



RE-OPENING SHOWS

Dec. 2026 - March 2027

MRT'S MISSION



MAIN MISSION

Our main mission is to build community through live theatre.

We are McKinney's non profit community theatre offering high-quality, accessible performances and fostering a creative community where everyone is welcome to volunteer and participate no matter their level of experience.



A Christmas Carol

Nov & Dec, 2025

Community Impact Newspaper Ads

- 78,841 Mailboxes

Community Impact Newsletter Banner:

Nov. 17 - 21, 2025

- 11,271 Subscribers
- 39,880 Impressions

Community Impact Web Ads:

- 162,124 Impressions
- 453 Hovers

Facebook Ads (Across 3 Ads):

- 63,426 Views
- 1,386 Link Clicks

Ticket sales coming from outside McKinney: 61.5%

Show Attendance:
3,101
New Record



TICKETS.MCKINNEYPERFORMINGARTSCENTER.ORG
McKinney Performing Arts Center |
Description - Charles Dickens' A Christmas...
[Buy tickets](#)



McKinney New Works Festival

Feb. 12, 19, & 26, 2026

Supporting Future Talent: Our inaugural New Works Play Reading Festival ft. the Schulte Prize for Young Playwrights helped emerging voices hone their craft.

- Attendance Goal: 60 total patrons (Targeting an average of 20 per reading)
- **Actual Attendance: 74 total patrons**
- Goal Achievement: Exceeded attendance targets by 13.3%
- Regional Tourism Goal: 30% of audience from outside McKinney
- **Actual Regional Pull: 35.3%** of documented patrons traveled from outside McKinney (Exceeding the target by over 5%)
- **Facebook Event Ad Campaign:** 31K Impressions
18,703 Total Reach | 542 Link Clicks



*Stellar Debut:
Schulte Prize Winning
Play Reading Sold Out!*

Vintage Voices on the Veranda

April 26, 2026

The Experience: Approximately **73 guests** gathered for an afternoon of nostalgic music in the Heard-Craig garden. Sponsored by H-E-B, the "free to the public" event fostered an atmosphere of community gratitude.

Digital & Social Media:

- **Facebook Event Ad Campaign:** 19,600 Impressions | 7,533 Total Reach | 259 Event Responses.
- **Geotargeted Digital Campaign:** 11,490 Impressions | 98 Clicks | **0.85% CTR** (exceeding industry standards).

Print & Physical Presence:

- **Community Impact Print Ad:** Delivered to **68,857 mailboxes** with a total estimated readership of **108,105 residents**.

Grassroots Marketing: 30 high-visibility posters displayed in local businesses and community hubs throughout McKinney.



Campaign reached over 100k people, drawing a multi-generational crowd to downtown.

Plans for Re-opening



MPAC RENOVATIONS

Hoping to be back in the Performing Arts Center for December, 2026.

- Until MPAC re-opens, we have a limited ability to stage full productions

REQUEST: \$13,190

GOAL: Welcoming Audiences Back to the Theater

- Capitalizing on Renovation Excitement: Leveraging the re-opening of the McKinney Performing Arts Center to welcome back long-time patrons and attract first-time theatergoers.

Re-Opening Productions

A Christmas Carol

- Dec. 11-12 & 18-19, 2026
- Tickets: \$14.50 for adults, \$11.50 seniors, & \$9.50 for children/students.
- Estimated attendance: 2,400 total or 267 per performance
- 60% outside McKinney



Charles Dickens' Classic
Adapted by Dr. Andrew Harris

Steel Magnolias

- Feb. 26-28, March 5-7 & 12-14, 2027
- Tickets: \$26.50 for adults, \$23.50 for seniors, free for children/students (Pending grant from HEB. \$24.50 without)
- Estimated attendance: 1,200 total or 100 per performance
- 50% outside McKinney



By Robert Harling

Promo Budget

Social Media Advertising	\$800
Digital (Geofencing & Digital Ads)	\$5,414
Print Ads (Community Impact)	\$4,200
Newsletters / Listings	\$2,300
Printed Materials	\$800
Radio	\$1,200
MRT Contribution	-\$1,524
TOTAL GRANT REQUEST	\$13,190





Re-Opening Goals

- **Attendance Targets:**
 - 2,400+ Total Patrons projected for the return of *A Christmas Carol* (averaging 267 attendees per performance).
 - 1,200+ Total Patrons targeted for the beloved Southern classic, *Steel Magnolias* (averaging 100 tickets per performance).
- **Domestic Tourism:**
 - Maintain our regional draw. Last year, 56% of our audience came from outside McKinney.
- **Digital engagement:**
 - Increase our social media followers & newsletter subscribers by 10%



THANK YOU

