



# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 23-0007, **Version:** 1

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Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Community Concert Association (PC 23-01) in the Amount of \$6,000 for the Advertising, Marketing and Promotion of the 2023-2024 Season Including Six Unique Productions.

**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:**

- The McKinney Community Concert Association is requesting \$6,000 for the advertising, marketing and promotion of the 2023-2024 season which includes six unique productions.
- Season tickets are \$150, which brings the price of each show to \$25. There are no individual ticket sales.
- Concert attendance has been 400-500, but the organization hopes to grow its audiences in 2023.

**BACKGROUND INFORMATION:**

- Mission and purpose of McKinney Community Concert Association (MCCA) is to build and maintain a concert audience in McKinney and surrounding communities by providing live performances by professional artists.
- MCCA is a 501(c)3, nonprofit with an all-volunteer Board of Directors and no paid staff.

**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 McKinney Community Concert Association has applied for an MCDC grant.
- McKinney Community Concert Association has been awarded \$12,000 from McKinney Arts Commission.