

MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



Final Report





A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the McKinney Wine & Music Festival with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event at our new venue!

The 5th annual festival took place over two days at Towne Lake Park and hosted 6,000 attendees! Participants included locals and visitors!

The event featured 30 local wineries, 14 bands on two stages, and 100 local shops and vendors!

Our non profit Partners were Love Life Foundation, The Warriors Keep, Treasured Vessels Foundation and Hugs Cafe. The event was able to donate a total of \$4,150 to these nonprofits!

It was a great day in McKinney for local businesses, residents and visitors!

Click [HERE](#) for the full photo album!





ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation!
Including social media campaign, print ad, PR and local influencers!

Please see the receipts and the receipt summary attached to this report! The costs associated with hosting an event increased drastically in 2021! The advertising grant truly made the event possible in 2021 and we are VERY grateful and hope to continue to grow the event to be a huge success in McKinney!



SAT OCT 16
SUN OCT 17

14 BANDS
30 WINERIES
UNIQUE VENDORS

PRESENTED BY **LUXE PREMIER REALTY GROUP**

WWW.MCKINNEYWINEFESTIVAL.COM

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
[CLICK HERE FOR INFO!](#)



SAT OCT 16
SUN OCT 17

2021

MCKINNEY
WINE & MUSIC FESTIVAL
TOWNE LAKE PARK

WINE · LIVE MUSIC · FOOD

TWO days of live music and delicious wine!
Featuring 30 local and national award-winning wineries, grape stomping competitions, and delicious cuisine! Bring a lawn chair or blanket and enjoy your wine while listening to the bands and sitting under the canopy of trees next to the lake!

FREE PARKING!

\$30 10 wine-tasting tickets
\$40 20 wine-tasting tickets
\$100 One-day VIP experience
\$160 Two-day VIP experience

WWW.MCKINNEYWINEFESTIVAL.COM
SCAN FOR TICKETS



THANK YOU FOR SUPPORTING THE EVENT!

We were able to achieve our event goals **thanks to the support from MCDC!**

The grant supported our efforts to bring fun and business to McKinney, TX! We are proud of the event and its success! We had over 100 local event partners who got to showcase their business at the event including our local McKinney wineries! We hired many local businesses and services like local musicians, labor team, catering companies, promotional products, and so many more.

We love the McKinney community and we love playing a small role in making it a FUN place to live, work and visit! Thank you for helping us achieve our mission of providing fun in the community while giving back.

Our receipts for \$7,500 are attached!

Thank you!
SBG Hospitality