



23-0008

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Ovation Academy, dba Shakespeare McKinney, (PC 23-02) in the Amount of \$5,000 for the Advertising, Marketing and Promotion of the 2023 Shakespeare McKinney.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Ovation Academy, dba Shakespeare McKinney, is requesting \$5,000 for the advertising, marketing and promotion of the 2023 Shakespeare McKinney experience to be held March 25, 2023 in Adriatica Village.
- Shows include four Shakespeare plays performed by Young Actor's Guild, Gorilla Theatre Players, Por Yorick Productions and Out of Line Concepts.
- The full day event features three stages, a kids zone, food trucks and more than 50 vendor booths.
- Tickets are: \$20 for adults, \$10 for children, \$35 for Kids Zone passes. Reserved and VIP admission tickets will be offered.
- Attendance goal is 2,000 - 3,000. (2022 attendance was 1,500.)

BACKGROUND INFORMATION:

- The mission of Shakespeare McKinney is to produce collaborative events which celebrate culture, creativity and community where local artists display their talents through theatre, dance, visual arts and music.
- The purpose is to provide an opportunity for local artists, arts organizations, nonprofits, businesses and community members to collaborate in a positive, supportive and inclusive environment to celebrate culture, creativity and community.
- Shakespeare McKinney is an initiative of Ovation Academy's Community Outreach program until approval from the state is granted to operate as its own

nonprofit. A DBA was granted and effective November 2, 2022.

- Shakespeare McKinney is a volunteer organization with five Board Members and 15-20 Committee Chairpersons.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- This is the first time Shakespeare McKinney has applied for an MCDC grant. However, Ovation Academy received MCDC grant funds in the amount of \$5,000 in FY 22 for the advertising, marketing and promotion of their 2022 Spring and Summer production.

SUPPORTING MATERIALS:

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