



ABOUT SBG HOSPITALITY

SBG Hospitality is an event production company based in McKinney, TX. Our events are created in partnership with local sponsors and vendors.

Each of our events promote tourism, showcases local small businesses, gives back to a local non-profit, and provides FUN experiences for the community! In 2021 SBG donated over \$30k to local nonprofits.

We are a team of 5 and we organize 13-15 events per year mostly in Collin County.

Our McKinney Community events include:

McKinney Wine and Music Festival

McKinney Monster Dash 5k

McKinney St. Patrick's Day Shamrock Run 5K

McKinney Run for the Ros'e 5k

McKinney Sip and Stroll Series in Downtown McKinney



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 7,000 attendees in 2021. We expect to host 8,500 in 2022! Based on a data analysis report from 2021 we know that 70% of our attendees are visiting from places outside of McKinney. We expect the event visitors to book 90-100 McKinney hotel rooms.



The festivities include local musicians, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations 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 component! Food passes will be available to purchase. The event will showcase 15 delicious McKinney restaurants!



The event 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.

OBJECTIVES AND GOALS



Our long term objective with this event is to create an annual event that promotes tourism and attracts visitors to McKinney for years to come!

Putting an emphasis on local McKinney restaurants, wineries and shopping. We'd like to grow the festival and its attendance year over year!



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 and bringing visitors to McKinney.

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, TX and has expanding the music portion of the event, highlighting McKinney as a prime music destination in Texas!

HOW THE GRANT WOULD BE SPENT:

Flyer Printing: \$76

Digital ads: \$2,500

Social Media Influencers: \$2,000

Social Media Ads: \$2,300

Christine Finnegan/ PR: \$250 (she will pitch television)

Digital advertising has become very effective, especially because we are able to send emails to a specific location to 50k+ subscribers and that helps us bring out of town guests to McKinney.

Social media remains the most important form of advertising the events and the money spent on PR is also very helpful because it secures a variety of television spots and articles with DFW publications.

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 with wine passes starting at \$30.
- Our event expenses are expected to be \$100,000-\$120k and we are requesting \$7,000 to help us afford the advertising necessary to grow the event at its new location of Towne Lake Park! (2nd year!) 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 Visit McKinney would be very impactful on the success of the event and bringing out of town visitors to the festival!

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



Business	Service	Amount Paid
		2021
Glenn Taylor	Labor Captain	\$1,050.00
Josh Taylor	Labor	\$750.00
Wes	Labor	\$600.00
Xavier	Labor	\$600.00
James	Labor	\$600.00
Brady	Labor	\$600.00
Brandon	Labor	\$590.00
Labor Thursday	Labor	-----
Labor Friday	Labor	\$966.00
InCast Marketing (Destiny)	Resgistration Staff	\$1,904.00
Trinity Event Staffing	Bartenders	\$6,588.75
Fast Forward Valet	Parking Attendants	\$1,030.00
	Registration Assistance	\$400.00
	VIP Captain	\$200.00
	Activities Captain	\$400.00
	Volunteer Captain	\$200.00
	Merchandise Captain	\$400.00
Love Life	Non-Profit Partner	\$2,000.00
Warrior's Keep and Hugs Café	Non-Profit Partner	\$1,500.00
Treasured Vessels Foundation	Non-Profit Partner	\$650.00
EventMedic Paramedics	First Aid	\$780.00
McKinney High School	Parking Lot	\$260.00
McKinney PD	Day-Of Security	\$3,640.00
Jason	Overnight Security	\$1,200.00
Jetpack Creative	Photographer	\$280.00
	Videographer	\$1,000.00
	Event Activations	\$1,200.00
	Balloon Decor	\$660.00
Bill Brooks	Sound	\$4,400.00
	Emcee	\$600.00
	Emcee	----
Bands	Entertainment	\$11,800.00
	Grapes	\$400.00
	Grape Stomp Prizes	\$0.00
Best Ice 2 Go	Ice	\$1,006.73
GlenSource	Restrooms	\$2,776.61
Waste Connections	Trash Cans	\$0.00
Moore Waste Removal	Street Sweeper	\$270.63
FBIT Limo	Shuttle	\$1,200.00
UHAUL	Truck Rental	\$600.00
	Fencing	\$900.00

Tractor Supply	Stakes	
Majestic Christmas Co.	String Lighting	\$822.70
Shag Rentals	VIP & other Decor	\$6,138.20
	Photo Booth	\$3,040.00
Rental One	Light Towers	\$2,116.86
Rental One	Generators	-----
Social Llama Rentals	Event Activations	\$2,343.88
Big D Dallas	Rentals - Tent, tables, stages	\$8,745.52
Promolab	Staff T-shirts	\$759.70
Special Event Permit	Permitting	\$100.00
Health Permit	Food for VIP tent	\$0.00
TABC Permit	Permitting	\$150.00
McKinney Health TABC Permit	Permitting	\$40.00
The Warrior's Keep	Non-Profit Partner	\$500.00
	Generator Gas	\$50.00
Discount Mugs	Swag Bags	\$1,265.00
Discount Mugs	Koozies (to sell)	\$165.62
Tossware	Wine Glasses	\$6,345.95
Wristbands (5,000)		\$107.12
		\$400.00
VIP Wristbands		\$55.00
	Merchandise	\$1,000.00
Promolab	Merch Tent Shirts (to sell)	\$3,053.73
The Neighborhood Reach	Signage	\$4,049.63
Fast Signs	Signage	\$230.08
Flyer Order (500)	Advertising	\$72.61
Flyer Design	Advertising	\$18,000.00
Editorial Fee	Advertising	
Upwork Design (Ads)	Advertising	
Social	Advertising/Marketing	
	Misc Supplies	\$300.00
	Lunch for staff/captains	\$400.00
Water/Snacks	For Staff/Volunteers	\$200.00
off road 4x2	utility vehicles	\$1,189.67
Ticket Printing	Food Pass	-----
	Food Pass Design	-----
	Lanyards	-----
Selkie Shine	Aerial Dancer	\$500.00
B3 Entertainment	Butterfly Stilt Walkers	\$840.00
Amazon	Irrigation Flags	\$17.13
	Wine Payouts	
Total		\$117,001.12

Texas Franchise Tax Return Summary

For privilege period covering **01/01/21** through **12/31/21**
SBG HOSPITALITY LLC **32062757284**

Taxable Income

Total Revenue	677,983	
Margin subject to apportionment		
Apportionment factor	<u>1.0000</u>	
Margin apportioned to TX		
Allowable deductions		
Taxable margin		<u><u> </u></u>

Tax Computation

Taxable margin		
Tax rate	<u>.007500</u>	
Tax due before adjustments		
Tax credits		
Tax due before discount	<u>0.00</u>	
Discount	<u>0.00</u>	
Total tax due		<u><u>0.00</u></u>

Payments/Penalties

Prior payment		
Penalty		
Interest		
Total payments/penalties		<u><u> </u></u>

Total tax due and payable 0.00

Refund

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TX 2021 05-102
Ver. 12.0 (Rev.9-15/33)

Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

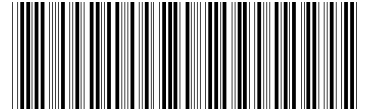
■ Tcode 13196

■ Taxpayer number 32062757284		■ Report year 2021		<i>You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.</i>	
Taxpayer name SBG HOSPITALITY LLC				<input type="checkbox"/> Check box if the mailing address has changed.	
Mailing address 7200 W UNIVERSITY SUITE 210				Secretary of State (SOS) file number or Comptroller file number	
City MCKINNEY		State TX	ZIP code plus 4 75071-7202	0802639642	

Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office 7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202	
Principal place of business 7200 W UNIVERSITY SUITE 210 MCKINNEY TX 75071-7202	

You must report officer, director, member, general partner and manager information as of the date you complete this report.



Please sign below! This report must be signed to satisfy franchise tax requirements.

3206275728421

SECTION A Name, title and mailing address of each officer, director, member, general partner or manager.

Name LAUREN STEPHAN	Title MANAGING MEMBER	Director <input checked="" type="checkbox"/> YES	Term expiration m m d d y y	
Mailing address 2509 TREMONT BLVD	City MCKINNEY	State TX	ZIP Code 75071-8634	
Name	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y	
Mailing address	City	State	ZIP Code	
Name	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y	
Mailing address	City	State	ZIP Code	

SECTION B Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

SECTION C Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
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Registered agent and registered office currently on file (see instructions if you need to make changes)		<i>You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.</i>	
Agent: LAUREN STEPHAN			
Office: 2509 TREMONT BOULEVARD	City MCKINNEY	State TX	ZIP Code 75071

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here <input checked="" type="checkbox"/>	Title MANAGING MEMBER	Date 08/30/2021	Area code and phone number 318-527-9221
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Texas Comptroller Official Use Only



VE/DE <input type="checkbox"/>	PIR IND <input type="checkbox"/>
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TX 2021 05-163
Ver. 12.0 (Rev.9-17/9)

Texas Franchise Tax No Tax Due Report

■ Tcode 13255 ANNUAL

The law requires No Tax Due Reports originally due on or after Jan. 1, 2016 to be filed electronically. Filing this paper report means you are requesting, and we are granting, a waiver from the electronic reporting requirement for this report year ONLY.

■ Taxpayer number	■ Report year	Due date
32062757284	2021	11/15/2021

Taxpayer name SBG HOSPITALITY LLC				Secretary of State file number or Comptroller file number 0802639642	
Mailing address 7200 W UNIVERSITY SUITE 210					
City MCKINNEY	State TX	Country UNITED STATES	ZIP code plus 4 75071-7202	Check box if the address has changed <input type="checkbox"/>	
Check box if this is a combined report <input type="checkbox"/>				NAICS code 711300	
Check box if Total Revenue is adjusted for Tiered Partnership Election, see instructions. (Note: Upper tiered partnerships do not qualify to use this form.) <input type="checkbox"/>					
Is this entity a corporation, limited liability company, professional association, limited partnership or financial institution? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					

If any of the statements below are true, you qualify to file this **No Tax Due Report**

(Check all boxes that apply):

- 1. This entity is a passive entity as defined in Texas Tax Code Sec. 171.0003. (Passive income does NOT include rent.) (See instructions.) 1.
 - 2. This entity's annualized total revenue is below the no tax due threshold. 2.
 - 3. This entity has zero Texas Gross Receipts. 3.
 - 4. This entity is a Real Estate Investment Trust (REIT) that meets the qualifications specified in Texas Tax Code Sec. 171.0002(c)(4). 4.
 - 5. This entity is a new veteran-owned business as defined in Texas Tax Code Sec. 171.0005. (Must have formed after Jan. 1, 2016, and must be pre-qualified.) (See instructions.) 5.
- 6a. Accounting year begin date

m	m	d	d	y	y

 6a. 010120
- 6b. Accounting year end date

m	m	d	d	y	y

 6b. 123120
7. TOTAL REVENUE (Whole dollars only) 7. 677983.00

Print or type name LAUREN STEPHAN		Area code and phone number (318) 664-1772	
I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief.		Mail original to: Texas Comptroller of Public Accounts P.O. Box 149348 Austin, TX 78714-9348	
sign " here	Date 08/30/2021		

Instructions for each report year are online at www.comptroller.texas.gov/taxes/franchise/forms/. If you have any questions, call 1-800-252-1381.

Texas Comptroller Official Use Only



VE/DE	<input type="checkbox"/>						
PM Date	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>						

Form 05-158		TX Two Year Comparison Worksheet		2021 & 2022
Name SBG HOSPITALITY LLC		SOS file number 0802639642	Taxpayer number 32062757284	
		2020/2021	2021/2022	Differences
Revenue	Gross receipts or sales	876,849	636,625	-240,224
	Dividends			
	Interest			
	Rents			
	Royalties			
	Gains or losses			
	Other income	2,825	41,358	38,533
	Total gross revenue	879,674	677,983	-201,691
	Exclusions from gross revenue			
Total revenue	879,674	677,983	-201,691	
Margin	Cost of goods sold			
	Indirect or administrative overhead costs			
	Other costs			
	Total cost of goods sold			
	Wages and cash compensation			
	Employee benefits			
	Other			
	Total compensation			
	Revenue times 70 percent			
	Revenue less cost of goods sold			
Revenue less compensation				
Revenue less \$1 million				
Margin				
Taxable Margin	Gross receipts in Texas			
	Gross receipts everywhere			
	Apportionment factor			
	Apportioned margin			
	Allowable deductions			
	Taxable margin			
	Tax rate			
	Tax due on taxable margin			
	Tax credits	0.00	0.00	0.00
	Tax due before discount	0.00	0.00	0.00
Discount	0.00	0.00	0.00	
Total tax due	0.00	0.00	0.00	
Tax Due and Payable	Prior payments	0.00	0.00	0.00
	Net tax due	0.00	0.00	0.00
	Penalty	0.00	0.00	0.00
	Interest	0.00	0.00	0.00
	Total amount due and payable	0.00	0.00	0.00

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Franchise Tax Report, Page 1, Line 15 - Wages and Cash Compensation

<u>Description</u>	<u>Federal Amount</u>	<u>Adjustment</u>	<u>TX Amount</u>
SALARIES AND WAGES	\$ 118,702	\$	\$ 118,702
SCH K ORDINARY BUS INC/LOSS	201,954		201,954
SCH K CONTRIBUTIONS	-27,857		-27,857
LAUREN STEPHAN	18,926		18,926
TOTAL	\$ <u>311,725</u>		\$ <u>311,725</u>

Franchise Tax Report, Page 1, Line 16 - Employee Benefits

<u>Description</u>	<u>Federal Amount</u>	<u>Adjustment</u>	<u>TX Amount</u>
EMPLOYEE BENEFITS	\$ 1,065	\$	\$ 1,065
TOTAL	\$ <u>1,065</u>		\$ <u>1,065</u>

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