



**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** 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



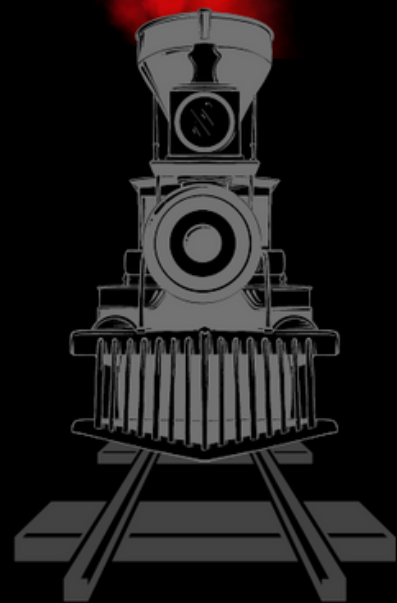
6

# 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](http://mckinneyrep.org)




Presented by arrangement with Concord Theatricals  
on behalf of Samuel French, Inc. [www.concordtheatricals.com](http://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*  
**PIANO**  
A Heavenly Musical Hit

(All show rights pending)

# Overall Event Budget

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



# 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
<b>TOTAL</b>	<b>\$14,990.98</b>



**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

**Arts Commission** **MCDC** **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](http://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

**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

**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

**Arts Commission** **MCDC** **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  
Rated PG

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

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

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

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  
**July 28-29, Aug 5-6, Aug 11-12**  
Tickets: 214.544.4630 -or- mckinneyrep.org

Arts Commission, MCDC McKinney Community Development Corporation

## More stories from Dallas - Fort Worth Metro



**BUSINESS**  
Grapevine developer  
NewcrestImage  
partners with Courty 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](https://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](http://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



This amateur production of The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery is presented by special arrangement with SAMUEL FRENCH LTD a Concord Theatricals Company.

Presented by



Rated  
PG

McKinney Performing Arts Center

**Feb 24-25 &  
March 3-4**

Tickets: 214.544.4630  
-or- [mckinneyrep.org](http://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)

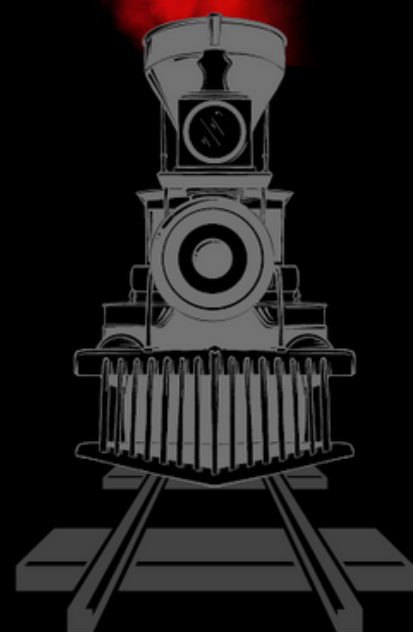
17

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](http://mckinneyrep.org)



**MCDC**  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

Presented by arrangement with Concord Theatricals  
on behalf of Samuel French, Inc. [www.concordtheatricals.com](http://www.concordtheatricals.com)

# THANK YOU

