

CITY OF McKINNEY, TEXAS

Legislation Text

File #: 22-0543, **Version:** 1

Consider/Discuss Promotional and Community Event Grant Application Submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC #22-16) in the Amount of \$13,970.00 for the Advertising, Marketing and Promotion of the 2022-2023 Concert Season Including Six Performances.

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

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The McKinney Philharmonic is requesting \$13,970.00 for the advertising, marketing and promotion of the 2022-23 Concert Series to include a minimum of five performances.
- Dates for the Series are September 3, 2022; December 3, 2022; February 4, 2023; March 4, 2023; April 1, 2023; and May 6 or 13, 2023.
- 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:

- MCDCC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- MCDCC awarded a Promotional and Community Event grant to McKinney Philharmonic totaling \$8,900 in 2021.