

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

## MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

**All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.**

- Detailed event description
  - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
  - Planned activities pre-event and during event;
  - History of past or similar events;
  - Event budget (fundraising goals, projected revenue, funding sources);
  - Ticket price(s). (At least one category of ticket must be \$35 or under.)
  - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
  - Attendance projections (include how your calculations were made);
  - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
  - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
  - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
  - Verification of organization's status (IRS letter of determination, W9);
  - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

## Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

### Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

### Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

|                          |                                                                                                                                                                                                                          |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organization Name        | Texas Homegrown Music                                                                                                                                                                                                    |
| CEO / Executive Director | Maylee Thomas Fuller                                                                                                                                                                                                     |
| Federal Tax I.D.         | 26-3323129                                                                                                                                                                                                               |
| Incorporation Date       | Friday, February 9, 2024                                                                                                                                                                                                 |
| Mailing Address          | 6633 Virginia Parkway<br>McKinney, TX, 75071                                                                                                                                                                             |
| Phone Number             | (469) 450-1242                                                                                                                                                                                                           |
| Email                    | maylee@texashomegrownmusic.com                                                                                                                                                                                           |
| Website                  | www.texashomegrownmusic.com                                                                                                                                                                                              |
| Social Media             | <a href="https://www.facebook.com/texashomegrownmusic">https://www.facebook.com/texashomegrownmusic</a> ,<br><a href="https://www.instagram.com/texashomegrownmusic/">https://www.instagram.com/texashomegrownmusic/</a> |

**Please provide a detailed narrative about your organization including year 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

**Is the representative information same as above?** Yes

**Is the contact for communications between MCDC and the organization same as above?** Yes

**Total Amount Requested** 10000

**Are matching funds available?** No

**Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?** No

**If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.** 2025 - \$7768.40

Information about the promotional / community event for which you are seeking funding.

**Date(s) of Event** June 5 & 6 2026

**Location(s)** Historic Downtown McKinney & TUPPS

**Ticket Prices**  
Free & Ticketed - Ticketed prices begin at \$60

**Is this the first time for this event?** No

**If not, what is the history for the event (beginning in what year and how often is it held)?**

The Texas Music Revolution (TMR), originally launched by KHYI 95.3 The Range in 1997, found a new home in McKinney in 2020, transforming the long-running Texas music festival into a downtown, multi-stage experience unlike anything before it. This festival spreads live Texas country and Americana music across the historic square, local restaurants, bars, and outdoor stages. Since being brought to McKinney, TMR has become a signature McKinney event, drawing thousands each year, supporting local businesses, and solidifying the city's reputation as a Texas Music Friendly City. Celebrating its 30th festival this year, TMR's chapter in McKinney continues to grow, innovate, and strengthen McKinney's place in the Texas music landscape.

How does event showcase McKinney for tourism and/or business development?

Music festivals like the Texas Music Revolution 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 TUPPS Brewery.

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.

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.

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

What percentage of revenue will be donated (indicate gross or net)? 0

Expected total attendance and how calculations were made. 10,000 based on ticket sales and cell phone data

Expected percentage of attendees coming from outside of McKinney. 30

Total attendance from previous event(s) (if applicable)

7000 percentage of attendees from McKinney at the previous event.

3000 percentage of attendees from outside of McKinney at the previous event.

Geographic Reach (estimated travel distance) 35 mi

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

TMR is a family-friendly celebration of Americana music that welcomes people of all ages and backgrounds, creating a vibrant and diverse community experience in the heart of McKinney. With live music filling the streets and venues downtown, it's an event where families, friends, and music lovers of every kind can come together. The Texas Homegrown Music Stage will shine a special spotlight on all-female artists Friday night, highlighting the incredible talent and contributions of women in music and ensuring their voices take center stage.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

|                    |        |
|--------------------|--------|
| Gross Revenue      | 50,000 |
| Projected Expenses | 50,000 |
| Net Revenue        | 0      |

Please provide funding sources and dollar amounts associated with each of the following.

|                               |        |
|-------------------------------|--------|
| Sponsorship Revenue           | 50,000 |
| Registration Fees             | 0      |
| Donations                     | 0      |
| Other (raffle, auction, etc.) | 0      |
| Net Revenue                   | 50,000 |

**Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

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.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

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 30th annual Texas Music Revolution

(TMR30).  
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 30  
TMR30 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: The Texas Homegrown Music Stage will showcase an eclectic mix of Texas-based and Texas-inspired artists over two days, located in the heart of downtown McKinney.  
VIP Experiences: An enhanced VIP area—including an extended section in the historic prison—will 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.

The City of McKinney handles all the safety, security, parking, traffic, weather contingency, and event staffing. The Texas Homegrown Music stage and VIP area is staffed with volunteers.

**Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)**

The Texas Music Revolution (TMR) Music Festival showcases McKinney as a vibrant destination for both residents and visitors, creating a powerful boost for tourism and economic development. By transforming the historic downtown into a walkable, music-filled experience, TMR naturally drives attendees to explore McKinney’s locally owned shops, restaurants, and breweries throughout the weekend. With thousands of visitors traveling from across North Texas and beyond, the festival directly supports hotel stays, increases foot traffic to nearby attractions, and encourages extended visits to enjoy everything from McKinney’s arts and cultural offerings to its parks, wineries, and entertainment districts. The multi-stage format spreads performances across downtown venues, creating consistent engagement with local businesses and offering festival-goers authentic opportunities to shop, dine, and discover the unique charm of McKinney. TMR not only celebrates Texas music, but it also highlights McKinney as a premier destination where culture, community, and commerce thrive together.

**Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

| Promotional Channel   | Budget |
|-----------------------|--------|
| Buddy Magazine        | 1000   |
| Observer              | 1250   |
| Commnity Impact       | 7250   |
| Social Media Boosting | 500    |

**Event Marketing Plan and Budget Attachment**

 THM Marketing Plan for TMR 30.docx

 THM TMR30 Budget\_9053.xlsx

Total Promotional Budget \$16,000

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that n/a

call McKinney home? Please share details.

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

**Marketing lessons learned from past events (if applicable).**

Boosting Social Media Right Before the Event Works Extremely Well

Increasing social media activity in the 7–10 days leading up to the festival generated strong engagement and directly contributed to higher awareness and attendance. Timely posts highlighting artists, schedule reminders, behind-the-scenes content, and sponsor spotlights proved especially effective.

Radio Promotion the Week of the Event Highlighted Our Talent and Drove Excitement

Radio ads and on-air mentions during event week helped spotlight performers on our stage and created last-minute buzz. This tactic successfully reached audiences who may not follow us online and encouraged spontaneous attendance.

Digital Advertising Through Community Impact and Local Newspaper Ads Reached Our Core Local Audience

Partnering with Community Impact for digital placements, along with traditional newspaper ads, significantly boosted visibility within McKinney and surrounding communities. These channels were effective for reaching residents who prefer local news sources and played an important role in reinforcing the festival's presence.

**If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

This will not allow us to add screenshots.

**Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).**

The success of the program will be measured using a combination of social media performance, advertising results, and overall event attendance:

Social Media Performance:

We will monitor follower growth, post engagement (likes, comments, and shares), and the reach of boosted content to evaluate the impact of our online efforts. Additional indicators, such as hashtag activity and user-generated content during the event, will help gauge audience excitement and participation.

Advertising Results:

Print and digital ads will be assessed using key metrics including impressions, click-through rates, and overall reach to determine how effectively our messaging connected with local and regional audiences.

Event Attendance:

Ticket sales and total attendance will be compared to previous years to provide a clear measure of growth and community response.

Together, these metrics will provide a comprehensive understanding of the program's overall reach and effectiveness, helping guide future enhancements and long-term planning.

Please provide:

- Verification of organization's status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

**Budget**

 THM TMR30 Budget.xlsx

**Financial Statements**

 Texas Homegrown Music 2025 P&L.xlsx

**W9**

 THM W-9\_001.pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

**Procedure**

Application Submitted via online form

**Organization and Financial Information**

Completed all organizational information

**Event Description**

Target audience (numbers, demographics, geographic reach, diversity, past data)

**Community & Economic Impact**

Description of how the event promotes tourism and economic development

**Marketing & Promotional Plan**

Itemized marketing plan and budget

Completed applications that are eligible for consideration by MCDL will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization’s mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.

- Recognition to MCDC:
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
  - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
  - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC**.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

### Applicant Electronic Signature

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

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**



**Date**

Tuesday, November 25, 2025

## **Representative Completing Application**



## **Date**

Tuesday, November 25, 2025

## **Notes**

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

## **Celebrating the 30th Annual Texas Music Revolution (TMR30)**

### **Overview**

This marketing plan outlines strategies to drive record-breaking attendance, elevate brand visibility, and strengthen the reputation of Texas Homegrown Music's flagship event—**Texas Music Revolution 30 (TMR30)**. As the festival marks its milestone 30th year and its continued success in downtown McKinney, the plan focuses on maximizing digital presence, boosting regional awareness, and enhancing sponsor value.

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### **Target Audience**

#### **Primary Audience**

- Music enthusiasts across North Texas who enjoy Americana, folk, Texas country, and alternative roots music.
- Adults and families looking for a high-energy, community-focused live music experience.

#### **Secondary Audience**

- Visitors and tourists drawn to McKinney's vibrant dining, shopping, arts, and entertainment scene.
  - Regional businesses and sponsors seeking meaningful community alignment and exposure.
- 

### **Goals**

1. Increase TMR30 attendance by 20%.
  2. Expand regional and statewide reach through targeted marketing and media partnerships.
  3. Strengthen digital engagement and boost visibility across social platforms and search engines.
- 

### **Key Marketing Channels**

#### **1. Digital Marketing**

## **Social Media Advertising**

**Platforms:** Facebook & Instagram

**Strategy:**

- Boosted ads targeting users within a 50-mile radius of McKinney.
  - Audience segmentation for music lovers, festival goers, Texas travelers, and families.
  - Content calendar featuring artist spotlights, countdown videos, behind-the-scenes footage, and live event coverage.
- 

## **2. Print & Local Media**

### **Newspaper & Magazine Advertising**

Target key outlets to maximize local and regional reach:

- *The Observer*
- *Community Impact*
- *Buddy Magazine*

Work to secure feature articles, radio interviews, and spotlight segments leading up to TMR30.

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## **3. Sponsorship Activation**

### **Sponsor Collaborations**

- Prominent visibility for sponsors across all marketing materials, including digital assets, print ads, and the festival's website.
  - Enhanced VIP perks such as branded lounges, onsite signage, stage mentions, and exclusive access to artist meet-and-greets.
  - Co-branded promotional campaigns highlighting partners leading up to the event.
- 

## **4. Advertising Campaign**

**Budget Allocation:**

- Digital Advertising: **40%**
- Print Media: **40%**
- On-Site Promotions: **20%**

(Adjusted to strengthen digital reach for TMR30's milestone year.)

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## **Marketing Timeline**

### **December – January**

- Announce TMR30 dates and release milestone branding.
- Finalize media partnerships and advertising placements.
- Begin artist lineup teasers.

### **February – March**

- Launch early bird ticket sales.
- Begin rolling out artist announcements and VIP package reveals.
- Increase digital ad frequency.

### **April – May**

- Amplify social media activity with daily updates, video content, and countdowns.
- Distribute posters and flyers across McKinney and nearby communities.
- Publish full schedule, festival map, and VIP details.

### **Event Week**

- Conduct live social media broadcasts and behind-the-scenes content.
  - Coordinate onsite radio interviews and TMR30 promotional segments.
- 

## **Metrics for Success**

### **Attendance**

- Sell out both nights for TMR30.

### **Digital Engagement**

- Increase social media followers, reach, and interactions by 30% or more.
- Double email open rates and click-through rates compared to the previous year.

### **Sponsorship**

- Secure at least **three new sponsors** for TMR30.
- Increase overall sponsor satisfaction through elevated activation and visibility.

| <b>TMR 30</b>                   | <b>Budget</b> |
|---------------------------------|---------------|
| Talent Fees                     | \$25,000      |
| Equipment Rental/Production     | \$5,000       |
| Photography                     | \$1,000       |
| Promotional and Print Materials | \$6,000       |
| Advertising                     | \$10,000      |
| Event set up/breakdown labor    | \$3,000       |
| Misc Supplies                   | \$5,000       |
| Total Expenses                  | \$55,000      |
| Sponsorship Income              |               |
| Profit                          |               |

# Hippiefest Facebook Ad

April 25/26, 2025

**Number of Views**  
19,762

**Cost per Impression**  
\$0.26

**Focused Cities**  
Allen, Anna, Celina, Frisco,  
McKinney, Melissa, Plano,  
Princeton



**Overall Hippiefest Spend**  
\$203.91

## TMR 29

Full Page Ad-April  
Community Impact McKinney



Half Page Ad-April  
Community Impact Plano



**Overall Print Spend**  
\$5,377.50

## Print Advertising Results

**Number of Mailboxes**  
130,027

**Readership**  
204,142

**Cost per Impression**  
\$0.026

# Hippiefest Facebook Ad

April 25/26, 2025

## Number of Views

19,762

## Cost per Impression

\$0.26

## Focused Cities

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



## Overall Hippiefest Spend

\$203.91

## TMR 29

Full Page Ad-April

Community Impact McKinney



Half Page Ad-April

Community Impact Plano



## Overall Print Spend

\$5,377.50

## Print Advertising Results

### Number of Mailboxes

130,027

### Readership

204,142

### Cost per Impression

\$0.026

## TMR 29

### Webpage Ad

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

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

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

**TEXAS MUSIC REVOLUTION**  
Presented by Sunset Amphitheaters

**FLATLAND CAVALRY - DAWES**

**Stage Sponsors**

**VENU**  
**THE ROOK**

**SUNSET AMPHITHEATERS**

**MCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

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

**TEXAS HOMEGROWN MUSIC**  
MAYLEE THOMAS

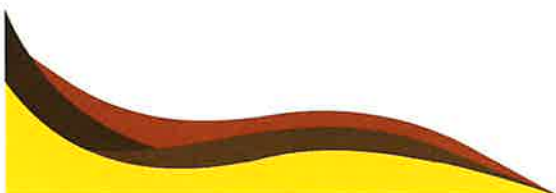
**Texas Music Revolution**  
June 6 & 7  
Downtown McKinney

**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 Burruss Injury Law

**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**

**JUNE 6 & 7 Downtown McKinney**

**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

**TEXAS HOMEGROWN MUSIC**  
by MAYLEE THOMAS  
TexasHomegrownMusic.com

**VCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**SUNSET AMPHITHEATERS**

**THE ROOK**

**FLATLAND CAVALRY - DAWES**

## Web Ad Results

**Total Reach**  
20,298

**Open Rate**  
47%

**Cost per Impression**  
\$0.015

## TMR29 Facebook Ad

May 28 - June 6, 2025

**Number of Views**  
68,169

**Cost per Impression**  
\$0.01

**Focused Area**  
35 mi around  
McKinney

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

**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**

**JUNE 6 & 7 Downtown McKinney**

**TEXAS HOMEGROWN MUSIC**  
by MAYLEE THOMAS  
TexasHomegrownMusic.com

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

**VCDC**  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**SUNSET AMPHITHEATERS**

**THE ROOK**

**FLATLAND CAVALRY - DAWES**

**TEXAS HOMEGROWN MUSIC 2025**

thru 11/24/25

**Cash in bank** \$21,642.77**INCOME**

E&amp;G Pizza \$1,500.00

Karen Brown \$1,500.00

Craig Int'l \$5,000.00

ManeGait \$6,600.00

SLM Contr \$5,000.00

Burrell Law \$5,000.00

Product Sales \$1,984.39

Venu \$10,000.00

RPMX \$5,000.00

City of McKinney \$7,768.40

First United \$3,500.00

Total Income \$52,852.79

**EXPENSES**

Musicians \$21,850.00

Bartender \$520.00

Advertising \$7,121.09

Supplies \$2,528.12

Photography \$600.00

Equipment Rental \$2,427.48

Merchandise \$6,035.17

Total Expenses \$41,081.86

Profit \$33,413.70

## Texas Homegrown Music 2024

### ***Income***

|                     |                    |
|---------------------|--------------------|
| Craig Int'l         | \$2,500.00         |
| SLM Gen Contractors | \$2,500.00         |
| RPMX                | \$5,000.00         |
| Painted Tree        | \$10,000.00        |
| Choctaw             | \$1,500.00         |
| Cadillac Pizza      | \$2,500.00         |
| Logistics Media     | \$5,000.00         |
| City of McKinney    | \$2,500.00         |
| Burrell Law         | \$5,000.00         |
| Karen Brown         | \$1,500.00         |
| Greehouse Mgmt      | \$1,000.00         |
| Beauty Glow         | \$1,500.00         |
| JYVV LLC            | \$7,500.00         |
| B1 Bank             | \$2,500.00         |
| Christie Rhyne      | \$1,500.00         |
| SLM Gen Contractors | \$1,500.00         |
| <b>Total Income</b> | <b>\$53,500.00</b> |

### Expenses

|                       |                    |
|-----------------------|--------------------|
| Square Fees           | \$919.45           |
| Advertising           | \$3,079.47         |
| Contract Labor        | \$1,200.00         |
| Merchandise           | \$2,681.90         |
| Photography           | \$700.00           |
| Production            | \$2,500.00         |
| Equipment Rental      | \$1,167.31         |
| Supplies              | \$3,799.18         |
| Concert Talent        | \$23,300.00        |
| <b>Total Expenses</b> | <b>\$39,347.31</b> |

|               |                    |
|---------------|--------------------|
| <b>Profit</b> | <b>\$14,152.69</b> |
|---------------|--------------------|

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**Request for Taxpayer  
Identification Number and Certification**

Go to [www.irs.gov/FormW9](http://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.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                            |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>1</b> 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.)<br><u>Raining Grace Inc.</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                            |  |
| <b>2</b> Business name/disregarded entity name, if different from above.<br><u>Texas Homegrown Music</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                            |  |
| <b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.<br><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<br><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)<br><b>Note:</b> 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.<br><input type="checkbox"/> Other (see instructions) | <b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):<br>Exempt payee code (if any) _____<br>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____<br><br>(Applies to accounts maintained outside the United States.) |  |
| <b>3b</b> 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"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                            |  |
| <b>5</b> Address (number, street, and apt. or suite no.). See instructions.<br><u>6960 Mediterranean Dr.</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Requester's name and address (optional)                                                                                                                                                                                                                                                                    |  |
| <b>6</b> City, state, and ZIP code<br><u>McKinney TX 75072</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                            |  |
| <b>7</b> 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.

|                                       |   |   |   |   |   |   |   |   |   |
|---------------------------------------|---|---|---|---|---|---|---|---|---|
| <b>Social security number</b>         |   |   |   |   |   |   |   |   |   |
|                                       |   |   | - |   |   |   | - |   |   |
| <b>or</b>                             |   |   |   |   |   |   |   |   |   |
| <b>Employer identification number</b> |   |   |   |   |   |   |   |   |   |
| 2                                     | 6 | - | 3 | 3 | 2 | 3 | 1 | 2 | 9 |

**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.

|                  |                                                        |                                |
|------------------|--------------------------------------------------------|--------------------------------|
| <b>Sign Here</b> | <b>Signature of U.S. person</b><br><u>Jana Cordova</u> | <b>Date</b><br><u>11-20-24</u> |
|------------------|--------------------------------------------------------|--------------------------------|

**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](http://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