



18-1089

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

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.

SUPPORTING MATERIALS:

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