

MCKINNEY SIP+STROLL SERIES 2023



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 2023 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!

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



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 2023 non-profit partners include: Hugs Cafe, McKinney Main Street, and we are finalizing the last one now!

In 2022 the **sip and stroll series** was able to donate over \$9,035 to McKinney nonprofits!

We will measure the events success based on our attendance. We hope to sell out each walk at 1,000- 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: Irish music, photo-booths and costume contests! The fee for participants is \$30 per walk.

In 2022 we hosted 4 walks.

In 2022 we are adding a 5th event to the series!

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

MARCH 11: McKinney St. Patrick's Day Beer Walk

JUNE 17 : McKinney Craft Beer Walk

JULY 8: McKinney Margarita Stroll

AUGUST 19th: McKinney Sips of Summer

OCTOBER 28: McKinney Spooktacular Brews & Boos Walk





HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (**5!**) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals. (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
- 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 MCDL! The \$15,000 to put towards advertising the 5 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDL on this **impactful** event series in Downtown McKinney!

Sincerely,
SBG Hospitality