

## McKinney Main Street Presents:

# Oktoberfest

# Home for the Holidays

The celebration continues in Downtown McKinney, where Modern Spirit meets Historic Soul. The end of 2022 was a huge success for McKinney Main Street with record-breaking attendance at a combined total of 130K guests for Oktoberfest and Home for the Holidays.

Oktoberfest attendees from far and wide indulged in festival offerings which include authentic German beer, a variety of Bavarian food options, and charming marketplace vendors. And the experience didn't just stop at the plate, around every corner was street full of entertainment. This past year we hosted our grandest carnival area and cheered on exuberant wiener dogs in the popular pet races.

The biggest and best update to this festival was the absence of paper tickets which allowed guest to spend less time in line and more time enjoying the festivities. Now that's something to "prost" about!

Rounding out the year was a jolly visit from Santa and friends. Home for the Holidays continues to be a fan-favorite and can we blame them? With a live 34' tree, 13+ merry photo opts around town, a scenic Santa Village, complete with Mrs. Claus, and classic amusement park rides, this festival is prime for nostalgia memory-making.

Unlike our other signature events, Home for the Holidays is Main Streets over-the-top invitation to shop all the small businesses that make up Downtown McKinney. Taking place during Black Friday, Small-biz Saturday, and Artist Sunday, local shops were the main draw the biggest shopping weekend of the year.

As the entertainment and shopping landscape grows in North Texas, Downtown McKinney will continue to cement itself as an authentic cultural destination teeming with dining, shopping, and participation experiences that guests will revisit time after time.

A promotional image for Oktoberfest featuring a hand holding a large, ornate glass mug of dark beer with a thick head of foam. The background is dark with some festive decorations. Text at the top reads "FUN IS BREWING" in large, bold, yellow letters. At the bottom, it says "SEPT. 24-26" and "DOWNTOWN MCKINNEY • FREE ADMISSION". A small circular logo in the bottom left corner says "WELCOME TO MÜNCHEN MCKINNEY TO MUNICH".

**FUN IS BREWING**

**SEPT. 24-26**  
DOWNTOWN MCKINNEY • FREE ADMISSION

A promotional image for Home for the Holidays featuring a Santa Claus figure sitting on a golden throne. He is surrounded by Christmas trees, lights, and wrapped gifts. Text at the top reads "HOME FOR THE" in white, "Holidays" in large, red, cursive letters, and "A MCKINNEY CHRISTMAS" in smaller white letters below. At the bottom, it says "NOV. 25-27" and "DOWNTOWN MCKINNEY".

**HOME FOR THE**  
**Holidays**  
A MCKINNEY CHRISTMAS

**NOV. 25-27**  
DOWNTOWN MCKINNEY

P.O. Box 660040, Dallas, TX 75266-0040 Address Service Requested

CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

*HHH Advertising*

DATE	TRANSACTION NUMBER	DESCRIPTION - OTHER COMMENTS / CHARGES	PRODUCT / PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	NET AMOUNT
		Balance Forward					\$8,625.00
11/25/22	0001819965	GUIDE WRAP PO# 520914	Guide Friday Wrap	Double Truck	1	2	\$7,500.00

We Appreciate your business.  
This account is seriously past due. Please remit payment immediately or contact your Sales Representative.

**Invoice and Statement of Account**

AGING OF PAST DUE AMOUNTS \*APPLIED AMOUNT ARE INCLUDED IN TOTAL AMOUNT DUE

<b>CURRENT NET AMOUNT</b> \$7,500.00	<b>30 DAYS</b> \$0.00	<b>60 DAYS</b> \$7,500.00	<b>OVER 90 DAYS</b> \$1,125.00	<b>* UNAPPLIED AMOUNT</b> \$0.00	<b>TOTAL AMOUNT DUE</b> \$16,125.00
<b>FOR CUSTOMER SERVICE PLEASE CALL</b> Lucinda Johnson 214-977-7166 Lucinda.johnson@mediumgiant.co		<b>ADVERTISER INFORMATION</b>			
		<b>BILLING PERIOD</b> 11/01/22-11/30/22	<b>BILLED ACCOUNT #</b> 100000766	<b>ADVERTISER CLIENT #</b> 100000766	<b>ADVERTISER / CLIENT NAME</b> CITY OF MCKINNEY

PLEASE DETAIL THIS PORTION WITH YOUR REMITTANCE

<b>BILLING PERIOD</b> 11/01/22 - 11/30/22		<b>ADVERTISER / CLIENT NAME</b> CITY OF MCKINNEY	
<b>PAGE #</b> 1 of 2	<b>BILLING DATE</b> 11/30/2022	<b>BILLED ACCOUNT #</b> 100000766	<b>ADVERTISER / CLIENT #</b> 100000766
<b>TOTAL AMOUNT DUE</b> \$16,125.00		<b>REFERENCE #</b> 0000655344	<b>TERMS OF PAYMENT</b> Payment Due: 12/20/2022

**Billing Account Name and Address**

CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

**Remittance Address**

Medium Giant  
P.O. Box 660040  
Dallas, TX 75266-0040



010000076601000007660000655344016125008

P.O. Box 660040, Dallas, TX 75266-0040

Address Service Requested

CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

*Oktoberfest Advertiser*

DATE	TRANSACTION NUMBER	DESCRIPTION - OTHER COMMENTS/CHARGES	PRODUCT/ PLACEMENT	SIZE	BILLED UNITS	TIMES RUN RATE	NET AMOUNT
		Balance Forward					\$18,225.00
09/22/22	P826479	Payment - Check #391790, Thank you!					-\$17,100.00
09/23/22	0001819963	GUIDE WRAP Ordered by Amy Rosenthal	Guide Friday Wrap	Double Truck	1	2	\$7,500.00

We Appreciate your business.  
So that we may serve you better, please remit the amount due. New business is dependent on prompt payments. Please include the remittance stub and input your account number on your check. Thank you.

<b>Invoice and Statement of Account</b>		AGING OF PAST DUE AMOUNTS		*APPLIED AMOUNT ARE INCLUDED IN TOTAL AMOUNT DUE	
<b>CURRENT NET AMOUNT</b>	<b>30 DAYS</b>	<b>60 DAYS</b>	<b>OVER 90 DAYS</b>	<b>* UNAPPLIED AMOUNT</b>	<b>TOTAL AMOUNT DUE</b>
\$7,500.00	\$1,125.00	\$0.00	\$0.00	\$0.00	\$8,625.00
<b>FOR CUSTOMER SERVICE PLEASE CALL</b>		<b>ADVERTISER INFORMATION</b>			
Lucinda Johnson 214-977-7166 Lucinda.johnson@medlumgiant.co		<b>BILLING PERIOD</b>	<b>BILLED ACCOUNT #</b>	<b>ADVERTISER CLIENT #</b>	<b>ADVERTISER/CLIENT NAME</b>
		09/01/22-09/30/22	100000766	100000766	CITY OF MCKINNEY

PLEASE DETAIL THIS PORTION WITH YOUR REMITTANCE



P.O. Box 660040, Dallas, TX 75266-0040

<b>BILLING PERIOD</b>		<b>ADVERTISER /CLIENT NAME</b>	
09/01/22 - 09/30/22		CITY OF MCKINNEY	
<b>PAGE #</b>	<b>BILLING DATE</b>	<b>BILLED ACCOUNT #</b>	<b>ADVERTISER/CLIENT #</b>
1 of 2	09/30/2022	100000766	100000766
<b>TOTAL AMOUNT DUE</b>		<b>REFERENCE #</b>	<b>TERMS OF PAYMENT</b>
\$8,625.00		0000653610	Payment Due: 10/20/2022

**Billing Account Name and Address**

CITY OF MCKINNEY  
COCO GRAY COMMUNICATIONS  
222 N TENNESSEE ST  
MCKINNEY TX 75069-3937

**Remittance Address**

Medium Giant  
P.O. Box 660040  
Dallas, TX 75266-0040



010000076601000007660000653610008625002

**McKINNEY DOWNTOWN BUSINESS REDEVELOPMENT**

111 N TENNESSEE ST  
MCKINNEY, TX 75069

7475

88-1132/1119

DATE Jan 19, 2023

CHECK ARMOR  
FRAUD PROTECTION

PAY  
TO THE  
ORDER OF

Medium Giant L  
Fifteen thousand & 10/100

\$ 15,000<sup>00</sup>

DOLLARS

Photo  
Safe  
Deposit  
Details on back



McKinney, Texas 75069

FOR

OKT Ref # 653610  
H4H Ref # 655344

*[Signature]* *[Signature]*

⑈007475⑈ ⑆111911321⑆ ⑈003276449⑈

# McKinney Main Street

## Profit and Loss by Class

September 2022 - February 2023

	HOME FOR THE HOLIDAYS	OKTOBERFEST	TOTAL
<b>Income</b>			
Events Income		428,517.32	\$428,517.32
Activities Income	41,906.84		\$41,906.84
<b>Total Events Income</b>	<b>41,906.84</b>	<b>428,517.32</b>	<b>\$470,424.16</b>
Grants Received	50,000.00		\$50,000.00
Non Profit Income		-250.00	\$ -250.00
Sponsorship Income	30,000.00	19,000.00	\$49,000.00
Vendor Income	52,700.04	83,959.33	\$136,659.37
<b>Total Income</b>	<b>\$174,606.88</b>	<b>\$531,226.65</b>	<b>\$705,833.53</b>
<b>GROSS PROFIT</b>	<b>\$174,606.88</b>	<b>\$531,226.65</b>	<b>\$705,833.53</b>
<b>Expenses</b>			
Administrative Expenses			\$0.00
Other Fees			\$0.00
Bank Service Charges		30.00	\$30.00
<b>Total Other Fees</b>		<b>30.00</b>	<b>\$30.00</b>
<b>Total Administrative Expenses</b>		<b>30.00</b>	<b>\$30.00</b>
Event Expenses	173.13	54.09	\$227.22
Activities Expense	34,575.00	3,061.76	\$37,636.76
Alcohol Expense		67,736.75	\$67,736.75
TABC Permit		768.15	\$768.15
<b>Total Alcohol Expense</b>		<b>68,504.90</b>	<b>\$68,504.90</b>
Bar Staff		79,990.00	\$79,990.00
Decorations Expense	2,552.47	1,659.24	\$4,211.71
Entertainer Expense	22,352.10	18,919.00	\$41,271.10
Hospitality	445.17	353.62	\$798.79
Infrastructure			\$0.00
Electricity	32,268.08	24,776.85	\$57,044.93
Fencing	1,578.64	2,386.30	\$3,964.94
Ice	14,050.00	8,900.00	\$22,950.00
Portables	1,405.00	2,219.00	\$3,624.00
Rentals	25,139.27	52,380.77	\$77,520.04
<b>Total Infrastructure</b>	<b>74,440.99</b>	<b>90,662.92</b>	<b>\$165,103.91</b>
Marketing Expense	3,000.00	800.00	\$3,800.00
Event T-Shirts	712.50	1,773.22	\$2,485.72
Misc Marketing		350.00	\$350.00
Newspaper	3,231.00	15,000.00	\$18,231.00
Signage	1,483.94	4,053.16	\$5,537.10
Social Media	5,150.00	4,613.00	\$9,763.00
<b>Total Marketing Expense</b>	<b>13,577.44</b>	<b>26,589.38</b>	<b>\$40,166.82</b>
Other Miscellaneous Service Cost	925.00	3,682.81	\$4,607.81

# McKinney Main Street

## Profit and Loss by Class

September 2022 - February 2023

	HOME FOR THE HOLIDAYS	OKTOBERFEST	TOTAL
Staffing Expense		4,298.63	\$4,298.63
Cashiers	5,310.00		\$5,310.00
Misc Labor	1,149.00	1,410.00	\$2,559.00
Porters/Cleanup	2,675.00	2,130.00	\$4,805.00
<b>Total Staffing Expense</b>	<b>9,134.00</b>	<b>7,838.63</b>	<b>\$16,972.63</b>
Supplies & Materials	232.13	0.00	\$232.13
Ticket Redemption	130.82	42,847.75	\$42,978.57
Weather Insurance	4,445.00	15,932.00	\$20,377.00
<b>Total Event Expenses</b>	<b>162,983.25</b>	<b>360,096.10</b>	<b>\$523,079.35</b>
Repair & Maintenance	5,250.00	768.89	\$6,018.89
<b>Total Expenses</b>	<b>\$168,233.25</b>	<b>\$360,894.99</b>	<b>\$529,128.24</b>
NET OPERATING INCOME	<b>\$6,373.63</b>	<b>\$170,331.66</b>	<b>\$176,705.29</b>
NET INCOME	<b>\$6,373.63</b>	<b>\$170,331.66</b>	<b>\$176,705.29</b>

# A McKinney Christmas Recap & Highlights

Michelle Hancock, The Social Scribe, LLC



# Recap Social Media Channels



Downtown McKinney



Downtown McKinney



# Instagram

- **Impressions**
  - 313,362 (96% increase)
- **Engagements**
  - 8,035 (52% increase)
- **Profile Actions**
  - 435 (25% increase)
- **Followers Gained**
  - 1,040 (382% increase)
- **Engagement**
  - 2.6%
- November 1 - 30

Date	Post Description	Total Engagements	Likes	Comments	Shares	Saves
Mon 11/14/2022 7:47 am PST	Our friends over at @ballsparty012 are hosting an EPIC giveaway. Head over to their page to learn more.	757	610	19	92	36
Thu 11/17/2022 4:22 am PST	Kick off the holiday season at the Tree Lighting Ceremony happening Friday, Nov. 25, 6:15 p.m. on the...	603	577	6	20	
Tue 11/18/2022 5:12 am PST	New shop alert! The folks over at @birdsandwordshomeboutique created a holiday pop-up market ju...	603	498	22	64	19
Fri 11/18/2022 2:13 pm PST	Matcha Ice Cream at @mimuku_creamery is the perfect treat to end the week. Or the perfe...	579	394	21	127	37
Tue 11/15/2022 10:35 am PST	It's beginning to look a lot like our Home for the Holidays celebration, presented by...	570	534	10	26	

# Television

TEXAS | TODAY

CHRISTMAS · NOVEMBER 18, 2022 12:00 PM

## Holiday Cheer in Downtown McKinney

Get into the holiday spirit at McKinney's annual Home For The Holidays celebration! Learn all the details about how you can attend [MORE](#)

f t i

TX TODAY






# Influencer Marketing



## PROGRAM GOALS

- Increase brand awareness by leveraging influencers to create content that inspires consumers to attend Home for the Holidays and shop in Downtown McKinney for holiday shopping.
- Drive positive online conversation and audience engagement around Home for the Holidays.
- Increase social media following through an Instagram giveaway.

# Home for the Holidays Influencer Recap

Impact	
Influencers	Engagements
	
<b>2</b>	<b>13,781</b>
Impressions	Reach
	
<b>234,157</b>	<b>218,257</b>
Plays	
	<b>19,548</b>

# November McKinney Christmas Influencer Campaign

## Activation

- 4 Influencers
- 4 Instagram Feed Ticket Giveaways
- 2 Instagram Reels
- Instagram stories
- Facebook Shares

## Influencer Profile

- Local Micro-Influencers on Instagram ages 28+
- The audience includes parents, grandparents, and out-of-town visitors.
- Followers ranged from 3K - 64K
- Diverse.

## Top Performers

- @DallasFunFam
- @Sarahforworkholden

## Takeaways

- Influencer marketing is a cost-effective approach to inform the public about holiday shopping and family fun!
- The giveaway expanded Downtown McKinney's reach attracting new followers.

# Noteable Comments



Okay Queen! Now I need to go shop!

**Audience Comment**  
@Sarahforwarkholden



Great shopping suggestions!  
Thanks!

**Audience Comment**  
@ChanelConnect



Obsessed with Downtown McKinney!

**Audience Comment**  
@DallasFunFam

## Downtown McKinney Instagram Takeover

### Sidewalk Dreamery took over Downtown McKinney IG

They produced a short film to showcase holiday shopping in Downtown McKinney. It was cross promoted on both brands, on Facebook and each influencer's personal Instagram accounts.



# Noteable Comments



Look how cute all of their decorations are!

**Audience Comment**  
@Giggles\_Galore



I love Downtown McKinney. Just did some shopping there during Home for the Holidays

**Audience Comment**  
@HouseofHargrove



**The Best Christmas Shopping in DFW**



Looks like this place is full of Christmas cheer!

**Audience Comment**  
@Our\_Sweet\_Ad ventures



# Future Program Recommendations

## Recommendations

- Create a video program only.
- Have an influencer take over the Downtown McKinney IG account during Home for the Holidays.
- Host a preview event to showcase Downtown McKinney holiday happenings.
- Boost influencer content to reach more targeted audiences.

# McKinney Oktoberfest

## Recap & Highlights

Michelle Hancock, The Social Scribe, LLC



# Recap Social Media Channels



Downtown McKinney



Downtown McKinney



downtownmckinney • Follow  
Historic Downtown McKinney



downtownmckinney • McKinney  
Oktoberfest is around the corner!  
NEW - Oktoberfest is now ticketless  
- save time with fewer lines!

Credit cards and digital payment  
options are encouraged.

Join us for Bavarian fun, good food,  
and even better beer this September  
23-25! Admission is FREE, so come  
and go as you please!

For more information, visit our  
website:  
<http://mckinneyoktoberfest.com> or  
link in bio



Liked by joyeaux.noelle and  
510 others

AUGUST 30



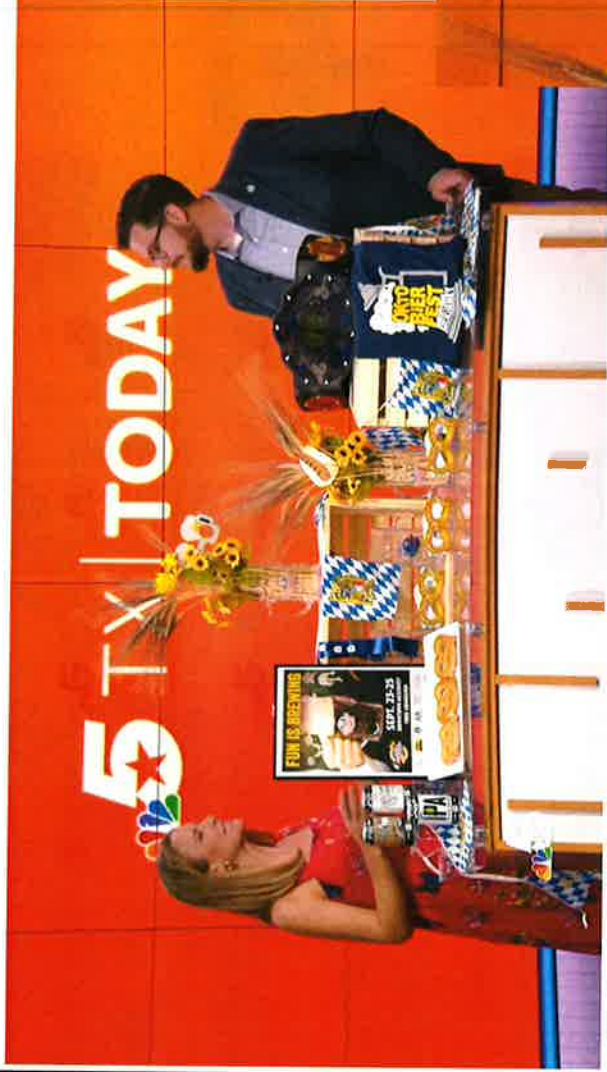
Add a comment...

Post

# Instagram

- **Impressions**
  - 370,030 (14% increase)
- **Engagements**
  - 11,196 (19% increase)
- **Profile Actions**
  - 373 (366% increase)
- **Followers Gained**
  - 926 (70% increase)
- **Engagement**
  - 3% (5% increase)

# Texas Today



# Influencer Marketing

## PROGRAM GOALS

- Increase brand awareness by leveraging influencers to create content that inspires consumers to attend McKinney Oktoberfest.
- Drive positive online conversation and audience engagement around McKinney Oktoberfest.
- Increase social media following through an Instagram giveaway.
- NEW - Show followers what the event experience is like. We hired two on-site influencers to produce reels featuring the best things to do at McKinney Oktoberfest.



# Influencer Recap

## Impact



Influencers

**6**



Impressions

**138,370**



Engagements

**5,476**



Reach

**116,386**



Plays

**55,435**

# Future Program Recommendations

## Recommendations

- Hire TikTok influencers.
- Host a preview event or dinner inviting local influencers.
- Hire influencers to take over the Downtown McKinney Instagram accounts for the day of the event or for a behind-the-scenes look.
- Boost influencer content to reach targeted audiences.





The**Retail**Coach®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • November 25 - 27, 2022

## Top Zip Codes

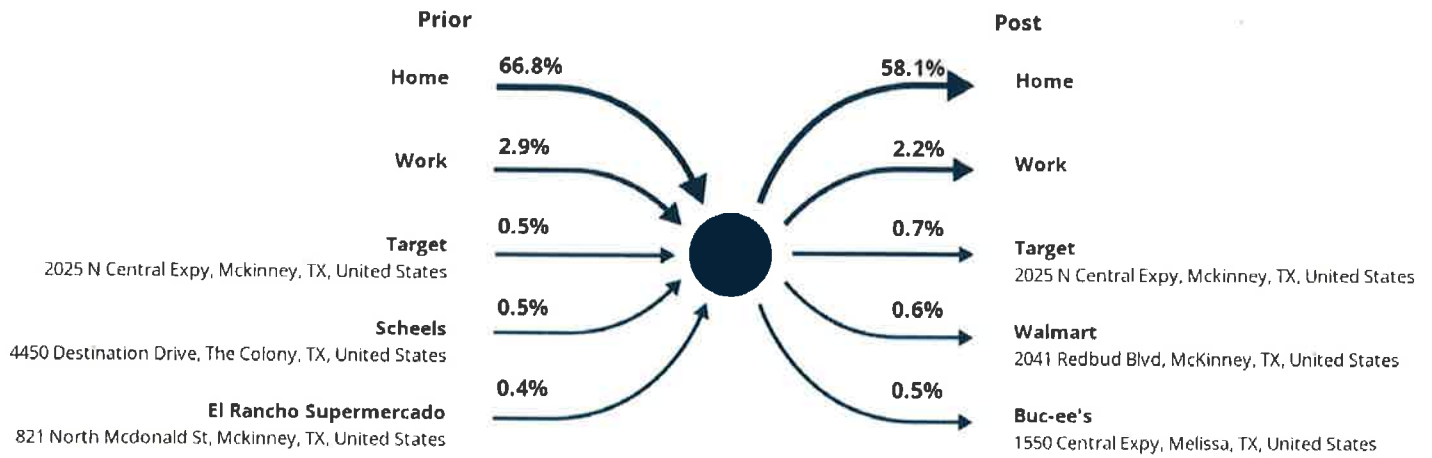
CITY	STATE	ZIP CODE	% OF CUSTOMERS
McKinney	TX	75070	14.87
McKinney	TX	75069	10.81
McKinney	TX	75071	8.49
Allen	TX	75002	4.44
Allen	TX	75013	2.27
Princeton	TX	75407	1.95
Frisco	TX	75034	1.81
Frisco	TX	75035	1.64
Plano	TX	75025	1.31
Anna	TX	75409	1.29
Plano	TX	75074	1.12
Plano	TX	75024	1.07
Wylie	TX	75098	0.91
Prosper	TX	75078	0.85
Plano	TX	75093	0.83
Melissa	TX	75454	0.78
Little Elm	TX	75068	0.77
Farmersville	TX	75442	0.71
Plano	TX	75023	0.64
Van Alstyne	TX	75495	0.61
Dallas	TX	75228	0.59
Plano	TX	75075	0.59
The Colony	TX	75056	0.59
Richardson	TX	75080	0.56
Garland	TX	75044	0.55
Dallas	TX	75248	0.55
Dallas	TX	75287	0.46
Sherman	TX	75092	0.44
Dallas	TX	75234	0.44
Rowlett	TX	75089	0.42
Sherman	TX	75090	0.40
Dallas	TX	75231	0.40
Dallas	TX	75206	0.39
Plano	TX	75094	0.38
Blue Ridge	TX	75424	0.38

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Celina	TX	75009	0.37
Rockwall	TX	75087	0.37
Richardson	TX	75082	0.36
Aubrey	TX	76227	0.35
Austin	TX	78731	0.34
Norwalk	CA	90650	0.32
Bonham	TX	75418	0.32
Dallas	TX	75252	0.31
Dallas	TX	75207	0.31
Denison	TX	75020	0.27
Grand Prairie	TX	75050	0.27
Sachse	TX	75048	0.26
Carrollton	TX	75007	0.26
Howe	TX	75459	0.25
Norman	OK	73069	0.25
Denton	TX	76201	0.25
Dallas	TX	75254	0.24
Irving	TX	75038	0.24
San Marcos	TX	78666	0.24
Fayetteville	AR	72701	0.23
Dallas	TX	75243	0.22
Rowlett	TX	75088	0.22
Carrollton	TX	75006	0.21
Waco	TX	76706	0.21
New York	NY	10022	0.21
Richardson	TX	75081	0.20
Mount Pleasant	TX	75455	0.20
Lake Dallas	TX	75065	0.19
Austin	TX	78705	0.19
Dallas	TX	75218	0.19
Safety Harbor	FL	34695	0.19
Flower Mound	TX	75028	0.19
San Jose	CA	95118	0.18
Dallas	TX	75204	0.18
Huntington Beach	CA	92649	0.18

# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • November 25 - 27, 2022

## Customer Journey



## Favorite Places

Rank	Name	Distance	Visitors
1	The Village at Allen / 190 E Stacy Rd, Allen, TX 75002	5.6 mi	4.8K (9.2%)
2	Historic Downtown McKinney / 111 N Tennessee St, McKinney, TX 75069	0.1 mi	3.7K (7.2%)
3	Shopping Center at 380 Towne Crossing / 2050 W University Dr, Mckinney, TX 75070	2.1 mi	3.7K (7%)
4	Cameron Crossing / 1739 N Central Expy, McKinney, TX 75070	1.9 mi	3.4K (6.6%)
5	Roy & Helen Hall Memorial Library / 101 E Hunt St, McKinney, TX 75069	0.2 mi	2.9K (5.7%)
6	Eldorado Plaza / Craig Drive, McKinney, Texas 75069	2.3 ml	2.8K (5.3%)
7	Lone Star Wine Cellars / 103 E Virginia St Ste 104, McKinney, TX 75069	0.1 mi	2.5K (4.8%)
8	Antique Mall / 213 E Virginia St, McKinney, TX 75069	0.1 mi	2.5K (4.8%)
9	Target / 2025 N Central Expy, Mckinney, TX 75070-2911	2.1 ml	2.4K (4.6%)
10	Mellow Mushroom / 218 E Louisiana St, McKinney, TX 75069	0 mi	2.4K (4.6%)

# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • November 25 - 27, 2022



Est. # of Visits	<b>60.6K</b>
Est. # of Customers	<b>51.9K</b>
Visit Frequency	<b>1.17</b>
Average Dwell Time	<b>206 Minutes</b>

## Visit Trend

