

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 23-0010, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Marching Music Made in McKinney (PC 23-05) in the Amount of \$5,600 for the Advertising, Marketing and Promotion of the 2023 Drum Corps International Competition in McKinney.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Marching Music Made in McKinney (MMMM) is requesting \$5,600 for the advertising, marketing and promotion of the 2023 Drum Corps International competition in McKinney.
- Event dates are July 23-25, 2023 and include a ticketed drumline battle at TUPPS.
- Tickets for the TUPPS drumline battle are \$10.
- Attendance at the TUPPS event is expected to be 300+. Attendance at the DCI Competition is expected to be about 5,000 with visitors from a five-state area.

BACKGROUND INFORMATION:

- The purpose of Marching Music Made in McKinney is to provide financial and organization support for efforts and events associated with the junior-level marching music performing arts in McKinney.
- The organization helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions.
- Drum corps is the fastest-growing youth activity in the U.S. with participants between 18-21 years old.
- MMMM is a 501(c)3 nonprofit organization.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- This is the first time Marching Music Made in McKinney has applied for an MCDC grant.
- Marching Music Made in McKinney intends to submit a grant application to Visit McKinney in an amount of \$4,000.

