



**19-0616**

**TITLE:** Consider/Discuss/Act on a Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #19-14) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2019 McKinney Wine and Music Festival.

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** July 25, 2019

**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 Wine and Music Festival.
- Scheduled date for the 2019 Festival is October 19, 2019 from noon until 5:00.
- Event is free and open to the public. Food and beverages will be available for purchase.
- The event will feature four bands; 20+ wineries; 100 McKinney artists, boutiques and businesses; play zone for kids; and a Culinary Experience tent showcasing McKinney culinary experts.
- McKinney Wine and Music Festival partners with Love Life Foundation and The Warrior's Keep.
  - \$1 from every wine glass sold will be donated to Love Life.
  - 25% of beer sales and proceeds from a grape stomping competition will benefit The Warriors Keep.
- Anticipated attendance is 4,500.

**BACKGROUND INFORMATION:**

- SBG Hospitality is an event production and marketing company from McKinney. Current festival productions in addition to the McKinney Wine and Music Festival, include McKinney St. Patrick's Day Festival & Shamrock Run, McKinney Fall Festival & Monster Dash 5K, and McKinney Beer Bites.
- 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 \$76,125.
- Since 2018, MCDC has awarded \$28,350 to SBG for promotion and advertising of McKinney events including \$15,000 for the 2019 St. Patrick's Day Festival & Shamrock Run.

**SUPPORTING MATERIALS:**

[Application Packet](#)  
[Presentation](#)