



Cadence Cyclery
129 S Tennessee St
McKinney, TX 75069

January 13, 2021

Attention: McKinney Arts Commission, c/o Amy Rosenthal

Greetings! We are excited to be announce the relocation of Cadence Cyclery of McKinney and Wattage Coffee company to 119 S Tennessee Street. 119 is the iconic location of the W.O.W. Home, which has stood unoccupied for public commerce since 2016. We are confident that this move will further invigorate the retail and tourist experience for visitors for years to come.

We are seeking to commission local artists to create a mural for the north-facing wall in the alley connecting Tennessee Street and Louisiana Street. Pedestrian traffic is high through this corridor, and we would love the opportunity to show off our McKinney talent! Please consider the following:

- Building History
 - 119 S. Tennessee St. in McKinney is located on the southeast portion of the Historic Downtown McKinney Square. This 114-year-old 8,000 square foot building once served as a meeting place of the local chapter of Woodman of the World. The building was also home to Walker's Horn Palace, owned and operated by G.J.S. Walker-Sheriff of Collin County in the early to mid-1930's.

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- Renovation Efforts
 - A TIRZ application was submitted in Fall 2020 by the 119 building's former owner, Don Valade, representing Totem USA. This application applies to restoration of the front façade, ghost writing on the rear of the building, a historical marker, and other improvements.
- Intentions/ Meaning to City
 - The essence of the McKinney brand is “Unique by Nature.” We believe there is no better way to get outside in nature than by bicycle! With cycle-friendly “Bicycle Boulevards”, miles of concrete bike paths, and one of the most popular DORBA mountain bike trails in North Texas, cycling culture is deeply ingrained into the DNA of our city. We wish to put that on display through this collaboration!
- Partnership Commitment
 - Per the agreement, Cadence Cyclery will commit to the commission of local artists, as applicable through partnership with the McKinney Arts Commission. We will also commit to supplying a portion of the funding for this project, per the requirements outlined.
- Mural Location and Dimensions
 - We would like to commission this project for a 38’ long by 7’6” high section of the northern-facing wall of the alleyway connecting Tennessee Street and Louisiana Street. See Appendix 1.

We are excited to hear your decision regarding this matter. We believe this will contribute to the already stellar visitor experience that only Downtown McKinney can provide. Cadence Cyclery has been committed to promoting healthy, active lifestyles in our city since 2011. Now, for our 10th anniversary, we cannot wait to make the Downtown McKinney Square experience even more exciting and unique!

Sincerely,

Chad Plumlee, owner and founder of Cadence Cyclery and Wattage Coffee Company

Appendix 1. *Mural Area*

