



25-2365

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Sostenuto Choral Community of North Texas (PC 25-09) in the Amount of \$1,325.00 for the Advertising, Marketing and Promotion of the 2025 Sostenuto Spring Concert.

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: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Sostenuto Choral Community of North Texas is requesting \$1,325 for the marketing, advertising and promotion of their 2025 Spring concert.
- The event will take place May 9, 2025, at First McKinney in Downtown McKinney. This will be their fourth annual concert.
- Expected attendance is 180, about 1/3 coming from outside of McKinney.

BACKGROUND INFORMATION:

- Sostenuto Choral joins local singers in a supportive vocal family, combining individual talents to create high quality performances.
- The choir performs two concerts each year in addition to performing at the Veterans Day Ceremony at R.D. Foster Veterans Memorial Park.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- This is the first promotional grant request submitted by Sostenuto Choral Community.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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[Application Packet](#)

[Presentation](#)