



Choral Community of North Texas

Promotional/Event Grant
presentation for



Sostenuto exists to inspire, educate, and support a community of individual singers into one united voice, providing high quality choral programs to North Texas.

Sostenuto is located in McKinney, Texas, and desires to join local singers together in a supportive vocal family, combining individual talents to collectively bring memorable moments of high quality to the community through the medium of choral music.

We welcome adults of all ages seeking others with a shared love of singing. Our members are from all walks of life and join together weekly to rehearse repertoire from a variety of musical genres...

Musical and artistic growth, excellence in performance, and providing a loving, supportive environment are major components of our organization.



Sostenuto performs two independent concerts annually, Christmas and Spring, and is honored to serve the community at the annual Veterans Day Ceremony at the McKinney Veterans Memorial Park.



Cindy Johnston
Founder & Artistic Director

- ❖ Bachelor of Music Education from WTSU
- ❖ Music educator 28 years, 23 in McKinney ISD
- ❖ Excellence in Teaching Award 1999
- ❖ First TMEA Honor Choir from MISD
- ❖ FBC former handbell choir director
- ❖ Served as Region 25 TMEA Facilitator, Secretary, and Treble Choir Region Coordinator
- ❖ Co-founder and director at McKinney Repertory Theatre's Broadway Bound Summer Camp
- ❖ Musical Director for Outcry Youth Theatre in Plano



Debra Morton
Accompanist & Composer-in-Residence

- ❖ Degree in Piano Performance from Baylor University
- ❖ Over 35 years as accompanist and vocal coach
- ❖ Played at Disney World, New York City and New England
- ❖ Staff accompanist for McAllen ISD
- ❖ Choir director at First Methodist Frisco
- ❖ Composer of several original works and new arrangements
- ❖ Recent works include That Celestial Air for Sostenuto



An American Rhapsody

May 19, 2025
7:30 pm

First McKinney
1615 W. Louisiana St.

Sostento Choral Community of North Texas will present their fourth annual Spring Concert on Monday, May 19, 2025 at 7:30 pm. The venue is located at the worship center of First McKinney located at 1615 W. Louisiana St. in McKinney 75069. The program will feature as a major work, American Rhapsody by Z. Randall Stroope, a contemporary composer.

This work is a celebration of America's musical roots, arranged in a medley format. Other titles include patriotic music, many of which Sostento has had the honor to perform annually at the McKinney Veterans Day Ceremony each November. The concert will create a feeling of community and unity for our neighborhood, our town and our country.

Spring 2025 Income	Budget	Spring 2025 Expenses	Budget
Semester Fees	\$2,400.00	Sheet Music (and copies) & Listening Tracks	\$2,254.38
Fundraiser (FanAngel)	\$3,000.00	Rehearsal Space	\$1,024.00
Individual Donors	\$1,500.00	Dress Rehearsal Venue	\$300.00
Ticket Sales	\$2,000.00	Dress Rehearsal Tech	\$160.00
Business Sponsors	\$2,500.00	Concert Venue	\$600.00
Grant Income	\$3,000.00	Concert Tech	\$160.00
Restaurant Night	\$100.00	Concert Live Stream/Recording	\$120.00
Total	\$14,500.00	Marketing/Publicity	\$1,325.00
		Printed Program	\$300.00
		Guest Instrumentalists	\$750.00
		Gifts	\$50.00
		Survey Raffle Prizes	\$100.00
		Stipends	\$5,023.00
		Workshop	\$250.00
		Chamber Membership	\$250.00
			\$12,666.38

- Semester Fees for Fall 2024 are paid by the volunteer singers in the chorus - member fees are **\$70** for most, but a \$10 per person discount applies for family members living in the same household. College students and those enrolled in trade school are discounted to **\$35** per person. Several members are given *financial aid* due to financial circumstances.
- Fundraising takes place each semester utilizing North Texas Giving Day in the Fall and FanAngel in the Spring. Each fundraiser supports up to **20%** of the event budget for each concert. Current and former members represent **30%** of donors and *close to 55% of total funds*.
- Individual donors and business sponsors make up over **25%** of income for the organization
- Grant income will vary this year - an application to MCDC requests funds to cover the cost of advertising, while an application to McKinney Arts Commission has solicited to fund half of the event cost in a project grant at \$6300

And so we sing...

A Choral Community of North Texas

SOSTENUTO

Cindy Johnston, Director

Debra Morton, Pianist



Choral Community of North Texas

celestial air

5.22.23

Cindy Johnston
Director

Debra Morton
Pianist



Choral Community of North Texas

**ROOTED IN
AMERICA**

FIRST BAPTIST MCKINNEY | MAY 13

Sponsored by 1847Financial
Grover Brillhart

Sostenuto
in concert

Across the Pond

featuring beloved familiar carols with European roots

First Baptist Church McKinney
12.5.22 7:30 PM
Admission by donation (\$10 suggested per person)

Sostenuto
A Choral Community of North Texas
presents

*A Christmas
Tapestry*

Sostenuto
Choral Community of North Texas
with Dallas Area Brass Talent
present the sacred music of JOHN RUTTER

GLORIA

Sponsored by 1847Financial
Grover Brillhart

SOSTENUTO
presents

REJOICE!

December 16
First Baptist McKinney
7:30 PM

1847Financial

CHORAL COMMUNITY OF NORTH TEXAS

SOSTENUTO

ROOTED IN AMERICA
FIRST BAPTIST MCKINNEY

MAY 13 | 7:30 PM

\$10 suggested donation
501c3 non-profit
organization



FUNDED IN PART BY
CITY OF MCKINNEY
arts
COMMISSION

Previous marketing graphics include this example from Community Impact newspaper Online advertising has utilized McKinney Chamber and McKinney Today, Visit McKinney and the Dallas Morning News event calendar. Our Christmas Concert was recently featured in McKinney Cultural District's December events

DOWNTOWN MCKINNEY HOLIDAY CALENDAR
DECEMBER 2024

Don't miss Santa on the Square and Holiday Lights in Dr. Glenn Mitchell Park all month long!

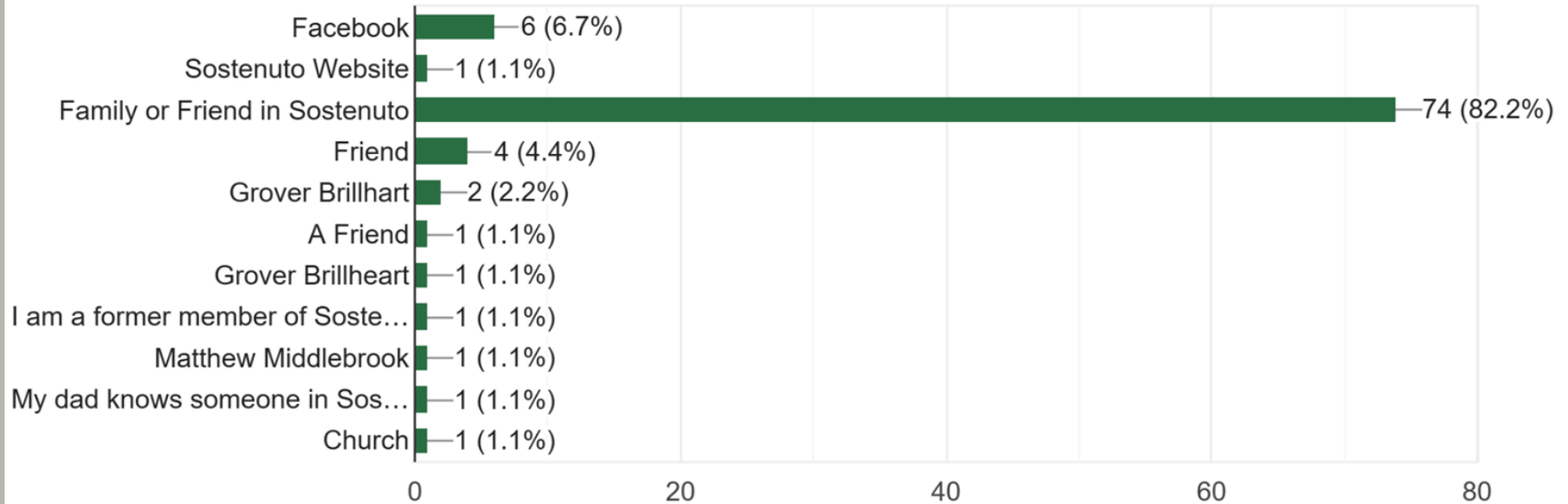
1 HOME FOR THE HOLIDAYS	2 SNOWFLAKES	3 ZANE WILLIAMS AT LOCAL YOGAL	4 TRIVIA NIGHT AT TUPPS BREWERY	5 SANTA'S HELPERS/ CHRISTMAS CONCERT WITH MOSAIX
6 PAINT & DONATE AT WALLS OF CLAY	7 BREAKFAST WITH SANTA	8 HOLIDAY TOUR OF HOMES	9 CANDY CANES	10 COOKIE AND WINE PAIRING AT LEVE STAR WINERY
11 TRADITIONAL IRISH JAM AT THE CELT	12 GIRLS NIGHT OUT	13 A CHRISTMAS CAROL AT MPAC	14 ROTARY CHRISTMAS PARADE OF LIGHTS/ WINE WALK	15 SANTA ON THE SQUARE
16 SOSTENUTO COMMUNITY CHORUS	17 SANTA	18 DIY BOTANICAL BAR	19 LIVE-SIZE HOLIDAY POSTCARDS	20 DIE HARD SHOWING AT MPAC
21 NCAA DIVISION II CHAMPIONSHIP GAME	22 GIVING MACHINE	23 HOLIDAY ART CAMP	24 Christmas Eve	25 Merry Christmas

Full event calendar at McKinneyCulturalDistrict.com

Event Marketing Feedback

How did you find out about tonight's concert?

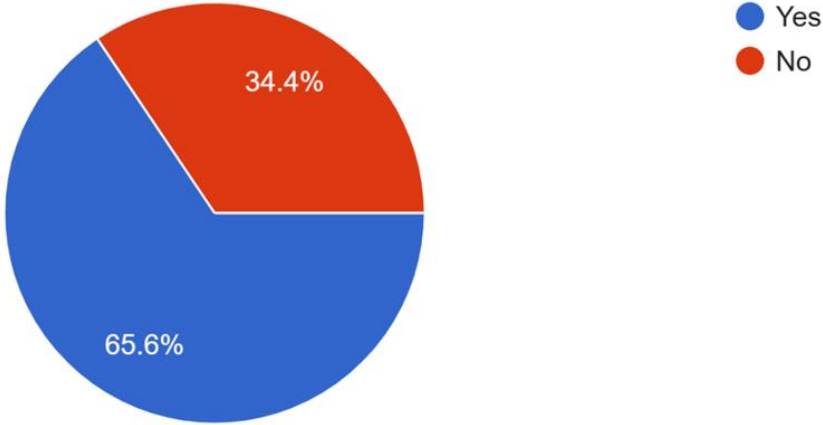
90 responses



Event Survey

Is this your first time attending a Sostenuto concert?

90 responses

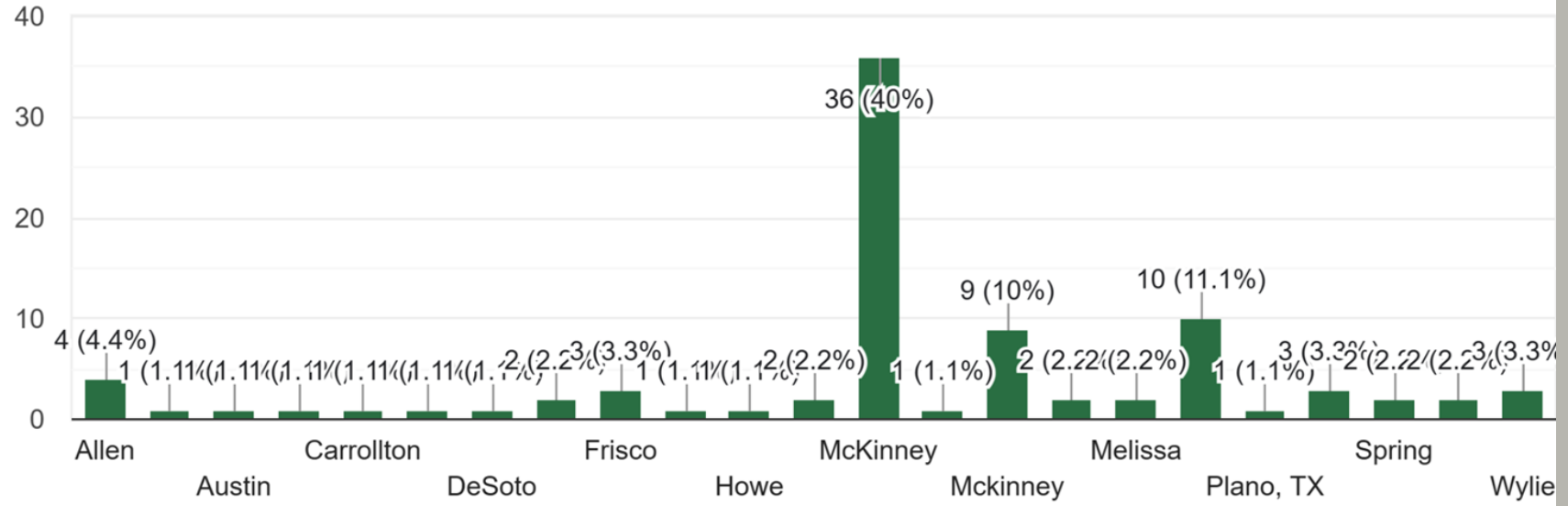


The concert survey provides information about first-time audience members

Event Survey

City of Residence

90 responses



Board of Directors

Mark Read, President

Eileen Halbrooks, Vice President

James Shelby, Secretary

Marcy Best, Treasurer

Grover Brillhart, At-Large

Kayla Kreger, At-Large

***5 of our 7 board members reside in McKinney**

- Although our community chorus formed in Fall of 2021, Sostenuto was granted its 501c3 status in July of 2022. The board of directors was established officially at that time.
- The total volunteer hours for each chorus season is calculated based on the singers rehearsal and performance time, the hours contributed by the board of directors and the pro-bono hours donated through services provided by internal and external volunteers - including graphic design, website management, event hosts and event designer.

Individual Donors and Business Sponsors

1847 Financial - Grover Brillhart
Labarre/Oksnee Insurance - James Shelby
McKinney Wine Merchant
Delta Dallas
PM Roofing & Repair
Thistlewood Farms
Aunt Mae's Home Care
Mrs. Merina White
Mr. & Mrs Mark Read

Community Partners

First McKinney

Impact Focus - Denise Huginnie

PTGXtreme- Sandy Tyesslend

Leslie McWhirter - Graphic Design

Creative Room Arrangements - Merina White

Mooyah, Scotty P's & Tiff's Treats

Mitzi's Sonoma

BKG Photography

McKinney Chamber of Commerce

McKinney Armed Services Memorial Board

Q

&

A

*Thank you for your time and
consideration!*