

An aerial photograph of a large, modern residential or commercial development. The buildings are multi-story, light-colored structures with red-tiled roofs, arranged in a curved, semi-circular pattern around a central area. In the foreground, there is a large, bright blue lake with a small, stone building on a small island. The surrounding area is green and landscaped. The sky is blue with scattered white clouds. A large, semi-circular brown graphic element is overlaid on the left side of the image, containing the text.

MCDC Promotional Grant Information

Adriatica Business
Association



Adriatica Business Association

- Business owners' association in Adriatica Village
- 15 members
- Promotes Adriatica businesses and community organizations
- Our mission: Bringing commerce and community to McKinney by promoting small business opportunities and events that benefit the community



Adriatica Village

- Most photographed location in McKinney
- Every week, hundreds (sometimes thousands) of visitors photograph and celebrate life events
- 7-10 organized community events each year
- Connects the larger McKinney community trail systems
- Home to 15 contributing Adriatica Business Association members



Yearly Adriatica Business Association Events

- **Run first...Wine later 5k-Charity Run** -held in February beginning and ending in Adriatica Village. Proposed 2025 marketing budget \$200
- **Pet Parade**- held in February and is a charity event cohosted with a local pet rescue organization. Proposed marketing budget \$300
- **National Bubble Week** held in March. It is a community outreach event. Proposed 2025 marketing budget is \$300
- **Egg Stravaganza** – Community free event held in March. Proposed 2025 marketing budget \$400
- **Go Fly a Kite** – Community free event held in April. Proposed 2025 marketing budget \$300
- **Cars & Guitars** – Community free event held in May. Proposed marketing budget \$300
- **International Picnic Day**- Community free event held in June. Proposed 2025 marketing budget is \$300



Yearly Adriatica Business Association Events

- **Touch a Truck**- Community free event held in August in conjunction with Love Life's Doughnuts for Superheroes. Proposed 2025 marketing budget \$300
- **Wine Walk** held in September. Ticketed charity event. Proposed 2025 marketing budget \$400
- **Fall Festival** held in October. Community free charity event. Proposed 2025 marketing budget \$400
- **Adriatica Holiday Market and Toy Drive**- Community free charity event held in November Proposed 2025 marketing budget \$400
- **American Red Cross Blood Drive**- ABA hosts 4 Community blood drive. Proposed 2025 marketing budget \$100 each(4 per year)





Marketing Strategy

- Using social media(Instagram/facebook)
- ABA website
- Email blasts
- City Event calendars(Visit McKinney)
- Ticketing sites (Eventbrite)
- Onsite banners
- Printed posters and flyers
- ABA businesses and vendors promote events as well



Thank You!

Questions?