



CITY OF MCKINNEY, TEXAS

Legislation Details (With Text)

File #: 18-1089 **Name:** Grant Application -- St. Patrick's Festival (SBC) P&C
Type: Agenda Item **Status:** Discussion Item
In control: McKinney Community Development Corporation
On agenda: 12/20/2018 **Final action:**
Title: Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #19-08) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2019 McKinney St. Patrick's Day Festival
Indexes:
Attachments: 1. Application Packet, 2. Presentation

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #19-08) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2019 McKinney St. Patrick's Day Festival

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- SBG Hospitality is requesting \$15,000 for advertising, marketing and promotion of the 2019 McKinney St. Patrick's Day Festival and Shamrock Run.
- Scheduled date for the 2019 Festival is March 16, 2019.
- Event is free and open to the public.
- The event will feature a 5K run, play zone for kids, two Irish bands, Irish dance performances, food, 60 local shops, boutiques and businesses, costume contests and more.
- Attendance goal is 6,500. The inaugural event in 2018 drew 5,500.

BACKGROUND INFORMATION:

- SBG Hospitality is an event production and marketing company from McKinney. Current festival productions include, in addition to the St. Patrick's Day Festival and Shamrock Run, McKinney Beer & Bites, Run for the Rosé 5K & Festival, McKinney Wine and Music Festival, McKinney Fall Festival and Monster Dash 5K.

- SBG events are designed to drive traffic and visitors to the city and increase sales for restaurants, artists, shops, etc.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$75,000.
- MCDC awarded a Promotional and Community Event grant in the amount of \$13,350 for the 2018 McKinney Wine and Music Festival.