



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 25-2358, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 25-02) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2025-2026 Concert Season Including a Minimum of Seven Performances.

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:

- The McKinney Philharmonic is requesting \$15,000 for the advertising, marketing and promotion of the 2025-2026 Concert Series to include a minimum of seven performances.
- Dates for the Season are September 6, 2025 (Pops); October 4, 2025 (Classical); November 1, 2025 (Classical); December 6, 2025 (Holiday Pops); February 7, 2026 (POPS); March 7, 2026 (Classical); and May 24, 2026 (with Youth Orchestra)
- Performances draw attendees from across DFW. Goal is to grow the audience and the number of season concerts.
- Total attendance for all concerts combined in one season averages 3,500.
- Ticket prices range from \$15-\$25 depending on the show.

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 Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded a Promotional and Community Event grant to McKinney Philharmonic totaling

\$11,000 in FY 2024

SUPPORTING MATERIALS:

- Application Packet
- Presentation