

2022-2023 MCDC McKinney Philharmonic Orchestra Report

Our 2022 – 2023 season is our 9th season in McKinney, and we were so excited continue and carry over our success from the previous season. We presented 2 Classical series concerts, 1 POP series concert, 1 Holiday POPS series concert, 1 Community/Family Series Concert and 1 Side by side Series Concert (which had to be moved to a venue outside McKinney city limits) with the Greater North Texas Youth Orchestra. In addition, we presented 1 Chamber Music Series Concerts and 3 Free Recital Series Concerts in McKinney. We announced our season in the middle of August and had 87 individuals purchase season tickets.

Concert 1

September 3, 2022. McKinney Boyd High School Auditorium
CLASSICAL SERIES CONCERT
Russian Masters.

Attendance: 315
Projected attendance: 100
Admission: Adult 20/ Senior, Student - \$15
Promotional Expenses:

- a. Facebook: \$650
- b. Radio KERA: \$960

This concert is our season opener with the orchestra performing works by Russian composers. With an overture by Glinka, Ruslan and Ludmilla Overture, Stravinsky's Pulcinella Suite and Tchaikovsky's Symphony No. 5. Not too long ago our classical concerts will barely pass 100 people. This concert we are seeing how audiences are recognizing what a gem of an orchestra McKinney has and that is worth coming to listen and watch the orchestra perform. With over 320 in attendance, this is a sign and trend that the orchestra is slowly building a loyal audience.

Concert 2

October 29, 2022. McKinney North High School Auditorium
COMMUNITY / FAMILY SERIES CONCERT
Halloween Spectacular. *Warriors, Princesses, Wizards and Mythical Creatures.*

Attendance: 435
Admission: Adult - \$25 / Senior, Student - \$20
Promotional Expenses:

- a. Facebook: \$950
- b. Radio NPR: \$1350

In 2021, we collaborated with the McKinney Parks and Recreation to put this concert together. This performance was supposed to be a continued collaboration, however as we were approaching the date, we requested that McKinney Parks and recreation provide us with a covered stage as the orchestra played without a cover the year before. We requested that so that the musicians' instruments and the musicians were protected from the elements. Previous year, there wasn't even a covered area for the musicians to leave their instrument cases. Unfortunately, Parks and Recreation refused and rejected our request to provide us with a covered stage. We approached staging companies ourselves and sought out sponsorship to pay for the cover without any success. Eventually, we decided to move ahead

MCDC 2022-2023 Report

with this concert by ourselves and to move it indoors. We had a great and successful concert with a costume contest during intermission where kids from three different age groups competed and won prizes and we had local businesses set up tables in the foyer to hand out candy and to promote their businesses. We offered tables to business for free. The orchestra performed music from Beauty and the Beast, Batman, Frozen 1 and 2, Jurassic Park, World of Warcraft and many more. Because this concert exceeded our expectations, we intend to make this an annual event and to explore more activities for the kids. The audience and orchestra members dressed up in costumes including the conductor who dressed up as Tanjiro from the Japanese Anime, Demon Slayer. Considering the last-minute change, discontinuing the collaboration, and making the decision to organize this concert on our own, this concert must be considered an immense success. We have plans to do this concert annually and expand the pre-concert kids' activities next year, with face painting, kid conductors, balloons, art shows, instrument petting zoo and build your own instruments.

Concert 3

December 3, 2022. McKinney Boyd High School Auditorium
HOLIDAY POPS CONCERT SERIES
5th Annual All Star Christmas Concert

Attendance: 450
Projected audience: 300
Admission: Adult - \$25 / Senior, Student - \$20
Promotional Expenses:

- a. Facebook: \$700
- b. Radio NPR / KXT: \$960
- c. Community Impact News – Digital Advertising in McKinney, Frisco and Allen: \$900

When we first started this concert 5 years ago, it was no mistake that this concert was unlike any other and was unique in every way. Each performer came in with their very own arrangement with Each song custom arranged for this concert. With an addition of McKinney resident jazz saxophonist, Ner de Leon, we have invited Tatiana Mayfield and Candace Mahogany Miller; two leading jazz vocalists in Dallas every Christmas, joined by our First Lady, Maylee Thomas to collaborate with the orchestra performing original arrangements of the songs like, Feliz Navidad, Have Yourself a Merry Little Christmas, The Christmas Song, Please Come Home for Christmas, We Three Kings, Mary Did You Know and many more. We saw an increase in audience from the previous Christmas which brought in a little under 300 at the MPAC. We decided to make the move because tickets were sold out with 1 week left in 2021.

Concert 4

March 4, 2023. McKinney Boyd High School Auditorium
CLASSICAL CONCERT SERIES
How Many Sopranos

Attendance: Approximately 160
Projected audience: 100
Admission: Adult - \$20 / Senior, Student - \$15
Promotional Expenses:

- a. Facebook: \$403.84
- b. Radio NPR / KXT: \$2280

This concert showcases highlights from various opera and some of its most famous arias. We have two beautiful sopranos locally and they did a splendid job. The attendance for the concert was very disappointing. Although we surpassed our official projections, and based on our upward trend, we had hoped the growth would apply here as well. The marketing strategies are similar to all the other concerts, so we think it could be the program. We went back and looked at our marketing images –

Maybe the text wasn't big enough, maybe we could have been clearer that it's highlights from and not an entire opera. This leaves us with more questions than answers.

Concert 5

April 1, 2023. McKinney Boyd High School Auditorium
POPS CONCERT SERIES
The Bubl  Factor

Attendance: Approximately 360

Projected audience: 300

Admission: Adult - \$25 / Senior, Student - \$20

Promotional Expenses:

- a. Facebook: \$709.81
- b. Radio NPR / KXT: \$1200
- C. Community Impact News – March print issue: \$600

This concert was a very good artistically, but we were quite disappointed with the turn out. Although we surpassed our official projected audience attendance, we had hoped the number would be closer to 500. The number for this concert was slightly higher than the classical concert in September. Being a POPS concert and performing music from Michael Buble, it was very disappointing. Apart, from the mentioned marketing moves above, we utilized other free platforms like Bubble Life and posting in various Facebook groups.

Concert 6

May 6, 2023. Frisco High School
Side by side concert series with the Greater North Texas Youth Orchestra

Attendance: Approximately

Projected audience: 100

Admission: Adult - \$20 / Senior, Student - \$15

Promotional Expenses: 0

This concert was moved to Frisco High School because MISD informed us that May 6 wasn't available. We tried reserving the Collin College Convention Center and Emerson High School Auditorium but wasn't available as well. We hoped this concert would have taken place in McKinney.

MCDC 2022-2023 Report

SUMMARY

This season, we exceeded all our official projections, which can be viewed as a highly successful season. We exceeded the financial projections as well which gives us the ability to plan for a pay raise for our musicians. This helps us catch up to the pay musicians are getting from our competitors and to plan adding a concert for next season.

We were surprised by the good turnout of our 1st classical concert in September while disappointed by the 2nd classical concert even though we exceeded our projections. The Halloween and All-Star concerts had a very good turn out as well, but we had hoped that it would bring in people in the 500 range. We think the programming is good. It has variety, with POPS, Jazz, Classical etc. It caters to different demographics and different tastes and styles. The orchestra is clearly building its audience and is on an upward trend.

We tried different thing this season as well. We tried different packages offered by KERA. We picked packages that aired on KERA for all concerts except the Bubl  which aired on KXT. Not sure if we went with KERA if we would have gotten more people. We also tried Community Impact digital ads for three cities for our All-Star concert while using the print ad for the Bubl  concert. We wished our ticketing platform that we use (Go Passage) has a questionnaire that we could ask to collect data.

We are currently working with a marketing company in McKinney – Impact Brands who has agreed to help us with branding and to formulate a strategy on how to use our grant funding more efficiently moving forward.

Additional Concerts in McKinney

3 Free Recital Concerts

October 15, 2022. Trinity Presbyterian Church

February 24, 2023. McKinney Performing Arts Center

April 22, 2023. Trinity Presbyterian Church

1 Chamber Music Concert

February 4, 2022. Trinity Presbyterian Church



Other Images with MCDCC Logo.
The Recitals and Greater North Texas Youth Or-
chestra.



Presents
The 2022-2023
RECITAL CONCERT SERIES
Featuring





Emmanuel Kwok, Cello
Thaya Kongpakpaisarn, Piano
Lydia Yan, Flute

April 22nd 2023, 6:30 PM
FREE ADMISSION
TRINITY PRESBYTERIAN CHURCH, CHAPEL
5871 Virginia Pkwy, McKinney, TX 75071




Presents
The 2022-2023
RECITAL CONCERT SERIES
Featuring




Jiaxi Liu, Associate Concertmaster
McKinney Philharmonic Orchestra
And Dr. Han Zhao, Piano

February 24, Friday 2023, 6:00 PM
FREE ADMISSION
McKinney Performing Arts Center, Noble Hall
111 N Tennessee St, McKinney, TX 75069




Presents
The 2022-2023
RECITAL CONCERT SERIES
Featuring






Hsun Chen, Cello, Dr. Annie Lin, Piano, Yulia Petkevich, Violin, Elettra Pomponio, Piano

October 15, 2022, 6:30 PM
FREE ADMISSION
TRINITY PRESBYTERIAN CHURCH, CHAPEL
5871 Virginia Pkwy, McKinney, TX 75071





Greater North Texas Youth Orchestra
The Greater North Texas Youth orchestra presents



A VERY POLKA CHRISTMAS
Featuring Grammy Award Winner, BRAVE COMBO

December 17, 2022
7:00 PM
Faubian Middle School Auditorium



For Tickets:
www.gntyo.org



The McKinney Philharmonic Orchestra
Is pleased to announce the
2022-2023 AUDITIONS
Wind and Brass: August 20, 2022
Strings: August 21, 2022

Vacant positions:
Assistant Concertmaster
Principal 2nd violin
Principal Viola
Principal Cello
Principal Double Bass
Principal Bassoon
Principal Trombone
2nd Oboe

Core and substitute string positions available
Core and substitute wind and brass positions available.
FOR MORE INFORMATION, VISIT
WWW.MCKINNEYPHILHARMONIC.ORG



Greater North Texas Youth Orchestra
The Greater North Texas Youth orchestra
presents


Antonín Dvořák Cello Concerto
Featuring Emmanuel Kwok, Cello

November 6, 2022
7:00 PM
McKinney Boyd High School Auditorium

For Tickets:
www.gntyo.org





JOHANN SEBASTIAN BACH
THE GOLDBERG VARIATIONS
FOR STRING TRIO
ARRANGED BY GJORGJI CINCIEVSKI
MARCH 5, 2023
6:30 PM, NACK THEATER, FRISCO



FEATURING MEMBERS OF THE MCKINNEY PHILHARMONIC ORCHESTRA
NICOLE PAGEL-OLSON, VIOLIN
DANIEL JORDAN, VIOLA
RUSSELL THOMPSON, DOUBLE BASS

FOR TICKETS
WWW.MCKINNEYPHILHARMONIC.ORG





Greater North Texas Youth Orchestra

The Greater North Texas Youth Orchestra

2023– 2024 AUDITIONS

Video Auditions

3 Full Orchestras

- Young Artist Orchestra
- Symphony Orchestra
- Philharmonic Orchestra
- Chamber Music
- Mentorship Program
- Side by side with the McKinney Philharmonic Orchestra



CNTYO

FINANCIAL AID SCHOLARSHIPS AVAILABLE

For More Information:

www.gnty.org

