

# MCDC

McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



**McKinney Wine & Music Walk**



**McKinney October Bier Walk**

*Final Report*

# A GRANT WELL SPENT IN MCKINNEY, TX!



Thank you for supporting our TWO McKinney walks in Downtown McKinney with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the events!

First, Allow us to tell you about the McKinney Oktober Bier Walk!



The Walk sold out at 1500 participants! The event drove traffic to McKinney and participants spent their dollars with our local downtown merchants!

The merchants had an excellent day with many who had their shelves cleared out from the walks! A big WIN!

The non-profit partners were Embrace Texas/MYP who received a \$1,500 donation from the event and McKinney Main Street who received \$3,352.



Participants enjoyed tasting 20 beers, a vendor market at Mitchell Park, Live German style music all day and German cuisine pre-ordered from Rye.

It was a fun day in McKinney, TX for locals and many visitors!

Click [HERE](#) for the full photo album!





# MCKINNEY WINE & MUSIC WALK

The McKinney Wine & Music Festival pivoted in 2020 to the McKinney Wine & Music Walk in Downtown McKinney!

The walk took place over two days and saw 1,500 on Saturday and 500 on Sunday! Participants included locals and visitors!

Participants tasted 20 unique wines around downtown while shopping and spending LOTS of money with our downtown merchants!

Other fun activities included **25 local musicians/groups** that played Saturday-Sunday spread out in downtown McKinney in white tents! It definitely showed how music friendly McKinney, Texas is!

Culinary demos took place throughout the day and a local vendor market was setup at Mitchell Park!

Our non profit Partners were Love Life Foundation and Warriors Keep. \$1500 was donated to Love Life and \$1,000 was donated to the Warriors Keep! Additionally we spent \$5,000 with the two downtown McKinney wineries purchasing wines for 4 of our wine stops!

It was a great day in McKinney for local businesses, residents and visitors!

Click [HERE](#) for the full photo album!



# ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation! Including radio, social media campaign, print ad, PR and local influencers!

Our approved print ads for Community Impact, Frisco Style and Prosper McKinney Living are below!




JOIN US IN HISTORIC DOWNTOWN MCKINNEY FOR THE MCKINNEY OKTOBER BIER WALK!

**Saturday & Sunday October 3rd-4th**

- 20 UNIQUE OKTOBERFEST BIER TASTINGS!
- YOU'LL RECEIVE A MCKINNEY OKTOBER BIER WALK TASTER & A MAP DIRECTING YOU ON YOUR BIER TASTING JOURNEY!
- MARKTPLATZ WITH AN ARRAY OF LOCAL VENDORS & ARTISANS!
- STROLLING ACCORDIONIST & POLKA MUSIC!
- DELICIOUS GERMAN INSPIRED CUISINE!



**Sip. Shop. Socialize Safely.**

This walk practices social distancing. Please be prepared to wear your mask when you are not enjoying your beverage! All merchants will be following their standard occupancy guidelines.

TICKETS ARE VERY LIMITED FOR SOCIAL DISTANCING!  
\$30 REGISTER NOW: [WWW.MCKINNEYBIERWALK.EVENTBRITE.COM](http://WWW.MCKINNEYBIERWALK.EVENTBRITE.COM)  
DON'T FORGET YOUR LEDERHOSEN AND DIRNDLS!







# THANK YOU FOR SUPPORTING OUR 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 event and its success but we're mostly thankful that we were able to support so many local businesses in a year when it matters most.

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 \$10,000 are attached!

*Thank you!*

SBG Hospitality