



Final Report Submission by Marching Music Made in McKinney

MCDC Grant in the amount of \$5,600

Event Dates were July 22 & 23, 2024

Event locations were Tupps Brewery & McKinney ISD Stadium

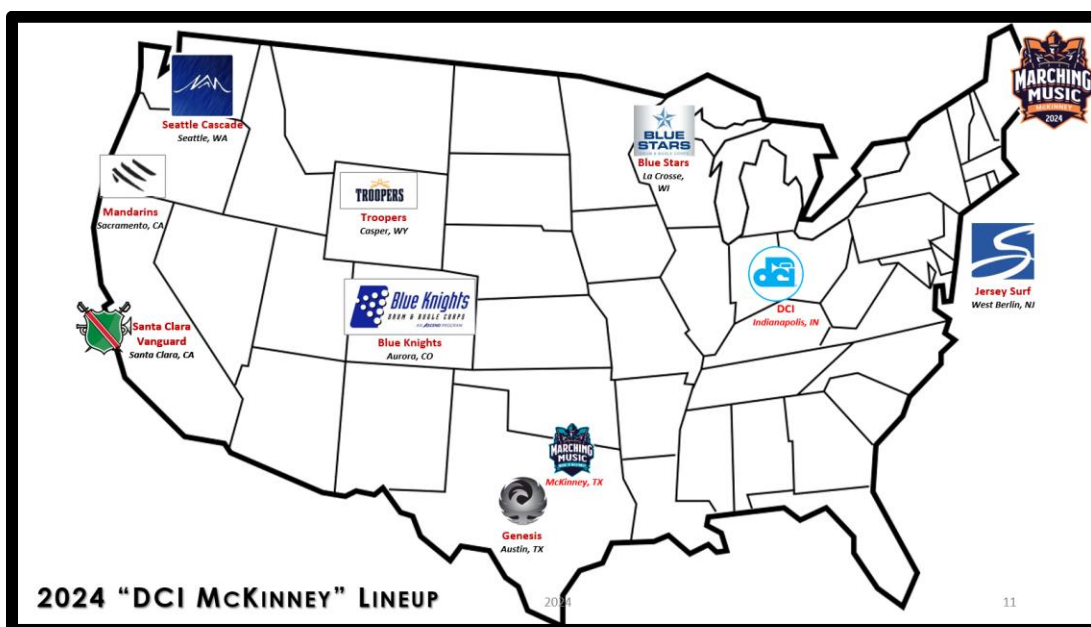




On behalf of our volunteer organization, Marching Music Made in McKinney thanks McKinney Community Development Corporation for your partnership and support over the last two years as Marching Music Made in McKinney continues to develop our events to drive visitors to McKinney and donations to MISD as we lead McKinney onto the national stage for drum corps and internationally stage via Flowmarching.com. Your partnership was critical to the vision of making McKinney, TX a destination for drum corps fans.

As a reminder, we hosted two events:

- Drumline Expo at Tupps Brewery on Monday, July 22 from 3 drum corps drum batteries
- DCI Competition at the MISD Stadium on Tuesday, July 23 hosted 9 drum corps and broadcast our show on Flowmarching.com



We had a strong line up of drum corps with 4 of the top 12 in McKinney and the weather was unseasonably cool. 2024 was our third year and with evolving historic track record and frankly a better-than-expected inaugural year, we were still learning as we entered year 3. The year 2024 Tupps event was a massive success with ticket sales growing by 49% YoY; this is an event where marketing is heavily managed by our local team, contrasted to the DCI Competition where DCI controls much of marketing; we do drive local marketing and partner with Visit McKinney for both events. Additionally, we know that Mesquite, who hosted a DCI show on 7/23, had relatively flat attendance this year.

In all, attendance for the Tupps event was up by 49% YoY while the DCI competition was about 95% of the prior year. We did make some adjustments to parking ticket prices to be in line with MISD's other band events. Overall, the Drumline Expo at Tupps was a success both in terms of attendance and revenue. DCI was more balanced and an overall financial success, albeit higher attendance is the main objective, and we will work with DCI to understand how to achieve that in 2025. Combined, Marching Music Made in McKinney will donate ~\$38K to MISD from the events.



The event at Tupps was amazing as even though it rained, the fans didn't leave with the majority of them staying until the last drum battery performed!

The following report digs into the performance metrics, and we believe we can claim victory at a couple levels as we wrap up year 3.

We received great feedback from both DCI leadership and drum corps staff:

- "Your fans are amazing!"
- "Your stadium is awesome!"
- "We have never been greeted the way the McKinney team greets us; other cities could learn from you guys!"
- "We hope McKinney is on our tour every year!"

MMMM has always been about hosting an amazing event in McKinney for our residents to enjoy and for visitors to experience our great city and we accomplished that goal in 2024. When we began our partnership, DCI was not merely seeking a good stadium, but rather a partnership. MMMM and McKinney envisioned a community event where drum corps could take a break from their busy travel schedule and fans could enjoy our community and hear great performance music. Ultimately, our goal is for McKinney to host a substantial multi-day event where people can come stay and experience McKinney in its fullest.

We were very excited to be in the new Tupps location, which proved to be an excellent venue for our event. Ticket sales were very strong for Tupps and the fans loved it!

We are proud of McKinney and how we show up and are excited for the future of the partnership between Marching Music Made in McKinney & MCDC as we strive to support the MCDC objective to:

"support events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue."

We believe Marching Music Made in McKinney achieved that objective with our recent event and we are requesting reimbursement at the full level of our \$5,600 Grant.

As an organizing committee, we are proud of our second year's performance and the learning we took away and underway for 2025!



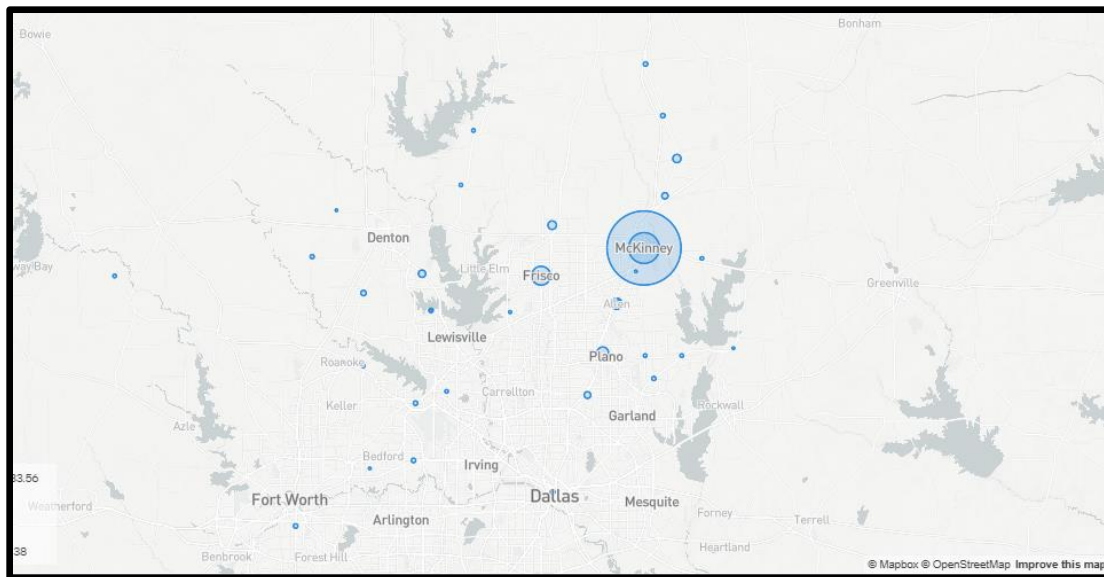
GOALS AND OBJECTIVES ACHIEVED

Our objectives for this year were to:

- ✓ Attendance for the Drumline Expo above 325 attendees → ACHIEVED at 500
- ✓ Attendance for the DCI Competition above 4,300 fans → MISSED at 2,804
- ✓ Attendance at DCI Competition from more than 10 states → TBD pending data from DCI
- ✓ Economic benefit of greater than 20 hotel night → ACHIEVED, 22 rooms

In addition to these metrics, we want to call out a few interesting statistics we gleaned from our ticketing platform, namely:

- The majority of fans were from within an hour of McKinney; however, we did have attendees from Tulsa & North Carolina.





DCI ATTENDANCE BY STATE

To be provided upon receiving from DCI;
expected some time in the coming week



SAMPLE PROMOTIONAL MATERIALS

POSTER AND FLYER FOR TUPPS BREWERY DRUM LINE EXPO WITH SPONSORS AND DOWNTOWN DIGITAL SIGNAGE

DRUM LINE EXPO
 JULY 22 @ TUPPS

TROOPERS DRUM & BUGLE CORPS **SANTA CLARA VANGUARD** **BLUE STARS**

TICKETS & MORE INFO 

Follow Us @marchingmusicmckinney 



WWW.MARCHINGMUSICMCKINNEY.ORG





QR CODE ENABLED PROGRAMS FOR DCI COMPETITION WITH SPONSORS

HOME ABOUT HOTELS SPONSORS EVENTS CONTACT

6:30PM GATES OPEN

8:00PM WELCOME & ANTHEM

8:10PM GENESIS (AUSTIN, TX)
"SIGNAL"

8:27PM JERSEY SURF (CAMDEN COUNTY, NJ)
"SURFADOLIC"

8:44PM SEATTLE CASCADES (SEATTLE, WA)
"SKY ABOVE"

9:01PM BLUE KNIGHTS (DENVER, CO)
"BUSK"

9:18PM THE TROOPERS (CASPER, WY)
"DANCE WITH THE DEVIL"

9:35PM BLUE STARS (LACROSSE, WI)
"UNIVERSAL"

9:52PM MANDARINS (SACRAMENTO, CA)
"VIEUX CARRE"

10:09PM SANTA CLARA VANGUARD (SANTA CLARA, CA)
"VAGABOND"

10:34PM SCORES ANNOUNCED

SPECIAL THANKS TO OUR 2024 SPONSORS

Contact Us

First name _____ Last name _____

Email * _____

Write a message _____

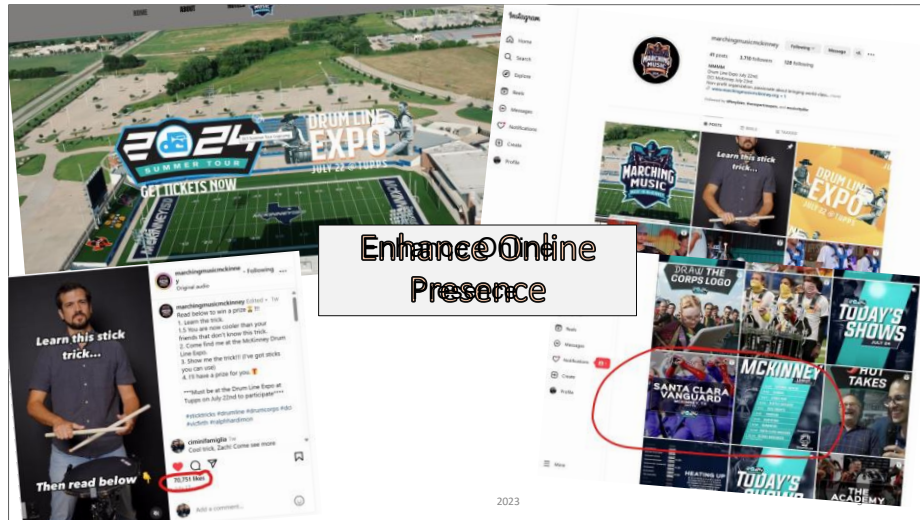
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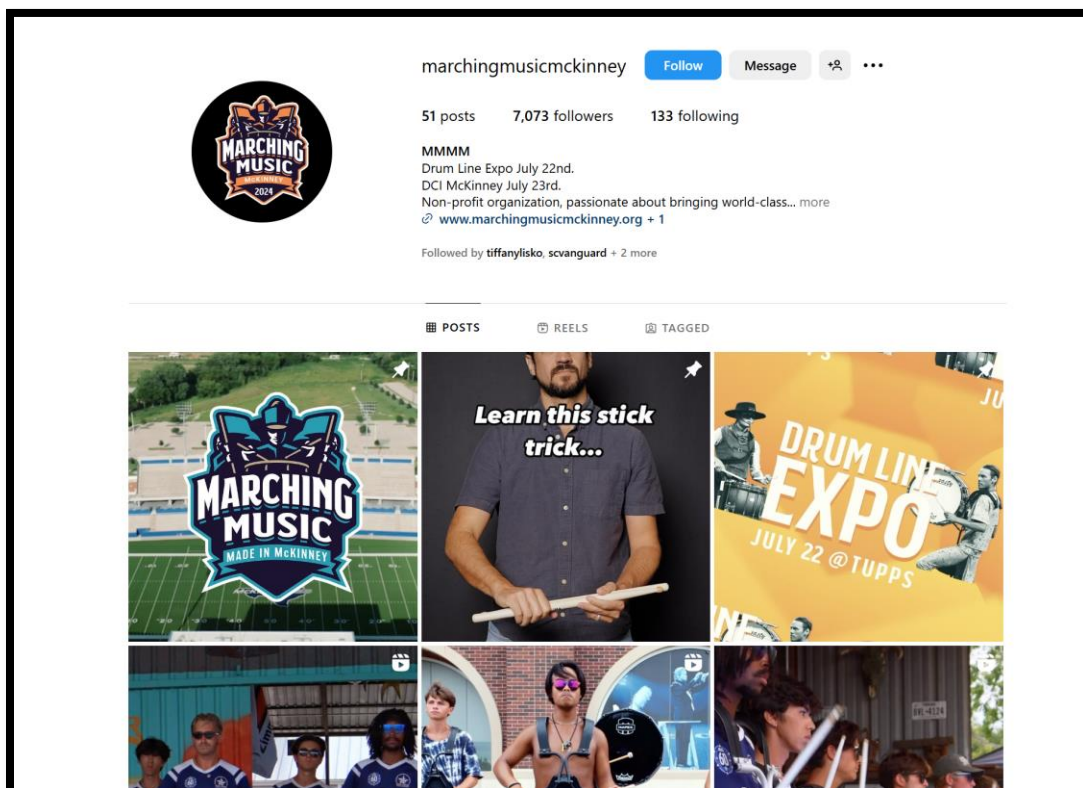
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MONTAGE OF ENHANCED 2024 WEB & SOCIAL CONTENT



MMMM INSTAGRAM FOR 2024





FAN ENGAGEMENT FOR ALL MCKINNEY EVENTS

DCI 2024 Events and Housing Sites

- 1 DCI McKinney - MISD Stadium**
4201 S Hardin Blvd, McKinney, TX 75070
- 2 Drum Line Expo - Tupps Brewery**
4201 S Hardin Blvd, McKinney, TX 75070
- 3 Troopers Site - McKinney HS**
1400 Wilson Creek Pkwy, McKinney, TX 75069
- 4 SCV Site - Faubion MS / Ron Poe Stadium**
2000 Rollins St, McKinney, TX 75069
- 5 Mandarins Site- McKinney Boyd HS**
600 N Lake Forest Dr, McKinney, TX 75071
***Mandarins are rehearsing at MISD Stadium
- 6 Blue Stars Site - McKinney North HS**
2550 Wilmeth Rd, McKinney, TX 75071
- 7 Home2Suites Hotel Block**
2630 S Central Expy, McKinney, TX 75070

SWIPE <<<




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Drum Corps International to march to McKinney for third annual competition

By Hannah Johnson | 3:23 PM Jul 16, 2024 CDT
Updated 3:23 PM Jul 16, 2024 CDT



The Troopers Drum and Bugle Corps is set to perform at the McKinney DCI show on July 23. (Courtesy Marching Music Made in McKinney)

About 1,300 musicians are poised to take the field of McKinney ISD Stadium for the Drum Corps International competition July 23.

[DRUM CORPS INTERNATIONAL TO MARCH TO MCKINNEY FOR THIRD ANNUAL COMPETITION | COMMUNITY IMPACT](#)



DALLAS - FORT WORTH / MCKINNEY / EVENTS

See photos from the 2024 DCI McKinney show



By [Shelbie Hamilton](#), [Hannah Johnson](#) | 2:38 PM Aug 6, 2024 CDT
Updated 2:38 PM Aug 6, 2024 CDT



Jersey Surf's performance was awarded 69 out of 100 possible points, according to Drum Corps International's website. (Shelbie Hamilton/Community Impact)



[SEE PHOTOS FROM THE 2024 DCI MCKINNEY SHOW | COMMUNITY IMPACT](#)



PHOTOGRAPHS FROM TUPPS BREWERY

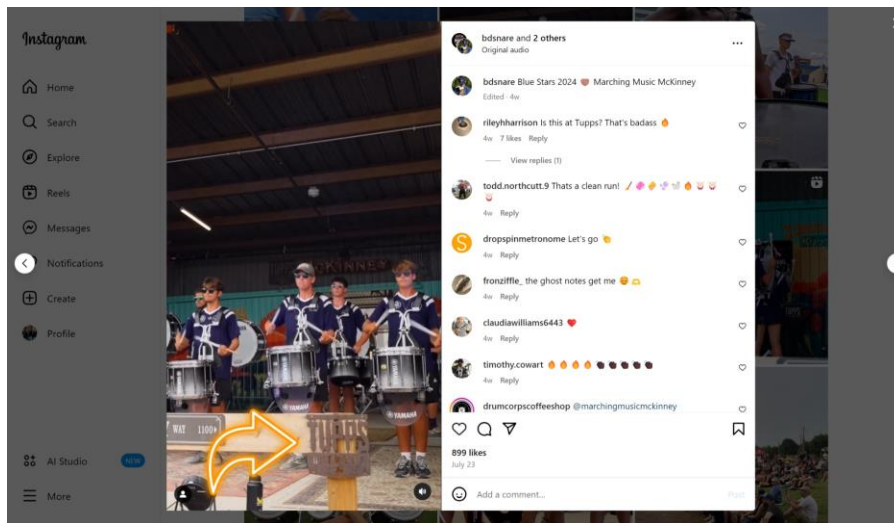


Figure 1 – Lacrosse, WI Blue Stars Perform on the stage at Tups

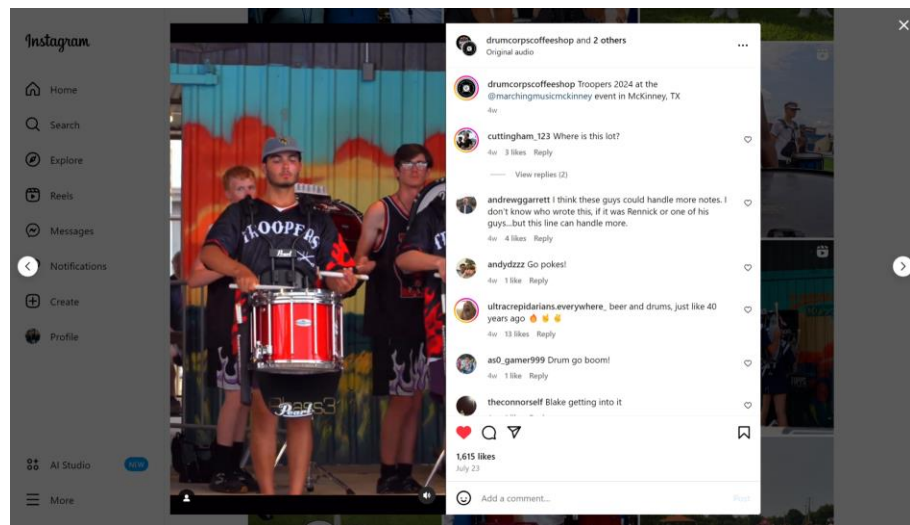


Figure 2 - Casper Wyoming Troopers Perform at Tups

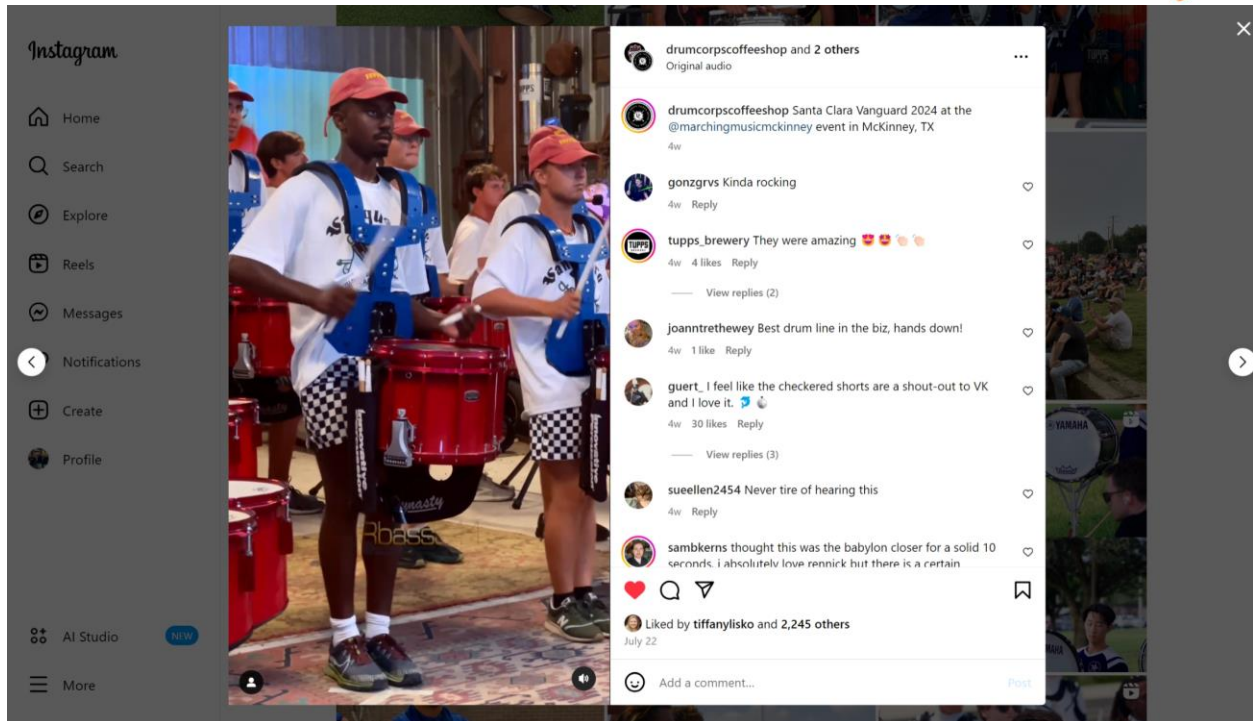


Figure 3 - Santa Clara, CA Vanguard take the stage at Tupps

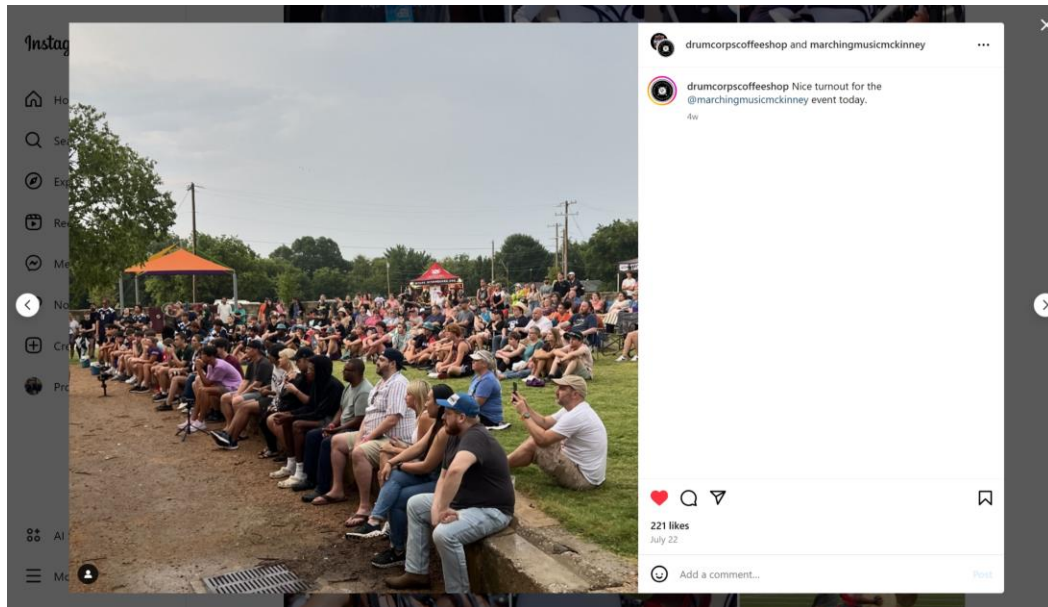


Figure 4-5 - Diehard fans stay at Tupps through rain delay



PHOTOGRAPHS FROM DCI COMPETITION MISD STADIUM



Figure 5 - Marquee at MISD Stadium



Figure 6 - Superintendent Pratt, Maylee Fuller, Mayor Pre Tem Feltus & MMMM President Dean Cimini Welcome Fans



Figure 7 - Sacramento Mandarins



Figure 8 - Santa Clara Vanguard



Figure 9 - Lacrosse Wisconsin Blue Stars



Figure 10 - Casper Wyoming Troopers





Figure 11 - Thousands of attendees filled the stands at McKinney ISD stadium



2024 FINANCIAL REPORT

2024 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)

Projected Income

	Units	Rev / Unit	Estimated Revenue	Actual Revenue	+/- Variance	Comments
Visit McKinney Grant	1		\$ 5,000.00	\$ 4,000.00	-20.00%	
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00	0.00%	
Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 4,875.00	\$ 7,500.00	53.85%	Hot weather lowered attendance; we sold 115 tickets day of event
DCI Guarantee to Booster Club (guaranteed)	2,849	\$ 3.00	\$ 12,000.00	\$ 8,547.00	-28.78%	YoY ticket sales are down 5%; Estimated attendance was 4000 and actual was 2849; we are working with DCI to get better estimates going forward
Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	\$ 12,000.00	21.21%	We raised parking price inline with MISD band events
Sponsorships & inkind donations	13	n/a	\$ 10,150.00	\$ 12,500.00	23.15%	Stronger sponsorship based on potential exposure + interest to support MISD schools
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	\$ 10,919.16	118.38%	Higher average ticket sales
Revenue Subtotal			\$ 52,525.00	\$ 61,066.16	116.26%	

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	Units	Cost / Unit	Estimated Cost	Adjusted Cost	+/- Variance	Comments
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	1	n/a	\$ 10,500.00	\$ 10,500.00	0.00%	Needed to revamp elements of website for 2023
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ -	-100.00%	Required more rebuild as prior developer went out of business
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 190.00	53.85%	
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -	-100.00%	Fully reimbursed by DCI
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -	-100.00%	We did not do radio
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -	-100.00%	Fully reimbursed by DCI
Concessions	1,000	\$ 2.50	\$ 2,500.00	\$ 5,459.58	118.38%	
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -	-100.00%	Fully covered by DCI
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -	-100.00%	Fully reimbursed by DCI
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -	-100.00%	Fully reimbursed by DCI
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Utilities	1	\$ -	\$ 2,500.00	\$ -	-100.00%	Fully reimbursed by DCI
Stadium Clean-up	1	\$ -	\$ 5,000.00	\$ -	-100.00%	Cost reimbursed by DCI
Turf cleaning	1	\$ -	\$ 500.00	\$ -	-100.00%	Fully reimbursed by DCI
Corps to perform at Tupps Brewery	3	\$ 1,000.00	\$ 3,000.00	\$ 3,000.00	0.00%	Slight reduction for one of the corps
Misc (staff t-shirts, event posters, Corps gifts)	1	\$ -	\$ 2,000.00	\$ 3,486.86	74.34%	Not submitted (Assumed Visit McKinney would pick up gift bag item costs, which they did not)
Expenses Subtotal			\$ 59,953.50	\$ 22,636.44	37.76%	

Profit / Loss from 2023 Marching Music Made in McKinney

\$ 38,429.72