

# MCDC

McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



## Downtown McKinney Spooktacular Beer Walk

*Final Report*



# A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the Downtown McKinney Spooktacular Beer Walk with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event!

The Halloween themed beer walk hosted 900 participants! The events drove traffic to McKinney and participants spent their dollars with our local downtown merchants!

The merchants were happy and very excited to see the big increase in foot traffic and sells! They can't wait for the upcoming 2022 walks!

The non-profit partner for the Halloween Beer Walk was Embrace and they received a donation of **\$1,500!** This brings our total nonprofit donation for the 2021 sip and stroll series (5 walks) to: **\$8,727!**

Participants had great things to say about the walks and many attended the entire series! Participants went to over 20 businesses in downtown McKinney for a cold beverage, participated in the costume contest, posed at the step and repeat and dined in Downtown! The series was a HUGE success and we know downtown shops are hopeful we will do it again in **2022! And we would love to!**

# ADVERTISING & MARKETING



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

- Digital advertising
- PR assistance
- Social Media posting
- **Social Media Ads**
- DFW Social Media Influencers
- Event Flyers
- Upwork to create ads and graphic marketing materials for each event



( We only have **\$1,629.23** left towards our grant reimbursement for this event. Please see attached facebook receipts for this reimbursement!)



# THANK YOU FOR SUPPORTING THE EVENT!

**We were able to achieve our event goals for the Halloween Beer Walk and the entire 2021 Sip and Stroll Series *thanks to the support from MCDC!***

The grant supported our efforts to bring fun and business to McKinney, TX! We are proud of the Sip and Stroll Series and its success! We're also thankful that we were able to support so many local businesses that were positively impacted by the events!



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 **\$1,629.23** are attached! We look forward to the 2022 sip and stroll series in Downtown McKinney!

*Thank you!*  
SBG Hospitality