

BACKGROUND INFORMATION:

On July 21, 2020 staff provided council with an overview of the Texas Music Revolution, the festival's history, and its potential in the Historic Downtown McKinney Cultural District.

FINANCIAL SUMMARY:

The City will enter into an advertising contract for \$65,000 (\$21,000 provided via grant funding) with KHYI 95.3 Radio Station. KHYI 95.3 will promote Downtown McKinney as a music destination and will produce the 25th Texas Music Revolution Festival in 2021. 10% proceeds of ticket revenue after ticketing and processing fees to be donated to McKinney Downtown Business Redevelopment, Inc.

Agreement also includes three-day access to mobile stage and McKinney Performing Arts Center in addition to up \$25,000 for in-kind personnel support.