

MCKINNEY SIP+STROLL SERIES 2022



SBG
Hospitality



SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in Downtown McKinney at the 2022 Sip + Stroll Series!

The strolls bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney!



Not only do the walks increase sales and foot traffic for downtown merchants but they also help in promoting downtown McKinney on a consistent basis- keeping it at top of mind with Collin County shoppers. The walks attract McKinney residents but also bring many visitors to McKinney.

Each walk is capped at 1,500 participants to not overwhelm the merchants and to keep lines short and enjoyable for attendees! (It also helps with social distancing!)



In addition to bringing tourism to McKinney our goals are to create fun experiences for residents that increase their quality of life and showcase McKinney as a unique destination! Our walks also feature local musicians performing around the square, costume contests, photo-booths and fun swag!



FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!

Participating Downtown merchants LOVE the foot traffic the strolls bring into their stores! Merchants are always quick to register and have a chance to participate! The walks have been incredibly impactful in Downtown.



"The walks have been great! The main thing I noticed is how well they have been run. The hospitality group does a good job of running the event and the staff has been so friendly too. The ones (staff) that are repeat workers you get to know them. Makes for a very fun event." - Kirk, Sports Haven

"We enjoy the walks! It's always good business for us because it brings new people who would generally not come into our store!" - Nancy, Antique Company Mall



"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers that have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but thats what happened and we cannot be happier!" -Mason and Jessica, Jasper & Petals

AN IMPACTFUL MCKINNEY EVENT SERIES!



Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is partnered on every event, we also partner with a local McKinney nonprofit on each event! Our 2022 non-profit partners include: Hugs Cafe and Alliance of Elite Youth Leadership.

In 2021 the sip and stroll series was able to donate over \$8,700 to McKinney nonprofits!

We will measure the events success based on our attendance. We hope to sell out each walk at 1,500. Our success will also be dependent on feedback from the local merchants. We want to hear that they had a spectacular sales day!

THE EXPERIENCE...FUN IN MCKINNEY!!



Attendees receive a signature event taster, an event map directing them to their tasty journey around downtown McKinney, and 15-25 delicious beverage tastings!



Each walk has its own fun activity and fun swag items! Example: Pretzel necklaces, Irish music, photo-booths and costume contests!
The fee for participants is \$30 per walk.

The walk themes (subject to change as needed) are:

MARCH 13: McKinney St. Patrick's Day Beer Walk

JUNE 18 : McKinney Craft Beer Walk

JULY 9: McKinney Margarita Stroll

OCTOBER 29: McKinney Halloween Walk



EXPENSES AND REVENUE

We hope to sell 1,500 tickets at \$30 per ticket= \$45,000

The median cost for each event is \$22-24k. (This does not include our cost to pay our employees to organize the events.) Some walks will cost a little less and some will cost more. An example expense sheet has been attached! After hard event costs we will pay out 20% net proceeds to McKinney Main Street. We also pay the nonprofit partner the \$1,500 for each event regardless of attendance.

We will try to offset some of our costs with sponsorships. (Presenting, Photo-booth) Our hopes are to raise \$5k of sponsorships per walk to help us with our bottom line so we are able to continue this series for years to come!





HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (4!) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals of seeing 1,500 attendees per event. (Especially with the cost increases we've seen for our events! The advertising grant makes the series possible!)

Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting
- Digital advertising to target those who visit our web pages
- PR assistance (this will be used to get our events on TV and in 50+ local calendars)
- DFW Social Media Influencers
- Event Flyers
- Local Ads (McKinney Community Impact Magazine)
- Upwork to create ads and marketing materials

Thank you for your consideration! We are GRATEFUL for MCDC! The \$15,000 to put towards advertising the 4 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDC on this **impactful** event series in Downtown McKinney!

Sincerely,
SBG Hospitality