

Promotional and Community Event Grant Application

Company Name	Texas Homegrown Music
Federal Tax I.D.	26-3323129
Incorporation Date	02-09-2024
Mailing Address	6633 Virginia Parkway, McKinney, TX, 75071
Phone Number	(469) 450-1241
Email	maylee@texashomegrownmusic.com
Website	www.texashomegrownmusic.com
Social Media	https://www.facebook.com/texashomegrownmusic , https://www.instagram.com/texashomegrownmusic/
Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.	Established in 2018, Texas Homegrown Music is more than just a radio show and podcast—it's a movement dedicated to spotlighting emerging artists and providing them with a platform they might not otherwise have. Over the years, it has grown into a community-driven hub, hosting signature events like a stage at the Texas Music Revolution Music Festival, Maylee's Hippiefest, and the Texas Homegrown Music Summer Music Series. These events not only showcase incredible talent but also create opportunities for the community to connect with and celebrate the vibrant, homegrown music scene.
Select One	For-Profit Corporation
Representative Completing Application	Maylee Thomas Fuller Artist/Owner
Mailing Address	6960 Mediterrenean Dr, McKinney, TX, 75072
Phone Number	(469) 450-1242
Email	maylee@texashomegrownmusic.com

Contact for Communications Between MCDC and Organization	Maylee Thomas Fuller Artist/Owner
Address	6960 Mediteranean Dr, McKinney, TX, 75072
Phone Number	(469) 450-1242
Email	maylee@texashomegrownmusic.com
Funding - Total Amount Requested	\$10000
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations / foundations?	No
Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	No
Board of Directors	There isn't a board of directors
Leadership Staff	This organization is 100% volunteer; nobody, including Maylee, receives a paycheck.
Date(s) of Event	April 12 and June 6 & 7
Location(s)	TUPPS Brewery and Downtown McKinney

Event(s) open to the public?	Yes
Ticket Prices	Free and ticketed. Ticketed prices for TMR begin around \$60
Describe the target audience for the event(s).	<p>The target audience for Texas Music Revolution and Maylee's Hippiest encompasses passionate music lovers from across North Texas, appealing to a broad and diverse crowd. These events draw families with children, middle-aged individuals, and seniors from all walks of life, united by a shared love for live performances and authentic Texas sounds. Whether it's the rootsy charm of Americana and folk or the vibrant, eclectic atmosphere of Hippiest, these events offer something special for everyone who values great music, meaningful community connections, and memorable experiences.</p>
Is this the first for this event?	No
If not, what is the history for the event (annual / biannual since what year)?	This is the 29th Texas Music Revolution and the 2nd year for Maylee's Hippiest.
How does event showcase McKinney for tourism and/or business development?	<p>Music festivals like the Texas Music Revolution and Maylee's Hippiest provide an incredible platform to showcase McKinney as a dynamic destination for tourism, business development, and as a cultural arts district. By hosting these events, McKinney highlights its unique charm and appeal, drawing visitors to explore two standout attractions: the historic downtown square and the newly opened TUPPS Brewery.</p> <p>The Texas Homegrown Music stage at Texas Music Revolution is a major highlight, proudly standing as the second-largest stage at the festival. It sets the tone as one of the first stages to start each day and keeps the energy alive as the last to finish. Thousands of festival-goers gather to enjoy performances, including the beloved "Female Friday," featuring an all-female lineup, and a Saturday showcase of strong up-and-coming artists destined to make waves in the music scene.</p> <p>Meanwhile, Maylee's Hippiest offers a truly unique atmosphere that feels like stepping back in time to an era of peace, love, and harmony. This eclectic event embraces the spirit of community and connection, uniting music lovers to celebrate art, individuality, and the enduring power of music to</p>

bring people together.

The downtown square, with its vibrant mix of boutique shops, local eateries, and historic architecture, offers festival-goers an authentic small-town Texas experience. Meanwhile, TUPPS Brewery showcases a beautifully revitalized mill turned brewery, offering an inviting space with a lively atmosphere perfect for enjoying craft beer, live music, and community gatherings.

Together, these venues and festivals position McKinney as a hub for culture, creativity, and economic growth, encouraging repeat visits and long-term investment in the area.

Expected attendance. 9100

Expected number or percentage of attendees coming from outside of McKinney. 34%

Does the event support a non-profit (other than applicant)? No

What percentage of revenue will be donated (indicate gross or net)? 100%

Gross Revenue \$55,000

Projected Expenses \$55,000

Net Revenue 0

Other Funding Sources All funding sources come from sponsorship.

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

Mission- Texas Homegrown Music's mission is to shine a spotlight on both budding and legendary recording artists, celebrating those who are native Texans and those who have shaped and embraced the Texas music scene. Through thoughtfully curated events, we aim to foster community engagement, promote emerging talent, and create unforgettable experiences that honor the unique spirit of Texas music.

Goals-

Increase Attendance: Expand reach and engagement for the 29th annual Texas Music Revolution (TMR29) and the 2nd Annual Maylee's Hippiefest.

Enhance Experience: Elevate the event atmosphere for attendees, artists, and sponsors to foster long-term growth and support.

Boost Awareness: Leverage diverse advertising platforms and a social media strategy to reach broader audiences across North Texas.

Texas Music Revolution 29 (TMR29)

TMR29 will transform downtown McKinney into a vibrant celebration of Texas music, featuring two days of live performances and an exclusive VIP experience.

Key Activities:

Daily Radio Shows: Broadcast live from downtown McKinney throughout the week leading up to the event.

Live Performances: Texas Homegrown Music stage showcasing an eclectic mix of Texas-based and Texas-inspired artists over two days located in the heart of downtown McKinney.

VIP Experiences: Enhanced VIP area, including a newly extended section in the historic prison to create an elevated, immersive atmosphere for guests, donors, and sponsors. VIP attendees will also have access to a private artist tent for intimate interactions with performers.

Production Timeline:

6 Months Before: Artist lineup finalized; initial sponsor outreach begins.

3 Months Before: Advertising and promotional campaigns launch across print, digital, and social media platforms.

2 Months Before: Event logistics finalized, including staging and VIP area setup.

1 Week Before: Radio show broadcasts begin from McKinney; final onsite preparations.

Event Days: Full schedule of performances and VIP activities over two days.

Growth Opportunities:

Maylee's 2nd Annual Hippiefest

Overview:

Maylee's Hippiefest combines a retro, family-friendly vibe with

live music and engaging activities. This event is designed to offer a relaxed, bohemian festival experience.

Key Activities:

Family-Friendly Fun: Interactive activities for all ages, including arts and crafts stations, face painting, and games.

Boho Market: A curated marketplace featuring local artisans, vintage vendors, and unique bohemian-style offerings.

Live Music: Performances by three bands, blending soulful, groovy sounds with classic Texas charm.

Production Timeline:

4 Months Before: Secure vendors and finalize band lineup.

3 Months Before: Launch marketing efforts, focusing on family audiences and niche boho markets.

1 Month Before: Confirm logistics and finalize event layouts for music, markets, and activities.

Event Day: Seamless coordination of performances, market setup, and family activities.

Growth Opportunities:

Expand family activity offerings.

Increase vendor participation in the boho market to attract a wider audience.

Add an art element since it is the same weekend as Arts in Bloom.

Advertising Strategy:

Print Media: Ads in prominent local publications like The Observer and Community Impact Paper.

Digital Media: Boosted social media campaigns targeting North Texas audiences with specific interests in music, festivals, and family-friendly events.

Onsite Promotion: Leverage radio shows and local partnerships to generate buzz leading up to the events.

Goals for Growth and Expansion

Build Attendance: Use enhanced advertising to attract new and returning attendees.

Strengthen Sponsorships: Offer expanded VIP amenities and tailored packages to engage high-value sponsors and donors.

Community Engagement: Partner with local organizations and schools for volunteers to encourage broader participation from the McKinney community and beyond.

Artist Platform: Continue to provide an unparalleled platform for emerging artists, solidifying Texas Music Revolution and Maylee’s Hippiefest as premier stages for Texas music talent.

Both TMR29 and Maylee’s Hippiefest are poised to bring even more vibrancy, talent, and community spirit to North Texas in 2024 and beyond.

Provide a detailed marketing plan and budget for the event(s).

Buddy Magazine - \$800 ad promoting both events
 Observer - \$1250 ad promoting both events
 Community Impact - 2 Quarter Page Ads one for each event
 Social Media Boosts (Facebook) - \$600 TMR and \$150 Hippiefest
 Tshirts with sponsor logos - \$5000
 Banners - \$750 - TMR \$125 - Hippiefest
 Posters - \$75 - TMR - \$50 Hippiefest
 Lanyards - \$750 TMR

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
BUDDY MAGAZINE	800
OBSERVER	1250
COMMUNITY IMPACT	2750
SOCIAL MEDIA BOOSTS	750
TSHIRT/BAGS	5000
LANYARDS	750
POSTERS	125
BANNERS	875

Event Marketing Plan and Budget Attachment

[THM Marketing Plan 2025_5835.docx](#)

Total Promotional Budget 16000

What percentage of the total marketing budget does the grant represent? 62.5%

Attendance from previous event(s), if applicable TMR - 3182 Paid, 1200 comp, 4500 for non paid portion, 300 Hippiefest

Marketing lessons learned from past (what worked and what did not).

What Worked:

Social Media Posts: Consistent engagement and visually appealing content on social platforms have driven significant interest and interaction.

Event Posters: Eye-catching, locally distributed posters effectively caught the attention of potential attendees.

Grassroots Word-of-Mouth: Partnering with local businesses and artists has been a powerful tool to organically amplify the event's reach.

What Could Be Improved:

Print Advertising: Past efforts have shown limited use of traditional print media, leaving untapped potential in local newspapers, magazines, and community newsletters like The Observer and Community Impact Paper. Expanding print campaigns could reach audiences who may not engage heavily online.

Social Media Boosts: While organic posts work well, strategic boosting of key content, such as event announcements, ticket promotions, and artist highlights, can expand the audience further.

Broader Outreach: Current marketing is strong within McKinney and surrounding areas, but increasing focus on neighboring North Texas regions could drive higher attendance.

Future Marketing Strategies:

Amplify Social Media:

Allocate a budget for boosting posts at key intervals (event countdowns, artist lineups, ticket sales).

Use targeted ads to reach demographics most likely to attend (music lovers, families, festival-goers).

Invest in Print Advertising:

Design engaging ads for local publications like The Observer, Community Impact Paper, and regional music-centric outlets. Include QR codes in print ads for easy ticket purchasing or event info access.

Leverage Posters and Flyers:

Increase distribution in high-traffic areas such as coffee shops, community centers, and local businesses in neighboring towns.

Collaborate with Local Partners:

Engage local artists, schools, and organizations to help spread the word.

Offer cross-promotions with nearby events or venues.

Incorporate Email Marketing:

Build an email list from previous attendees and community members to share exclusive updates and offers.

By doubling down on what works and strategically addressing gaps, the marketing for TMR29 and Maylee's Hippiefest can maximize its reach and attract even more enthusiastic attendees.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

The success of the program will be evaluated through a combination of social media engagement, advertising performance, and event attendance:

Social Media Metrics: Tracking growth in followers, post interactions (likes, shares, and comments), and reach for boosted ads will provide insights into the effectiveness of our online campaigns. Metrics like hashtag usage and user-generated content during the events will also highlight audience enthusiasm.

Advertising Performance: We will analyze the impact of print and digital advertising through metrics such as impressions

Event Attendance: Comparing ticket sales and overall attendance to previous years will serve as a direct indicator of the program's growth.

These combined measures will help determine the reach, impact, and overall success of the program, guiding future improvements and expansions.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

I am unable to include images of past marketing efforts. We will include in our presentations

Budget

[2025 THM TMR and Hippiefest Budget.xlsx](#)

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 17.6

Are matching funds available?

No

Sponsorship Revenue 55,000

Net Revenue 55000

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional

The success of the program will be evaluated through a combination of social media engagement, advertising performance, and event attendance:

Social Media Metrics: Tracking growth in followers, post

/ Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

interactions (likes, shares, and comments), and reach for boosted ads will provide insights into the effectiveness of our online campaigns. Metrics like hashtag usage and user-generated content during the events will also highlight audience enthusiasm.

Advertising Performance: We will analyze the impact of print and digital advertising through metrics such as impressions and click-through rates.

Event Attendance: Comparing ticket sales and overall attendance to previous years will serve as a direct indicator of the program's growth.

These combined measures will help determine the reach, impact, and overall success of the program, guiding future improvements and expansions.

Budget

[2025 THM TMR and Hippiefest Budget_6632.xlsx](#)

Financial Statements

[THM P&L 2024.pdf](#)

W9

[THM W-9_001.pdf](#)

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

 Hidden to protect your privacy

Chief Executive Officer

 Hidden to protect your privacy

Date

 Hidden to protect your privacy

Representative
Completing Application

 Hidden to protect your privacy

Date

 Hidden to protect your privacy

Marketing Plan for Texas Homegrown Music 2025

Overview

This marketing plan is designed to drive attendance, elevate brand visibility, and enhance the overall reputation of Texas Homegrown Music events - Texas Music Revolution (TMR29) and Maylee's Hippiefest. The strategy will focus on leveraging diverse marketing channels, partnerships, and community engagement to reach a broad and enthusiastic audience.

Target Audience

- Primary Audience:
 - Music enthusiasts from North Texas, particularly fans of Americana, folk, and eclectic genres.
 - Families seeking entertainment in a community-driven, family-friendly atmosphere (Hippiefest focus).
 - Secondary Audience:
 - Tourists and visitors interested in exploring McKinney's unique attractions.
 - Regional businesses and sponsors looking to connect with a vibrant and engaged community.
-

Goals

1. Increase attendance by 20% for both events.
 2. Expand regional reach with targeted advertising.
 3. Enhance engagement through digital campaigns and partnerships.
-

Key Marketing Channels

1. Digital Marketing

Social Media Advertising:

- Platforms: Facebook & Instagram.
- Strategy:
 - Boosted posts and ads targeting users within a 100-mile radius of McKinney.
 - Use audience segmentation for specific campaigns (e.g., families for Hippiefest, music enthusiasts for TMR).

- Content themes: artist spotlights/videos, behind-the-scenes prep, countdowns, and live updates during events.

Email Marketing:

- Build anticipation through a series of emails to subscribers, featuring exclusive updates, artist announcements, and ticket offers.

Website and SEO:

- Optimize event pages for keywords like “Texas Music Festivals” “Family Events in McKinney,” and “Live Music in North Texas.”
 - Regularly update the website with news, schedules, and videos about the artists and activity timelines.
-

2. Print & Local Media

Newspaper & Magazine Advertising:

- Target outlets such as The.Observer, Community.Impact.Paper, and.Buddy.Magazine
-

3. Community Engagement

Local Partnerships:

- Collaborate with McKinney businesses to offer cross-promotions, such as discounts for ticket holders or event-related merchandise.
- Engage schools and local organizations to participate in family activities at Hippiefest.

Influencer Marketing:

- Partner with local influencers in the music, family, and lifestyle spaces to amplify event promotions.

On-Site Promotions:

- Display banners and posters in high-traffic areas, including McKinney's downtown square, TUPPS Brewery, and surrounding cities.
-

4. Sponsorship Activation

Sponsor Collaborations:

- Highlight sponsors through co-branded social media posts and on-site signage.
- Offer exclusive sponsor perks, such as branded VIP areas and acknowledgment during event programming.

5. Advertising Campaign

Budget Allocation:

- Digital Ads: 30%
- Print Media: 50%
- On-Site Promotions: 20%

Marketing Timeline

December - January

- Announce event dates and save-the-date campaigns.
- Secure media partnerships and finalize ad placements.
- Begin booking artists and vendors; release teasers to build excitement.

February-March

- Start selling early bird tickets

April-May

- Ramp up social media activity with artist announcements.
- Distribute posters and flyers to local businesses.
- Confirm schedules and share detailed event information on all platforms.

Event Week

- Execute live social media updates and behind-the-scenes content.
- Coordinate radio show broadcasts and media interviews.
- Engage attendees with interactive digital content (e.g., hashtags).

Metrics for Success

- Attendance: Achieve a 20% increase for both events.
- Engagement:
 - 30% increase in social media followers and interactions.
 - Double email open rates and click-through rates compared to the previous year.
- Sponsorship Impact: Gain at least three new sponsors for the 2024 events.

THM Budget for TMR & Hippiefest

Talent Fees	\$27,500
Equipment Rental/Production	\$5,000
Photography	\$750
Promotional and Print Materials	\$6,000
Advertising	\$10,000
Event set up/breakdown labor	\$2,500
Misc Supplies	\$5,000
	\$56,750

Texas Homegrown Music

2024 P&L

01/01/24 - 11/22/24

TEXAS HOMETGROWN MUSIC INCOME	55,362.05	
Total Income	<hr/>	55,362.05
 TMR EXPENSES		
Advertising	3,974.65	
Equipment Rental	1,167.31	
Photography	500.00	
Production	2,500.00	
Supplies	3,764.00	
Promotional Merchandise	3,388.54	
Event Sponsorships	11,750.00	
Contract Labor	1,100.00	
Concert Talent Fees	23,300.00	
Total Expenses	<hr/>	51,444.50
 Net Income	 3,917.55	
	<hr/> <hr/>	

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
 requester. Do not
 send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) <u>Raining Grace Inc.</u>	
	2	Business name/disregarded entity name, if different from above. <u>Texas Homegrown Music</u>	
	3a	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions)	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5	Address (number, street, and apt. or suite no.). See instructions. <u>6960 Mediterranean Dr.</u>	Requester's name and address (optional)
	6	City, state, and ZIP code <u>McKinney TX 75072</u>	
	7	List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number										
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Part II Certification

- Under penalties of perjury, I certify that:
- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
 - I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
 - I am a U.S. citizen or other U.S. person (defined below); and
 - The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person <u>Jana Cordner</u>	Date <u>11-20-24</u>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.
Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they