

## McKinney Family Series Report Narrative

### The Concert

PSO's popular McKinney Family Symphony Sunday Concert "Movie Royalty" provided families the opportunity to learn about the instruments of an orchestra and experience an interactive, musical performance. This concert was a fun-filled afternoon of family entertainment as well as an exciting educational experience. The featured concert at the McKinney Performing Arts Center (MPAC) showcased the four instrument families – woodwinds, brass, strings, and percussion. Pre-concert activities began at 2:15 pm, followed by a 45-minute concert at 3:00 pm. The date of the concert was May 19, 2019.

"Movie Royalty" featured ensembles that showcased popular songs from such movies as "Beauty and the Beast," "Sleeping Beauty," "Moana," "Star Wars," "The Lion King," and "Aladdin." The PSO partnered with North Texas Performing Arts, who provided actors as our master of ceremonies, and Ballet Ensemble of Texas, who provided dancers to help illustrate the movement in "Sleeping Beauty," among other songs.

Prior to each concert, children were encouraged to experience the Instrument Petting Zoo – a collection of real instruments that children pick up and play. The "Zoo" is a collection of orchestral instruments with cases that have been painted to look like different animals. In addition, children participated in the Craft Station, Be a Conductor Station, and Storyboard and iPod Station, which focused on musical instruments.

A music STEAM patch was also available before the concert. Scouts learned about the physics of sound through science experiments based on musical instruments.

### Ticket Sales

Ticket sales for the McKinney Family Concert were very robust. Historically, ticket sales for Family Series shows are slow a few weeks out from the event, but pick up the week prior to the performance with the bulk of sales occurring as walk-up sales. The ticket sales for the City of McKinney concert followed this trend:

Paid Attendance: 286

Comps: 12

Total Attendance: 298

### Marketing

Marketing for the McKinney Family series was multi-faceted. Highlights of our marketing strategy are as follows:

E-Marketing Campaign impressions – 44,000

Digital Media Campaign Impressions – 41,466

Media Display Ads *The Dallas Morning News* and Star Local Media impressions – 260,000

Magazine Display Ad impressions – 43,000

Total Impressions: 388,466

Additional marketing:

Girl and Boy Scout Patch Program; KERA Art and Seek for Children; School PTAs, Online Calendars, Student Flyers.

The City of McKinney was credited on all promotional materials along with the City of McKinney Arts Commission.

### **Improvements for Next Year**

Next year, the Plano Symphony Orchestra is once again looking at new programming for the McKinney Family Series Concert. The program will once again bring together all four instrument families in one exciting concert. The large ensemble will give small children the feeling of a full orchestral experience.

Additionally, further marketing partnerships and promotions will be pursued in order to grow the reach both in and around the City of McKinney to help support its objectives of bringing people into the City. We will continue to maintain our very high artistic standards and always explore new ways in which to make the concert fun and interactive for children and their families.