



20-0851

**TITLE:** Consider/Discuss/Act on a Resolution Authorizing a Partnership and Accompanying Agreement with KHYI 95.3 Radio for Advertising Purposes, including the Production of the 2021 Texas Music Revolution Festival; and Providing for an Effective Date

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** October 6, 2020

**DEPARTMENT:** MPAC / Main Street & Community Events

**CONTACT:** Amy Rosenthal, Director  
McKinney Main Street and McKinney Performing Arts Center

**RECOMMENDED CITY COUNCIL ACTION:**

Approval of Resolution

**ITEM SUMMARY:**

This resolution authorizes the City to enter into a professional services contract in support of the Texas Music Revolution, a multi-day music festival, proposed to occur annually in 2021, 2022, and 2023.

Texas Music Revolution serves as a promotional attraction for visitors and will provide economic impact to the Cultural District through increased foot traffic, increased sales and potential for overnight stays. The event will include 30-40 bands that will perform across 10-15 different venues in Downtown McKinney.

The Texas Music Revolution supports McKinney's designation as a Music Friendly Community from the Office of the Governor.

**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 25<sup>th</sup> 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 to \$25,000 for in-kind personnel support.

**SUPPORTING MATERIALS:**

[Resolution](#)