

24-1709



TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Repertory Theatre (PC 24-18) in the Amount of \$14,265.00 for the Advertising, Marketing and Promotion of the 2024-2025 Show Season Including Multiple Performances of Five Unique Shows

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The McKinney Repertory Theatre is requesting \$14,265 for the advertising, marketing and promotion of the 2023-24 performances to include a minimum of five shows and 22 performances.
- Planned performances include The Games' Afoot (October), A Christmas Carol (November and December), 12 Angry Jurors (February and March), Deliver Us From Mama (May), and Barefoot in the Park (August).
- Performances draw attendees 130-160 per performance from across DFW. Goal is to entertain 175 per show time with an average of 1,040 per show run. Total anticipated audience for A Christmas Carol is 2,100.
- Tickets are \$24.50 for adults (exception: \$14.50 for A Christmas Carol), \$21 for seniors, and \$19 for students/children.

BACKGROUND INFORMATION:

- The mission and purpose of McKinney Repertory Theatre is to present live theater productions for the cultural, entertainment and inspiration of the community, while advancing the level of culture in the field of dramatic arts.
- The organization partners with the Young Actors Guild to provide theatrical training for young stage performers.

FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded McKinney Repertory Theatre a Promotional and Community Events grant totaling \$10,500 for the 2023-2024 Season Performances.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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[Application Packet](#)
[Presentation](#)