



2025 “Homecoming”

McKinney Community Development
Corporation Presentation

June 27, 2024

PURPOSE



- Each February, Black History Month is an opportunity for our communities to recognize the significant contributions of African Americans, both nationally and locally.
- McKinney Black History Month was created as a month-long program of events to learn about and celebrate Black literature, music, dance, food, fashion, culture and history.



Program Overview

- Education/Lecture Series
- College Megafest
- Signature Event
- Themed Party
- Collaborative Events
- Honoring Historic Black Churches

McKinney BHM 2022 Lecture Series

MCKINNEY BLACK HISTORY MONTH
LECTURE SERIES
THE FUTURE OF AFRICAN AMERICANS IN POLITICS
THUR - FEB 17, 2022
McKinney Performing Arts Center

Meet the panel:

Mayor Curtis Cornelious
Mayor of Little Elm, TX

Judge Angela Tucker
Texas 199th District Court Judge

Dr. Gere' Felitus
McKinney City Council

Junior Ezeonu
Grand Prairie City Council

Angela Tucker is a Sherman, TX native who graduated from The University of Texas at Austin before earning her law degree from Southern Methodist University, working for the Collin County DA's office, and then opening up her own practice for 12 years. In 2012, Angela transitioned to public service as a judge for the 199th District Court in Collin County becoming the first Black judge to hold the position.

Dr. Gere' Felitus, a Texas native, serves as the Medical Director of Hennepin County Health Center and Supervising Physician of Hennepin County Health Center. She has served on the McKinney Economic Development Corporation Board of Directors, the Advisory Council to the McKinney Dial of Police and the Collin College Law Enforcement Academy Advisory Board.

Junior is the first (and youngest) African-American council member to represent the city of Grand Prairie since the early 90s. Born in Nigeria and moving to Texas when he was 2, he is a recent UT Arlington graduate. Having studied Political Science, he plans to use his knowledge to improve the quality of life for the residents of Grand Prairie.

www.McKinneyBHM.com

MCKINNEY BLACK HISTORY MONTH
LECTURE SERIES
BLACK BUSINESSES: OVERCOMING OBSTACLES & LEVERAGING OPPORTUNITIES
TUES - FEB 22, 2022 • MIXER 5PM • PANEL 6PM
NEW DATE at Gather Event Center • 207 E. Virginia, McKinney

Meet the panel:

Vontola Terry
UI Global Brands

Vontola Terry is the CEO and Co-Founder of UI Global Brands LLC, a consumer goods company that sells natural Urban Hydration, skincare and haircare products to Fortune 500 retailers, distributing a gallon of water for every product sold. Vontola serves on the Board for the Frisco Family YMCA, where he was named the 2021 Father of the Year.

Obi Chukwumah
Space & Equity

Obi Chukwumah is an educator focusing on banking literacy and wealth creation. Chukwumah launched Space & Equity, a holding company designed to educate, increase assets, and create new space for Black Entrepreneurs and those who desire to expand community wealth. He also hosts the Come Correct Podcast around Commercial Banking Education For Entrepreneurs.

Derrick Miles
CourtMed

Derrick is Founder/CEO at CourtMed, Chairman • Founder of TMH Equity Partners, and an investor who holds multiple patents. As a startup, CourtMed was chosen by Microsoft to receive support to help them scale and the growth is impressive. Headquartered in McKinney, CourtMed is significantly expanding its reach in upscale areas wanting healthcare concierge services of all types.

Leah Love-Close
Close Automatic Garage Door

Leah Love-Close runs a female-owned, family-operated, state-certified minority-owned business flourishing in North Texas. Close Automatic Garage Door has over 20 years of custom installation, procurement, and service expertise. Leah and her family made the move to Texas in 2018 and launched Close 2 Love Companies with her husband and partner.

Sponsored by the McKinney Chamber of Commerce & Collin County Black Chamber of Commerce
Moderated by Terri Thomas, Chase Bank Community Manager
DON'T MISS THIS! PROFESSIONAL HEADSHOTS AT THIS EVENT.
Attendees can sign up for a QUICK photo session with professional photographer Garnelle Nelson at the deeply discounted price of \$25.

MCKINNEY BLACK HISTORY MONTH
LECTURE SERIES
THE INTEGRATION OF MCKINNEY ISD SCHOOLS
FEB 24, 2022 THURSDAY | 6-7:30P
McKinney Performing Arts Center

Meet the Panel

Rosa Roberts Maxie

Rosa Roberts Maxie was raised in McKinney, Texas. She attended 1st grade at E.S. Doty, graduated from McKinney High School in 1979. With a 20+ year successful career in insurance, Maxie has raised 2 fine young men who serve in the United States Marine Corps. Maxie currently serves on the ministerial staff at New Jerusalem Baptist Church in McKinney.

Ronald "Duck" Hollins

Ronald "Duck" Hollins was raised in McKinney with deep roots that span over 6 generations of family. Hollins was a 1979 graduate of McKinney ISD, Husband experienced the segregated E.S. Doty School before attending McKinney ISD. Husband to Ava and father of 5, he has established a career in the Heating & Cooling industry.

Betty Webb Petkovsek

Betty Webb Petkovsek was raised in McKinney and is daughter of longtime Pharmacist, George Webb. Following in her father's footsteps, pharmacy and social/civic engagement are in her blood. Wife to Jim and mom of 3 daughters, she is actively engaged in McKinney's historic preservation and it honored her father made the motion to integrate McKinney ISD.

Rev. Larry Jagours

Rev. Larry Jagours is an E.S. Doty High School alum and one of the original 9 students to integrate McKinney High School, graduating in 1967. Jagours is the husband of Linda and father of twin daughters and one son. Retired from real estate, Jagours and his wife are still actively engaged in his hometown. Jagours currently serves on the McKinney ISD Board and believes in having "boots on the ground."

Linda Berry Jagours

Linda Berry Jagours is an E.S. Doty High School alum and one of the original 9 students to integrate McKinney High School, graduating in 1967. A longtime healthcare professional, she is the wife of Larry and mother of twin daughters and one son. Jagours actively serves alongside her husband in the church, the community and in civic engagement - all very important to her.

www.McKinneyBHM.com

MCKINNEY
INDEPENDENT SCHOOL DISTRICT



McKinney BHM Lecture Series 2023:

“Stories of Grit and
Perseverance”



Opal Lee

- 2022 Nobel Peace Prize Nominee
- The Grandmother of Juneteenth



Emmitt Smith

- Former Dallas Cowboys
Running Back
- 2010 NFL Hall of Fame
Recipient



Ambassador Ron Kirk

- First Black Mayor of Dallas
- Former US Trade Representative



McKinney BHM CEO Breakfast 2024:

Cynt Marshall - CEO
Dallas Mavericks



CYNT MARSHALL
DALLAS MAVERICKS CEO

Join us for an exclusive CEO Breakfast Series in honor of McKinney Black History Month, featuring a conversation with the award-winning CEO of the Dallas Mavericks, Cynt Marshall.

Feb 22, 2024
Thurs - 7:30a to 9:30a
@ Independent Financial - Corporate HQ
7677 Henneeman Way, McKinney, TX

SCAN ME

REGISTRATION REQUIRED
FREE EVENT
WITH BREAKFAST

CO-SPONSORED BY:

FOR MORE INFO VISIT
MCKINNEYBHM.COM

College Megafest

2022

**Over 300 students
and parents registered**

Held at MPAC

2023

**800 students
and parents registered**

**Held at Collin College
Conference Center**

2024

**1500 students
and parents
registered**

**Held at Collin College
Conference Center**

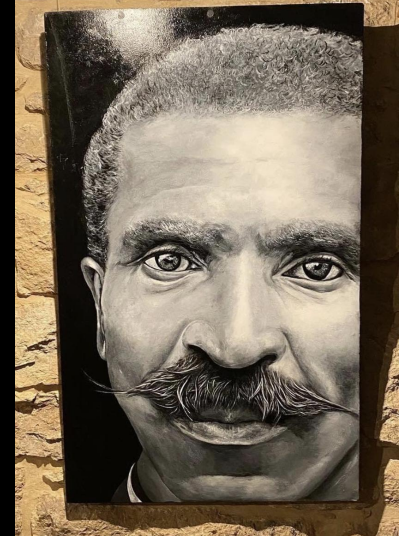
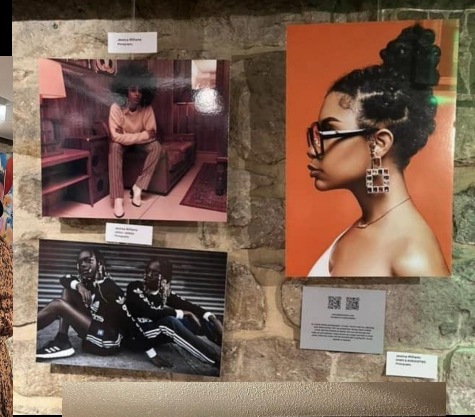
2025

**More than 2000
students and parents
expected to register**

**New Location must be
secured**

Co-Sponsored with St. Mark's Church

McKinney BHM 2022 Signature Event- Art Show



McKinney BHM 2023 Signature Event- Art Show



McKinney BHM 2024 Signature Event- Gospel Brunch

Featuring Grammy Nominated
Artist Zacardi Cortez



McKinney BHM 2025 Signature Event-

Taste of Soul



Co-sponsored with
Legacy Keepers of
Old East McKinney



McKinney BHM 2022 Harlem Renaissance



McKinney BHM 2023

1970s Soul Train



SOUL 70'S TRAIN PARTY

MCKINNEY BLACK HISTORY MONTH

Feb 17, 2023 ÷ 7 to 10 pm
at The Sanctuary Event Center
6633 Virginia Blvd., McKinney TX
www.McKinneyBHM.com

21+ Dress to impress in your 70's best

Live music by Soulful Soundz, DJ Freeze, Dallas Black Dance Theater's DBT Encore!, Soul Train Dance-off, Best Dressed Contest, Casino Games and more

Get Tickets!

Eventbrite  **SCAN ME**

SPONSORS

MCDC love life FOUNDATION SDC  



McKinney BHM 2024 90s Hip Hop House Party



McKinney BHM 2025 Theme



HOMECOMING





Other Events/Collaborations

- Honoring Historic Churches : A celebration of Historic Black Churches in McKinney
- Collaboration with Briidge the Gap : 4 week STEM program
- Collaboration with McKinney Public Libraries for “Jubilee” BHM program
- Collaboration with Harmony of Unity Choir - Gospel Concert
- Collaboration with Greater Frisco Chapter of Jack and Jill for a Black History Month Celebration



Marketing Budget

Expense	Projected Cost	Description
Website Design/Landing Pages	\$1500	Website design, interactive calendar, Website hosting
Marketing Collateral	\$4750	Branding, Media packages, Press Releases, Digital flyers, Guest Post
Social Media	\$2500	4 months @ \$500/mo + targeted FB/event brite ads
Community Impact/DMN Advertisement	\$5000	McKinney, Frisco, Allen, Plano
Radio ads	\$350	
Mailers	\$1000	
Banners and Signs	\$4000	Large banners, Digital Billboards



Project Budget

Event	Projected Cost	Description
Marketing	\$19,550	For all MBHM committee AND collaborative events
Taste of Soul	\$12,000	Event space rental, Business development program Sound/video, Speaker, Prizes
CEO Breakfast series	\$13,000	Catering, speakers, event space rental
Homecoming Themed Party	\$26,400	Live band, catering, dancers, DJ, decor, awards, photobooth, casino tables, event space rental,
College Megafest	\$12,000	Catering at Collin College Conference Center (no outside catering allowed)
TMFBC Popup Museum	\$1500	Black History Museum open to the public
Total	\$84,450	

THANK YOU

