

MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



McKinney Craft Beer Walk, Margarita Stroll, Sips of Summer

Final Report

A GRANT WELL SPENT IN MCKINNEY, TX!



Thank you for supporting the Summer Sip & Strolls with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the events!



The summer sip and strolls hosted **3,689** 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 walks!

The non-profit partners for the summer sip and strolls were: The Warriors Keep, Embrace, Hugs Cafe and McKinney Main Street! The series was able to give back to the local non profits with a total donation of **\$4,350!**



Participants had great things to say about the walks and many attended all three strolls this summer! Participants went to over 20 businesses in downtown McKinney for a cold beverage, took their photo in the free photo-booth, posed at the step and repeat and dined in Downtown! It 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
- 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)

CRAFT BEER WALK: JUNE 2021



[CLICK HERE](#)

TO VIEW MORE PHOTOS OF THE
MCKINNEY
CRAFT BEER WALK!

MARGARITA STROLL: JULY 2021



[CLICK HERE](#)

TO VIEW MORE PHOTOS OF THE
MCKINNEY
MARGARITA STROLL!

SIPS OF SUMMER: 2021



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TO VIEW MORE PHOTOS OF THE
MCKINNEY
SIPS OF SUMMER!

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 Summer Series 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 **\$6,424.77** are attached! We look forward to the final sip and stroll in Downtown McKinney October 30th!

Thank you!
SBG Hospitality

