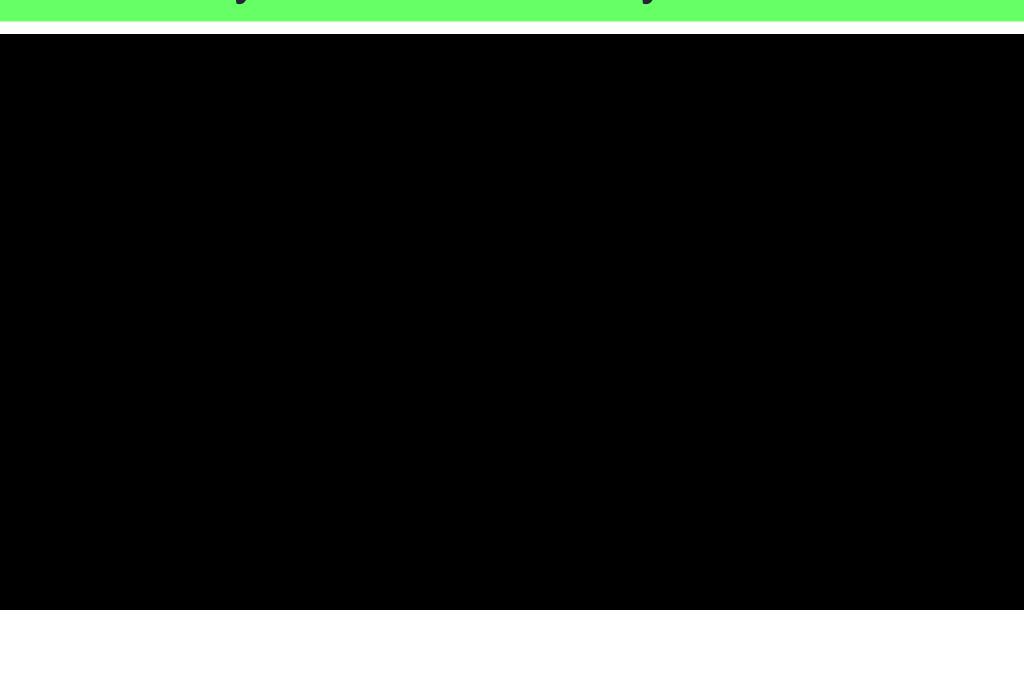
THIRD ANNUAL



Saturday, March 14th, 8am-4pm TUPPS Brewery



McKinney St. Patrick's Day Festival 2019





WHAT, WHERE, WHEN

- FREE to attend, family friendly and open to the public!
- Local Irish Bands, Irish dance performances
 from local dance studios, delicious food, 60
 local shops, boutiques and business
 partners, costume contests, and of course
 green beer!
- A portion of the proceeds from our Shamrock Run 5K benefits McKinney's very own, The Warriors Keep!







GOALS, NUMBERS, OBJECTIVES



 2019 (2nd year): 6,000 in attendance
 Both were a huge success and we expect to increase our attendance in 2020!

Event Objective: to create a community event that will showcase McKinney's value, increase the quality of life for McKinney residents through fun community interactions, to attract visitors to the City of McKinney and to create a staple event that residents, local business owners and McKinney visitors look forward to every year!

This event gives McKinney's small business owners, restaurants, artists, dance studios and so many others an opportunity to showcase their businesses to McKinney residents and visitors.







CIDNS INC.



GOALS, NUMBERS, OBJECTIVES

The event will showcase McKinney as a unique, fun, and cool destination for events! We had thousands of visitors from all over DFW last year & our goal is to grow that number year after year while also increasing our attendance with McKinney locals.

The advertising grant would allow us the opportunity to advertise this great McKinney event to the DFW metroplex. Here's how we'd use the advertising grant:

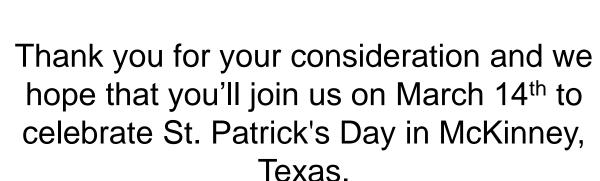
Printed Flyers \$100.00
Impactful Social Media Campaign \$4,000.00
Community Impact \$4,000.00
Event Website \$200.00
Magazines \$2,400.00
Local Radio \$1,500.00
McKinney Bloggers \$300.00
Press Releases \$300.00
Promotional Video \$1,000.00
Mass Emails \$1,200.00



CELEBRATE ST. PAT'S IN MCKINNEY, TX!

The inaugural and 2nd Annual event proved that this event is a home run for our community. It promotes tourism and promotes local businesses.

We would love to grow this event further and that would be possible with the support from the MCDC advertising grant.









THANK YOU FOR YOUR CONSIDERATION!







