

# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 21-0563, **Version:** 1

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Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Philharmonic Orchestra (PC 21-19) in the Amount of \$8,900 for the Advertising, Marketing and Promotion of the 2021-2022 Concert Season Including Five Performances.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 24, 2021

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- The McKinney Philharmonic is requesting \$8,900 for the advertising, marketing and promotion of the 2021-2022 Concert Series to include a minimum of five performances.
- Dates for the Series are September 5, 2021; December 3, 2021; February 5, 2021; March 5, 2021; and April 2, 2021.
- Performances draw attendees from across DFW. Goal is to grow the audience and the number of season concerts.

**BACKGROUND INFORMATION:**

- Formed in Denton in 2012, the Odysseus Chamber Orchestra moved to McKinney in 2014 and is dedicated to deepening, strengthening and broadening its relationship with the communities it serves through music.
- The organization produces high quality professional concerts and places importance on outreach and education programs that include summer music intensives, The Greater North Texas Youth Orchestra, The Young Artist Viola Competition, The Mentorship Program, The Side-By-Side Program and The Annual Concerts Tour.

**FINANCIAL SUMMARY:**

- MCDC's allocation for this cycle of Promotional and Community Event grants is \$100,000.
- MCDC awarded a Promotional and Community Event grant to McKinney Philharmonic totaling \$9,000 in FY 20.