



“Stories of Grit and Perseverance”

McKinney Community Development
Corporation Grant Presentation

December 15, 2022



PURPOSE

- Each February, Black History Month is an opportunity for our communities to recognize the significant contributions of African Americans, both nationally and locally.
- McKinney Black History Month was created as a month-long program of events to learn about and celebrate Black literature, music, dance, food, fashion, culture and history.

McKinney BHM 2022 Highlights

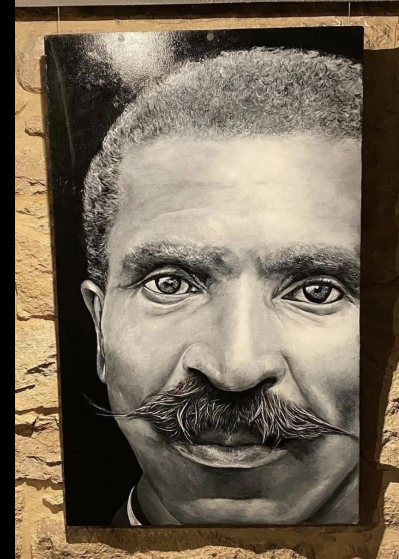
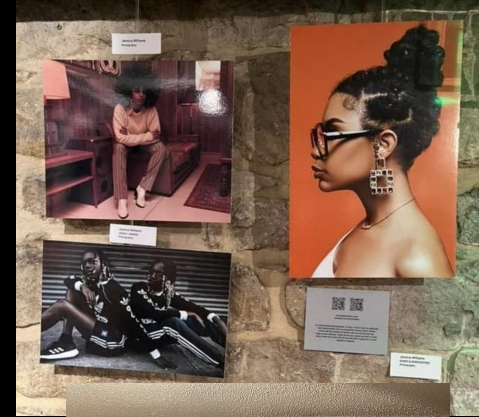
THE MCKINNEY CHAMBER FOUNDATION PRESENTS

MCKINNEY BLACK HISTORY MONTH

McKinney
BLACK HISTORY MONTH

ART SHOW

FEB 5TH



McKinney BHM 2022 Highlights

MCKINNEY BLACK HISTORY MONTH

LECTURE SERIES

THE FUTURE OF AFRICAN AMERICANS IN POLITICS

THUR - FEB 17, 2022
McKinney Performing Arts Center

Meet the panel:

Mayor Curtis Cornelious
Mayor of Little Elm, TX

Curtis J. Cornelious became the first African American to be elected as Mayor of the town of Little Elm, Texas in June 2021. Previously he served two terms on the Town Council (District 3), two terms as an at-large representative, five years as Mayor Pro Tem, and as a member of the Board of Directors of the Economic Development Corporation.

Judge Angela Tucker
Texas 199th District Court Judge

Angela Tucker is a Sherman, TX native who graduated from The University of Texas at Austin before earning her law degree from Southern Methodist University, working for the Collin County DA's office, and then opening up her own practice for 12 years. In 2012, Angela transitioned to public service as a judge for the 199th District Court in Collin County becoming the first Black judge to hold the position.

Dr. Gere' Felius
McKinney City Council

Dr. Gere' Felius, a Texas native, serves as the Medical Director of Mesquite Employee Health Center and Supervising Physician of Mesquite Community Health Center. She has served on the McKinney Economic Development Corporation Board of Directors, the Advisory Council to the McKinney Chief of Police and the Collin College Law Enforcement Academy Advisory Board.

Junior Ezoonu
Grand Prairie City Council

Junior is the first (and youngest) African-American council member to represent the city of Grand Prairie since the early '90s. Born in Nigeria and moving to Texas when he was 2, he is a recent UT Arlington graduate. Having studied Political Science, he plans to use his knowledge to improve the quality of life for the residents of Grand Prairie.

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MCKINNEY BLACK HISTORY MONTH

LECTURE SERIES

BLACK BUSINESSES: OVERCOMING OBSTACLES & LEVERAGING OPPORTUNITIES

TUES - FEB 22, 2022 • MIXER 5PM
• PANEL 6PM

NEW DATE at Gather Event Center • 207 E. Virginia, McKinney

Meet the panel:

Vantoba Terry
UI Global Brands

Vantoba Terry is the COO and Co-Founder of UI Global Brands, LLC, a consumer goods company that sells natural Urban Hydration skincare and haircare products to Fortune 500 retailers. Donating a gallon of water for every product sold, Vantoba serves on the Board for the Frisco Family YMCA, where he was named the 2021 Father of the Year.

Obi Chukwumah
Space & Equity

Obi Chukwumah is an educator focusing on banking literacy and wealth creation. Chukwumah launched Space & Equity, a holding company designed to educate, increase assets, and create new space for Black Entrepreneurs and those who desire to expand community wealth. He also hosts the Come Correct Podcast around Commercial Banking Education For Entrepreneurs.

Derrick Miles
CourMed

Derrick is Founder/CEO at CourMed, Chairman + Founder of THB Equity Partners, and an inventor who holds multiple patents. As a startup, CourMed was chosen by Microsoft to receive support to help them scale and the growth is impressive. Headquartered in McKinney, CourMed is significantly expanding its reach in upscale areas wanting healthcare concierge services of all types.

Leah Love-Close
Close Automatic Garage Door

Leah Love-Close runs a female-owned, family-operated, state-certified minority-owned business flourishing in North Texas. Close Automatic Garage Door has over 20 years of custom installation, procurement, and service expertise. Leah and her family made the move to Texas in 2018 and launched Close 2 Love Companies with her husband and partner.

Sponsored by the McKinney Chamber of Commerce & Collin County Black Chamber of Commerce

Moderated by Terri Thomas, Chase Bank Community Manager

DON'T MISS THIS! PROFESSIONAL HEADSHOTS AT THIS EVENT.
Attendees can sign up for a QUICK photo session with professional photographer Gernelle Nelson at the deeply discounted price of \$25.

MCKINNEY BLACK HISTORY MONTH

LECTURE SERIES

THE INTEGRATION OF MCKINNEY ISD SCHOOLS

FEB 24, 2022 **THURSDAY | 6-7:30P**
McKinney Performing Arts Center

SPECIAL APPEARANCES
"The Voice of Reason" Mr. Jesse McGowan
& "Teacher to Mommy" Mrs. June McGowan

Meet the Panel

Rosa Roberts Maxie

Rosa Roberts Maxie was raised in McKinney, Texas. She attended 1st grade at E.S. Doty, and graduated from McKinney High School in 1979. With a 20+ year successful career in insurance, Maxie has raised 2 fine young men who serve in the United States Marine Corps. Maxie currently serves on the ministerial staff at New Jerusalem Baptist Church in McKinney.

Ronald "Duck" Hollins

Ronald "Duck" Hollins was raised in McKinney with deep roots that span over 6 generations of family. Hollins was a 1979 graduate of McKinney HS and even experienced the segregated E.S. Doty School before attending McKinney ISD. Husband to Ava and father of 5, he has established a career in the Heating & Cooling Industry.

Betty Webb Petkovsek

Betty Webb Petkovsek was raised in McKinney and is daughter of longtime Pharmacist George Webb. Following in her father's footsteps, pharmacy and social/civic engagement are in her blood. Wife to Jim and mom of 3 daughters, she is actively engaged in McKinney's historic preservation and is honored her father made the motion to integrate McKinney ISD.

Rev. Larry Jagours

Rev. Larry Jagours is an E.S. Doty High School alum and one of the original 9 students to integrate McKinney High School, graduating in 1967. Jagours is the husband of Linda and father of twin daughters and one son. Retired from real estate, Jagours and his wife are still actively engaged in his hometown. Jagours currently serves on the McKinney ISD Board and believes in having boots on the ground.

Linda Berry Jagours

Linda Berry Jagours is an E.S. Doty High School alum and one of the original 9 students to integrate McKinney High School, graduating in 1967. A longtime healthcare professional, she is the wife of Larry and mother of twin daughters and one son. Jagours actively serves alongside her husband in the church, the community and in civic engagement - all very important to her.

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MCKINNEY
INDEPENDENT SCHOOL DISTRICT

McKinney BHM 2022 Highlights



<https://photos.app.goo.gl/s4A1jsAzRTbXiLcE8>



McKinney BHM 2022 Highlights

Feb 27 ~ 11 am

ADOPT-A-CHURCH

New Outreach Church



2022
COLLEGE
MEGAFEST



CO-Sponsored with St. Mark
Church

Hosted by Legacy Keepers
of Old East McKinney

TRUE BLACK
HISTORY
MUSEUM



Director: Fred J. Saffold, III

Attendance:

College Megafest

- Over 200 students and parents registered
- 30 Colleges and Universities represented

Harlem Renaissance Remembered

- 162 attendees
- *Significant interest post event

Art Show

- Approx 150 attendees
- *Display remained in MPAC gallerie for the entire month of Feb

Lecture Series

- Range 30-50 attendees per event
- *attendance greatly affected by inclement weather

Lessons Learned:



MARKETING!!!



Lecture Series:
“Stories of Grit and
Perseverance”



Opal Lee

-2022 Nobel Peace Prize Nominee
-The Grandmother of Juneteenth



Emmitt Smith

-Former Dallas Cowboys Running Back
-2010 NFL Hall of Fame Recipient



Ambassador Ron Kirk

-First Black Mayor of Dallas
-Former US Trade Representative

McKinney BHM 2023 Signature Events





Other Events:

- No Church Left Behind : Celebration of Historic Black Churches in McKinney
- College Megafest 2023 : Co-sponsored with St. Mark Church
- Taste of Soul : Sponsored and hosted by Legacy Keepers of Old East McKinney
- Collaboration with McKinney Public Libraries for “Jubilee” BHM program
- Collaboration with Greater Frisco Chapter of Jack and Jill for a Black History Month Celebration



Event	Free to the public	Ticketed
BHM Art Show	<input checked="" type="checkbox"/>	
Thursday Lecture : Opal Lee	<input checked="" type="checkbox"/>	
Thursday Lecture : Derrick Evers	<input checked="" type="checkbox"/>	
Thursday Lecture : Emmitt Smith	<input checked="" type="checkbox"/>	
1970s Soul Train Party		<input checked="" type="checkbox"/>
Thursday Lecture: Ron Kirk	<input checked="" type="checkbox"/>	
College Megafest	<input checked="" type="checkbox"/>	
No Church Left Behind	<input checked="" type="checkbox"/>	



Marketing Budget

Expense	Projected Cost	Description
Website Design/Landing Pages	\$1500	Website design, Creation of interactive calendar, Website hosting
Marketing Collateral	\$4000	Branding, Media packages, Press Releases, Digital flyers, Guest Post
Social Media	\$1500	3 months @ \$500/mo Includes targeted Facebook ads
Community Impact Advertisement	\$5000	McKinney, Frisco
Radio ads	\$300	
Mailers	\$1000	
Printed Banners and Signs	\$1000	
Total	\$14,300	



Project Budget

Event	Projected Cost	Description
Marketing	\$14,300	
Art Show	\$4,575	NFT equipment, additional easels and lighting, entertainment, awards
Thursday lecture series	\$15,000	4 speakers
1970s Soul Train themed party	\$20,650	Live band, catering, dancers, DJ, decor, awards, photobooth, casino tables, event space rental,
College Megafest	\$3,000	Catering at Collin College Conference Center (no outside catering allowed)
Total	\$57,525	

THANK YOU

