

MCKINNEY SIP+STROLL SERIES 2021



SBG
Hospitality

SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in downtown McKinney!

The sip and stroll series consists of 5 walks, two of which kick off with a 5k run taking place at Tupps brewery. These events bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown!

Not only will the walks increase sales and foot traffic for downtown merchants but it will also help in promoting downtown McKinney on a consistent basis—keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney.

For social distancing each walk is capped at 1,500 participants. **In 2020 we hosted 5 walks in downtown McKinney and we successfully sold out each walk.** If social distancing measures lighten up in mid year we can increase our numbers to 2,000 participants.

In addition to bringing tourism to McKinney our goals are to create fun experiences for residents that increase their quality of life and showcase McKinney as a unique destination AND a music friendly destination! Our walks all feature local musicians performing around the square.



THE EXPERIENCE...FUN IN MCKINNEY!!



We make these walks a lot of fun for participants!

Attendees receive a signature event taster, an event map directing them to their tasty journey around downtown McKinney, and 15-20 delicious beverage tastings!

Some of the walks will include a vendor market with other fun activities like culinary demos, lawn games and a photobooth. Live music will surround the square and participants arrive based on their chosen event window for social distancing.

The fee for participants is \$30 per walk.

The median cost for each event is \$22-24k. Some walks will cost a little less and some will cost more. 20% net proceeds is paid to Main Street and \$1,500 is paid to the non profit. An example expense sheet has been attached in our application.



The walk themes and dates **(subject to change as needed with our event partners)** are:



MARCH: McKinney St. Patrick's Day Beer Walk & Shamrock Run 5k

JUNE: McKinney Craft Beer Walk

JULY: McKinney Margarita Stroll

AUGUST: McKinney Taste of Summer

OCTOBER: McKinney Halloween Walk & Monster Dash 5K



FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!

The 2020 participating downtown merchants have shared their feedback on the walks. The walks have been incredibly impactful in downtown.

"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers that have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but that's what happened with SBG hospitality organizing these events and we cannot be happier!"

-Mason and Jessica, Owners, Jasper & Petals-

In addition to the support these walks bring for the downtown merchant community they are also impactful for local non-profits!

Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is a partner on every event we also partner with an additional non profit on each walk. Our 2020 non-profit partners returning in 2021 include: Hugs Cafe, The Warriors Keep, Embrace Texas and McKinney Free Little Pantry. We will be adding a couple more nonprofits to our list as we continue to plan.

We will measure the events success based on our attendance. We hope to sell out each walk at 1,500. Our success will also be dependant on feedback from the local merchants. We want to hear that they had a spectacular sales day.



HOW THE GRANT WILL BE SPENT:



As there are five events in this series we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals of seeing 1,500 attendees per event.

Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- PR assistance (this will be used to get our events on TV and in 50+ local calendars)
- DFW Social Media Influencers (25k+ followers)
- 500 Event Flyers per event shared in McKinney and surrounding areas
- Local Print Ads (Community Impact Magazine and Frisco Style)
- A small local radio campaign
- Upwork to create ads and graphic marketing materials for each event



The \$15,000 to put towards advertising the 5 events would be instrumental in the series success! We would greatly appreciate a partnership with MCDC on this **impactful** event series in Downtown McKinney!