



TEXAS
MUSIC PROJECT™

PRESENTS



GRANT APPLICATION-REQUEST

Texas Music Project™ (TMP), the Official Music Charity of Texas (House Bill #2582), is requesting \$15,000 in marketing and promotional funds from Visit McKinney. This money will be used to promote the first annual live concert series festival, THE SOUND of TEXAS®, located in Historic Downtown McKinney, Texas. Proceeds will benefit TMP’s “Music Heals” initiative.



ABOUT THE TEXAS MUSIC PROJECT’S “MUSIC HEALS” INITIATIVE

Since 2003, TMP has developed and produced positive life changing music education programs and experiences for medically and economically disadvantaged youth. Music Heals is the perfect medium for these children who are not able to utilize traditional arts learning and advancement of musical passions. Funds raised will help TMP continue to create an online educational video library of music lessons and recordings of young performers who entertain, inspire and educate kids their own age. In addition, TMP provides instruments, learning seminars, hands-on-training and are a resource to the music industry. For more information and to learn more about TMP visit <https://texasmusicproject.org>.

WHAT WE WILL DO WITH THE GRANT MONEY

The \$15,000 marketing and promotions grant from Visit McKinney will be used to reach music fans across the state of Texas and spotlight McKinney as a music destination city.

- Marketing and promotion via traditional print methods.
- Cross platform social media marketing on TMP’s network, sponsors, artists, alliances such as the Texas Music Office, Texas Commission on the Arts and Taylor Guitars.
- TMP will also share the “Stay Here” link provided by Visit McKinney for those looking to book lodging.
- All scheduled artists will be required to promote THE SOUND of TEXAS® live music concert series in McKinney, Texas on all of their social media platforms.

OUTLINE OF THE SOUND of TEXAS® LIVE CONCERT FESTIVAL

This is a single day live music concert series and will be held during the fall of 2021 from 3pm-10pm. **Official event date is scheduled for Saturday, September 18, 2021.**

The music series will bring together the best young rising, regional and national stars around the state, including some of McKinney’s top talent. The plan is to also feature headliner acts such as Black Pumas (nominated for best new artist Grammy in 2020), Randy Rogers Band (Americana) and Asleep At The Wheel (true Texas country music) to represent a variety of musical styles and talents.

Is that Stan Lynch from Tom Petty and the Heartbreakers with Jon Christopher Davis? Well yes, YES it is! This is what we mean by HEADLINER.





With the support of Main Street, we request they oversee general ticket sales (Eventbrite.com)

- General ticket pricing is \$40 for all venues. Included is an add-on ticket purchase of \$15 for those who wish to attend a Digital Music Master Class held in the theatre at MPAC.

This is a family-friendly event for all ages and will include live music venues proposed throughout Historic Downtown McKinney.

- Our expanding current venue partners include Tupps, Local Yocal, Ricks, Cadillac Pizza, The Garage, Landon Winery, Lone Star Wine Cellars, The Pub of McKinney, The Yard, The Celt Irish Pub, Red Zeppelin Records, Groovy Croup and Filtered Coffee Shop.
- Outside locations are Central Park, Mitchell Park and various approved sidewalk and specially designated performance areas on the square.
- A special VIP event for sponsors will be held the night before at The Guitar Sanctuary.

Performances will be acoustic based bands and singer-songwriters to simplify set-up and performance start times, as well as logistics for loading in and out.

- TMP will be responsible for contracting all performers and for acquiring w9s and artist marketing materials.
- TMP will recruit necessary volunteers to assist in setting up equipment, assisting artists to and from venues and to be ambassadors for the City during the event.
- The participating venues will be responsible for normal operations and insurance coverage requirements as normal.
- Artists are responsible for providing all instruments. The venues will provide basic sound and lighting and supplemented as needed.
- Artist will be responsible for their merchandise booths.

THE SOUND of TEXAS® Desired Logistical Set-Up:

Ideally, Main Street would enclose portions of the Historic Downtown area for various display exhibits (see below), vendor set-up arrangements and a talent VIP lounge. This will help secure some of the featured events for those with 'ticket wrist bands' provided at check-in kiosks.

Featured Events Requiring Ticket Wrist Bands:



- Digital Music Master Class at MPAC from 4-5:30pm. (wrist band and ticket required)
- Scheduled "Meet and Greets" available for some artists for photographs, autographs, etc.
- Willie Nelson Tour Bus photographs and tour.
- ZZ-Top's Billy Gibbons' Car Collection



And **Yes**, we have other goodies in the works...



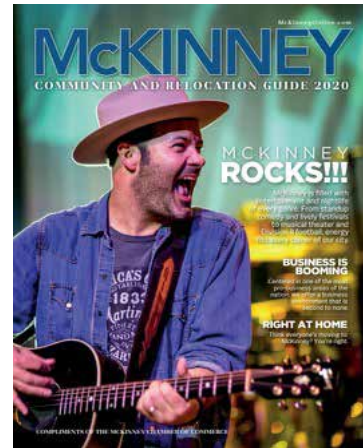
THE BENEFIT FOR VISIT MCKINNEY

- Promote McKinney as a live music destination for tourism and local music fans.
- Bring awareness to citizens and visitors that McKinney is a community promoting the benefits of the Arts and music education to underprivileged and underserved youth.
- Supplied Video and edited key performances of TMP's Music Heals library after the event.
- Provide content with iconic McKinney destination film and city branded content after the event.
- Merchandise sold at the event will use THE SOUND of TEXAS® logo and "McKinney, Texas".
- Edited montages of performances to be used for promoting McKinney's "Music City" title by Texas Music Office.
- This first annual "THE SOUND of TEXAS®" music series is estimated to attract 35,000 music fans and will increase by 20% annually.
- Unique promotional opportunity thru TMP to advertise at no cost at the Dallas Love Field Airport large display screen reaching and estimated 1.5 million travelers.

WHO YOU WILL PARTNER WITH



Michael Clay, Executive Director and Co-Founder of Texas Music Project with Maren Morris, Grammy Award Winning Artist and Honorary Chairperson for Texas Music Project



Hey...I recognize that guy! Award Winning Singer/Songwriter and McKinney resident, Jon Christopher Davis

IN SUMMARY

The goal for TMP is to put another kind of spotlight on Visit McKinney's current efforts to promote daytrippers, overnights and weekend visitors. We will bring visitors to McKinney and they will dine, shop and be entertained. Those visitors will spend their discretionary dollars locally and have a **ROCKING** good time. This is not a one-time event. This ANNUAL live concert series festival, THE SOUND of TEXAS® wants McKinney, Texas to be it's hometown too.

