

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.
- 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	McKinney Community Concert Association
CEO / Executive Director	Tomm Schultz
Federal Tax I.D.	75-2050552
Incorporation Date	Sunday, September 1, 1974
Mailing Address	P.O. Box 1903 McKinney, TX, 75070
Phone Number	(214) 548-4384
Email	tommschultz@me.com
Website	www.mckinneycommunityconcerts.org
Social Media	McKinney Community Concerts, N/a N/a, N/a

Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.

Since 1974, the McKinney Community Concert Association has been a lively part of McKinney, Texas, celebrating over 50 years of bringing the community together through live music.

Its mission is to enrich lives by offering affordable live performances across various genres, featuring talented artists from across the country and internationally.

The organization maintains high standards and keeps ticket prices affordable thanks to dedicated volunteers and generous sponsors, including local businesses, community groups, and donors. This year, we are supporting McKinney High’s Junior Marine ROTC. In return, their membership assists us with event services, allowing our organizers to focus on engaging with audiences and ensuring the concerts remain sustainable.

MCCA hosts a special annual Veterans Day Concert to honor our veterans with entertainment, camaraderie, and a commemorative challenge coin. An Appreciation Night for community supporters, like McKinney Retired Educators and Meals on Wheels volunteers, celebrates those who make our city great. These performances attract locals, neighbors, and visitors alike—boosting tourism, supporting small businesses, and encouraging city pride.

Over the decades, MCCA has built a grassroots tradition of accessible and high-quality music that is a key part of McKinney’s identity and community spirit.

Looking ahead, with support from the McKinney Community Development Corporation, MCCA plans to expand its outreach through better marketing and increased engagement—ensuring this vibrant cultural hub continues to thrive for future generations.

MCCA...Connecting Community Through Music 🎵

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3



IRS EXEMPTION LETTER FOR MCCA.pdf

Is the representative information same as above?

Yes

Is the contact for communications between MCDCC and the organization same as above?

Yes

Total Amount Requested

\$10,000.00

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)?

Yes

Provide name of City of McKinney entity funding source and amount. MAC \$11,000.00 Season 25/26

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years. MCDC \$2,750.00 Season 23/24

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

Date(s) of Event 9/18/26 Taken by the Sky, 10/9/26 David Osborne Trio, 11/13/26 Doo Wah Riders, 2/5/27 Americana Women, 3/5/27 Sounds of Georgia, 4/23/27 piano Men

Location(s) Christ Fellowship, McKinney

Ticket Prices

Early Bird Seasonal Tickets (purchased prior to June 30)
\$135

Season Tickets
\$150 per person

Individual Tickets
\$35.00

Is this the first time for this event?

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

The McKinney Community Concerts, operated by the McKinney Community Concert Association (MCCA), have been hosting seasonal community performances in McKinney since 1974.

The organization offers an annual series of concerts, typically comprising six performances held on Friday evenings from September through spring, approximately once a month. These concerts take place at Christ Fellowship in McKinney.

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

McKinney Community Concerts, promotes cultural engagement and fosters community partnerships that highlight local assets. Such events attract visitors, contributing positively to the hospitality, dining, and retail industries. By curating diverse music programs, McKinney positions itself as a vibrant arts destination, appealing to tourists, potential residents, and prospective businesses. The activities associated with the McKinney Community Concert Association generate economic advantages through ticket sales, concessions, and visitor expenditure, which support local tax revenues and underscore the demand for hospitality and retail services. Furthermore, a vibrant music scene enhances the overall quality of life in McKinney, making it an increasingly appealing location for talented individuals and relocating companies, thereby fostering sustained growth.

Does the event support a non-profit (other than applicant)?

If yes, what organization(s) are supported? McKinney High Junior ROTC

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

Approximately 10% of our gross revenue will be donated to the community.

Expected total attendance and how calculations were made.

Expected attendance is 4,200 A 10% increase is anticipated.

Expected percentage of attendees coming from outside of McKinney.

Historically 50% of attendees travel from outside McKinney.

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

50 of attendees from McKinney at the previous event.
percentage

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

Geographic Reach (estimated travel distance)

Travel distance is an average of 25 miles.

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.)

The target audience for the McKinney Community Concert Association reflects the diverse and rapidly growing population of McKinney and the surrounding region. McKinney continues to experience significant growth among young families, professionals, entrepreneurs, service industry workers, and retirees, including grandparents relocating to the area to be closer to their families and grandchildren. The organization serves a broad demographic audience that includes families with children, young adults, working professionals, active seniors, veterans, civic organizations, and visitors from neighboring communities. Concert programming is intentionally designed to appeal to all ages and cultural backgrounds by offering a variety of musical genres, including classical, patriotic, folk, contemporary, and family-friendly entertainment.

Audience members represent a wide range of interests, including arts and culture, community events, recreation, education, tourism, dining, shopping, and local civic engagement. The concerts attract both longtime patrons and first-time attendees seeking affordable, high-quality entertainment experiences in a welcoming community environment.

The organization's events are especially appealing to residents who value accessible cultural programming that encourages family participation and community connection. By maintaining affordable ticket prices and presenting performances in an inclusive setting, the McKinney Community Concert Association continues to build a loyal and expanding audience that reflects the city's evolving demographics and strong sense of community.

Overall, the audience is characterized by its inclusiveness, multigenerational participation, and community-centered values. Attendees appreciate opportunities to experience live music in a family-friendly atmosphere that brings together residents and visitors from diverse cultural, professional, and social backgrounds.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue

\$165,00.00

Projected Expenses \$154,815.00

Net Revenue \$10,185.00

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

Sponsorship Revenue \$10,000 Local Businesses

Registration Fees N/A

Donations \$20,000.00 Friends of MCCA

Other (raffle, auction, etc.) N/A

Net Revenue \$10,185.00

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.

Key indicators will include increases in event attendance, with particular emphasis on the number and percentage of first-time attendees to assess success in reaching new audiences.

Website performance will be monitored using Google Analytics to evaluate traffic, user behavior, and conversions such as event page visits.

Additional measures will include effectiveness of paid advertising (click-through and conversion rates), and growth in community partnerships and sponsorships. Audience satisfaction and experience will be assessed through post-event surveys and feedback, including likelihood of repeat attendance and recommendations to others.

Together, these metrics will provide a comprehensive evaluation of the promotional plan's effectiveness in expanding reach, increasing engagement, and strengthening community connections while maintaining support from existing audiences.

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

See attached marketing plan and calendar.

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.)






McKinney Community Concert Association doesn't serve as a major standalone tourist attraction like a festival or stadium event – but we play a supporting, strategic role by attracting regional visitors, strengthening McKinney's arts-driven reputation, boosting local economic activity, and improving quality of life (which helps with business recruitment). In short, we help make McKinney a place people want to visit, live, and invest in – which is exactly what tourism and economic development aim to achieve.

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
Aug Print Ad Community Impact	750

Promotional Channel	Budget
Aug Digital Ad Community Impact	350
Sept Print Ad Community Impact	750
Sept Digital Ad Community Impact	350
Oct Print Ad Community Impact	750
Oct Digital Ad Community Impact	350
Nov Print Ad Community Impact	750
Nov Digital Ad Community Impact	350
Re-evaluate in January for 2027	

Event Marketing Plan and Budget Attachment

-  2026 McKinney Brochure_March9.pdf
-  26_27 Mkt Plan MCCA.pdf
-  26_27 MCCA Marketing Calendar.pdf
-  Contracts being negotiated for the 2... .docx
-  MCC Poster 2025-2026 FINAL.pdf

Total Promotional Budget

\$30,250.00

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Our concerts are promoted to everyone in our advertising area.

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

33%

Marketing lessons learned from past events (if applicable).

MCCA has reached a point where relying solely on traditional methods—such as grassroots initiatives, member retention programs, and community engagement activities—no longer suffices for sustained growth. This does not mean these approaches were flawed; rather, it reflects the changing environment in a rapidly expanding area like McKinney, where demographic shifts and economic development are reshaping community dynamics. With new businesses opening and an influx of residents, the opportunity isn't just about increasing marketing efforts; it's about implementing innovative marketing strategies that preserve our community's core values and sense of identity while broadening our outreach to attract a more diverse audience and support local economic growth.

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

There is no way to copy to this format. We will be happy to deliver hard copies.

Additional details related to marketing efforts.

We had no grant in place with MCDC when our 26/27 brochure and flyers were printed. We will definitely use the MCDC logo on all future participation

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).

Key indicators will include increases in event attendance, with particular emphasis on the number and percentage of first-time attendees to assess success in reaching new audiences.

Website performance will be monitored using Google Analytics to evaluate traffic, user behavior, and conversions such as event page visits.

Additional measures will include effectiveness of paid advertising (click-through and conversion rates), and growth in community partnerships and sponsorships. Audience satisfaction and experience will be assessed through post-event surveys and feedback, including likelihood of repeat attendance and recommendations to others.

Together, these metrics will provide a comprehensive evaluation of the promotional plan's effectiveness in expanding reach, increasing engagement, and strengthening community connections while maintaining support from existing audiences.

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



MCC Revenue & Expenses.xlsx

Financial Statements



2025 Financials for MCDC May 2036.xlsx

IRS Determination Letter (if applicable)



135_IRS EXEMPTION LETTER FOR M... .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 completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

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

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC 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. 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, May 26, 2026

Representative Completing Application



Date

Tuesday, May 26, 2026

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.

Internal Use Only

MCCA (McKinney Community Concert Association) 26/27

I. STRATEGIC FOUNDATION

Mission

Affordable live-concert experiences that connect and celebrate community.

Value Proposition

MCCA creates shared musical experiences—nostalgic, affordable, and community-driven. Concerts that turn audiences into a belonging community.

Core Audiences

- **Primary:** Adults 55–75 who enjoy music from the 1950s–1990s
- **Secondary:** Community-minded residents of all ages seeking social connection
- **Tertiary:** Weekend visitors looking for local entertainment
- **Support Segment:** Sponsors, donors (“Friends”), season ticket holders, individual tickets

II. MARKETING OBJECTIVES

1. Increase Public Awareness- MCCA...Connecting Community Through Music

Goal: +20% awareness within 12 months

Key Strategy: Turn events into community magnets—not just performances

Tactics:

- Position the **Veterans Concert** as a *flagship signature event*
 - Rebrand it as a “must-attend community tradition”
 - Add pre-show or post-show experiences (food trucks, tributes, local vendors)
- Build **community integration pipeline**
 - Offer featured recognition nights (local churches, civic, nonprofit organizations)
- Create **referral loop**
 - Incentivize attendees to bring friends (discount codes, VIP perks)

Key Productivity Indicators:

- Attendance growth: +12% YoY
- 1+ media feature
- Number of returning first-time attendees

2. Strengthen Sponsorship Revenue

Goal: +20% sponsorship revenue in 12 months

Key Strategy: Sell *impact*, not just visibility

Tactics:

- Build **tiered sponsorship packages**
 - Q: Logo placement + program mention
 - Bronze
 - Silver:
 - Gold:
 - Platinum:
- Create **target list of 15–20 local businesses**
 - Banks, healthcare, real estate, local chains
- Deliver **post-event impact reports**
 - Attendance numbers
 - Audience demographics
 - Photos + social reach

Key Productivity Indicators:

- Sponsor retention: 80%+
- New sponsors acquired: 5–10
- Avg. sponsor value increase tbd

3. Expand Print & Local Media Presence

Goal: Consistent quarterly visibility

Key Strategy: Become a “community culture story,” not just an event listing

Tactics:

- Increase **print ad schedule** for 26/27 concert season
- Increase **digital ad schedule** for 26/27 concert season
 - Build **media list (5–10 journalists)**
 - Send **press releases for every major event (LOS)**
 - Pitch **human-interest angles**
 - Veteran stories
 - Music nostalgia themes
 - Community impact
 - Complete **branded print kit**
 - Flyers, posters, programs with consistent visuals

Key Productivity Indicators:

- 1+ feature/mention per quarter
- Media relationships established
- Print distribution reached tbd

4. Grow Social Media Presence

Goal: +10% audience growth and engagement

Key Strategy: Shift from promotion → storytelling

Content Pillars:

1. **Nostalgia:** Music throwbacks (50s–90s)
2. **People:** Member stories, audience highlights
3. **Experience:** Behind-the-scenes, rehearsals
4. **Community:** Partnerships, local features
5. **Promotion:** Events, ticket pushes

Tactics:

- Post 1-3x per week
- Launch 2 major campaigns:
 - Veterans Concert
 - Seasonal/featured or themed performance
- Use video content (short clips perform best)

Key Productivity Indicators:

- Follower growth: +10%

5. Strengthen Brand Consistency

Goal: Create a recognizable, trusted identity

Key Strategy:

Make MCCA instantly recognizable across all touchpoint

Tactics:

- Create **visual identity system:**
 - Consistent colors, fonts, logo usage
- Develop **core messaging framework:**
MCCA...Connecting Community Through Music 🎵🎵

Apply branding across:

- Social media
- Print materials
- Event signage
- Website

Key Productivity Indicators:

- Consistency across channels
- Increased repeat attendance

III. KEY DIFFERENTIATOR Most organizations promote concerts. MCCA should promote belonging. That shift—from event to experience—is what will actually drive growth.

MCCA Marketing Plan Calendar 26/27 Concert Season

June 2026 — Foundation & Alignment

- Focus: Internal setup, brand consistency
- Key actions: Finalize brand voice/messaging/visuals; update templates; build 15–20 sponsor targets; establish media list (5–10); start 1x/week soft social launch; audit website/ticketing
- Goal: Unified brand before broad promotion
- Goal: Be seen consistently without heavy selling
- Dates: 1 — Fall lineup on CVB site / follow-up placements
- 7 — Marketing Meeting

August 2026 — Sponsorship Activation Begins

- Focus: Revenue + partnerships
- Key actions: Roll out sponsorship packages; formal sponsor meetings; secure first commitments; start print + digital ads; outreach to local orgs
- Goal: Convert interest to commitments
- Dates: 1 — Community Impact Print & Digital Ads;
- 4 — Marketing Meeting;
- 15 — LOS Showcase

September 2026 — Media & Community Expansion

- Focus: Public visibility & credibility
- Key actions: Press releases (season + Veterans teaser); pitch human-interest stories; launch referral & Ambassador program; weekly BTS rehearsal content
- Goal: Become recognizable local cultural story
- Dates: 1 — Marketing Meeting / Community Impact Ads;
- 18 — Taken by the Sky Concert;
- 29 — October Marketing Meeting

October 2026 — Veterans Concert Push (Flagship)

- Focus: Peak awareness & ticket sales

- Key actions: Full Veterans campaign; weekly social; community recognition nights; sponsor activations; influencer/community partners
- Goal: Make Veterans Concert a must-attend tradition
- Dates: 1 — Community Impact Ads;
- 8 — Marketing Meeting;
- 9 — David Osborne Trio

November 2026 — Veterans Concert Execution & Amplification

- Focus: Event success & content capture
- Key actions: Execute concert; capture video/testimonials/photos; onsite sponsor visibility; post-event PR; share emotional storytelling
- Goal: Turn event into 3 months of content
- Dates: 1 — Community Impact Ads;
- 10 — Marketing Meeting;
- 13 — Doo Wah Riders; (Veterans Concert date)

December 2026 — Reflection & Retention

- Focus: Relationship building + holiday visibility
- Key actions: Sponsor thank-yous and impact reports; audience appreciation; highlight season wins; holiday nostalgia content; plan next cycle
- Goal: Strengthen loyalty and sponsor retention

January 2027 — Growth Reset

- Focus: Re-energize & re-engage
- Key actions: New-year season momentum; push renewals/subscriptions; new audience acquisition (ads + referrals); second-wave sponsor outreach; increase video storytelling
- Goal: Convert awareness into repeat attendance
- Dates: 1 — Community Impact Ads

February 2027 — Community Expansion

- Focus: Audience diversification

- Key actions: Target families/younger groups; partner for group attendance; amplify “Bring Someone New”; boost influencer collaborations; mid-season press push
- Goal: Broaden beyond core 55–75 demo
- Dates: 1 — Community Impact Ads

March 2027 — Spring Feature Concert Campaign

- Focus: Second major concert push
- Key actions: Launch feature concert cycle; strong nostalgia messaging; increase print/digital ads; sponsor spotlight series; community recognition nights
- Goal: Create another “must-attend” moment
- Dates: 1 — Community Impact Ads

April 2027 — Media & Brand Reinforcement

- Focus: Reputation & credibility
- Key actions: Press outreach (season wrap); highlight audience growth and impact; publish sponsor impact reports where appropriate; collect testimonials/feedback; tighten brand consistency
- Goal: Position MCCA as a stable, growing cultural institution

May 2027 — Year-End Wrap & Next Season Prep

- Focus: Retention & strategic planning
- Key actions: Full season recap (video/highlights); begin sponsor renewals; run audience survey; plan next year’s flagship events; celebrate community impact
- Goal: Lock in sponsors, retain audiences, set up 2027/28 growth

How the system works (ongoing)

- Awareness: storytelling, referrals, ads, flagship events
- Sponsors: staged outreach + measurable impact reporting
- Media: consistent presence and pitching
- Social: steady 1–3x/week content rhythm
- Brand: continuous visual + messaging consistency

Contracts being negotiated for the 2027-2028 MCC Concert Series

The Sensation Band

Six piece Band--The best of Motown



Power House Female Lead

Tina Turner

Expect a high-energy, polished performance tailored to your audience. Shows can be arranged with a full band or solo, covering rock, pop, and soul classics, as well as jazz, cabaret, and country favorites. Each set is carefully prepared and rehearsed to ensure precision, stage presence, and audience engagement, creating a memorable, dynamic experience. Professionalism, punctuality, and responsiveness are guaranteed, making every event seamless from start to finish.

About

Darilyn Burtley is a Broadway Leading Lady with experience across stage, TV, and film, delivering high-energy, unforgettable performances for audiences of all sizes. Her repertoire spans rock, pop, soul, jazz, cabaret, and country, allowing her to craft dynamic, versatile shows that perfectly suit any event. With years of professional training and touring experience, Darilyn brings precision, energy, and stage presence to every performance. Available with full band or solo arrangements, she has performed for corporate events, private parties, and venues, captivating audiences with polished, engaging, and versatile live music.

Whether commanding the stage or creating an intimate performance, Darilyn ensures every event is memorable, entertaining, and flawlessly executed.



Johnny Cash Tribute



With his strikingly similar looks, baritone voice, and spot-on gospel choir to Johnny Cash tribute act. After serving his country in the Army, **Barker** returned home to Missouri, took a job as a carpenter, and spent all of his free time learning how to play the guitar.

He developed strength and versatility in his voice by modeling his crooning on a cast of legends – Johnny Cash, Elvis Presley, Roy Orbison, Buddy Holly and Gene Vincent. His performances quickly turned from hobby to profession, but oddly enough, **Barker's** first touring gigs were portraying Elvis, not Johnny Cash. Everything changed, however, when **Barker** was asked to audition for the part of Cash in a Hollywood production, as it became evident to the director and **Barker** himself that Johnny Cash was his true calling. From that point there was no turning back.

The Man In Black has become the best Johnny Cash Tribute act in the world, with many productions and brands commissioning **Barker** and his baritone voice for radio, TV, and voiceover productions, to include **Barker** being featured in a national ad campaign for Coca-Cola.

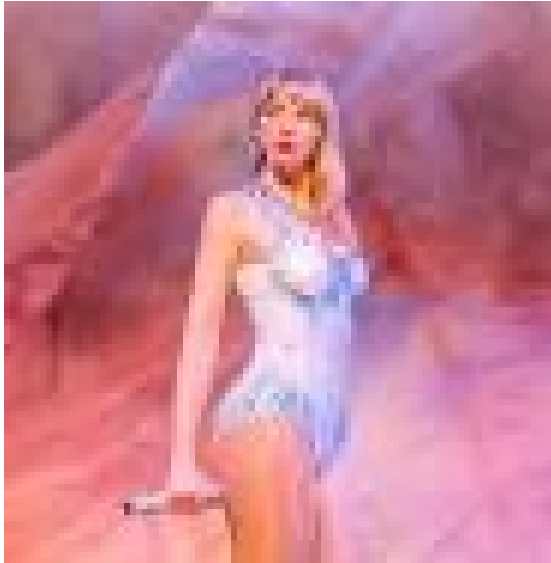


ALWAYS, *Adele*

Always, Adele delivers the powerful music and unforgettable personality of Adele that fans Love!

Adele is an international adored artist-but with the announcement of her hiatus and no tour dates in sight, it leaves some fans feeling they'll never get to experience her music live.

Taylor Swift Tribute Experience



LOVER is a high-energy Taylor Swift tribute experience recreating the magic and spectacle of The Eras Tour, the highest-grossing tour of all time. From “Love Story” to “The Life of a Showgirl,” the show journeys through every era of Taylor Swift’s music with dazzling costumes, iconic choreography, and an electrifying live band.

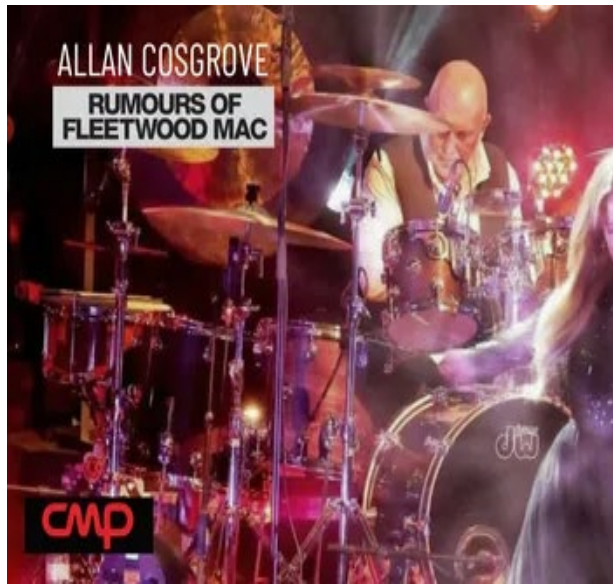
Fronted by singer and multi-instrumentalist Charity Eden, whose magnetic stage presence and powerful vocals captivate audiences of all ages, LOVER brings the excitement of Taylor Swift’s music to life.

LOVER tours internationally, with performances in Japan, Kuwait, Canada, Bermuda, and across the United States, with upcoming shows throughout Europe. This is a show you won’t want to miss!

Ready to make the whole place shimmer? Book LOVER today and bring the ultimate Taylor Swift tribute experience to your stage.

RUMOURS OF FLEETWOOD MAC

Rumours Of Fleetwood Mac the world's finest Fleetwood Mac tribute concert production. Meticulously crafted to celebrate the very best of Fleetwood Mac's iconic music. Formed in Liverpool in 1999, the production has earned worldwide critical acclaim for its breathtaking authenticity, musical precision, and heartfelt performances ...



McKinney Community Concerts

2026-2027

Early Bird Season Tickets Available \$135 until June 1
www.mckinneycommunityconcerts.org • 214-548-4384



TAKEN BY THE SKY
Sept. 18, 2026



DAVID OSBORNE TRIO
Oct. 9, 2026



THE DOO WAH RIDERS
Nov. 13, 2026



AMERICANA WOMEN
Feb. 5, 2027



SOUNDS OF GEORGIA
March 5, 2027



**PIANO MEN:
GENERATIONS**
April 23, 2027



McKinney Community Concerts

2026-2027

ENTERTAINING THE MCKINNEY AREA SINCE 1974



A LOOK BACK AT PAST SEASONS



Happy concert attendees.

Devoted MCCA Directors meeting the entertainers.



Annual Veterans Appreciation Concert.



Community Appreciation Concert honoring Meals on Wheels Volunteers.



Welcome to the 52nd season of McKinney Community Concerts! We're thrilled to bring you an exciting lineup of talented performers for 2026-2027. Come enjoy all six fantastic concerts for just \$150 per person, or grab our special early bird rate for only \$135 if you purchase tickets by May 31, 2026 – an amazing value!

Join us again at the friendly and accessible Christ Fellowship, located at 2801 Orchard Drive, McKinney. This venue offers comfortable seating, a high-quality Bose sound system, a spacious lobby, and plenty of bright, well-lit parking. Arrive early for a tasty BBQ available for purchase at the coffee shop starting at 5:30pm. The auditorium doors open at 6:30pm, and the show begins promptly at 7:30pm. Just a friendly reminder—seats are available on a first-come, first-served basis.

Don't miss another year of wonderful music and good times! We can't wait to see you there. Visit www.mckinneycommunityconcerts.org to purchase tickets by credit card or call 214-548-4384.

FRIENDS of McKinney Concerts

McKinney Community Concerts are funded by our memberships as well as charitable donations from individuals, businesses and organizations.

Donation Levels of FRIENDS:

Platinum	\$2,500 and Up
Gold.....	\$1,000 to \$2,499
Silver.....	\$500 to \$999
Bronze	\$250 to \$499
Copper	\$100 to \$249
Friends.....	Up to \$99

Benefits of Being a Friend:

- Your Name or business listed in printed programs
- You'll be shown on the Friends page on MCCA website and other visible media
- For contributions of \$250 or more, you will receive a link to your business or organization on our website
- Donations are IRS 501(c)3 tax-deductible

McKINNEY COMMUNITY CONCERTS 2026-2027



TAKEN BY THE SKY Sept. 18, 2026 Step back in time and relive the thrill of Fleetwood Mac’s golden era with Taken By The Sky. Capturing the essence of Fleetwood Mac’s legendary years, the band delivers a truly immersive and authentic performance. Featuring soaring harmonies, expert musicianship, and a six-piece band led by the remarkable Jessa Campbell, whose vocal similarity and stage presence create a captivating tribute to Stevie Nicks. This concert transports fans directly to Fleetwood Mac’s heyday with iconic songs.



DAVID OSBORNE TRIO Oct. 9, 2026 David Osborne, a renowned Steinway Artist celebrated worldwide, is a beloved returning star at MCCA. Known as the “Pianist to the Presidents,” he has performed for current and former presidents—including Carter, Bush, Reagan, and Clinton—highlighting his exceptional reputation. He has performed at the White House and captivated audiences across the country, sharing stages with dignitaries and celebrities alike.



THE DOO WAH RIDERS Nov. 13, 2026 Having performed with legends like Garth Brooks, George Strait, and Willie Nelson, the Doo Wah Riders have thrilled audiences and backed icons such as Chuck Berry, Charlie Daniels, and Pam Tillis. With over 40 years touring the West, they combine seasoned skill with youthful energy and a passion for their craft. Their signature sound—”high energy country with a Cajun twist”—offers a fresh, lively spin on country music. Known for tight musicianship and energetic performances of both classic and modern hits, they remain a crowd favorite.



AMERICANA WOMEN Feb. 5, 2027 Americana Women, a band of four multi-instrumentalists, enchant with their harmonies, solos, and passion for female artists. Led by Allison Kelly on banjo, Tina Scariano on guitar, Lauren Jeanne Thomas on fiddle, and Meg Tooley on guitar, they blend classics with modern hits. Their repertoire celebrates American folk music with songs like “I Will Always Love You,” “Heads Carolina, Tails California,” and “Long Time Gone.” Whether you’re a folk or country fan, this show inspires everyone!



SOUNDS OF GEORGIA March 5, 2027 MCCA salute to our community professionals. “Sounds of Georgia” takes you on an energetic journey through the state’s musical history, from the 1920s to the 1990s, honoring Georgia-born artists like Ray Charles, Johnny Mercer, the B-52s, and The Allman Brothers. The show spans genres from blues and jazz to country and rock, highlighting the historical context of each era and region to weave a powerful storytelling tapestry.



PIANO MEN: GENERATIONS April 23, 2027 A tribute to Elton John and Billy Joel, “Piano Men: Generations” is an energetic, emotionally charged musical performed by father-son duo Terry and Nick Davies. They take audiences on an unforgettable journey with legendary hits like “Uptown Girl,” “Only the Good Die Young,” “Rocket Man,” and “Tiny Dancer,” blending authenticity, showmanship, and legacy. The show promises nostalgia, passion, and musical magic.



P.O. Box 1903, McKinney TX 75070
214-548-4384
mckinneycommunityconcerts.org

Season Tickets - Renewals ASAP!

\$135 per person (before June 1, 2026)

_____ No. of persons = \$ _____

REGULAR

_____ Persons @\$150 = \$ _____

OTHER

_____ Persons @ \$ _____ = \$ _____

_____ Persons @ \$ _____ = \$ _____

Tax deductible donations \$ _____

FOR OFFICE USE ONLY

Date _____ # _____ N R

Type _____ Ck _____

CC _____

Ca _____

Other _____

Name(s) _____ Phone _____

Address _____

City _____ State _____ Zip _____

Email _____

McKinney Community Concert Association 2026 Budget

Income	Amount
All Ticket Sales	\$ 120,000.00
Sponsor Donations	\$ 10,000.00
Subscribers Donations	\$ 20,000.00
MAC Grant	\$ 10,000.00
MCDC Grant	\$ 10,000.00
Total	\$ 170,000.00

Expenses	Amount
Chamber of Commerce	\$ 500.00
Copyright Fees	\$ 1,300.00
Entertainers Fees	\$ 60,000.00
Instruments & Audio Equipment	\$ 4,800.00
Insurance	\$ 1,500.00
Marketing	\$ 5,000.00
Meals for Entertainers	\$ 3,500.00
Office Supplies and misc.	\$ 2,000.00
Post Office Box	\$ 250.00
Production Technician	\$ 3,400.00
Venue Rental	\$ 36,000.00
Digital Advertising	\$ 4,250.00
Comm. Impact Print advertising	\$ 8,400.00
Graphic Design	\$ 4,000.00
Social Media administrator	\$ 3,600.00
Facebopok, Instagram,X, Reddit	\$ 2,000.00
Brochures, Posters, Flyers, Misc.	\$ 8,000.00
Accounting Fees	\$ 2,400.00
Challenge Coins	\$ 3,200.00
McKinney JROTC	\$ 3,600.00
Zero Accounting Software	\$ 2,115.00
TOTAL	\$ 159,815.00

)

McKinney Community Concerts Association
End of Year 2025

All Expenses	Budget	Actuals
Chamber of Commerce	\$ 500.00	\$ 425.00
Copyright Fees	\$ 1,300.00	\$ 1,303.49
Entertainers Fees	\$ 60,670.00	\$ 60,674.00
Instruments and Audio Equipment	\$ 5,000.00	\$ 5,290.00
Insurance	\$ 1,500.00	\$ 1,480.00
Marketing	\$ 10,000.00	\$ 6,626.33
Meals for Performers	\$ 600.00	\$ 894.14
Office Supplies	\$ 2,000.00	\$ 1,549.00
Post Office Box	\$ 200.00	\$ 210.00
Production Technician	\$ 2,400.00	\$ 2,400.00
Refunds	\$ -	\$ 475.00
Venue	\$ 31,200.00	\$ 33,097.00
Petty Cash	\$ 0	\$ 100.00
Totals	\$ 115,370.00	\$ 114,523.96

Actual Income	\$	122,757.83
- Actual Expenses	\$	<u>114,523.96</u>
	\$	8,233.87

Net Revenue for 2025	\$	8,233.87
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Income Projected	Budget	Actuals
Ticket Sales	\$ 90,000.00	\$ 97,467.58
Business Donations	\$ 4,000.00	\$ 2,450.00
Member Donations	\$ 12,000.00	\$ 12,840.25
Grants	\$ 10,000.00	\$ 10,000.00
Grand Total - Income	\$ 116,000.00	\$ 122,757.83

Budget was revised per meeting with Marketing committee on May 14, 2026

(Over Budget)
75.00
#REF!
(3.49)
(4.00)
(290.00)
20.00
3,373.67
(294.14)
451.00
(10.00)
0.00
(475.00)
#####
#REF!

Over Exp.
#####
#####
840.25
0.00
#####

Internal Revenue Service
District Director

Department of the Treasury

Date: MAR 11 1986

McKinney Community Concert
Association, Inc.
101 E. Davis Street
McKinney, TX 75069

Employer Identification Number:
75-2050552
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Ends:
December 31, 1987
Person to Contact:
EO Technical Assistant
Contact Telephone Number:
(214) 767-3526
EO:7213:4913:GM

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(2).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(2) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(2) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(2) organization.

(over)

Enclosure #6

1100 Commerce St., Dallas, Texas 75242

Letter 1045(DO) (Rev. 10-83)

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 <i>Specific Instructions</i> on page 3.	<p>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.) MCKINNEY COMMUNITY CONCERTS ASSOCIATION</p> <p>2 Business name/disregarded entity name, if different from above.</p>	
	<p>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.</p> <p> <input type="checkbox"/> Individual/sole proprietor <input checked="" 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) _____ <small>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.</small> <input type="checkbox"/> Other (see instructions) _____ </p> <p>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"/></p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p style="text-align: right;"><i>(Applies to accounts maintained outside the United States.)</i></p>
	<p>5 Address (number, street, and apt. or suite no.). See instructions. PO Box 1903</p> <p>6 City, state, and ZIP code MCKINNEY TEXAS 75070</p> <p>7 List account number(s) here (optional)</p>	<p>Requester's name and address (optional)</p>

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												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> <td style="width: 25px; height: 25px; border: 1px solid black;"></td> </tr> </table>												
or												
Employer identification number												
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75												

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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 Andrea Pritchard	Date March 4, 2025
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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