



EVENT DESCRIPTION



The 6th Annual **McKinney Wine & Music Festival** will take place on Saturday, October 15th from 12pm-7pm at Towne Lake Park!

The event brought out 6,500 attendees in 2021. We expect to grow and host 8,500 in 2022 at Towne Lake Park!



The festivities include local musicians, wine tastings, a VIP tent experience, grape stomping, and lots of great shopping. The event partners with over 100 local small business owners giving them an opportunity to showcase their business!

New this year: The event will have a food pass option showcasing McKinney restaurants! Food passes will be available to purchase and attendees will have a chance to taste cuisine from all 15 participating restaurants.



The event is not a charity event but it gives back to local nonprofits! Last year the event donated \$4,150 in total to the non-profits. In 2022 our goal is to increase our donation to \$5,000. Love Life Foundation receives \$1 from every pass sold at the event and The Warriors Keep keeps 100% of the grape stomping competition fees!

Here's a view of the 2021 festivities:



OBJECTIVES AND GOALS



Our long term objective with this event is to create an annual event that promotes McKinney business, shows McKinney as a FUN destination and attracts visitors to McKinney for years to come! Our goal is to put an emphasis on local McKinney restaurants, wineries and shopping. We'd like to grow the festival and its attendance year over year! So far with the partnership from MCDC we have done just that!



The goal is for the event to be financially independent without the support of the grant. With the current inflation prices on all of our expenses, the grant would play a HUGE role on our marketing for the McKinney community event!

This event has a fantastic presence and reputation of being a fun festival in McKinney, TX! It highlights McKinney as a unique and fun destination.

The festival offers local McKinney businesses opportunities to sell their wares and promote their McKinney businesses!

The event puts an emphasis on cultural arts in McKinney, highlighting McKinney as a prime music destination in Texas!



HOW THE GRANT WOULD BE SPENT:

Social Media Influencers: \$3,000

Social Media Ads: \$3,000

PR: \$4,000

In the past the event has relied on facebook ads and local publications. We think the way to grow the event and for it to get good brand awareness for years to come in DFW is to invest in PR that will get the event listed in publications across DFW and TV spots.

Social media remains the most important form of advertising the event. We would invest \$3,000 towards the social ads and invest \$3,000 to have local influencers promote the McKinney event across their platforms.

Note: Social Media Influencers help not only promote the event but also the community and local McKinney participating businesses that have partnered with the event.



ADDITIONAL INFORMATION



- The event receives over 10 million impressions that bringing tourism and hotel stays to McKinney! We have learned best practices to get the word out and promote the event effectively with the awarded grant funds.
- The cost of tickets will vary. General Admission to enjoy the live music and festivities without a wine or food pass is only \$10. Wine Tasting passes are \$40 and food passes are \$30.
- Our event expenses are expected to be \$100,000-\$110k and we are requesting \$10,000 to help us afford the advertising necessary to grow the event at Towne Lake Park! Our gross revenue is planned to be at \$150k this year.
- We anticipate seeing our expenses increase and fluctuate in 2022. Making the grant more needed than ever!
- Thank you for your consideration! The support from MCDC would be very impactful on the success of the event!

We plan on making the McKinney community proud with a fantastic McKinney Wine & Music Festival!

