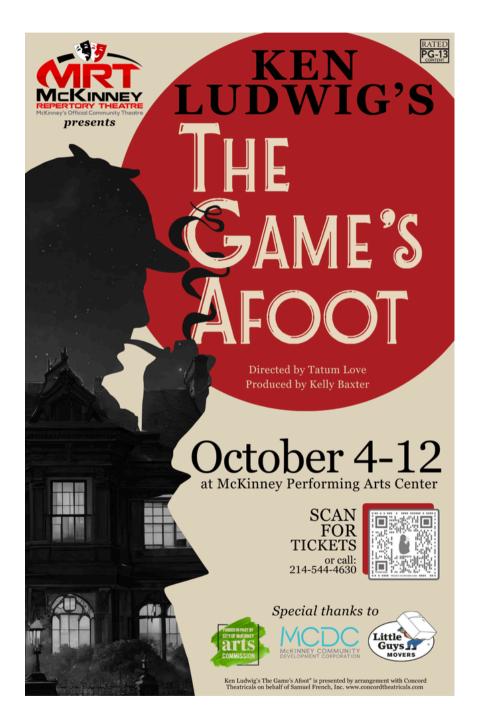
Meta Ads



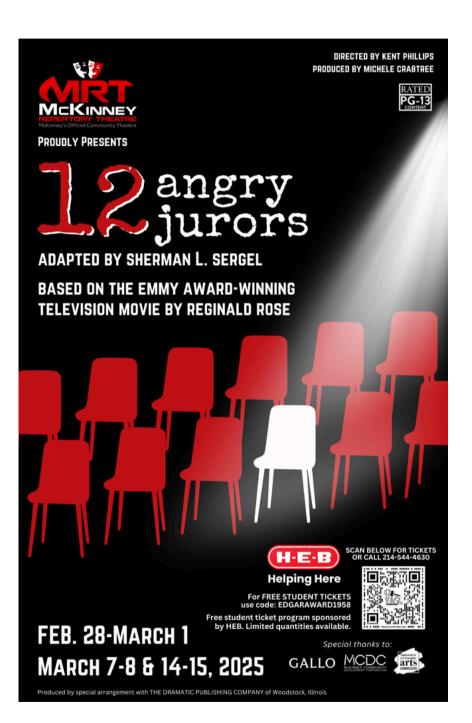
We ran event ads for ticket sales for *Deliver Us From Mama*, which resulted in 364 link clicks, 37K views, and 17.5K reach.



Posters

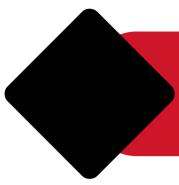








Posters continue to be successful for us. QR Scans: TGA had 124, ACC had 267, 12AJ had 53, and DUFM had 31.



Why invest in MRT?



COMMUNITY THEATRE FACTS

Community theatres play an important role in towns & communities in several key ways:

- Provide cultural enrichment, foster community identity & pride
- Drive tourism and economic impact
- Provide educational opportunities

"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

Upcoming Show



THANKYOU



