



# MCDC GRANT RECAP

[www.TexasHomegrownMusic.com](http://www.TexasHomegrownMusic.com)  
6960 Mediterranean Dr, McKinney

# **Texas Homegrown Music Project Overview**

To drive attendance, elevate brand visibility, and enhance the overall reputation of Texas Homegrown Music events - Texas Music Revolution (TMR29) and Maylee's Hippiefest.

## **Goals**

- Increase Attendance by 20% for both events
- Expand regional reach with targeted advertising
- Enhance engagement through digital campaigns and partnerships

## **Performance**

- Increase attendance to approximately 5,000 for Hippiefest and 10,000 for TMR29
- Targeted marketing efforts expanded the reach of Texas Homegrown Music Events to an area 35 miles around McKinney
- Hundreds of thousands in impressions through print, digital, and social media ads, as well as thousands of impressions at the events.

April 25/26, 2025

19,762

\$0.26

Allen, Anna, Celina, Frisco,  
McKinney, Melissa, Plano,  
Princeton

A man wearing a brown cowboy hat, a dark jacket over a light-colored shirt, and a dark tie, is playing an acoustic guitar. He is standing outdoors in a natural setting with trees and a body of water in the background. The lighting is warm, suggesting late afternoon or early morning.

**Live Music Lineup**

1:30, 3:00, 4:30 - Ruckus Duo

12:30 - Shawn Fussell Band

2:00 - The Imaginaries

3:30 - Maylee Thomas Band

5:00 - Dallas Burrows



ManeGait  
**LIVE**  
AT THE GAIT

**SATURDAY**  
**APRIL 26**

**TUPPS**  
BREWERY  
402 E. CHURCH ST.  
MCKINNEY, TX

**MANEGAIT.ORG/LIVE**



# Spend

\$203.91

# Community Impact McKinney

# Community Impact Plano



\$5,377.50

130,027

204,142

\$0.026



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Allen, Anna, Celina, Frisco,  
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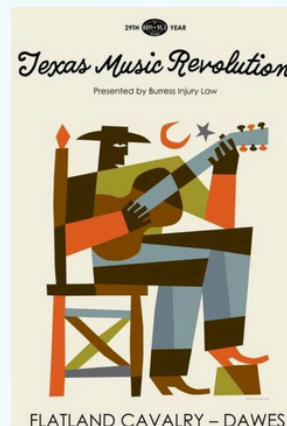
A man wearing a brown cowboy hat, a dark jacket over a light-colored shirt, and a dark tie, is playing an acoustic guitar. He is standing outdoors in a natural setting with trees in the background. The guitar is a light-colored acoustic with a dark pickguard and a dark bridge. The man is looking towards the camera with a slight smile.



# Spend

\$203.91

# Community Impact McKinney



**TEXAS**  
**HOMEGROWN**  
**MUSIC**  
MAYLEE THOMAS  
[TexasHomegrownMusic.com](http://TexasHomegrownMusic.com)

**FRIDAY**  
4:00 - 5:00  
Corina Grove  
5:30 - 6:45  
Kelley Mickwee  
7:15 - 8:45  
Courtney Patton  
10:30 - Midnight  
Maylee Thomas Band

**SATURDAY**  
1:30-2:30  
Crow & Gazelle  
3:00-4:00  
The Imaginaries  
4:30-5:30  
Timber Wilde  
6:00-7:00  
West Texas Exiles  
7:30 - 9:00  
Jonathan Tyler &  
The Northern Lights  
10:35-Midnight  
Ball & Chain



\$5,377.50

130,027

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\$0.026



# TMR 29

## Webpage Ad

Community Impact - Frisco, Plano North, McKinney, Richardson, Prosper/Celina, Dallas/Fort Worth, Plano South

The poster is divided into two main sections for Friday and Saturday. Friday features Courtney Patton performing from 7:15 to 8:45 pm. Saturday features Jonathan Tyler & The Northern Lights performing from 7:30 to 9:00 pm. The poster also includes the Texas Music Revolution logo, which is a stylized guitar with a star, and the Flatland Cavalry - Dawes logo. The event is presented by Sunset Inquiry Live.

**FRIDAY**  
Courtney Patton  
7:15 - 8:45 pm

**SATURDAY**  
Jonathan Tyler & The Northern Lights  
7:30 - 9:00 pm

**TEXAS HOMEGROWN MUSIC**  
MAYLEE THOMAS  
Stage Located: 112 S. Kentucky St.

**Stage Sponsors**  
VENU | SUNSET AMPHITHEATERS  
THE ROOK | MCDC  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**TEXAS HOMEGROWN MUSIC**  
MAYLEE THOMAS

**Texas Music Revolution**  
June 6 & 7  
Downtown McKinney

**MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Web Ad Results

**Number of Impressions**  
186,416

**Cost per Impression**  
\$0.008

# TMR 29

## Newsletter Banner

Community Impact McKinney



**Texas Music Revolution**  
Presented by Burrell Injury Law

FLATLAND CAVALRY – DAWES

**JUNE 6 & 7 Downtown McKinney**

**FRIDAY**  
4:00 – 5:00  
Corina Grove  
5:30 – 6:45  
Kelley Mickwee  
7:15 – 8:45  
Courtney Patton  
10:30 – Midnight  
Maylee Thomas Band

**Tickets** 

**TEXAS HOMEGROWN MUSIC**  
MAYLEE THOMAS

[TexasHomegrownMusic.com](http://TexasHomegrownMusic.com)

**VCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**THE ROOK**

**VENU** | **SUNSET AMPHITHEATERS**

### Web Ad Results

<b>Total Reach</b>	<b>Open Rate</b>	<b>Cost per Impression</b>
20,298	47%	\$0.015

### TMR29 Facebook Ad

May 28 - June 6, 2025

<b>Number of Views</b>
68,169
<b>Cost per Impression</b>
\$0.01
<b>Focused Area</b>
35 mi around McKinney



**Texas Music Revolution**  
Presented by Burrell Injury Law

FLATLAND CAVALRY – DAWES

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MAYLEE THOMAS

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**Tickets** 

**VCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**THE ROOK**

**VENU** | **SUNSET AMPHITHEATERS**



## Advertising Budget vs Actual

<u>Promotional Channel</u>	<u>Budgeted Amount</u>	<u>Actual Amount</u>
Print	\$4,800	\$5,377.50
Digital Ads	\$0	\$1,500
Social Media Ads	\$750	\$890.90
T-shirts	\$5,000	\$5,741.81
Lanyards	\$750	\$656.90
Banners	\$875	\$787.84

## Overall Budget

<u>Hippiefest/TMR</u>	<u>Budget</u>	<u>Actual</u>
Talent Fees	\$27,500	\$20,100
Equipment Rental/Production	\$5,000	\$2,427
Photography	\$750	\$600
Promotional and Print Materials	\$6,000	\$5,742
Advertising	\$10,000	\$7,768
Event set up/breakdown labor	\$2,500	\$520
Misc Supplies	\$5,000	\$2,457
Total Expenses	\$56,750	\$39,615
Sponsorship Income		\$41,584
Profit		\$1,970

## Overall Advertising Results

### Total Reach

424,672

### Total Spend

\$7,768.40

### Cost per Impression

\$0.018

## Hippiefest & TMR29 Recap

This year, Hippiefest partnered with ManeGait Live, as both events were hosted at TUPPS within a couple of weeks of each other. Given that Texas Homegrown Music plays a major role in the ManeGait Country Fair, we felt it was in the best interest of both organizations to combine events and our promotional efforts. This collaboration proved to be a huge success while also reducing overall advertising costs. Since ManeGait Country Fair also received a promotions grant, we decided it would not be fiscally responsible for both events to invest heavily in separate advertising campaigns. Therefore, our only paid advertising was through Facebook.

Hippiefest/ManeGait County Fair drew approximately 5,000 attendees.

TMR29 was also a tremendous success, with an expanded Texas Homegrown Music stage footprint that included a VIP area inside the historic Prison Building. Over the course of the two-day festival, the stage area remained heavily attended, and for the first time in history, the festival completely sold out on Saturday. While there were several contributing factors to this increase in ticket sales, our targeted advertising strategy played a key role in reaching this milestone.

The overall festival sold 4,500 tickets and estimated 9-10,000 people visited downtown during the festivities.



Event Photos





# Event Photos

