



April 15, 2019

Dear MCDC,

Thank you for supporting the McKinney St. Patrick's Day Festival & Shamrock Run!! We had a fantastic event thanks to your support and funding! Our 2<sup>nd</sup> year event brought out thousands of attendees including 1,000 runners! We had attendees from McKinney, the DFW metroplex and even visitors that drove in from out of state for the event!

Our promotions and advertising were impactful. Our Facebook event page alone received 100,000 views and we had 5,400 people following the event and engaging with us on Facebook. Next year we look to extend the hours of the event and to partner with a local hotel, so we can track our out of town guests more efficiently and draw more attendees by extending the time frame from four hours to six.

We've received amazing feedback from our 2<sup>nd</sup> annual event from event attendees and our event partners. We had over 200 event partners for the festival including McKinney boutiques and shops, small business owners that run businesses out of their home, local McKinney restaurants, food trucks, and our two McKinney non-profit partners- The Warriors Keep and Community Garden Kitchen! We were able to donate \$2,500 to the non profits!

We are requesting reimbursement for the attached receipts in the amount of \$14,999. As proposed we advertised with local radio, Facebook campaigns, local magazines, press release and flyers.

There's a lot of buzz around this McKinney festival and people are already excited for the 3<sup>rd</sup> Annual event! We love supporting tourism, local business and fun in McKinney, TX! Thank you for supporting the 2<sup>nd</sup> Annual McKinney St. Patrick's Day Festival & Shamrock Run! We would love to receive your support again next year as we work to grow the event in McKinney, TX!

Thank you,  
  
Lauren Stephan  
SBG Hospitality

SOURCE	AMOUNT
Bargain Basement Printing/ Flyers	\$76
Promotional Video	\$1,000
Alpha Media/ 97.5KLAK	\$1,500
Community Impact	\$4,105.00
Lifestyle Frisco	\$500
McKinney & Prosper Lifestyle	\$600
Living Magazine	\$1,500
McKinney Social (Be McKinney Blogger)	\$200.00
Social Media	\$4,717.32
Christine Finnegan/ Press	\$300.00
RVC Promotions/ Mass email distribution	\$500.00
<b>TOTAL REIMBURSEMENT</b>	<b>\$14,999</b>