

MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



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

Final Report

A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the McKinney St. Patrick's Day festivities with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event!

The Walk hosted 1,200 participants and the 5k hosted 700 participants! The event drove traffic to McKinney and participants spent their dollars with our local downtown merchants!

The merchants had an excellent day and were very happy to see the big increase in foot traffic and sells! They can't wait for the upcoming walks!

The non-profit partners were The Warriors Keep who received a \$1,000 donation from the event, Hugs Cafe who received a \$1,500 donation and McKinney Main Street who received \$1,100. Total donated to local non profits: \$3,600!

Beer walk participants enjoyed tasting 20 beers, a vendor market at Mitchell Park, Live Irish music all day, a free photobooth, and Irish cuisine pre-ordered from The Celt. 5k Participants started in waves for social distancing and received fantastic medals at the finish line!

It was a fun day in McKinney, TX for locals and visitors!

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



ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation including:

- Digital advertising to target those who visit our web pages
- PR assistance
- Social Media posting
- DFW Social Media Influencers
- Event Flyers
- Upwork to create ads and graphic marketing materials for each event

(Please see attached for the full list and receipts)





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're also thankful that we were able to support so many local businesses that were positively impacted by the event!



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 \$4,446 are attached!

Thank you!

SBG Hospitality