



20-0067

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Tupps Brewery (PC #20-06) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2020 Tupps McKinney Music 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:

- Tupps Brewery is requesting \$15,000 for the Advertising, Marketing and Promotion of the 2020 Tupps McKinney Music Festival benefiting LifePath Systems.
- The date planned for the Music Festival is March 21, 2020 from 3:00 to 10:00 p.m. The event will include local artists throughout the day and will culminate with a headline act on the main stage.
- Admission will be \$35 per adult. Goal is to attract 2,000 to 5,000 attendees.

BACKGROUND INFORMATION:

- Tupps Brewery is a production brewery located behind the Cotton Mill in a 15,000 square foot warehouse.
- Tupps is a family business that has supported multiple charities including HUGS Café, The Samaritan Inn, CASA, Warrior's Keep, ManeGait and Treasured Vessels.
- In 2020 Tupps will add LifePath Systems to its charity list.
- LifePath serves individuals and families impacted by behavioral, health, intellectual or developmental challenges.

FINANCIAL SUMMARY:

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants \$75,000.
- Tupps is a first-time applicant for a Promotional grant from MCDC for the McKinney Music Festival.

SUPPORTING MATERIALS:

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