



October 29, 2016

McKinney Community Development Corporation
c/o: Cindy Schneible
5900 S. Lake Forest Dr., Ste 110
McKinney, TX 75070

Dear Cindy,

On behalf of McKinney Main Street, I would like to take this opportunity to thank you and the McKinney Community Development Board of Directors for granting our request of \$15,000 for advertising support of McKinney Oktoberfest 2016. Without the support of organizations such as yours, this event would not exist.

The purpose of this document is to submit McKinney Oktoberfest advertising and promotional invoices to your organization. **Prior to the adverse weather on Sunday, we were on track to have a record setting year for attendance – and we believe this is a direct result of increased advertising efforts made possible by support from MDCD.** Approximately 35,000 visitors came to Historic Downtown McKinney to enjoy Oktoberfest.

I would like to take this opportunity to personally thank you and your board of directors for your continued support with McKinney Main Street. This generous contribution is greatly appreciated.

Please don't hesitate to contact me directly with any questions regarding this communication.

Sincerely,

A handwritten signature in black ink that reads "Amy Rosenthal".

Amy Rosenthal
Director, MPAC & McKinney Main Street
arosenthal@mckinneytexas.org
972-547-2652



- Fri & Sat - September 23 & 24, 2016
- 35,000 guests
- Over \$645,000 of concession tickets sold





- Partnering Non-profits - Crape Myrtle Trails, PSA McKinney, McKinney Lions, McKinney Repertory Theatre, Young Actors Guild, Volunteer McKinney, McKinney LaCrosse, McKinney Rotary
- Featured McKinney Businesses - Franconia, Tupps Brewery, Rye, Spoons, Bien Salsa Cadillac Pizza, Landon's Winery, and Lone Star Winery



THANK YOU TO OUR OKTOBERFEST SPONSORS

A horizontal banner featuring logos for various sponsors. From left to right: The Dallas Morning News (dallasnews.com), Franconia, Observer, PSA McKinney, TUPPS, Market Street, Sheraton McKinney Hotel, Kroger, Pan American Life Insurance Company, and Manufacturing Excellence Technical Services, LLC. Above the Observer logo is the text 'Pat Lobb's'. Above the PSA McKinney logo is the 'McKINNEY' logo with 'Support by choice' below it. To the right of the PSA McKinney logo is the text 'CITY OF MCKINNEY AND MCKINNEY COMMUNITY DEVELOPMENT CORPORATION'. At the bottom of the banner, the website 'MCKINNEYOKTOBERFEST.COM' is on the left, the slogan 'For Alcohol Consumption Have ID Ready' is in the center, and the hashtag '#MCKINNEYOKTOBERFEST' is on the right.

Event Signage



Volunteer T-Shirt

CITY OF MCKINNEY'S



SEPTEMBER 23-25

FRIDAY
4-11 P.M.

SATURDAY
10 A.M.-11 P.M.

SUNDAY
12 P.M.-5 P.M.



Authentic German music, food and drink, traditional games, dancing, weenie dog races, carnival and children's activities!

Pat Lobbin
Toyota of McKinney

MCKINNEY
Unique by nature

CITY OF MCKINNEY AND
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION



Our Dallas Morning News
delicst1111.com



WWW.MCKINNEYOKTOBERFEST.COM
#MCKINNEYOKTOBERFEST

Oktoberfest! 2016

FOOD and DRINK. The backbone to any Bavarian celebration! Traditional food and drinks are sold throughout the grounds and require a festival ticket for purchase. McKinney Oktoberfest proudly features these authentic and local beers: Hofbrau Franconia and Tapps. Outstanding local wines are also available from hometown wineries Lone Star Wine Cellars and Landon Winery. All alcohol sales end 30 minutes prior to closing.

TICKETS. McKinney Oktoberfest's food, beverage and activities such as the petting zoo, carnival and rock climbing wall require a ticket. Tickets are \$1 each and are sold at locations throughout the festival grounds. Look for the blue and white top tents!

FUN STUFF FOR THE FAMILY! Venture over to the Kinder Kletter sponsored by PSA McKinney and enjoy a variety of kid friendly activities including the petting zoo, face painting, rock climbing wall, bounce house and a carnival!

TEXAS' LARGEST CHICKEN DANCE! Join us nightly at 8:30 as Brave Combo, the Bavarian dance groups our custom chicken and the event staff lead the ENTIRE festival grounds in Texas' largest CHICKEN DANCE! The dance is an Oktoberfest tradition originally called Der Lestentanz (The Duck Dance), and this year we're getting everyone on the action! Grab a Chicken Hat, all your family and friends and help us lay claim to "Texas Largest Chicken Dance!"

THE GEMEINLICHKEIT (GOODWILL) GAMES brought to you by The Sheraton McKinney. New to McKinney's Oktoberfest in 2016 we've created the Gemeinlichkeit (Goodwill) Games! It's our fun-filled "Competition Area" on East Louisiana Street, and the games include Bier Stein Races on Friday, Weenie Dog Races on Saturday, Beer Barrel Rolling Races on Sunday, and Giant Beer Pong all three days!

The BAVARIAN EXPERIENCE STAGE. New to Oktoberfest this stage offers unique and fun-filled experiences and contests to bring "out the Bavarian" in all of us! Learn how to Speak Like a True Oktoberfestian (German Lessons), meet the brewmasters from Franconia and Tapps, and learn how to homebrew and cook with German beer. And what would an Oktoberfest be without a stein holding competition and a best rating contest? On Saturday Hofbrau is looking for men and women who love beer -- and a challenge -- to compete in the Hiasungstemmen - stein holding contest. The person with the longest time wins a free trip to Las Vegas for the

entire round of the Hofbrau competition. And on Sunday, the Bavarian Experience Stage hosts the first annual Lapps best rating contest with a trophy and prizes going to the winner!

THE MARKTPLATZ. Experience Bavarian craftsmanship as well as traditional wares at the Arts and Crafts Marktplatz. It's THE place to find lasting memories of this year's festival and gifts for the upcoming holidays!

ALPINE SEGWAY SLALOM. This year McKinney Segway Tours will be hosting the Alpine Segway Slalom - a chance to learn how to ride a Segway and test your skills. Challenge yourself and your friends each day with timed runs, the top spots on the leader boards will win daily prizes.

CEDARSCHLAGEN! It's a game with simple instructions - hit a nail into a cedar post. Sounds easy, right? Come find out by playing Cedarschlagen, a Texas adaptation of a traditional Bavarian game! Enjoy a healthy nail driving competition with old and new friends, and win prizes if you can master this deceptively hard game!

FOUND CHILDREN'S AREA. The basement gallery of the McKinney Performing Arts Center serves as the Found Children/Lost Parents location.

SOUVENIR T-SHIRTS. It's been said that King Ludwig himself was seen sporting the first Oktoberfest t-shirt back in the 1880s, and we're pretty sure he'd be proud of our 21st century version! 2016 souvenir T's are available for only \$10 at the Info/Ticket Booth on Louisiana Street.

SOUVENIR STEIN. We're also introducing the first ever McKinney Oktoberfest souvenir stein - this one liter acrylic stein will have you enjoying your favorite beers in style during the event and will surely become a collector's stein - steins are only \$10 and available at the beverage booths. Special deal while they last - \$20 gets you a souvenir stein and your first two beers - PROST!

LOST AND FOUND. Located in the basement gallery of the McKinney Performing Arts Center, items turned in are kept there until the festival closes on Sunday night. Afterwards please call 972-547-2683 to inquire about lost and found items.

Want to participate in the 2017 McKinney Oktoberfest as a SPONSOR, MARKTPLATZ vendor or CONCESSIONAIRE? Please contact us at: 972-547-2660 or Contact-us@mcKinneyfest.com

Oktoberfest Sponsors

Pat Lobb's
Toyota of McKinney
CITY OF MCKINNEY AND MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MCKINNEY
OKTOBERFEST

The Dallas Morning News
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BY THE MCKINNEY'S

Oktoberfest
DOWNTOWN MCKINNEY
SINCE 2004

WILLKOMMEN!
SEPT. 23-25

#MCKINNEYOKTOBERFEST
MCKINNEYOKTOBERFEST.COM

Willkommen to McKinney Oktoberfest! 2016

Instagram | Facebook

Day	McKinney Oktoberfest	The Bavarian Experience	The Entertainment Concessionaires	Alpine Village	McKinney Found Children
Friday September 23 4 p.m. - 11:05 p.m.	4:00 to 11:00 - Marktplatz: Alpine Segway Slalom, Kinder Kletter and Carnival 6:30 to 9:00 - Chef Wolfgang and Greg Klugmeyer - strolling accordion musician 8:30 - Texas' Largest Chicken Dance!	2:00 to 7:00 - The Hardware Auction - The Retail Sports Race 7:30 - The Whipped Cream Competition 8:30 - Meet the Brewermeister - Franconia Brewery	6:00 to 9:00 - Beer Stein Races 8:00 to 10:00 - Giant Beer Pong	5:00 - Alpine Village Band 6:30 - Alpine Village Band 7:30 - Brassbacher Schupplacher Weiss Band 8:00 - Alpine Village Band 8:00 - STV Altmensch Band 8:30 - Alpine Village Band	5:00 - The Bayer Wiesnweiser Band 6:00 - Opening Ceremony and Fall Tapping - Prost! 6:30 - The Royal Wiesnweiser Band 7:30 - STV Altmensch Band 8:00 - Brave Combo 9:30 - Brave Combo
Saturday September 24 10:00 a.m. - 11 p.m.	10:00 a.m. to 11:00 p.m. - Marktplatz: Alpine Segway Slalom, Kinder Kletter and Carnival 2:00 to 7:00 - Chef Wolfgang and Greg Klugmeyer - strolling accordion musician 8:30 - Texas' Largest Chicken Dance!	11:30 - Meet the Brewermeister - Franconia 2:00 - Greeting with Oktoberfest beer 4:00 - How to speak like a true Oktoberfestian (German Lessons) 5:00 to 7:00 - Registration open for the Weenie Dog Holding Competition 8:00 to 8:00 - Weenie Dog Holding Competition 8:30 - Meet the Brewermeister - Tapps	11:45 a.m. - Bratzen Big Race Registration Open 12:00 to 5:00 - Bratzen Big Race	11:30 a.m. - The Royal Wiesnweiser Band 12:30 - Brassbacher Schupplacher Weiss Band 2:00 - The Royal Wiesnweiser Band 3:00 - Alpine Dancers (Children) 4:00 - Alpine Dancers (Adult) 4:30 - Alpine Village Band 5:00 - Alpine Village Band 7:30 - Alpenweiberband 8:00 - Alpenweiberband	11:00 a.m. - Oktoberfest Events Ceremony 11:30 a.m. - Cash and Beer Game 12:30 - STV Altmensch Band 2:00 - Catch and Throw Game 2:30 - Alpine Dancers (Adult) 3:00 - Catch and Throw Game 4:30 - Catch and Throw Game 6:00 - Brassbacher Schupplacher Weiss Band 6:30 - Catch and Throw Game 8:00 - Brave Combo 9:30 - Brave Combo
Sunday September 25 12 p.m. - 5 p.m.	12:00 to 3:00 - Marktplatz: Alpine Segway Slalom, Kinder Kletter and Carnival 1:00 to 3:30 - Chef Wolfgang and Greg Klugmeyer - strolling accordion musician	11:00 - How to Speak Like a True Oktoberfestian (German Lessons) 1:00 - Meet the Brewermeister - Tapps 3:00 - Tapps Brewery Best of Big Game!	12:00 to 3:00 - Beer Barrel Races 3:00 to 4:00 - Giant Beer Pong	11:30 - STV Altmensch Band 1:00 - Act Get's 2:30 - Act Get's 4:00 - Act Get's	11:30 a.m. - Oktoberfest Events Ceremony 12:00 - Catch and Throw Game 1:30 - STV Altmensch Band 2:30 - Alpenweiberband 3:30 - Alpenweiberband

*Unless noted, all times are PM. All acts, items and stage locations are subject to change or cancellation without notice.

#MCKINNEYOKTOBERFEST

WWW.MCKINNEYOKTOBERFEST.COM



McKinney Community Development Corporation
Promotional Grant Award to McKinney Main Street
\$15,000 for McKinney Oktoberfest 2016

Expense Breakdown

The Ticket - Sports Radio	6,450.00
Trip Advisor	3,381.09
Dallas Observer	2,500.00
DMN Media	5,462.50
Foodbitch	550.00
Oh So Cynthia	575.00
Social Media	440.00
TOTAL	\$19,358.59

2016 McKinney Oktoberfest Paid Social Media Analytics

Date	Source	Post Description	\$ Spent	Total Reach	Engagements
Aug 16-31	FB	Event Boost	\$ 75.00	27,648	2,311
Aug 26-Sept. 13	FB/Insta	Hofbrau Stein Holding	\$ 40.00	21,220	477
Sept. 1-Sept. 8	FB/Insta	Keg Tapping	\$ 25.00	9,495	331
Sept. 1-Sept. 13	FB	Weenie Dog Races	\$ 40.00	70,606	1,619
Sept. 8-Sept 11	Insta	Come to Okt.	\$ 25.00	3,092	13
Sept. 9-Sept 12	FB	Parade Video	\$ 30.00	25,559	10,291
Sept 14-sept 18	FB/Insta	Parking	\$ 20.00	11,986	681
Sept 16-Sept. 19	FB	TUPPS Brewmaster	\$ 25.00	7,862	235
Sept. 23	Snap	Oktoberfest filter	\$ 50.99	25,351	632
Sept. 24	Snap	Oktoberfest filter	\$ 65.69	45,494	1040
Sept. 25	Snap	Oktoberfest filter	\$ 28.32	317	10
Sept. 20	Facebook Live	Oktoberfest Overview	\$ 15.00	12,798	8173

Total Spent Total Reach: Action Taken:

\$ 440.00 261,428 25,813

Facebook 28 day New Page Likes 1,317.00

Facebook 28 day Total Reach 15,578,194.00

2016



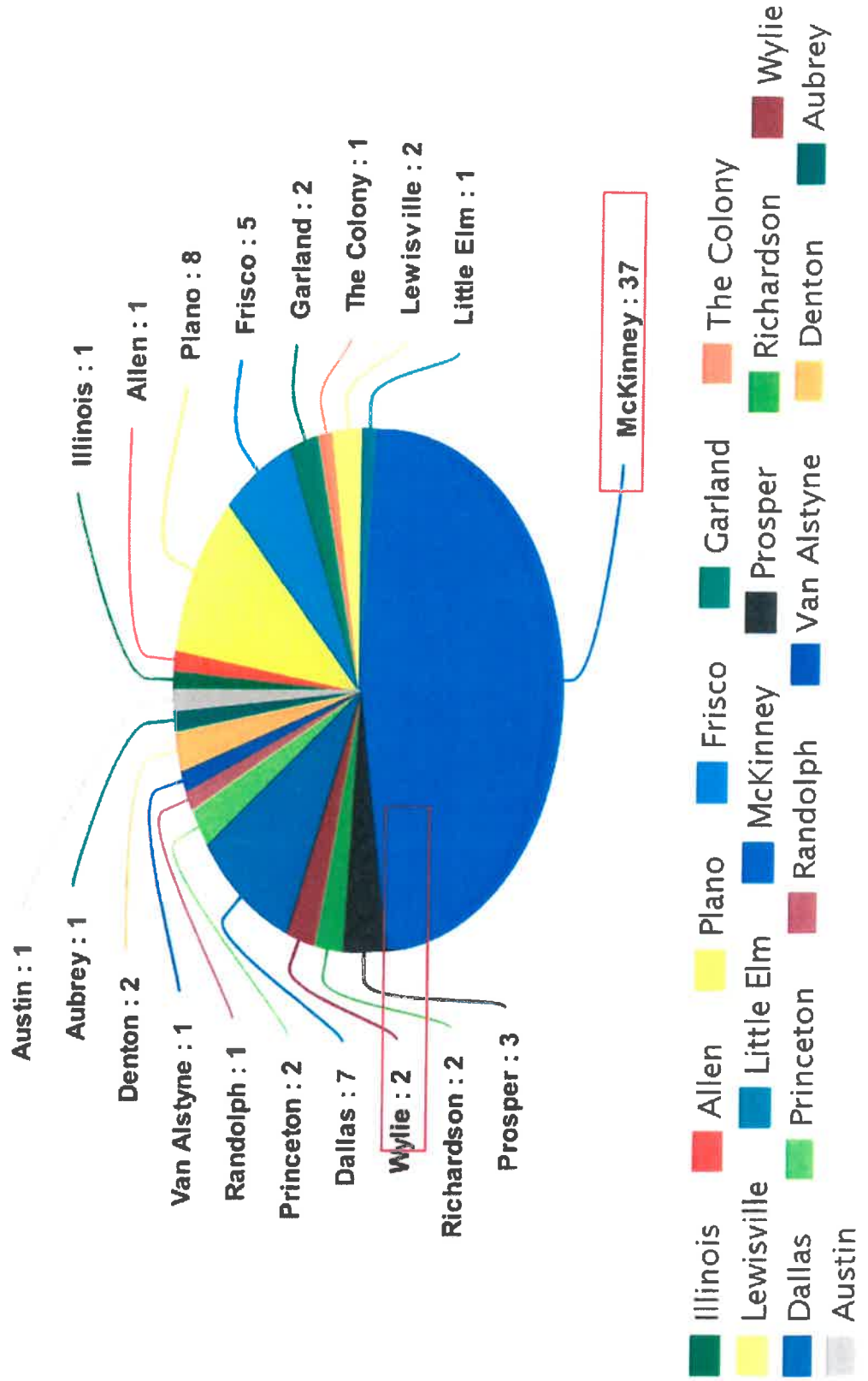
Patron Survey



Patron Zip Codes



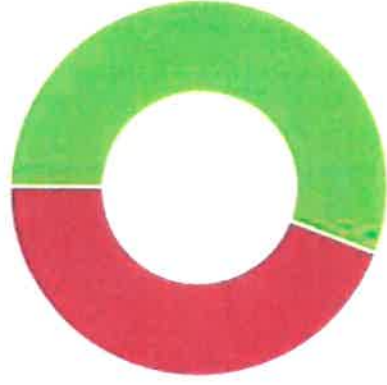
2016 McKinney Oktoberfest Survey



Survey Results



**Have you visited any of the local restaurants
or stores during Oktoberfest?**



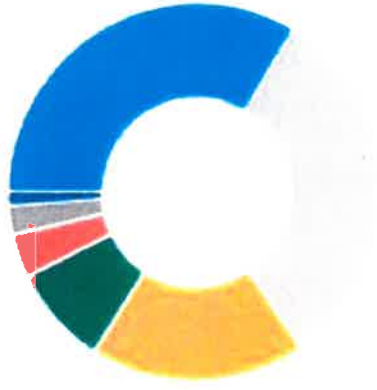
● 55.56% (45) Yes

● 44.44% (36) No

Survey Results



How did you hear about Oktoberfest?

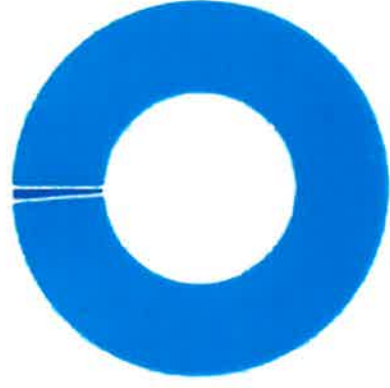


- 33.33% (27) Word of Mouth
- 32.10% (26) -- Other --
- 18.52% (15) Social Media
- 8.64% (7) Website
- 3.70% (3) Radio ad
- 2.47% (2) Other
- 1.23% (1) Newspaper ad

Survey Results



What mode of transportation did you use to get to Oktoberfest?

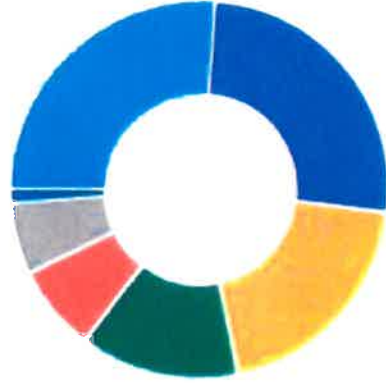


- 98.77% (80) Personal Vehicle
- 1.23% (1) Oktoberfest Shuttle

Survey Results



What is your age?



- 25.93% (21) 35-44 years old
- 25.93% (21) 25-34 years old
- 19.75% (16) 45-54 years old
- 13.58% (11) 55-64 years old
- 7.41% (6) 65-74 years old
- 6.17% (5) 18-24 years old
- 1.23% (1) 12-17 years old

