



25-2362

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Raining Grace, Inc. (dba Texas Homegrown Music) (PC 25-06) in the Amount of \$10,500.00 for the Advertising, Marketing and Promotion of the 2025 Texas Music Festival and HippieFest, both in McKinney.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Texas Homegrown Music is requesting \$10,500.00 for the advertising, marketing and promotion of two events:
 - HippieFest on April 12, 2025, at TUPPS; and
 - Texas Music Revolution on June 6-7, 2025, in Downtown McKinney.
- Both events will draw attendees of varied demographics from across North Texas.
- Texas Music Revolution attendance is expected to be over 9,000. HippieFest attendance is expected to be

BACKGROUND INFORMATION:

- Established in 2018, Texas Homegrown Music is more than just a radio show and podcast - it is a movement dedicated to spotlighting emerging artists.
- Several signature events are hosted including a stage at the Texas Music Revolution, Maylee's HippieFest, and the Texas Homegrown Summer Music Series featuring regional musicians and hosted at The Sanctuary.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 25 is

\$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.

- This is the first request for a promotional grant submitted by Raining Grace (Texas Homegrown Music).

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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