



## Impact Report



Millennial Maven  
Creative Foundation



**Rooted In Rhythm 2025**

# EVENT RECAP

The inaugural Rooted In Rhythm event attracted a diverse and enthusiastic crowd, with attendees from all walks of life coming together to celebrate the vibrant spirit of country music. Despite the inclement weather delays in April and October, the turnout exceeded our expectations, showcasing the unwavering support and dedication of our community. The attendees not only enjoyed captivating performances from talented artists but also engaged with each other, fostering connections and creating an unforgettable atmosphere. Their enthusiasm and resilience highlighted the importance of community and the shared love for music that defines our region. We are grateful to everyone who joined us and made this event a remarkable success!







ROOTED IN RHYTHM 2025

# EVENT HIGHLIGHTS

- **Attendance:** We sold over 400 tickets to the main event but due to the weather only 257 people showed up. While it is not what we expected, we are far from discouraged because District 121's lawn capacity is 500 and we almost sold it out our first attempt.
  - **Vendors:** 3 of our vendors made over \$800 at the event.
  - **Additional Activities:**
    - Outside of the main festival we held line dance classes at District 121 from April to September led by Tighten Up With Tiff attracting over 600 participants.
    - Pynk Beard Listening Party April 17<sup>th</sup>, 2025 at Cosign Studios with over 40 attendees
    - Free Pynk Beard concert April 18<sup>th</sup>, 2025 with 100 plus attendees
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ROOTED IN RHYTHM 2025



# SPONSORSHIP ACTIVATION

**Rooted in Rhythm successfully brought the DFW community together through the power of music and dance, significantly enhancing local cultural engagement and community spirit in McKinney.**



**[Click Here For Press Release](#)**

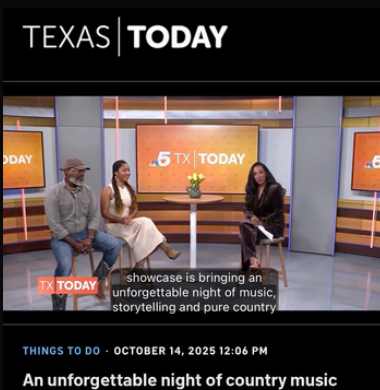
**[Click Here For Event Recap Video](#)**



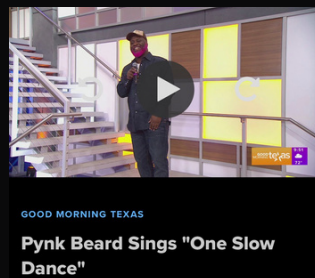
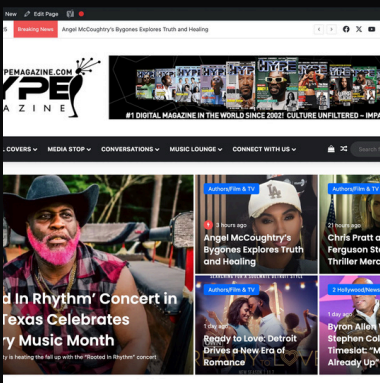
ROOTED IN RHYTHM 2025

# MEDIA COVERAGE

The event received coverage from local and national media outlets resulting in audience of over 11 million people, enhancing visibility for both the Millennial Maven Creative Foundation and our sponsors. Several media representatives were in attendance, capturing the day's highlights and interviewing key participants.



Rooted in Rhythm coming to McKinney



The Genre-Bending Country Showcase We've Been Waiting For!

The soulful Southern soirée was founded by best friend creatives Valse and Bridgette Jones of the Millennial Maven Creative Foundation!

BrownStyle Magazine | April 17, 2025 | 5 Min Read

Last Updated: April 17, 2025

\*Double click to read article\*



\*Double click to read article\*

The Azarian Magazine

Direct Discussions Podcast

\*View Coverage Book Here\*





# User Generated Content

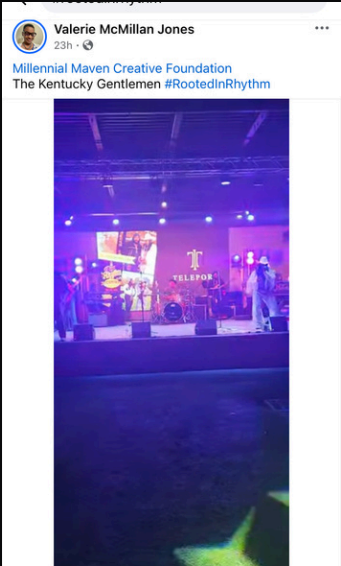


vixendabbw If the HEADLINER doesn't come out and enjoy the other talented artists on the roster like this, I WON'T BE THERE !!

This man came out and enjoyed every artists that was on the concert lists as well as walked through the crowd and spoke to everyone! He's as humble as they come and more artists need to be like this

Janee Smith is in Dallas, TX.

"Stepped out of my comfort zone last night and had the BEST time at the Rooted in Rhythm Country Music Concert! The energy, the people, the performances — everything was amazing! Sometimes trying something different turns out better than you expected. #RootedInRhythm #GoodVibesOnly #NewExperiences"



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Liked by pvnkbeard and others



# ATTENDEE DATA

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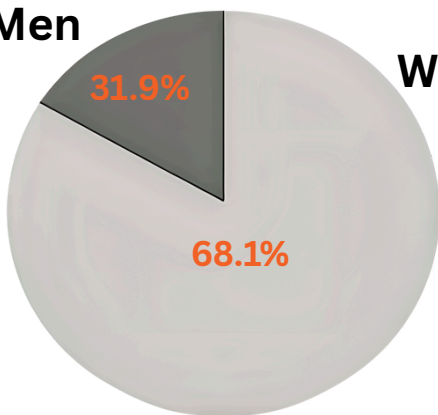
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Rooted In Rhythm welcomed a diverse audience that reflected a rich tapestry of cultures and generations. The event attracted attendees from the DFW metroplex, East Texas, and neighboring states, demonstrating its broad appeal. Notably, one attendee even traveled from Denver, Colorado, highlighting the festival's reach and potential. This multigenerational and multicultural gathering underscores the festival's capacity to grow into a premier event for the Credit Union of Texas, positioning the bank as a champion of community engagement and cultural celebration while further establishing the area as a vibrant hub for music and connection.

## Men



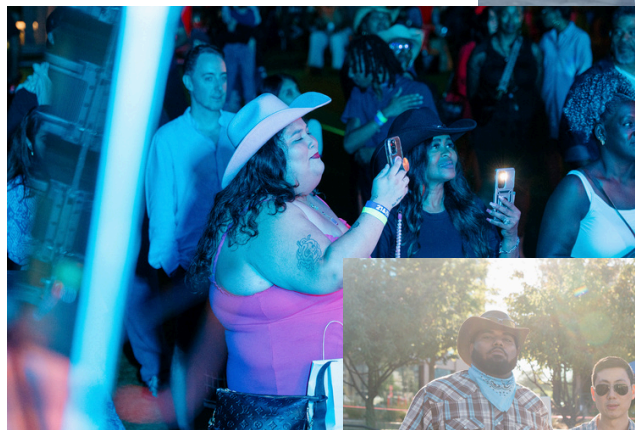
## Women

## Race

White- 14.5%  
Black- 37.2%  
Latino -25.6 %  
Asian - 3%  
Native Hawaiian/ PI - 5.2%  
Other- 14.5%

## Age

18-24 - 1.2 %  
25-34 - 13.4 %  
35-44 - 26.3 %  
45-54 - 25.3 %  
55-64 - 15.4 %  
65+ - 16.6%





# ATTENDEE DATA

BOOMER

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## Top cities

Dallas, TX

16.8%

Fort Worth, TX

6.6%

McKinney, TX

4.2%

Arlington, TX

3.2%

Frisco, TX

1.6%

Garland, TX

1.5%

Grand Prairie, TX

1.5%

Irving, TX

1.4%

Houston, TX

1.3%

Longview, TX

1.3%





# PHOTO & VIDEO

## GALLERY



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# MEET

## OUR FOUNDERS

### BRIDGETTE JONES

After graduating from The University of Alabama, Bridgette Jones began a successful career in retail management, amassing over a decade of experience from corporate settings to startups. Recognizing the challenges creative small businesses face in accessing essential resources, she founded The Operative Edit to handle the less exciting aspects of business, such as processes, analytics, reporting, and strategic planning. Whether launching a new project, seeking advice on expansion, or looking to grow your audience through content creation, Bridgette is dedicated to supporting creatives in achieving their goals.

Executive Director



President



### VALESE JONES

Valese Jones, hailing from Birmingham, AL, combines southern charm with global insights as a Broadcast Journalism and Marketing & Management graduate from the University of Alabama and Adelphi University. After relocating to Dallas, TX, she founded Sincerely Nicole Media, identifying and addressing market gaps in Public Relations. Valese has been recognized as one of two Forbes BLK community leaders for Dallas out of over 300 applicants and was awarded Best PR Firm and Publicist of the Year in 2023. Her poised confidence embodies her mission to redefine PR for brands of all sizes.

as seen on

TEXAS  
TODAY



The Dallas Morning News

ESSENCE.com  
ESSENCE



# CONTINUE TO GROW WITH US



Supported by the promotional grant from the McKinney Development Corporation, this initiative provided a platform for emerging artists and performers while fostering a sense of belonging among residents.

The impact of this program is evident in several key areas:

- 1. Increased Community Engagement:** Our events have drawn participation from diverse groups, encouraging interactions and connections among residents that may not have occurred otherwise.
- 2. Promotion of Local Talent:** By showcasing local artists, musicians, and dancers, Rooted in Rhythm has not only elevated their visibility but also encouraged the growth of the local arts scene.
- 3. Economic Stimulus:** The events have attracted residents and visitors to McKinney, resulting in increased foot traffic for local businesses. This has created positive economic ripple effects while promoting our vibrant local economy.
- 4. Cultural Enrichment:** Through workshops, performances, and collaborative activities, Rooted in Rhythm has celebrated the rich cultural tapestry of McKinney, empowering participants to express their creativity and connect with various cultures.

The support from the McKinney Development Corporation was instrumental in making Rooted in Rhythm a success. As we continue to build on this momentum, we are committed to further enhancing McKinney's cultural landscape and fostering a strong sense of community identity through culture and arts. Thank you for your invaluable support in making this initiative possible.





THANK  
YOU

WE LOOK FORWARD TO CONTINUE  
WORKING WITH YOU!

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