



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 25-2368, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Marching Music Made in McKinney (PC 25-12) in the Amount of \$5,600.00 for the Advertising, Marketing and Promotion of the 2025 Drum Corps International Competition at MISD Stadium and Drumline Battle at TUPPS.

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:

- Marching Music Made in McKinney is requesting \$5,600 for the advertising, marketing and promotion of two events taking place during the 2025 DCI Summer Tour stop in McKinney in July 2025. This tour brings eight marching corps from seven states and their fans to McKinney.
- The events are a drumline exposition at TUPPS Brewery on July 20, 2025, and the DCI Competition at McKinney ISD stadium on July 21, 2025.
- In 2024, the Drumline Battle hosted 500 at TUPPS and the DCI Competition hosted over 3,500.
- The DCI Competition and supporting events will showcase McKinney internationally as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.
- Tickets for the drumline battle at TUPPS are \$15 (\$20 day of event). DCI sets the ticket prices for the competition, but prices typically range from \$26-\$49. A parking fee of \$10 is also assessed per car at the stadium.

BACKGROUND INFORMATION:

- The purpose of Marching Music Made in McKinney is to provide financial and organizational 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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- Marching Music Made in McKinney was awarded \$5,600 in FY24 for the promotion of the 2024 DCI Competition and Drumline Battle.

SUPPORTING MATERIALS:

- Application Packet
- Presentation