

ADRIATICA



ADRIATICA BUSINESS
ASSOCIATION GRANT REQUEST



Adriatica Business Association

Adriatica Business Association (ABA) is a non-profit organization dedicated to the growth and enrichment of the businesses within Adriatica Village and enhancing the lives of McKinney residents through collaboration and communication.

Members of the ABA are business owners located in Adriatica who share the common interest in promoting the City of McKinney as a thriving community for family, travel, and commerce.



Fall Flavors Wine Walk & Shop

- Stroll through Adriatica and enjoy the beautiful Croatian-inspired scenery
- Wine tasting, shopping, and dining at local vendors and pop-up shops
- Live music, free gifts, and other goodies at various Adriatica businesses
- Specials offered at local businesses and restaurants



Chili Cook-Off Tailgate Party

- Charity chili cook-off
- Outdoor tailgate party
- Celebrity judges
- Family event with kid-friendly activities
- Live music
- Beneficiary is the Love Life Foundation



Adriatica Pumpkin Patch

- Fun free pumpkin event to bring awareness and traffic to Adriatica Village
- Family-friendly entertainment and activities
- Pumpkin painting, petting zoo, face painting, pumpkin patch, fall characters for photo ops, and more!
- Specials offered at participating restaurants and businesses



Friendsgiving Wine Walk & Shop

- Wine tasting, shopping, and dining at local vendors and pop-up shops
- Live music, free gifts, and other goodies at various Adriatica businesses
- Specials offered at participating businesses.



Christmas in Adriatica

- Adriatica's most popular event, attracting visitors from all over Texas
- Cookie decorating, a petting zoo, Christmas ornaments decorating, s'mores, letter to Santa, face painting, pictures with Santa, live music, train rides, and more!
- Beneficiaries are the Boys & Girls Club and the SPCA



ADRIATICA



- Adriatica Village is McKinney's most photographed location
- 420K views on TikTok
- 2,322 followers on Instagram
- Averaging over 200+ new follows on Instagram every month
- Awareness and visitation to the City of McKinney is exponentially increasing due to the events in Adriatica



Social Media Key Performance Indicators

**TOTAL FOLLOWERS
INSTAGRAM: 2,323**

**TOTAL FACEBOOK
LIKES: 10,164**

Business Profiles

MAY INSTAGRAM DATA

101 accounts engaged

831 profile visits

13 business address taps

1,420 accounts reached

57 website taps

9,963 post impressions

MAY FACEBOOK DATA

86 post link clicks

1,138 page visits

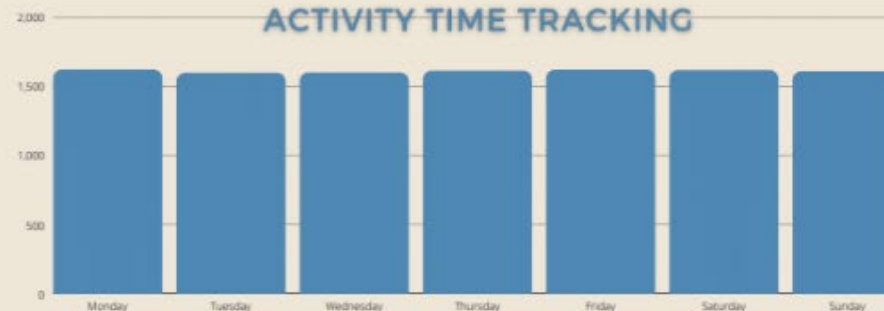
18,329 post engagements

78,217 page reach

218,957 impressions

502 event responses

ACTIVITY TIME TRACKING



JUNE 2021 TO DATE PERFORMANCE

24.5%

Net Page Like Rate Increase since June 2021

117.2%

Increase in Profile Engagements since June 2021

521.8%

Increase in Post Link Clicks since June 2021

38.9%

Increase in Comments since June 2021

Grant Request \$2,500

Marketing & Outreach Plan:

Graphics for Instagram posts, Eventbrite links, and Facebook ads = \$2,250 (\$450 per event)

Facebook ad boost = \$250

40% of our marketing budget

Other funding sources: dues from paying ABA members

Subsidizing our marketing costs will allow the ABA to allocate more funds to supplies, vendors, entertainment, and restoration to increase the curb appeal of our events and keep our community at a high-quality aesthetic.

Questions?