



20-0064

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #20-03) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2020 McKinney St. Patrick's Day Festival.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- SBG Hospitality is requesting \$15,000 for advertising, marketing and promotion of the 2020 McKinney St. Patrick's Day Festival.
- Scheduled date for the 2020 Festival is March 14 from 8:00 a.m. until 4:00 p.m. at Tupps Brewery.
- Event is free and open to the public. Food and beverages will be available for purchase.
- McKinney St. Patrick's Day Festival will contribute 10% of 5K tickets paid to the Warriors Keep; 10% of the beer pass tickets paid will benefit Hugs Café.
- Anticipated attendance is 6,000. Estimated runner participation is 1,200.

BACKGROUND INFORMATION:

- SBG Hospitality is an event production and marketing company from McKinney. Current festival productions include, in addition to the McKinney St. Patrick's Day Festival & Shamrock Run, McKinney Wine and Music Festival, McKinney Fall Festival & Monster Dash 5K; 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 \$75,000.
- In FY 19, MCDC has awarded \$25,000 to SBG for promotion and advertising of McKinney events including the 2019 St. Patrick's Day Festival and McKinney Wine and Music Festival.

SUPPORTING MATERIALS:

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