



McKinney Community Concert Association, Inc (MCCA)

2026 Grant Application

McKinney Community
Development Corporation

Live Music Since 1974

A McKinney Legacy Since 1974

- One of McKinney's oldest continuously operating nonprofits
- More than five decades serving residents and visitors
- Mission: Make exceptional live entertainment affordable and accessible to everyone
- Our performances include classical, patriotic, folk, contemporary, and family entertainment that bring people together across generations and backgrounds.

Economic & Tourism Impact

Bringing Visitors to McKinney

- Our concert series attracts audiences from throughout North Texas and beyond.
- Approximately 50% of attendees come from outside McKinney
- Visitors dine, shop, and utilize local services before and after performances
- Concerts help position McKinney as a destination for arts and entertainment
- These visitors contribute directly to the local economy while experiencing everything McKinney has to offer.

Supporting Hospitality & Local Business

Direct Economic Benefits

Each concert season generates:

- More than 100 hotel room nights
- Overnight stays by performers, production crews, and support personnel
- Additional spending at local restaurants, retailers, and hospitality businesses
- Every performance creates economic activity that benefits the broader community

Expanding Our Reach

Growing Attendance and Awareness

To increase tourism and attendance for the 2026–2027 season, MCCA has invested in:

- **Community Impact Advertising**
 - Full-page print advertising for 12 months
 - Digital marketing throughout the year
- **Professional Social Media Marketing**
 - Targeted digital campaigns
- Audience engagement strategies
- Regional promotion

All promotional materials will recognize MCDC's support and investment in McKinney's cultural and economic development.

Community Partnerships & Service

Strengthening Community Connections

- MCCA's impact extends beyond concerts.
 - Key partnerships include:
 - McKinney High School Junior Marine ROTC Program
 - Event support
 - Leadership development
 - Student fundraising opportunities
 - Annual Veterans Day Concert
 - Honors local veterans and veteran organizations
 - Community appreciation events recognizing local volunteers and civic organizations
 - These partnerships help strengthen community engagement and civic pride.

Why MCDC Support Matters

An Investment in McKinney

MCDC funding will help us:

- ✓ Attract regional audiences
- ✓ Support local hotels and businesses
- ✓ Expand community partnerships
- ✓ Increase tourism and visitor spending
- ✓ Preserve affordable access to quality cultural programming
- ✓ Continue showcasing McKinney as a vibrant arts and entertainment destination

Q&A

We are eager to answer any questions you might have!

Thank you

McKinney Community Concerts